

2-Day Conference on

Experiential Marketing

Save **\$300**
If you pay by 22-Sep-2010
Additional 10% Discount for Groups of 3 or more!

Emotional & Rational Engagement through Creative Strategic Perspectives

25 – 26 October 2010, Sheraton Towers, *Singapore* • 28 – 29 October 2010, Regal Hongkong Hotel, *Hong Kong*

Create Positive Brand Experiences with Case Studies & Insights of:



Also featuring: American Standard, Audi, Cathay Pacific, Espresso, Guinness, Luxottica Eyehub, Olay, Subway, The British Army, Virgin Mobile, Walt Disney Hong Kong and Zippo



Programme Highlights

The Methodology	Understanding experiential marketing as a platform for real-time engagement
1to1 Conversation	Developing a hyper-personalised experience for every individual
Activation	Involving and interacting with your customers to bring your brand alive
Experiential Design	Delivering sensory experiences to amplify and establish a genuine brand connection
Brand Experience	How to make every experiential touch point deliver on your brand promise
The Experiential Mix	Integrating experiential into all your other marketing discipline strategies
Return on Experience	Measuring the effectiveness of your experiential initiatives

Exclusive Session

Stuck in a Rut No More with our Experiential Clinic!

Have Erik Hauser address your specific marketing challenges during our **Hands-On Workshop**. Gain expert advice on how to incorporate the experiential strategy into your 2011 marketing efforts.

Researched & Developed by:



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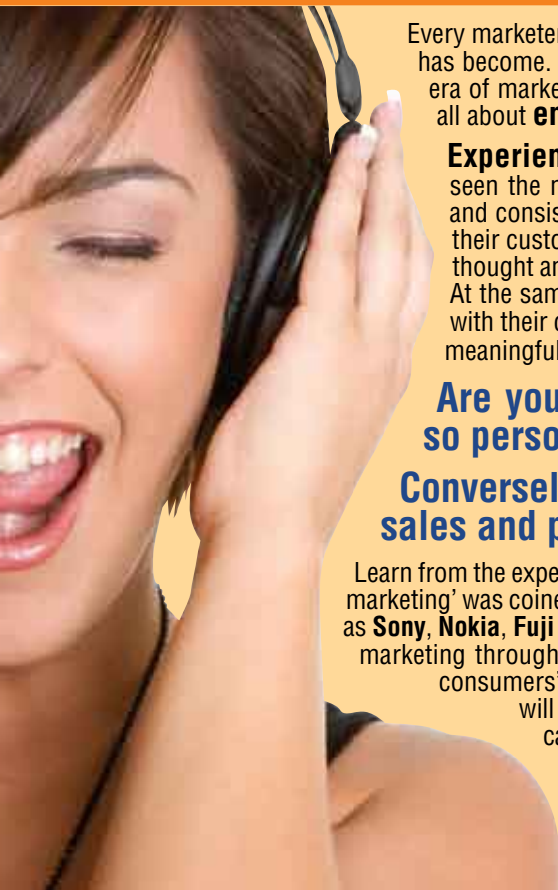
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“Another latest marketing trend? Not again!” you say. And guess what? We wholeheartedly agree.



Every marketer worth his or her salt knows what a heck of a mess this new marketing landscape has become. Yet, take a step back, and you'll realise that at the end of the messy day, the new era of marketing boils down to a simple concept, unmistakably clear, that marketing today is all about **engagement**.

Experiential marketing embodies engagement. Increasingly, marketers have seen the need to engage their consumers at the right place, at the right time, constantly and consistently, with new and creative brand experiences that communicate and appeal to their customers both rationally and emotionally. Appealing to the left brain – eliciting logical thought and rational responses – is essential as it translates into a higher recall of the brand. At the same time, it is also imperative that marketers appeal to the right brain and connect with their customers emotionally through personal and relevant experiences to engage them meaningfully.

Are you able to provide a brand experience so innovative, so personal and so positive, it sets you apart?

Conversely, will this in turn translate into greater market share, sales and profits?

Learn from the experts and leaders who were practicing experiential marketing way before 'experiential marketing' was coined, who have a wealth of experience to share. Understand how leading brands such as **Sony, Nokia, Fuji Xerox, Virgin Mobile, Cathay Pacific, Olay** and many more employed experiential marketing through different forms and touch points to fully engage their customers. Grasp your consumers' core needs and desires to deliver holistic and authentic brand experiences that will surprise, delight, and earn their loyalty. Walk away with applicable tips on how you can effectively integrate the experiential strategy into your next marketing initiative to increase your bottom line.

This is 2 days of experiential marketing stripped to its core and distilled to its essence, supported by companies' success stories and best practices pioneering the next big marketing success strategy. **Time to join us, and engage.**



What's in it for you?

- Gain a **bird's eye perspective** of experiential marketing and its methodology
- Utilise the **holistic experiential approach** to win the hearts and minds of your consumers
- Discover how **Fuji Xerox** created **hyper-personalised conversations** with customers
- Master the “**dialogue model**” and how to interact, involve and move your customers
- Understand how **Ben & Jerry's, Sunsilk, Sony** and **Nokia** utilised activation as an experiential strategy
- Employ **aesthetic expertise** as a business imperative to translate your brand ideation into tangible results
- Learn from **Virgin Mobile** and **Luxottica Eyehub's** brand amplification strategy through **sensory experiences**
- Conceptualise experiences and create recall moments that deliver on your brand promise
- Find out how **Audi, Cathay Pacific** and **American Standard** engage, enlighten and entertain
- Integrate experiential marketing into your marketing mix with examples from **Zippo, Olay, Subway** and **The British Army**
- Evaluate your experiential campaign with a set of **measures and metrics** that will give a tangible value to your experiential initiatives
- Experiment with real-life, real-time briefs to solidify your understanding of the experiential strategy

Who Should Attend

CMOs, VPs, Directors, GMs, Heads and Specialists in charge of Strategic Marketing, Marketing Communications, Advertising & Promotions, Branding, Brand Experience, Customer Experience, Corporate Marketing, Business Development & Sales and anyone else who feels the need to engage.

Stuck in a Rut No More with our Experiential Clinic!

Do you find that your marketing efforts are going nowhere and you're just unable to think out of the box? Here's your chance to pick on the best brains and the most creative minds for innovative ideas and avant-garde solutions!

Submit* your marketing problem as a topic of discussion during our **Hands-On Workshop** at the conference and amass inspiration from fresh perspectives. Have **Erik Hauser** address your marketing challenge and advise on how to integrate experiential into your 2011 strategy for maximum results.

*Selection of cases are up to the discretion of Erik Hauser.

DAY 1

08.15	Registration & Morning Coffee	
09.00	Chairman's Welcome & Ice-Breaking Session Erik Hauser, Founder, The Experiential Marketing Forum ; Founder, The International Experiential Marketing Association ; VP, Innovation Red Peg Marketing	
09.30 <i>(extended session)</i>	The Absolute Need for the Deployment of Experiential Marketing Methodology Erik Hauser, Founder, The Experiential Marketing Forum ; Founder, The International Experiential Marketing Association ; VP, Innovation Red Peg Marketing <i>(10.45 – 11.15 Morning Refreshments & Networking Break)</i>	
12.30	Lunch & Networking Break	
14.00	The Fuji Xerox 1:1 Experience, from Concept to Reality Hélène Blanchette, Go-to-Market Strategic Director / 1to1 Direct Marketing and TransPromo, Founder of the Xerox 1to1 Lab, Fuji Xerox	
15.15	Afternoon Refreshments & Networking Break	
15.45	SINGAPORE Activation – From Show & Tell to Involve Steve Llewellyn, Partner & Executive Creative Director, Rocket X	HONG KONG Building Complete Consumer Experiences through Design Alex Ritchie, Creative Director & Co-Founder, e2
17.00	Chairman's Insights & Analysis of the Day's Proceedings	
17.10	End of Day One	

DAY 2

09.00	Chairman's Opening Remarks & Interactive Charge-Up Session Erik Hauser, Founder, The Experiential Marketing Forum ; Founder, The International Experiential Marketing Association ; VP, Innovation Red Peg Marketing	
09.30	SINGAPORE Building Complete Consumer Experiences through Design Alex Ritchie, Creative Director & Co-Founder, e2	HONG KONG Experiential Marketing – a Brand Experience at every Touch Point Antony Spanbrook, Managing Director, Luminous Experiential Marketing Communications
10.45	Morning Refreshments & Networking Break	
11.15	Experiential as a Critical Part of the Marketing Mix Ben Taylor, SVP, Managing Director, APAC, Jack Morton Worldwide	
12.30	Lunch & Networking Break	
14.00	Measuring the Return on your Experience Ben Taylor, SVP, Managing Director, APAC, Jack Morton Worldwide	
15.15	Afternoon Refreshments & Networking Break	
15.45	Hands-on Workshop Erik Hauser, Founder, The Experiential Marketing Forum ; Founder, The International Experiential Marketing Association ; VP, Innovation Red Peg Marketing	
17.00	Chairman's Insights & Analysis of the Day's Proceedings	
17.10	Close of Conference	



The Absolute Need for the Deployment of Experiential Marketing Methodology

Erik Hauser, Founder, **The Experiential Marketing Forum**;
 Founder, **The International Experiential Marketing Association**;
 VP, **Innovation Red Peg Marketing**



Today, both Asian consumers and Asian brands live in a world where the marketing landscape is so rapidly evolving that this can only be viewed as a liminal period in marketing and advertising's history.

With an increasingly super-fluid, new media landscape emerging, it is all the more important for brands in the Asia Pacific region to create positive brand experiences where and when their audiences will be most receptive to them.

Erik Hauser will share with you why brands should be using experiential marketing methodology as the sole platform of all your communications efforts, including the following:

- An overview of experiential marketing and its methodology
- Ensuring all advertising dollars are being spent as “workable dollars”
- Emotional vs. Rational: Appealing to the “right brain” of the consumer
- Utilising holistic experiential approach to win hearts and minds of consumers
- Using brand experiences as the salient differentiator
- Learning actionable items to have an immediate material affect on your brand



The Fuji Xerox 1:1 Experience, from Concept to Reality

Hélène Blanchette, Go-to-Market Strategic Director / 1to1 Direct Marketing and TransPromo,
 Founder of the Xerox 1to1 Lab, **Fuji Xerox**



Hear from Hélène Blanchette on how an experimental marketing test was transformed into a new service offer that gained worldwide recognition and fundamentally changed the positioning of **Fuji Xerox**, as well as its participating clients. Analysing cases from Fuji Xerox and the Banking & Finance industry covering:

- How to overcome constraints faced before embarking on the experiential deployment and making it operational
- Strategies and applicable tips when developing the hyper-personalised experiential marketing campaign
- How the campaigns and marketing programmes were executed during the experimental phase of testing
- The results of the experiential campaign and how were they measured
- Key learnings in creating an integrated campaign that provides individual experiences for the masses



Activation – From Show & Tell to Involve

Steve Llewellyn, Partner & Executive Creative Director, **Rocket X**



What is this fancy marketing term? Steve Llewellyn will introduce activation and touch on the customer journey, expounding on the monologue model vs. the dialogue model – from the “show and tell me” approach where brands tell customers how wonderful they are, to the “involve me” approach which actively seeks customer interaction where experiences are created. Featuring experiential case studies from **Ben & Jerry's** Singascoop campaign, **Sunsilk's** Hair Reconstruction product launch campaign, **Sony's** Make-Dot-Believe campaign and **Nokia's** Digital Playzone campaign, Steve will share on:

- Creation and the ownership of ideas vs. Co-creation
- Activation (involving people and bringing brands alive) vs. Traditional methods (showing people)
- Identifying what motivates your customers
- Creating experiences that move your customers



Building Complete Consumer Experiences through Design

Alex Ritchie, Creative Director & Co-Founder, **e2**



With a realignment in experiential trends over the next 2-5 years from social media to authenticity, it is imperative that companies strive to create sensory experiences to amplify their brands, and deliver genuine and unique experiences that connect their brand with the consumer through design outputs.

Understand experiential design as a business imperative through case analyses of **Virgin Mobile**, **Luxottica Eyehub**, **Walt Disney HK**, **Guinness & Espresso**:

- Grasping your consumer's core needs, wants and desires to develop a detailed customer journey
- Taking inspiration from global best practices and employing aesthetic expertise to translate an idea into tangible financial results
- A 6-step process from auditing to brand ideation and development through to design realisation, to understand and learn how experiential marketing adds to your bottom line



Experiential Marketing – a Brand Experience at every Touch Point

Antony Spanbrook, Managing Director, **Luminous Experiential Marketing Communications**



The realm of live experiences is changing in real-time and marketers are considering why and how every touch point is mission critical. Join Antony as he explains how he conceptualises and produces experiences that deliver on a promise. From teaser to first live impression and the story that unfolds to the all-important “moment” you will see how audiences, from all sectors, have been engaged, enlightened and entertained. Antony will specifically address the steps he follows in order to create that “recall moment” that will stay with the audience long after the event, demonstrated through case studies from the region’s leading brands including **Audi**, **Cathay Pacific** and **American Standard**.



Experiential as a Critical Part of the Marketing Mix

Ben Taylor, SVP, Managing Director, APAC, **Jack Morton Worldwide**



As the world of experiential evolves from a platform of tactical events focused on a “moment” to a key element of marketing campaigns focused on communicating “messages” and interacting with communities, Ben Taylor will demonstrate some of the key success points in identifying how your experiential spend can be integrated in to other marketing discipline strategies such as digital, PR and even advertising.

Drawing on case studies including those of consumer brands such as **Zippo** and **Olay** in the Greater China region and taking a comparative look at examples from outside the region including those of **Subway** in the US and **The British Army** in the UK, Taylor will highlight the key factors marketers need to consider when planning their overall campaigns.

Measuring the Return on your Experience

Ben Taylor, SVP, Managing Director, APAC, **Jack Morton Worldwide**

Different marketing disciplines have different ways of measuring their programmes – traditionally advertising and PR and now particularly digital provide tangible metrics for measurement – but how can experiential programmes be measured? Ben Taylor will investigate some of the measures and metrics Jack Morton Worldwide uses to measure the effectiveness of experiential marketing projects, programmes and integrated strategies within the client’s overall marketing mix, looking at how they not only measure ROI and ROO, but also ROE (Return on Experience). Drawing on case studies of B2B audience and B2C audience programmes in Asia, Taylor will illustrate a simplified approach and in some cases controversial thinking around experiential measurement.



Hands-On Workshop

Erik Hauser, Founder, **The Experiential Marketing Forum**;
Founder, **The International Experiential Marketing Association**;
VP, **Innovation Red Peg Marketing**



It can’t be just all talk and no action, can it? Exercise your creativity & new-found knowledge on experiential marketing methodology with a series of real-life, real-time client briefs! Work in groups to analyse, evaluate and improve current marketing initiatives in this thought-exchange and idea-sharing session. Interact and learn from both fellow participants as well as from Erik on how to address your current marketing challenges, with tips on how to incorporate experiential marketing into your marketing efforts for 2011.

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Experiential Marketing

5 Ways to Register or Enquire

Contact **Ms Adrielle Ting** via:

- 1 Tel : (65) 6372 2202
- 2 Fax : (65) 6227 1601
- 3 Email : adrielle@conferences.com.sg
- 4 Web : www.conferences.com.sg
- 5 Post : Pacific Conferences Pte Ltd, 5 Shenton Way, #26-08 UIC Bldg, Singapore 068808

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- 2-Day Conference: Singapore, 25 - 26 October 2010 Hong Kong, 28 - 29 October 2010
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Conference Fee	Early Bird (Payment Before 22 Sep 10)	Regular (Payment After 22 Sep 10)
2-Day Conference	\$S1,895	\$S2,195

Important Note

1. For Singapore location, Singapore registered companies need to pay fee with additional 7% GST.
2. Only corporate registrations will be accepted.
3. **Group Discount:** Groups of 3 or more booking at the same time from the same company and of the same billing source will receive a 10% discount off the total delegate fees.
4. **Early Bird Promotion: Fees will only be valid if payment is received by 22 Sep 2010, after which Regular fees will apply.**
5. **Full payment is mandatory upon registration for admission to the event.**
6. Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
7. Fee includes lunch, refreshments and e-documentation.
8. The organiser reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

Cancellations & Replacements

A replacement is welcome if you are unable to attend. A full refund less 10% administrative charge will be made for cancellation received in writing by **29 Sep 2010**. A 50% refund and a set of conference documentation will be given for cancellation received by **13 Oct 2010**. Regrettably, no refund can be made for cancellation received after **13 Oct 2010** or for "no show" participant. You will however receive a set of documentation.

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- Social Media Marketing & Measurement, *S'pore & Hong Kong*
- Crisis Management & Social Media, *S'pore & Hong Kong*

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- Vietnam Youth Marketing, *Ho Chi Minh*
- Marketing to Asian Women, *S'pore & Hong Kong*

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Workshop Venue & Hotel Reservation

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Fax: (65) 6737 1072
Email: Shirley.Wong@Sheraton.com
Attn: Reservations Department

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Email: rhk.bqse@regalhotel.com
Attn: Kenji Chow – Account Manager, Catering

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