

THE 2009 EUROPEAN ADVERTISING EFFECTIVENESS SYMPOSIUM

EXTENDING ADVERTISING'S REACH AND EFFECTIVENESS

An uncertain economic climate always increases sharply the focus on marketing's overall performance. Which costs should businesses cut during a downturn and which should not be cut? Which are the marketing strategies that work more powerfully during downturns? What have a combination of highly authoritative sources told us about the dangers of cutting share of voice and switching budget to promotions and incentives? All the evidence argues for a positive approach to take the opportunity for competitive gain.

There is no doubt that the marketing environment will remain difficult for some time and, coming out of the downturn, will have to extract yet more efficiencies – particularly if marketing budgets lag behind the recovery. An important element in this effort is the extent to which new technologies enable marketers to help their advertising communication work harder. Technology is making it easier and easier for consumers to spread the word about products, services and brands. But, as delegates will hear, word of mouth is not just about social media – it's far, far bigger than that. New research from the US demonstrates how word of mouth really works – both offline as well as online. The research also clearly demonstrates the extent to which advertising can stimulate word of mouth advocacy for brands. Smart marketers are learning to develop media planning strategies to drive these synergies.

At the same time as this rapidly developing technology is presenting new communication channels and opportunities, advances in neuroscience have been providing us with greater understanding of the cognitive process. To what extent does this require a re-examination of the techniques we have developed to assess the effectiveness of advertising – both 'pre' and 'post'? Drawing on the extensive case history material built up over many years by the IPA, delegates will learn of the conclusions of a major piece of validation that points to an emotional measure as being the best predictor of in-market business effectiveness. What needs to be developed to refine the measures we use to assess commercial communications will form the basis of a panel discussion.

Multi-media measurement is developing rapidly around the world. What are the new elements to be introduced in TouchPoints 3 and how are the data being used now? Social media opportunities are evolving very quickly whilst consumers remain difficult to predict. What should be the priorities set by brands for monitoring social media? What are the shortcomings and opportunities that exist currently and how should we approach developing a clear and robust methodology?

Monday, November 2nd Session 1

Why are strong global brands so rare? What is the best practice they follow and how can local brands compete effectively? Why is it that advertising often fails to travel? In an economic downturn which strategies should be adopted to ensure competitive advantage? What are the dangers of switching budget to promotions and incentives? How best to develop long term plans when budgets are too often set for the short term?

09.30 Chairman's opening remarks
Gregg Ambach
Managing Director
Analytic Partners

9.40 Global brands
Nigel Hollis
Chief Global Analyst
Millward Brown

10.25 Intercultural management:
overcoming barriers to
market entry
Raffaella Fornarini
Managing Director
Passport

10.40 Coffee

11.00 Finding the upside of
a downturn
Peter Field
Marketing Consultant

11.40 Low risk strategies for high
risk marketing environments
Karl Weaver
Director
Data2Decisions

12.10 Panel Session

12.40 Lunch

Monday, November 2nd Session 2

Technology is making it a lot easier for consumers to spread the word about products, services and brands. What has been difficult to assess is how to measure the buzz generated by brand advocacy. Work from the US and the UK provides valuable insight into how this process can be measured and the benefits maximised. Do movements in brand health measures or customer satisfaction translate to movement in sales?

- 14.15** The great multiplier:
How word of mouth extends advertising's reach and effectiveness
Ed Keller
CEO
The Keller Fay Group (USA)
- 15.00** Getting contagious about brands and advertising
David Penn
Managing Director
Conquest
- 15.30** Coffee
- 15.50** The secret of all great brands: free advertising
Dan White
Head of Communications Research
Millward Brown
- 16.20** Measure what is measurable and make measurable what is not
Peter Haslett
Chairman
Ipsos UK and Northern Europe
- 16.50** How to establish which brand health measures translate to a sales uplift
Louise Cook
Director,
Holmes & Cook
- 17.20** Panel Session
- 18.00** Close of day 1

Tuesday, November 3rd Session 3

To what extent do our learnings from advances in neuroscience require a re-examination of the techniques we have developed to assess the effectiveness of advertising – both 'pre' and 'post'? Drawing on the extensive case history material built up over many years by the IPA, delegates will learn of the conclusions of a major piece of validation that points to an emotional measure as being the best predictor of in-market business effectiveness.

- 09.30** Chairman's opening remarks:
Nigel Sheldon
Consultant
- 09.40** How do current measures compare with an emotional approach to assessing advertising effectiveness?
John Kearon
Chief Juicer
BrainJuicer
- 10.20** Pre-testing and tracking the hidden power of emotion in advertising
Robert Heath
Centre for Research into Advertising and Consumption, University of Bath School of Management
- 10.50** Coffee
- 11.10** PANEL LED DISCUSSION:
HOW USEFUL ARE OUR CURRENT MEASURES?

John Kearon and Robert Heath will be joined by Peter Haslett, David Penn and Dan White
- 12.00** Case Study: Bacardi

Media 'Mix it Up'
Christian Woolfenden
Global Marketing Manager
Bacardi
&
Maggie Merklin
Associate VP
Analytic Partners
- 12.30** Lunch

Tuesday, November 3rd Session 4

Social media opportunities are evolving very quickly whilst consumers remain difficult to predict. What should be the priorities set by brands for monitoring social media? What are the shortcomings and opportunities that exist currently and how should we approach developing a clear and robust methodology?

- 14.00** The TouchPoints experience - where next?
Lynne Robinson
Research Director
IPA
- 14.20** Everyone is talking. How can brands follow consumers?
Nigel Sheldon
Consultant
- 14.45** New media, new forms of communication
Jonathan Forster
Global Sales Director
Spotify
- 15.10** Social network marketing - how to get it right
Nathan McDonald
Managing Partner
We Are Social
- 15.35** Taking the measure of social media
Brian Jacobs
CEO
BJ&A
- 15.50** Panel Session
- 16.15** Coffee &
Close of conference

BOOKING FORM

We wish to make bookings for the following delegates to attend (please tick to indicate your choice) :

- The 2009 European Advertising Effectiveness Symposium: £1075 (€ 1275)
Early booking fee: £975 (€ 1130)

Delegate details

Mr/Mrs/Miss/Ms

Forename(s).....

Surname.....

Job Title.....

Company.....

Address.....

.....

Country.....

Post Code.....

Tel No.....

Fax No.....

e-mail.....

Early Booking Fee :
(if booked on or before September 18th)

..... delegates at £..... each £.....

Delegate Fee :
(if booked after September 18th)

..... delegates at £..... each £.....

TOTAL £.....

Details of additional delegates (if applicable)

Mr/Mrs/Miss/Ms

Forename(s).....

Surname.....

Job Title.....

Mr/Mrs/Miss/Ms

Forename(s).....

Surname.....

Job Title.....

Payment method:

Cheque

- Enclosed is our cheque for
£..... made payable to **asi**

Credit Card

- Please debit my credit card
 Amex Visa Mastercard

Card Number:

.....

Expiry date:...../.....

Cardholder's name:

.....

Signature.....

Card Billing Address (if different from company address)

Address.....

.....

Country.....

Post Code.....

Bank Transfer

- We have transferred £.....
to the **asi** bank account

Bank Details:

HSBC Bank, 93 Fore Street,
Saltash, PL12 6AE
Acc. No. 31386557
Bank Sort Code 40 40 15
SWIFT Code: MIDLGB2152W
IBAN:GB29MIDL40401531386557

ADMINISTRATIVE DETAILS

CONFERENCE DATES	Monday, 2nd November Tuesday, 3rd November
VENUE	Hyatt Regency Istanbul Taskisla Caddesi No:1 34437 Taksim - Istanbul Turkey
TELEPHONE AND FAX	Tel: + 90 212 368 1234 Fax: + 90 212 368 1286
REGISTRATION	Delegates should register for the conference at the conference desk between 08.45 and 09.30 a.m.
DELEGATE FEE	£1075 sterling (€ 1275) The fees include all refreshments, lunches, and documentation.
EARLY BOOKING FEE	£975 sterling (€ 1130) These rates apply if booked on or before Friday, September 18th
ENQUIRIES TO	Mike Sainsbury/Kate Maitland Smith asi Ltd 111 Whitchurch Road, Tavistock, PL19 9BQ, UK Tel: +(44) 1822 618 628 Fax: +(44) 1822 618 629 www.asi.eu.com e-mail: asi@dial.pipex.com
BOOKING	Complete the booking form and return it, with payment, to asi at the above address. Payment may be made by cheque made payable to asi or by transfer to asi's bankers, HSBC Bank, 93 Fore Street, Saltash, PL12 6AE; Bank Sort Code No 40 40 15; Account Number 31386557; payment may also be made by Amex, Visa or Mastercard. Bookings can only be accepted on receipt of payment, after which an admission pass will be sent to you. All payments should be made in pounds sterling or euros. Cheques and transfers should be drawn on a UK bank.
CANCELLATION	Cancellation received in writing on or before Friday, September 18th, 2009, will result in our returning the fee to you minus a £100 handling charge. For cancellations made after this date, no refund will be made. You may send somebody in your place if you are unable to attend.
ACCOMMODATION	asi has arranged specially discounted rooms at the Hyatt Regency Istanbul for those attending this conference. Single: (from) € 135 Double:(from) € 155 (Breakfast included) To reserve accommodation at the hotel you will need to complete the hotel booking form. Tel: + 90 212 368 1286 Fax: + 90 212 368 1033

* N.B. These rates will only be guaranteed for rooms booked on or before September 18th

**The 2009 European Advertising Effectiveness Meeting
01 – 04 November 2009
Accommodation & Travel Form**

Last Name: _____

First Name: _____

Organization: _____

Postal Address: _____

City: _____

State/ Province: _____

Country: _____

Postal/ Zip Code: _____

Telephone Number: _____

Fax Number: _____

E-mail: _____

Hotel Information

****Reservations after 16th September, 2009 will be based on availability. ****

Run of House Room	Single € 135.-	Double € 155.-
Regency Club Room	Single € 225.-	Double € 245.-
Regency Suite Room	Single € 435.-	Double € 435.-

Room rates are inclusive of open buffet breakfast; exclusive of taxes, which are currently 8%.

Special Requests: _____

Arrival date: _____

Departure Date: _____

Please note: Check-in time is 14h00.

Number of nights: _____

Number of Adults: _____

To guarantee your reservation please provide your credit card number.

Visa MasterCard American Express

Card Number: _____

Expiry date: _____

Signature: _____

Hotel booking form: Guests will book with the hotel reservation form by completing all details in the form. In order to have a guaranteed booking, it is a must to complete the credit card information. Reservation requests with no credit card information or an invalid credit card won't be accepted.

Cancellations: A limited number of rooms blocked for this conference and all reservations should be completed by the 16th of September 2009. Cancellations between 16 September – 15 October 2009 will be applicable a one night's cancellation fee. Any cancellations as of 16th of October 2009 and any no-show's will be applicable a cancellation fee covering the full lengths of stay which will be charged to the credit card on the reservation form. All cancellations must be notified to the hotel in writing or by fax.

Please fax this document to the **Hyatt Regency Istanbul** to the attention of
Ms. Aysegül Unlü

Direct fax + 90 (212) 368 12 86* Direct Tel + 90 (212) 368 10 33
E-mail: aysegul.unlu@hyatt.com