



SUMMIT AGENDA

It's far more than just another media conference...

Welcome to the iMedia Agency Summit where Australia's most influential agency executives and the industry's cutting-edge thinkers will engage in a stimulating dialogue that will take your company's interactive marketing efforts to the next level.

The invitation-only Agency Summit will include world class keynote addresses, interactive peer-to-peer roundtable discussions, panel debates, working groups, recreational excursions, personal development sessions and valuable networking opportunities to obtain vital contacts and first-rate information to take back and implement in your business.

Monday, September 17th, 2007

5:00 pm Registration Opens

7:00 pm **Lets Talk About Digital Media – An opening to the iMedia Agency Summit**
Speaker: Mike Walsh, Author of "The Fourth Estate" & Founder of the think tank, Tomorrow
Rooms: Wattagan & Brokenback

7:15pm **Generation Differences in Hiring & Retaining Talent**
With the "skills shortage" wreaking havoc on the professional work environment in Australia, companies are realising how difficult it is to hire and retain talent. But it's not only the skills shortage issue affecting employment turnover, its new mindsets and behaviors. Today's new graduate and young workforce was brought up with more technology, more variety, and basically more of everything, giving them a mindset and a behavior completely different to yesteryear.

As an agency executive talent is one of the main keys to success and that's why we've decided to kick off the Agency Summit with some insight from one of the most well respected Generation Y speakers. Join us for an informative and eye-opening presentation on how you can better attract, manage and engage generation Y, both as customers and as staff.

You will:

- Gain an insightful introduction to the differences between generations in the workplace
- Learn how to identify the biases and blind spots executives may have about Generation Y
- Hear how the mindset of Generation Y is trending upwards and how it will redefine how you treat your staff and customers

Peter will get you thinking and will get us talking over the next two days as to how agency executives can begin to improve hiring and retaining talent.

Speaker: Peter Sheahan, Generation Y Expert

Rooms: Wattagan & Brokenback

Draft Conference Program – Subject to Change – Agency Summit

8:00 pm Opening Cocktail, Dinner, & Networking Reception
Rooms: Wattagan & Brokenback

11:00 pm End of Welcome Day

Tuesday, September 18th, 2007

8:00 am Breakfast
Room: Event Center

8:30 am **The Future of Search and the User Revolution**
If you didn't already know, you won't fool the children of the revolution...the user revolution that is. Increasingly your clients' consumers are choosing what they want and when they want it, so what does this mean for creative and media agencies charged with building and maintaining a brand? Guy Gibbs, Head of Agency Relations at Google Australia will take a look at the future of search, YouTube and explore the explosion that is user generated content as well as provide some innovative solutions for keeping your clients' brands relevant in the digital age.

Speaker: Guy Gibbs, Head of Agency Relations - Advertising Sales, Google
Room: Event Center

9:10 am **Opening Remarks**
Chairman, Agency Summit
Phillip Smith, Managing Director – Singleton OgilvyOne & OgilvyInteractive
Room: Event Center

9:15 am **Competing in a Global World**
We all know that Australia has the tough task of trying to compete on a global stage with its smaller population, smaller talent pool and smaller budgets; however there are still ways to be innovative and proactive to be successful.

Join us for inspirational insights and practical strategies from David L Smith, CEO of MediaSmith as he links how being small can have big advantages. He'll sort out the good, the bad and the ugly and take a look at how the agency industry in the US is being reinvigorated by adopting new technologies and processes and how Australia can take advantage of the processes and systems being deployed.

David will offer:

- An overview of some exciting new processes and thinking taking place in the US and how Australia can adopt these ideas and implement them locally
- An overview of how his clients and how other agencies are finding the competition in the US and on a global level are making the most of their uniqueness
- An exciting viewpoint, pulling from his deep experience, of the global stage and how smaller agencies can compete

Come ready to hear how David Smith enthusiastically has led his agency through the challenges of being a small fish in this global pond.

Speaker: David L. Smith, CEO, MediaSmith

Room: Event Center

10:00 am Networking Break

10:25 am **Discussion Roundtables led by our Advisory Board**
Room: Event Center

Tables 1 & 2: Choice Modelling

Traditionally agencies have focused on mass consumer behavioural research to drive advertising messaging but as times change and social environments change, so do consumer behaviours. Agencies now realize they must focus on the

consumer as a whole and both the emotional and factual influences that consumers face with an increasing amount of choices between a clients or competitors product or service. This discussion round table will cover consumer behaviours and how agencies can embrace choice modeling to understand what really matters to consumers and what does not when making a choice.

Discussion Leaders: Rene Leger, Managing Partner for Digital & Direct, Leo Burnett
Phillip Smith, Managing Director – Singleton OgilvyOne & OgilvyInteractive

Tables 3 & 4: Nurturing & Retaining Talent

Australian executives in all industries are feeling the affects of the skills shortage, but no one is feeling it more than the creative, digital, and agency executives. This discussion round table will address the two constant questions of how to train and retain talent within your organization but it will also dive into industry needs, education, and how outside organizations may be able to help. This will be a lively discussion that will hopefully generate some new ideas and thoughts on keeping the talent in-house.

Discussion Leaders: Andy Pontin, Head of Digital & Direct, Clemenger Proximity
Caitlin Millar-Jack, Head of Digital – Sydney, M&C Saatchi

Tables 5 & 6: Creative for Emerging Platforms

With technology moving so quickly it's difficult to see what will be the next best thing. And once the next best thing is defined, how do creative executives educate themselves to design for those technologies? This discussion session will ask those questions and will address topics such as; where are the emerging technologies coming from, how do companies spot them and get ready for them, how do creative executives use them, when is the right time to start using them and how much energy and resources do we allocate for them? Join us for this upbeat discussion on how to strategically plan, execute and manage creative for emerging platforms.

Discussion Leader: Iain MacDonald, Creative Director, Amnesia

Tables 7 & 8: Agency/Client/Publisher Relationship

Digital advertising is becoming a larger piece of the marketing pie. Clients are asking for it, agencies are developing it and publishers are creating space for it, but has this new medium crossed the lines of "polite" communication and broken down the long standing relationships that were built for traditional advertising? This roundtable discussion will be a lively debate about responsibility and will look to develop some ideas to develop win-win-win relationships between the client, agency and publisher.

Discussion Leader: Tim Knight, General Manager, Tequila

Tables 9 & 10: Online Strategies

As the digital channel becomes more popular, agencies are looking to develop comprehensive online strategies that not only show results but are also in line with the clients objectives. This discussion group will have you talking about the challenges and successes with planning and executing an online strategy. You'll be able to talk about how the digital channel fits within an overall strategy and how it's measured for success.

Discussion Leader: Tom Hutton, Interactive Creative Director, Young & Rubicam Brands

11:30 am Networking Break

12:00 pm **Spotlight Presentation** - Integrated Marketing: Measuring offline and online channels for increased ROI
As brand marketers begin to utilise the digital channel and ask their agencies to develop specialised ads and unique user experiences, there's always the question of how will (delete "will") these new mediums and channels should be tracked, collected and analysed for increased ROI. Join Fionn Hyndman, dgm's Head of Asia Pacific as he discusses the technical integration of new digital channels, the impact

offline direct response channels have on collecting data through online channels, and how to utilise online channels for testing creative.

Speaker: Fionn Hyndman, dgm's Head of Asia Pacific, dgm

Room: Wattagan & Brokenback

- 12:40 pm **Spotlight Presentation** - Creative for Emerging Platforms
With ever-increasing broadband penetration in Australia, consumer behavior is being influenced by new media more than ever. Join Eyeblaster for this spotlight session as they outline new concepts, creative tools and innovative techniques for emerging platforms. They'll provide valuable knowledge and insights on what it takes to launch an effective online campaign using preroll, social network video capabilities, in-game, mobile, IPTV and more.
Speaker: Mick O'Brien, Managing Director, EyeBlaster
Room: Wattagan & Brokenback
- 1:20 pm Lunch
Room: Event Center
- 2:00 pm Activities
A. Golf: Please meet at the Pro Shop
B. NLP session: Brokenback Room
C. Wine Tasting: Wattagan Room
D. Nature Walk: Please meet at Reception
- 7:15 pm Cocktail/Networking Reception
Room: Event Center
- 7:45 pm Dinner and Showcase: **"Funniest Ads ever???"**
Presenter: Patrick Collister, CEO, Creative-Matters & Author of the WonReport (UK)
Room: Event Center
- 11:30 pm End of Day 1

Wednesday, September 19th, 2007

- 8:30 am Breakfast
Room: Event Center
- 9:00 am **Opening Remarks**
Chairman, Agency Summit
Phillip Smith, Managing Director – Singleton OgilvyOne & OgilvyInteractive
Room: Event Center
- 9:15 am **Innovation in Advertising**
Whether you're an agency executive or a creative director the word Innovation can mean many things. What is Innovation and is it something we can define? Should your agency have its own definition of innovation? And with the emergence of Web 2.0 technologies how are agencies injecting new thinking into its processes and outcomes? Join us as the Chairman of the Deloitte Innovation Council and CEO of Deloitte Digital, Peter Williams talks about multiple levels of innovation and how innovation can be developed across the agency.
Speaker: Peter Williams, Chairman of the Deloitte Innovation Council & CEO of Deloitte Digital
Room: Event Center
- 10:15 am **Debate: Creative vs. Media Agency: Who's responsible for the digital planning and strategy?**
Media agencies have an undeniable knowledge of the channels available and have forged close relationships with the sites and networks to create great strategies for their clients. Creative agencies claim to have the best understanding of consumers

needed to develop a strategy for their client's brand. Is one type of agency better equipped than the other to be responsible for the **digital** planning and strategy? And what are the benefits to using one over the other? Don't miss Tim Burrowes, Editor of B&T Magazine, as he leads a lively debate on this governing issue while working through all the pros and cons that come along with having a media agency, a creative agency or possibly a 3rd party agency responsible for planning and developing the digital strategy. Do you think you have the answer? We'll open up the mic to the audience for the second half of the session to create an overall interactive debate. This is going to be fun!

Speakers: **Moderator:** Tim Burrowes, Editor, B&T Magazine
Media: Belinda Rowe, CEO, ZenithOptimedia
Kerry Field, Director, Mindshare Interaction
Creative: Miles Joyce, CEO, The White Agency
Iain MacDonald, Creative Director, Amnesia

Room: Event Center

11:15 am Networking Break

11:30 am **The New Rules of Communication**

Advertising is changing at a rapid pace in Australia and throughout the world. Whether it's changing hiring criteria, enhancing strategic plans to include more digital channels, or finding ways to engage the customer, the real big change comes further within the agency and the industry itself.

Join us for an eye-opening session from Patrick Collister as he dives into why the industry needs to be more focused on the three C's, Consumer engagement, Creativity and Content. He'll talk about how the three C's are defining the new rules of communication and how agencies need to look at their fee structures, their creative output and their Intellectual Property as main revenue streams. This will be an enlightening session with examples of what's working and how creativity can increase your bottom line!

Speaker: Patrick Collister, CEO, Creative-Matters & Author of the WonReport (UK)

Room: Event Center

12:30 pm Lunch

2:00 pm **Keynote Session: Traditional & Digital – Unbundled.**

Moving from a traditional agency to a digital agency within a year proved to be Goodby and Silverstein's biggest accomplishment. By keeping interactive within the agency and by not siloing its services, planning and strategy managers are able to work on clients across multiple mediums for a complete solution. Goodby has created an agency that has not only adapted to the changing times, but has scooped up some big budgets including the Commonwealth Bank here in Australia. Join us for an intriguing session with Vice Chairman Harold Sogard, from Goodby Silverstein as he talks about how they managed and changed the way they do traditional and digital work.

Speaker: Harold Sogard, Vice Chairman, Goodby Silverstein

Room: Event Center

3:00 pm **Keynote Session: Key Insights to Consumer Behaviour for Advertisers**

Statistics of traditional advertising, such as a thirty second TVC, can often tell us about consumers, but the way the consumer reacts to that TVC tells us so much more. It's those reactions to traditional media that are driving the online consumer to react to online advertising and marketing. Join Neer Korn, Founder and Director of Heartbeat Trends as he offers some current insights into the consumer of today. He'll outline some of the best television ads and how the insights learned from consumer comments can drive advertising strategies to include online advertising. Topics discussed will include:

- The On-line divides:
Beyond the obvious of age related comfort with technology, consumer behaviour on the internet is about inherent attitudes. Young people embrace and expect change where as older people who are unfamiliar with technology, just manage. It's the fear of the unknown that turns into rejection for older Australians. There's also the concept of Internet in the workplace. Those who have internet at work and play on it all day are a different breed from those who don't.
- Don't disrupt me:
In Australia there are fewer people exploring on-line. Whether its broadband limits or social limits, most are looking to get in and get out. In seeking clear, direct info the consumer is asking for one thing while Creative executives look to develop things that move and swirl. It's about message first and creative second which in turn reveals that ads that disrupt are better seen as anti-branding.

Join us for this unique look into consumer behaviour and take home insights to help shape online and offline advertising strategies.

Speaker: Neer Korn, Founder & Director, Heartbeat Trends

Room: Event Center

- 4:00 pm **Closing Remarks**
Chairman, Agency Summit
 Phillip Smith, Managing Director – Singleton OgilvyOne & OgilvyInteractive
- 4:15 pm End of Summit