

Emerging Marketing Technologies Workshop

May 24 – 25, 2007

Agenda

Thursday, May 24, 2007

7:30 a.m. – 8:30 a.m. – Registration

Overview (Interactive)

- What are your expectations?
- What you will be able to do after the session.

Defining Emerging Marketing Technologies

- What is Emerging Marketing and what it means to marketers?
- Trends, Cycles and Inflection Points: How we got to where we're at.
- How does this change how we market going forward?

Emerging Marketing Technologies Framework

- Summary of topics in the two-day session.
- Emerging Marketing Technologies vs. traditional marketing – what's changed?
- Participant Economy, Word of Mouth and Social Media – putting it all together

Citizen Marketers And The Power Of Consumer Generated Media (CGM)

- Success and failure with CGM, how do you know?
- Rules of engagement for CGM
- Achieving and measuring success

11:30 a.m. – 12:30 p.m. – Lunch

How To Really Use Blogs, Podcasts And Rss In Your Company

- Integrate these tools into your existing marketing
- Case examples of success from the Fortune 1000
- Achieving and measuring success

Interactive: Blogging Case Study

Mining The Social Media Space For Customer Intelligence

- Expanding your customer understanding through social media

Interactive: Social Media Customer Intelligence Research Exercise

Online Video And The Remix Culture

- Why online video is so powerful
- How companies are succeeding and failing
- Keys to jumpstarting your online video efforts

4:00 p.m. – 4:30 p.m. - End Of Day Wrap-Up, Key Learnings And Intro To Day 2

Emerging Marketing Technologies Agenda – Continued – Day 2

Friday, May 25, 2007

8:30 a.m. - Quick Review Of Day 1 Material

Interactive: Marketing Makeover Using Day 1 Materials

Customer Community & Online Social Media

- Reaching customers in social networks
- Uncommon examples of exemplar customer communities

Interactive: Jumpstarting Your Own Customer Community

Emerging Marketing Technology Tools And How To Use Them Successfully

- Widgets and desktop real estate
- Mobile marketing
- Additional Emerging Marketing Technology topics

Putting Emerging Marketing Technologies Into Play In Your Organization

- Quantify the value of the top opportunities
- Familiarize with the resource list of vendors, assistive tools and directories and those things which can jump-start Emerging Marketing Technology campaigns
- Keeping the momentum and overcoming barriers: tactics to ensure that you can achieve maximum results from this seminar

11: 30 a.m. – 12:00 p.m. - Taking It Back To The Job, Homework, Wrap-Up And Review