

EVOLVE 08 - marketing trends and issues
One day conference

FRIDAY, 31 OCTOBER 2008

The Sebel & Citigate King George Square
Cnr Ann & Roma Streets, Brisbane

marketing +
communications
conference

evolve08

Marketing is evolving... are you?

The modern marketer must be across a constantly evolving set of tools, techniques and trends. We need to take time to think, learn and evolve our own skill set. Evolve 08 has been developed to help you achieve this and to be unlike any other conference. It covers all the key trends, packed into one day, minimising your time out of the office. The format allows you to constantly interact with thought leaders, creative catalysts and trail blazers. The program is brought to you by Networx Marketers Meetings, committed to providing inspiration, information and introductions to marketing and communications professionals for over eight years.

We look forward to seeing you and your team at Evolve 08!

**EXHIBITOR
OPPORTUNITY**

**Brochure &
Agreement Form**



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For full event details visit: www.icebergevents.com/evolve08

Friday, 31 October 2008

**The Sebel & Citigate King George Square, Cnr Ann & Roma Streets, Brisbane
Conference & Exhibition Rooms: Roosevelt and Kennedy Room**

8.30 - 9.00am	Registration & Exhibition open
Session 1 9.00 – 9.45am	The Evolving Workplace - How it has changed the way we do business <i>Peter Williams, CEO, Deloitte Digital and global thought leader on Innovation and Use of Web technologies</i>
Session 2 9.45 – 10.30am	Digital Revolution: From hype to high-powered In the last decade we've been given an entirely new set of marketing tools: Banner ads, email marketing, micro sites, social networking, mobile marketing, virtual worlds, in-game advertising. Technology no longer drives – it enables. So what's coming for the next decade? What should you be planning for, but aren't? What is the next big thing in this constantly evolving space? <i>Panel discussion</i>
10.30 – 11.00am	Morning Tea in the Exhibition area
Session 3 11.00 – 11.45am	Customer Genome: Is data the future? More targeted marketing is indisputably the way of the future – for big and small business. Data drives the potential of a more targeted approach. So which prospect and customer data should you be collecting? What is the role for technology and systems? What opportunities are coming in mobile and other marketing channels? Who is leading the way in obtaining the benefits from a more targeted approach and what can you learn from them? <i>Brett Hogarth, Co-founder & Executive Director, Impact Data</i>
Session 4 11.45 – 12.30pm	Buzz...PR and Word of Mouth Marketing Referral and word of mouth remain the main source of new customers, so the big question facing any business is. . . How do you get people talking about your brand? <i>Panel discussion</i>
12.30 – 1.30pm	Lunch in the Exhibition area
Session 5 1.30 – 2.15pm	Is Your Brand Keeping up with the Consumer? Brand Reinvention Learn tips and tricks on how your brand can become a leader through brand reinvention. This presentation will share successful rebranding campaigns and provide advice on what to do with an out of date brand or one that needs a boost. <i>Jack Perlinski, Brand Strategist, DAIS (Design and Internet Strategists)</i>
Session 6 2.15 – 3.00pm	Extinction Proof Brands: Creative brand survival Brand success demands that evolution must be constant and accelerated. A globally recognised name is no longer a guarantee of longevity – challenger brands are thriving based on creative nimbleness and customer centric focus. This discussion centres on what it takes to create and grow an extinction proof brand. <i>Panel discussion</i>
3.00 - 3.30pm	Afternoon Tea in the Exhibition area
Session 7 3.30 – 4.15pm	Web Usability and Design - Great Web Design Equals More Sales In today's web world, having a well designed website can mean your online business can boom from the start. This session will focus on some of the most important elements when building and designing a website or eCommerce store. It will look at web strategy and planning, usability, navigation, accessibility, content, FLASH animation, search engine optimisation requirements and much more. <i>Llew Jury, Managing Director, Reload Consulting</i>
Session 8 4.15 – 5.00pm	The Idea Virus: Creating contagious ideas Creative systems are inherently networked systems, from the spread of applause to the adoption of a new fashion. This session explores why some ideas reach 'the tipping point', whilst others languish and die. What does it take to create a contagious business, marketing or advertising idea? What are the essential ingredients – cash, creativity, hard work, serendipity? And what is the role for a marketer in spreading an idea virus? <i>Panel discussion</i>
5.00 – 6.00pm	Devolution: Networking Drinks in the KG Bar <i>Happy Halloween theme.</i>

**The up to date program, speakers & panellists can be found at www.icebergevents.com/evolve08.
This program is subject to change. We reserve the right to change the program and speakers.**

EXHIBITOR OPPORTUNITY

Investment \$1,925 (inc GST)

Evolving the standard

This event is about providing real value, real insight, real inspiration and real networking.

Attendees will come from the spectrum of marketing and communications fields – director and manager levels, both in house and consultancies.

Evolving the exposure

The primary source of promotion will be via the Networx opt-in database of 6,000 professionals from Melbourne, Sydney and Brisbane. We will be providing flyers at events leading up to the conference, and regular email marketing.

Inserts will also be included within issues of *B&T* magazine.

Evolving the exhibition

100+ delegates, in decision making roles, will be in attendance.

Evolve 08 is about integration, with morning tea, lunch and afternoon tea taking place in the exhibition space.

Evolving beyond the day

We will be providing exhibitors with a list of attendees several days prior to the conference. In this way, you can be prepared for opportunities that arise from the day.

We will also be making contact with attendees after the conference and there will be the opportunity for all exhibitors to include information in this email communication.

Evolve exhibitor offering

For your investment, you will receive:

- 3m x 3 m site.
- Site walls, table and chair.
- Verbal recognition on the day.
- Business description, logo and web link on exhibitor page on website.
- 1 x ticket to the conference.
- Additional tickets for staff to attend can be purchased at the discount rate of \$495
- Opportunity to include marketing materials in conference satchel.
- Marketing awareness question in post-event feedback survey.
- Delegate list with contact details, post conference.

Bonus

1 x Banner advertisement on conference website

Complete form ASAP to receive best web exposure!

Who's going to be there?

- Marketing managers and coordinators
- PR professionals
- Communication managers
- Advertising managers
- Brand managers
- Web and Digital agencies
- Directors and CEOs
- Small to Medium Business owners
- Business development managers

How many do we expect?

- 100-180 delegates.
- Mainly from Queensland.

Why should your boss send you?

- You will meet new prospects
- You will reaffirm your brand and position in the marketplace.
- You could be one day away from a killer marketing idea.
- There's a group discount, so three or more people from the one company can attend and benefit.
- You'll be hearing from a unique line-up of companies, delivering huge broad insight and ideas you'll be able to apply immediately.
- An ideal opportunity to learn from others successes and failures - so risk free learning!

Exhibition Opportunities

- The exhibition and trade area provides a fantastic opportunity to network with your peers during the breaks.
- **Interested in exhibiting at the conference?**
Fantastic opportunities exist to showcase your product or service. There are limited places available to give you maximum exposure. Benefits include free attendance, logo and promo blurb on the Evolve 08 website, marketing material in the conference satchel and more.

For more information, please visit the website, or call Lisa Ma on 07 3876 4988.

Conference Venue & Accommodation

**The Sebel & Citigate King George Square
Cnr Ann & Roma Streets, Brisbane, Qld**

Conference Special Rates

Citigate Superior Room \$190 per room per night.
Sebel Deluxe Room \$230 per room per night

*These rates are for room only and are subject to availability.
Breakfast is an additional \$25pp, please mention when booking.*

To book, please call the Hotel directly on 1800 777 123, and quote reference: "Networx - Evolve Conference".



For full event details visit: www.icebergevents.com/evolve08

