

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 This presentation will share successful rebranding campaigns and provide advice on what to do with an out of date brand or one that needs a boost.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.**