

The Future of Digital Marketing 2009



The horizon is closer than you think

17 June 2009 • Congress Centre • London

First time in Europe!

New visionary keynote: Learn how social media won (and lost) the US presidential campaign.

Plus 18 more speakers, top panel sessions, great networking...

Welcome to FODM



It's your time.

I don't know about you but I wouldn't want to be in traditional marketing right now. The broadcast model is showing its age and digital marketing is clearly the way forward.

But digital marketing today isn't the same thing as digital marketing in a year's time. New strategies, tools, techniques, media and models seem to emerge every week. That's what the Future of Digital Marketing (FODM to its friends) is all about: the emerging ideas and opportunities that will break over the next 6-18 months – far enough out to show significant changes but close enough that you need to act now to prepare.

We've put together a really exciting programme this year. Two killer keynotes including Eric Frenchman on the role of social media in the recent US presidential campaign, and Ian Jindal, e-commerce and digital publishing guru (and one of our highest-rated speakers ever). Between the keynotes, we've designed a challenging, engaging panel format that'll present the views of digital leaders, generating lots of Q&As and a sprinkling of outrageous, utterly unsupported opinion.

Browse the speaker list (it's a top line-up); check out the agenda (plenty of networking opps); and do notice the quality of delegate (you'll be in the best of company); then hit the website and book your places. We've gone for a bigger venue so we could charge less this year. I thought you'd appreciate that.

See you in June.



Ashley Friedlein

PS. If you have any questions you'd like the panelists to answer, please email clare.laurie@econsultancy.com



Book today at <http://econsultancy.com/events/fodm>

The Elevator Pitch

FODM is an intensive, full-day programme focusing on the next 6-18 months, as seen by the pioneers and top practitioners of e-commerce and digital marketing. Two fantastic keynotes; insights from 18 speakers on new digital directions; challenging industry-focused panels; all topped off by relaxed networking with fellow digital strategists and practitioners.

You're an experienced digital marketer. You don't need a primer on SEO or affiliate marketing. But you do need an incisive, inspiring heads-up on the threats and opportunities lurking around the corner. That's FODM.

Who should attend?

FODM is for intermediate and advanced practitioners rather than beginners. Typical attendees are:

- Director or Head of E-commerce / Interactive / Marketing
- Marketing / E-commerce / New Media / Interactive Managers
- Strategists / Business Analysts
- Consultants
- Vendors / Suppliers / Agencies in this area

Find out who's coming this year at
<http://econsultancy.com/events/fodm#attendees>

A taste of the topics.

Our approach is simple: choose really smart, articulate digi-marketers and give them an open brief to share their future visions.

The kinds of things we'd expect them to cover include:

- Making sense of social media, while avoiding the bandwagon
- Consumers own your brand, so what are you going to do about it?
- Mobile internet finally comes of age – planning for the future
- Site optimisation and how technology can boost conversion rates
- Why you need Twitter and why it beats email, Facebook and Google
- Behavioural targeting – the possibilities and pitfalls
- The age of customer retention – the new look of loyalty
- Universal search and the types of content your business needs
- Innovations heading your way - and what should you be doing about it now?

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Programme for the day

09:00 – 09:30	Registration and coffee	13:00 - 14:00	Lunch
09:30 – 09:45	Welcome and Introduction Ashley Friedlein , CEO, Econsultancy Ian Dowds, UK VP, Specific Media	14:00 – 15:00	Travel & Leisure Focus: 4 X 10mins presentations + 20 min panel Q&A featuring: Marko Balabanovic, Head of Innovation, lastminute.com Mirko Behnert, Director Marketing, Analytics and Corporate Development, Venere.com (an Expedia Inc Company) Barry Smith, Co-Founder & Director, Skyscanner.net Nic Ray, UK Managing Director, Quirk eMarketing
09:45 – 10:30	KEYNOTE 1: Eric Frenchman , Chief Internet Strategist, Connell Donatelli Inc		
10:30 – 11:00	Tea / Coffee		
11:00 – 12:00	Retail Focus: 4 X 10mins presentations + 20 min panel Q&A featuring: David Kelly, CEO and Co-founder, mydeco Kieron Smith, Managing Director, The Book Depository Simon Joseph, Head of Ecommerce, Jessops Plc Guy Hipwell, Managing Director, Liberty.co.uk, and Supply Chain Director, Liberty PLC	15:00 – 16:00	Publishing & Media Focus: 4 X 10mins presentations + 20 min panel Q&A featuring: Graham Ruddick, Digital Marketing Director, EMAP Inform Digital Louise White, Group Marketing Director, Incisive Media Mark Kelleher, Head of CRM and Head of Marketing Technology, BBC Jonathan MacDonald, CEO, Jonathan MacDonald Associates
12:00 – 13:00	Financial Services Focus: 4 X 10mins presentations + 20 min panel Q&A featuring: Matt Reid, Head of eMarketing, Abbey Hitesh Bhatt, Head of Digital Marketing, RBS Insurance Christophe Langlois, Founder & CEO, Visible Media Jason Bacon, Head of Digital Marketing, LloydsTSB	16:00 – 16:30	Tea & Coffee
		16:30 – 17:20	KEYNOTE 2: Ian Jindal , Editor in Chief, Internet Retailing and Consultant
		17:20 – 17:30	Close: Ashley Friedlein , CEO, Econsultancy
		17:30 – 19:00	Drinks Reception & Networking

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Keynotes



Eric Frenchman
Chief Internet Strategist,
Connell Donatelli

Eric is Chief Internet Strategist for the online political agency Connell Donatelli and founder of consultancy PardonMyFrench. He was heavily involved in the 2008 US Presidential campaign as online consultant for John McCain and, despite being on the 'losing' side, scored many online victories and is widely recognised as a leading practitioner and thought leader in the field of political marketing online.

Since 1998, Eric has managed multi-million dollar online advertising and CRM campaigns for AT&T, DLJdirect, Harrisdirect, and BMO Investorline and is a recognized expert in online marketing and advertising techniques. In 2005, Harrisdirect was ranked as the 17th largest online advertiser in the US and in 2003 was recognized as Best Financial Advertiser. Eric is also a member of the Internet One Hundred Club and the Internet Oldtimer's List.

Eric has never spoken in the UK or Europe before so we're delighted he's coming over to share his insight into social media, political marketing and beyond.



Ian Jindal
Editor-in-Chief,
Internet Retailing

Ian has spoken at this event in previous years. So why have we asked him back again? Because he's always so well received and always comes up with great insights and opinions on where digital marketing and e-commerce are going based on his wealth of contacts, experience and knowledge.

Ian creates and transforms digital businesses in retail and publishing. Since 1991 Ian has operated at Board level, either as director, CEO or investor. Consulting clients include House of Fraser, Austin Reed, Reiss, Couturelab, Otto UK, The British Council, IPC Media, Westfield Shopping Towns and David Morris. Ian co-founded InternetRetailing, the European eCommerce Forum, the UK's first Post-Graduate Diploma in Internet Retailing (with us) and RetailGreen.eu. Previously he was Group E-commerce Director for Littlewoods where he grew online revenues to £400m per year. Before that Ian was Head of Online Operations at the BBC, (over 400 BBC websites). Ian is a non-executive Director of Business Link for London.

Chair



Ashley Friedlein
CEO and
Co-founder,
Econsultancy

Ashley's had a long, varied career in and around digital marketing, including stints at the Financial Times, FT.com and digital agency Wheel (launching sites for the likes of M&S, Abbey National, IPC Magazines, Autoglass and Channel 5). Ashley is the author of two best-selling books: "Web Project Management: Delivering Successful Commercial Web sites" and "Maintaining and Evolving Successful Commercial Websites: Managing Change, Content, Customer Relationships and Site Measurement". He speaks all over the place, contributes to Marketing Week, Revolution, New Media Age and Internet Work -- and, of course, the Econsultancy blog and Twitter feed.

Speakers



Matt Reid
Head of
eMarketing,
Abbey

Matt has many years of experience within financial services and online having held previous positions as Head of Advertiser Development at Commission Junction and various roles at HFC Bank, including as Marketing and E-commerce Manager. Prior to this, he was senior account manager at TransNational Financial Services Ltd., the affinity marketing arm of HBOs.



Mark Kelleher
Head of CRM
and Marketing
Technology,
BBC

Mark is busy introducing a new CRM enterprise platform and a new approach for the BBC's audience interactions as Head of Marketing for the BBC. Responsible for operations and development of all technology supporting an £80m division, Mark has a particular focus on technology for hybrid linear and on demand media. Mark has held various positions previously at the BBC and was Head of Communications at BT Europe, leading communications campaigns across seven geographies. Mark is a frequent public speaker, presenter and radio interviewee.

“Great to be among like-minded digital thinkers and doers.”



Kieron Smith
Managing
Director,
The Book
Depository

Kieron has worked in the book trade for over twelve years, starting out with WHSmith, setting up Ottakars.co.uk in 1999, heading up the web offering at BCA and operations at Methven's, followed by three years at Europe's leading video games website GAME.co.uk. He was enticed back to bookselling (his real passion) in 2006 by the challenge of setting up Waterstones.com and removing the business from Amazon's operations.



Graham Ruddick
Digital Marketing Director, EMAP Inform Digital

Graham has enormous experience in publishing, media and events, as well as in digital. Prior to EMAP he was Managing Director at recruitment specialist Gaapweb.com (owned by Trinity Mirror). Before that he was E-business Director at Reed Exhibitions and Online Manager at Centaur Communications where he moved having worked agency-side as an Account Director. This followed a career in the British Army.



Louise White
Group Marketing Director, Incisive Media

Louise is part of the management team that has seen the company grow from 200 people to over 2000 in less than four years. She has risen to this position having been Group Head of Marketing, Head of Product Marketing and Head of Subscription Marketing (then at Risk Waters Group bought by Incisive Media in 2003). Prior to her Incisive Media career, Louise was Product Marketing Manager at Pearson. Louise has extensive experience in acquisitions, change management and business integration as well as digital and direct marketing.



Simon Joseph
Head of eCommerce, Jessops Plc

Simon has formerly held positions as eCommerce Director at eXpansys Plc, Head of Sales and Marketing at Mobile Fun Ltd, Operations Director at electricshop.com, Business Development Manager at Jungle.com (Argos Retail Group), and BDM at jungle.com. Simon is an accomplished retail and contact centre professional with significant experience operating direct and eCommerce trading channels acquired through senior management positions held in Plc, SME and OMB businesses.



Jonathan MacDonald
MC, Jonathan MacDonald Associates

Over 100 blue-chip customers have turned to Jonathan in the past decade. JMA is currently developing a Global Mobile Strategy with top Ogilvy executives. Other projects include workshops for BP, Unilever and Kodak and new media strategy for American Express, Motorola, IBM, Vodafone and Nestlé.

Previously Jonathan helped create Blyk, the world's first pure ad-funded Mobile Network, where he shaped business strategy for the sales, operations, analytics and creative departments. Jonathan's past roles include Commercial Director at Ministry of Sound and Chairman of the Music Industries Association. He is founder of communications group EverySingleOneOfUs.

Speakers



Marko Balabanovic
Head of Innovation,
lastminute.com

Marko manages the lastminute.com innovation team focused on developing new web experiences for travel and entertainment (earning a 2008 Econsultancy Innovation Award). Previously he created personalisation, recommendation and SEO systems for the lastminute.com and Travelocity sites across Europe. He led the development team at Collectivity and led product design and worked on development as the 8th employee at flutter.com/betfair.com. Marko's impressive internet CV also includes a PhD in Computer Science at Stanford and a BA in Computer Science at Cambridge.



Guy Hipwell
MD, Online and Director of Supply Chain at Liberty PLC

Previously Guy has held positions as Director of Home Shopping (E-Commerce and Mail Order) at Harrods Ltd, Managing Director at Atomic Solutions, Trading Manager at zoom.co.uk and Merchandiser at Arcadia and BHS. Guy is a very experienced General Manager with a solid track record of delivery within both standard commercial retail environments and e-commerce having broad experience of luxury and high street sectors.



Jason Bacon
Head of Digital Marketing - Consumer, LloydsTSB

Jason has seen the evolution of the internet as a channel at LloydsTSB having held previous positions as Head Of Marketing Planning & Effectiveness and Head of Internet New Business & Customer Development going back over seven years.



David Kelly
Chief Executive Officer, mydeco.com

David was previously Vice President of European Business Operations at eBay Inc, where he lead a cross-functional team of over 2,000 people. Prior to joining eBay, David was Chief Operating Officer at lastminute.com where he worked closely with Brent and Martha, and Operations Director at Amazon.co.uk.



Nic Ray
Managing
Director,
Quirk
eMarketing

We first came across Nic when he picked up Quirk's Econsultancy Innovation Award for Innovation in SEO & Natural Search. Nic began his career working at Ogilvy Cape Town and quickly moved up the ranks working on brands like Old Mutual, BP, SAB, Audi and Castrol. He was headhunted by Ogilvy London to work as a business director on Ford of Europe before making the move to head up Quirk in the UK. Nic is passionate about building brands online, the power of video, creativity, new technologies and design.

“A
balance
of now
and
future
without
being
too
blue-sky.”



**Hitesh
Bhatt**
Head of Digital
Marketing,
RBS Insurance

Hitesh has had many years experience in digital marketing and financial services including positions as Senior Manager, Marketing and E-Commerce at Alliance & Leicester and various roles at HSBC including Regional Manager, Digital Marketing at HSBC Bank Middle East; Head of E-commerce Marketing Communications; and Sales Manager (E-commerce).



**Barry
Smith**
Co-Founder,
Skyscanner.
net

Flight search site Skyscanner was highly commended in Econsultancy's 2008 Innovation Awards in the User Experience category having developed some outstanding tools, applications and user interfaces to help users find the best possible flights. Barry has built up Skyscanner over the last 8 years and is also member of numerous travel-focused associations including the Travel 2.0 network for Interactive Travel Industry Professionals.

Speakers



Ian Dowds
UK Vice
President,
Specific Media

Prior to joining Specific Media, Ian worked for four years at Turner Media Innovations where he was responsible for advertising, sponsorship, online and new media for a range of media properties as well as negotiating all Turner airtime deals across London and UK media agencies. While Ian was at TMI they won a Campaign Sales Team of the Year award, were short-listed for Media Week Sales Team of the year and won two Golds at the Media Week Awards. Before joining TMI, Ian served as Managing Partner at MindShare for four years where he ran the TV planning and buying for a number of clients including Kellogg's and "3". Ian had previously gained experience in media sales at TSMS, then one of the largest ITV sales houses.



Mirko Behnert
Dir. Marketing,
Analytics &
Corp. Dvlpmnt,
Venere.com

Venere.com, part of Expedia, provides online hotel reservation services in Italy, Europe and the rest of the world. This follows other roles within Expedia including Head of Strategy EMEA and Head of Marketing - Hotels.com. Mirko has many years experience in the travel industry having been E-commerce Manager EMEA at Avis Europe plc, Strategy Manager at ebookers plc and Marketing Manager at Travel Information Software Systems GmbH.



Christophe Langlois
Founder of
Visible
Banking

Prior to his recent Senior Innovation Manager role at Lloyds TSB, Christophe worked in telecoms and banking, where he drove significant new business in payments, straight through processing and anti-money laundering. Christophe is an active blogger and social media evangelist. His blog, Visible-Banking.com, is the leading independent blog focused on social media in banking and financial services. Christophe is an experienced presenter, thought leader, and advocate for Web 2.0. In 2008, Christophe founded his consultancy firm to help financial institutions better leverage social media. He holds an MSc in IT and an MBA.

“Brilliantly executed and the attendees were of a really high calibre.”

Book today at <http://econsultancy.com/events/fodm>

Who came last time

FODM attracts top practitioners from across the digital marketing and e-commerce spectrum, including heads of digital marketing, e-commerce, CRM, web and brand communications. Organisations who attended FODM 2008 included:

3i, AAR, ABCe, Accenture, Affinion International, AXA PPP healthcare, BAA Limited, Barclaycard, Barclays Retail Bank, Bauer Consumer, BBC, Boden, Bourne Leisure, BSI, Christian Aid, CMPi, Colt Telecom, Currys (DSG), Deloitte & Touche LLP, Design Council, Dorling Kindersley, eBay, Elsevier, Eurostar, Extreme Adventure Figleaves.com, Guardian Media Group, Hastings Direct, Holiday Extras, House of Fraser, iCrossing, International Personal Finance, Investec, IPC Media, Jet2.com, John Lewis, JP Morgan, Kenwood, KLM Royal Dutch Airlines, Land Securities, Legal & General, Lipsy Ltd, Lloyds of London, Lloyds TSB, London Business School, Marie Curie, Mars Drinks, Maximiles, Mirror Group, MySpace.com, Net-a-porter.com, New Star Asset Management, Ordnance Survey, Oxfam, Penguin Group, Pets Protect Ltd, Proctor&Gamble, QVC, RS Components, Schneider Electric, Scottish Enterprise, Sportshoes.com, Swiftcover.com, The Children's Society, The Pensions Regulator, The Wine Society, T-Mobile, TotaljobsGroup, Walt Disney Internet Group, Welsh Assembly Government, Westfield, WSPA.

**Go online now to find out who's already booked this year
and to take your place alongside them.**

<http://econsultancy.com/events/fodm>

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**Econsultancy
Digital
Marketers
United™**

Why attend?

- Explore and analyse what's on the horizon
- Plan your online marketing and e-commerce strategies and tactics
- Hear from those in the know about the realities, not just the theory
- Get ideas that can be applied to your own brands to make them stand out
- Benchmark and consolidate what you know or plug holes in your knowledge
- Meet and network with your digital peers

Damn good offer

Delegate fees

Econsultancy members (Silver+): £297 + VAT

Standard registration fee: £330 + VAT

Includes full day conference, lunch, materials and evening reception.

Book Now.

You know you want to.

<http://econsultancy.com/events/fodm>

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Econsultancy
Digital
Marketers
United™

Econsultancy is a community where the world's digital marketing and e-commerce professionals meet to sharpen their strategy, source suppliers, get quick answers, compare notes, help each other out and discover how to do everything better online. Founded in 1999, Econsultancy has grown to become the leading source of independent advice and insight on digital marketing and e-commerce. Our reports, events, online resources and training programmes help our 80,000+ members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers. The annual Future of Digital Marketing is now in its 6th year, and attracts an audience of senior digital marketing and e-commerce professionals who want to find out where it's all going from those leading the way.

<http://econsultancy.com>