

'Marketing: the art of' Breakfast Workshops

<p>Website Architecture: Essentials for New Site Development</p> <p>Dan Hoggan, Mediaworks</p>	<p>Design isn't the most important part of website development. Getting the fundamentals of website architecture correct is vital. This session will help you understand the right way to stage new site development from inception to launch including:</p> <ul style="list-style-type: none"> • Information Architecture and Site Structure • Usability (Users) vs. Accessibility (Search Engines) • Site Migration • Technical Optimisation
<p>An Introduction to Social Media</p> <p>Mark Easby, Better Brand Agency</p>	<p>An 'Introduction to Social Media' workshop which helps business to understand and explore the social media opportunities. The business will clearly understand what social media is, and more importantly what it isn't. It will also explore the landscape, where the social media revolution has come from and how it is affecting communication. This workshop will make businesses begin to think about how they may use social media and the tools available to build their businesses digital footprint.</p>
<p>The Marketing Mix: How to get it right</p> <p>Kay Wightman, Flourish Consultants</p>	<p>This workshop will give you the basics of how to use all your marketing tools to best effect.</p> <p>Identifying your stakeholders and what they need to know to make sure that they remain 'on side' helps you to build up a clear brand. To do this you need to use a variety of marketing methods from advertising, to PR to the web.</p> <p>Join us for this informative workshop and learn how to –</p> <ul style="list-style-type: none"> • Identify your audiences • Identify your key messages • Identify the right marketing tools for the job
<p>So you think you know what online marketing is?</p> <p>Pascal Fintoni (International Online Marketing Specialist)</p>	<p>This introductory session provides a comprehensive overview of Online Marketing to ensure that delegates gain a clear understanding before embarking on the remainder of the Conference. Challenging assumptions and preconceptions, the presenter will use examples of traditional marketing practices to explain how these are translated into online activities. During this fast and thought-provoking presentation, all aspects of online communication from websites to social media will be covered as well as the concept of the <i>Online Marketing Toolkit</i>.</p> <p>This session will help delegates plan their day more successfully by understanding how much they know about Online Marketing.</p> <p>By attending this workshop, delegates will be able to:</p> <ul style="list-style-type: none"> • understand the relationship between traditional marketing activities and Online Marketing • have a structure for the different types of Online Marketing activities • develop online messages about their business, and specific products and services • avoid making mistakes and disappoint customers • build their own Online Marketing Toolkit

'Marketing: the art of' Morning Workshops

<p>Web Analytics: Shaping Online Marketing Strategy from Analytics Data</p> <p>Brett Jacobson, Mediaworks</p>	<p>Do you know what your customers are doing when they arrive on your site or what and why they are <u>not</u> buying? This session will help you answer these simple questions and guide you through the metrics that really matter and how you analyse your existing website analytics data and gain valuable insights that will help shape your marketing strategy.</p>
<p>Developing Your Social Media Strategy</p> <p>Mark Easby, Better Brand Agency</p>	<p>This workshop will help businesses to look more into how the business, sector, competitors and audience groups are using social media while providing a process for mapping out the goals and objectives for a social media strategy.</p> <p>The workshop will help a business understand the benefits of taking a strategic approach to social media including how to compile audiences and what they need from you, objectives, goals, and the technology to deliver them. It will also cover considerations in regard to resourcing, training requirements, platform set up and policy.</p>
<p>Search Engine Optimisation (SEO) Explained: No jargon, just clear, actionable info and advice</p> <p>Phil Dedman, Mediaworks</p>	<p>Discover, jargon free, how the search engine ranking systems actually works and how you can not only improve your natural, non-paid visibility online but also ensure a great return on investment. Areas covered will be:</p> <ul style="list-style-type: none"> • How Google and the major search engines function • Gauging online consumer demand for your products or services • What is required to rank well • Actionable advice and take away tips on how you can optimise your website
<p>Rediscover eMail Marketing – Customer, Content and... Chaos?</p> <p>Pascal Fintoni (International Online Marketing Specialist)</p>	<p>This session focuses on rediscovering eMail Marketing by addressing the many pitfalls and mistakes made by businesses. Whilst it is the most commonly used tool in driving traffic to a website, success rates and customer satisfaction are too often low. Taking the subject back to its core principles, the presenter will invite the delegates to reflect on their own practices by explaining the importance of aligning the three C's: Customer, Content and Chaos.</p> <p>This session will help delegates plan and develop effective email marketing messages by understanding how to avoid the common mistakes and address customer preferences.</p> <p>By attending this workshop, delegates will be able to:</p> <ul style="list-style-type: none"> • prepare short and long term eMail Marketing campaigns • assess the merits and flaws of their existing eMail Marketing efforts • structure successful messages using the Customer, Content and Chaos principles • understand the benefits of personalisation and localisation • understand the importance of measurement and analytics • develop their own eMail Marketing Plan using the Sx4 technique

'Marketing: the art of' Afternoon Workshops

<p>Conversion Rate Optimisation (CRO): Turning website visitors into customers</p> <p>Steven Parker, Mediaworks</p>	<p>The constant evolution of the Internet, driven by advances in technology, has lead to users' expecting the best possible online experience. If they don't receive a positive easy-to-use experience, there is another website that will deliver it to them. Understand the need for a clear conversion optimisation strategy and how your organisation can ensure dynamic adaptability to core areas of your website from form functionality to cart experience. Ultimately leading to more sales, leads and enquiries.</p>
<p>Developing your Mobile Marketing Strategy</p> <p>Sarat Pediredla, Hedgehog Lab</p>	<p>With smart phones and tablets leading the mobile revolution, it has become essential that your business has a clear mobile strategy. Hear from Sarat Pediredla, Partner at leading mobile agency hedgehog lab, on how to make the best use of mobile in all aspects of your business from operations to marketing.</p> <p>The workshop will cover industry case studies, top tips that and practical ideas that you can implement immediately. You will also get an opportunity to quiz Sarat on how your business can use mobile effectively.</p>
<p>Creating the Marketing A-Team</p> <p>Di Gates, Stick Theory</p>	<p>If you love it when a plan comes together, then you'll know the importance of having the right team, the right leader and being able to pull together to achieve your mission.</p> <p>In this session, Di Gates of Stick Theory will consider the challenges facing all of us, as marketing channels grow in number and complexity, and as technology makes us question our roles and how we add value. Di will work through some practical ideas on how we can deliver marketing collaboratively and flexibly – managing freelancers, consultants, agencies and internal teams to achieve maximum impact for our organisation or clients.</p>
<p>Lights, camera, action, are you ready for your close up? Reputation management in the digital age.</p> <p>David Laud & Emma Hignett, i2i Business Solutions</p>	<p>Risk management and social media</p> <p>In this session, David Laud (i2i solutions) and Emma Hignett (Previously from Capital Gold Radio London) will take you through the risks involved in social media and how to manage these. This workshop will cover</p> <ul style="list-style-type: none"> • Presenting your personal brand • Use of video content – guidelines to maximise impact • Social media at work • Managing a crisis, protecting your reputation