

the ISBA annual conference

18 march 2010
Lord's Cricket Ground



intro

Mike Hughes

Director General, ISBA

As we start the climb out of recession, advertisers need to focus on the changed realities they will face in 2010.

The agenda-setting ISBA Annual Conference on Thursday 18 March 2010 will again aim to provoke discussion and generate insights to guide advertisers in confronting these challenges.

The conference will also provide an important update on the political and regulatory context and the changes advertisers can expect.

On the media front, convergence and the growth of online will continue to impact the media landscape, and speakers from across the board will share their perspectives.

And we will have with us the man who devised and executed Barack Obama's phenomenally successful online mobilisation strategy, with insights on how this can be applied in the branded arena.

I look forward to seeing you on 18 March.

agenda

09.00

Welcome by

Mike Hughes, Director General, ISBA

09.10

President's address by

Mark Hunter, Chief Executive, Molson Coors

session one

A political perspective

How does advertising now sit in the eyes of the political community?

A leading political figure will share his views on what lies in store for our industry in the future.

Self-regulation – What's next?

Guy Parker, CEO, ASA — Advertising code reviews and a fundamental review of the way the ASA operates at the heart of our highly-respected self-regulation system – and what it all means for advertisers.

Whither ITV?

ITV remains central to many advertisers' strategies. After the uncertainties of the past year, and on the back of a few good wins recently, what can we expect from ITV going forward? Senior management will address this question before a very interested audience.

coffee

10.30 - 10.55

Networking Coffee Break

with speakers from:



session two

Convergence – An update

Nigel Walley, MD, Decipher — The drive towards convergence continues unabated. Nigel will share his views on the range of outcomes and the issues the industry will need to confront.

Google – A view of the future

Matt Brittin, MD, Google UK & Ireland — Matt will share his perspectives on developments in the online space, and Google's plans for the future.

Tracking in realtime

Alan Gould & Ken Orkin, The Nielsen Company — Nielsen IAG measures and accumulates next-day data on viewer engagement with television programmes, advertising, sponsorships and product placements. Nielsen will share insights on product placement effectiveness from the US market by genre, category and audience.

Digital Marketing – Harnessing social media

David Sable, VC, COO, Wunderman — As digital marketing continues to evolve, can social networks be successfully monetised while providing distinctive value for advertisers? David will share his thought-provoking views at the conference.

lunch

12.20 - 13.30

Networking Buffet Lunch

session three

“Creating Good” 3 trends for the post-crisis world of marketing

David Jones, Global CEO, Havas Worldwide & Euro RSCG

Worldwide — Creating good - or the fundamental belief that marketing and advertising industries can and should use the power of creativity to impact positive change.

The Santander rebrand – A case study

Keith Moor, Director of Brand & Communications, Santander

Alison Wright, Strategic Director, Engine — The fusing of Abbey, A&L and B&B under the Santander brand will be one of the big stories of 2010. This case study will show how Santander and Engine partnered to devise the integrated marcomms strategy for this major re-brand.

Interactive panel session – The key issues

Chaired by: Rory Sutherland, President, IPA — Rory will provoke discussion with what he feels are the vital issues facing the marketers, followed by a Q&A panel session comprising key players in the industry.

Obama – The online story

Thomas Gensemer, Managing Partner, Blue State Digital — How did they do it? Thomas will take us through the strategy that mobilised 13 million people and generated \$500 million in funding – and the lessons for brands.

close

15.40

Closing remarks and close of conference

15.50

Networking Drinks

Date

Thursday 18 March 2010

Venue**Lord's Cricket Ground**

St John's Wood,
London NW8 8QN

Fees

ISBA Member £495 + £86.63 VAT (£581.63)

Non Member £595 + £104.13 VAT (£699.13)

All fees are inclusive of lunch, refreshments and documentation.

Registration

Complete the attached booking form and return it to ISBA, together with your remittance either by cheque, made payable to ISBA, or by transfer to ISBA's bankers;

The Royal Bank of Scotland

43 Curzon Street

London W1J 7UF

Sort Code 16-00-79 Account No: 11937004

Payment is also accepted by Amex, Delta, Mastercard or Visa.

Please state the name(s) of delegate(s) concerned so that their payments/bookings can be processed accurately.

Last minute registrations may be made at the venue on the morning of the conference.

Cancellations

Need to be made in writing on or before Monday 8 March 2010.

The fee will be returned minus a 20% cancellation charge.

Fees for bookings received after Monday 8 March 2010 cannot be refunded.

Enquiries

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Training and Events Executive
ISBA, Langham House
1b Portland Place
London W1B 1PN**

T: 020 7291 9020 F: 020 7291 9030 E: elvirab@isba.org.uk

Please reserve place(s) for the following to attend the ISBA Annual Conference on Thursday 18 March 2010.

Mr/Mrs/Miss/Ms:

Position:

Email:

Mr/Mrs/Miss/Ms:

Position:

Email:

Company:

Address:

Tel:

Fax:

No. of ISBA Members: @ £581.63 each = £

No. of Non members: @ £699.13 each = £

These costs include VAT @ 17.5%

Total = £

Payment:

We enclose our cheque for: £ made payable to ISBA

Alternative payment facility

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Card No:

Card expiry date:

Security code: (last 3 digits of number on signature strip)

Issue number: (if applicable)

Cardholder's name:

Statement address:

Cardholder's signature:

Please state address and name of person for invoice if different from above and reference if required:

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