

**A**t a time when what we used to refer to as 'media agencies' continue to expand their role, their influence and the services they offer, how should advertisers set about choosing a communications agency partner? Are the traditional agency selection methods appropriate for an era containing so many communication channels and so many options? To what extent should cross discipline working practices form a part of both the agency offer and advertiser selection criteria?

How much credence should be given to claims made by media owners that their media propositions truly differentiate their products? Are they really as selective as they claim? Looking at radio and magazines, recent research challenges some of these entrenched assumptions and offers practical insights into how wastage can be reduced.

How are digital technologies changing the way video is consumed? What new advertising platforms and formats are emerging and which of these works best for brands? What is it that makes an ad go 'viral'? Above all, what should marketers be doing differently?

These changes, driven at a furious pace by the rapidly evolving technology, require not just structural but cultural change in most organisations. For the agency, this will involve moving from a silo approach to one that disperses digital expertise throughout the company. This will help ensure that the senior leadership is involved in the client relationship.

Meanwhile, as the Internet continues to grow, it is ever clearer that websites - and more especially brand websites - are becoming a central point where all media and engaged customers are converging. It is becoming increasingly important to measure and integrate brand websites in marketing and media strategy. It is all about the quality of contacts rather than the quantity and it is satisfaction and engagement that are the keys to driving buzz and business.

Yet, for all the excitement surrounding digital communications, the spend on the internet is such as to suggest it is scarcely being taken seriously as an advertising medium. Or is this point of view about to be seriously challenged?

# THE 2008 EUROPEAN EFFECTIVE COMMUNICATIONS SYMPOSIUM

## 'TOWARDS A DIGITAL DIVIDEND?'

23rd April, Barcelona

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|--|---|
| <b>09.30</b> Chairman's opening remarks<br><b>Nigel Sheldon</b><br>Digital Consultant  | <b>14.15</b> Comparing digital to mass media - a case study of government campaigns<br><b>Marieke de Koning</b><br>Director Intelligence<br><i>Pointlogic</i>       |
| <b>09.40</b> Selecting the right partner in a time of change: key considerations for advertisers<br><b>Brian Jacobs</b><br>CEO<br><i>BJ&amp;A</i><br>& Director<br><i>Agency Review Business</i> | <b>14.45</b> The challenge of balancing digital specialism with integration<br><b>Nigel Sheldon</b><br>Digital Consultant   |
| <b>10.10</b> Do targeted media actually still target?<br><b>Karen Nelson Field</b><br>Senior Researcher<br><i>Ehrenberg-Bass Institute for Marketing Science</i>                                 | <b>15.15</b> Your brand website: a 'marketing hub' to expand the brand<br><b>Laurent Flores</b><br>Founder<br><i>crmmatrix</i>                                      |
| <b>10.40</b> A vision of video and viral<br><b>Duncan Southgate</b><br>Global Director Innovation<br><i>Millward Brown</i>   | <b>15.45</b> Coffee   |
| <b>11.10</b> Coffee  | <b>16.05</b> The internet - how serious is it as an advertising medium?<br><b>John Philip Jones</b><br>Professor of Communications<br><i>University of Syracuse</i> |
| <b>11.30</b> How to pre-test outdoor creative and maximise ROI<br><b>Neil Eddleston</b><br>Managing Director<br><i>JCDecaux Worldlink</i>  | <b>16.35</b> Towards a digital dividend<br><b>Speaker to be advised</b>   |
| <b>11.50</b> Out-of-home digital screens: a new currency for a new medium<br><b>Helen Harrison</b><br>Managing Director<br><i>helen-harrison and Company</i>                                     | <b>17.05</b> Panel Session  |
| <b>12.10</b> Auditing multimedia campaigns - opportunities and threats. A case history<br><b>Paola Furlanetto</b><br>Managing Director<br>A+   | <b>17.30</b> Close of conference  |
| <b>12.40</b> Panel Session   |   |
| <b>13.10</b> Lunch   |   |

# BOOKING FORM

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

- The 2008 European Effective Communications Symposium: £575 (€ 770)  
**Early booking fee: £475 (€ 640)**
- The 2008 European Advertising Effectiveness Symposium: £975 (€ 1300)  
**Early booking fee: £875 (€ 1170)**
- The 2008 European Effective Communications Symposium AND  
The 2008 European Advertising Effectiveness Symposium: £1375 (€ 1840)  
**Early booking fee: £1220 (€ 1630)**

## 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 March 12th)**

..... delegates at £..... each £.....

**Delegate Fee :**  
**(if booked after March 12th)**

..... 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	Communications: Wednesday, 23rd April Advertising Effectiveness: Thursday, 24th April Friday, 25th April
VENUE	Hotel Melia Barcelona Avda. Sarriá 50 08029 Barcelona Spain
TELEPHONE AND FAX	Tel: +(34) 93 410 60 60 Fax: +(34) 93 410 77 44
REGISTRATION	Delegates should register for the conferences between 08.45 and 09.30 a.m.
DELEGATE FEE	Communications: £575 sterling (€ 770) Advertising: £975 sterling (€ 1300) Both: £1375 sterling (€ 1840) The fees include all refreshments, lunches, and documentation.
EARLY BOOKING FEE	<b>Communications: £475 (€ 640)</b> <b>Advertising: £875 (€ 1170)</b> <b>Both: £1220 (€ 1630)</b> <b>These rates apply if booked on or before Wednesday, March 12th</b>
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 <b>www.asi.eu.com</b> e-mail: asi@dial.pipex.com
BOOKING	Complete the booking form and return it, with payment, to <b>asi</b> at the above address. Payment may be made by cheque made payable to <b>asi</b> or by transfer to <b>asi's</b> 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. <b>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.</b>
CANCELLATION	Cancellation received in writing on or before Wednesday, March 12th, 2008, will result in our returning the fee to you minus a £75 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	<b>asi</b> has arranged specially discounted rooms at the Hotel Melia Barcelona for those attending the conferences.* Single: € 215 Double: € 235 (including breakfast) <b>If you wish to reserve accommodation at the hotel you should contact the reservations office direct and indicate you will be attending the asi 2008 European Communications/Advertising Symposium.</b>

\* N.B. These rates will only be guaranteed for rooms booked on or before March 12th