

Meet the Experts!

Enterprise Marketing 2.0

Cutting-Edge Online and Social Media Marketing

What's Next?



12-13.10. 2011
Amsterdam

Meet the experts!
Enterprise Marketing 2.0



Knowledge Goes Social

Cutting-Edge Online and Social Media Marketing - What's Next?

12 & 13 October 2011
Mövenpick Hotel Amsterdam

With speakers from leading companies:



Sonja Ungewitter
Marketing Director Nordics - Beiersdorf & **Anders Juul Olesen** - Nordic Interactive Communications Manager - Beiersdorf Nordics



Lucie Mercier,
Regional Corporate Online Director - EMEA - Estée Lauder Companies Europe



Carola Lundell
Online Specialist - Electrolux



Tim Wade
Head of Marketing, Best Western Hotels



Simone Versteeg
PR & Corporate Communications Manager Dell Services EMEA, Social Media and Community Professional - DELL



Ulrika Bergström
Head of External Content Management - Ericsson



Jerome Boettcher
Head of Online Marketing & Motorsport Communication BMW Motorrad



Carla Mouchbahani
Head of Digital Communications - Deutsche Bank



Matteo Balzani
Digital Marketing & CRM Director, Digital Commerce - NIKE



Christian Maybaum
- Global Social Media Coordinator, Corporate Communications - Deutsche Post DHL



Jos Caelers
Business Process Expert, Digital Marketing Group - Philips



Christopher Wellbelove
Head of Digital Brand - BT Group



Michael Buschmann
Head of Search & Online Marketing, Products & Innovation - Deutsche Telekom



Karel van Gool & Joost Ensink,
Partners - SB Talent



Hans Ruinemans
Corporate Social Strategist - Business Tales



Rob den Rooijen - eMarketing Program Manager, DSM Excellence in Marketing and Sales - DSM, **Menno Lijkendijk**, Director - Milestone Marketing



Keynote: Ram Menon
Ram Menon, Executive Vice President, TIBCO Software



Fabienne Linschoten
Online Experience Director - Canon



Niland Mortimer
Chief Marketing Officer - Eastwick & Adjunct Professor - Stanford University and The University of San Francisco



Debbie Weinstein
Director Global Communications Planning - Unilever



Jakob Holm Kalkar
Media & Digital Communications Director Group Sales, Marketing & Innovation (GSMI) - Carlsberg



Carolyn Clarke
Content Manager - EDF Energy



German Ramirez
Global Head of Online Marketing - Zurich Financial Services



Antoine de Touchet
Global Marketing - Dassault Systèmes



Jack Vincent
Managing Partner - focus360

Luca Sartoni
Social Media Consultant - Luca Sartoni

DAY 1

8:15 Registration and welcome coffee
8:45 Opening words by KGS and chairperson Jack Vincent. Managing Partner - focus360

9:00 WHAT AN ENTERPRISE NEEDS TO DO TO BE SOCIAL

Ram Menon, Executive Vice President, Tibco Software

9:30 CREATING A CLEAR GOVERNANCE AND INTERNAL STRATEGY TO FULLY CAPITALISE ON ONLINE INITIATIVES

- Ensuring you set up guidelines and carry out a clear governance strategy
- Aligning strategies internally with the various departments involved, from sales and marketing to customer service and innovation
- Motivating employees to become company ambassadors online
- Effectively managing local and global internal processes when you are a multi-national company with many business units and subsidiaries
- Discussing legal, security, communications and business issues associated with online and social media initiatives
- Who exactly controls the content and conversations online?

German Ramirez - Global Head of Online Marketing - Zurich Financial Services

10:00 MANAGING AND OPTIMISING MULTI-CHANNEL MARKETING CAMPAIGNS

All too often we look at each campaign as separate elements however in reality we need to integrate and manage multi-channel campaigns effectively if we are to be successful. In this session we will discuss and learn how to evaluate, measure and manage multi-channel campaigns for the best success. We will also learn about the challenges and ways to overcome pitfalls when optimising multi-channel strategies.

Carola Lundell - Online Specialist - Electrolux

10:30 AN APPROACH TO DIGITAL LUXURY MARKETING

- Examining how Estée Lauder connects with consumers and determines the engagement channels
- Using digital initiatives to raise the high-touch service
- Learning how a luxury company with various luxury brands can target, touch and engage consumers digitally
- Investigating measurement and best practices at Estée Lauder

Lucie Mercier, Regional Corporate Online Director - EMEA - Estée Lauder Companies Europe

11:00 Networking Break

11:30 IMPLEMENTING 360° ONLINE MARKETING

- Hearing about Deutsche Telekom's online marketing framework
- What does "360°" stand for?
- Organisational dependencies (processes, structures) and their impact on success
- Investigating educational aspects supporting your framework

Michael Buschmann - Head of Search & Online Marketing, Products & Innovation - Deutsche Telekom

12:00 MANAGING YOUR BRAND GLOBALLY WHILST TARGETING LOCAL MARKETS ONLINE

- Investigating the challenges of being a global brand who targets local markets with different marketing campaigns
- Taking into account cultural differences, behaviours and usage online to ensure you execute the right online initiative to the right audience
- Managing local campaigns internally; how big is your online team for each market? Who is responsible for what? How do you ensure governance guidelines are being met?

Jakob Holm Kalkar - Media & Digital Communications Director Group Sales, Marketing & Innovation (GSMI) - Carlsberg

12:30 MAXIMISING THE POWER OF YOUR E-NEWSLETTER

- Ensuring your e-newsletter gets read each and every time
- How can you successfully prompt your reader to read and act on your e-newsletter?
- Growing your e-newsletter opt in list whilst minimising 'unsubscribes'
- Evaluating your content, tone of voice, copy, design, subject line and call to action; are you sending out the most attractive and effective e-newsletter?
- Clearly establish business goals of your newsletter whilst measuring the ROI

Fabienne Linschoten - Online Experience Director - Canon

13:00 EXAMINING HOW BEST WESTERN HOTELS ARE UTILISING eCRM

- Creating effective eCRM strategies for both B2B and B2C customers
- Nurturing relationships and repeat sales through online campaigns and eCRM
- Discussing customer journeys and how eCRM is helping success in this area
- Investigating the trigger communications of the customer
- Understanding how to use data to optimise the journey
- Maximising online activities for loyalty and customer relationship management

Tim Wade - Head of Marketing - Best Western Hotels

13:30 Lunch and Networking

14:45 INTERACTIVE BRAINSTORING SESSION
SOCIAL BUSINESS; CHECKPOINTS TO CRANK UP YOUR STRATEGY,
RESULTS AND RESOURCES

In this interactive session attendees will be split into groups and have the opportunity to share their experiences and discuss the following issues:

- Why you need to have a strategy? Stories about what big corporations do
- Why you need to measure results? Overview of the ROI of social media
- Why you need results? Examples of great social media successes
- Why you need resources? Unorthodox shifts in social media budgets

Hans Ruinemans, Corporate Social Strategist - Business Tales

16:00 Networking Break

16:30 LOVED, TRUSTED, RESPECTED, EVEN WHEN YOU AREN'T: THE POWER OF CONTENT MARKETING

- Engaging prospects and demand generation activities through content marketing
- Maximising content repackaging existing content into tweets, webinars, blog posts, videos and podcasts
- Facilitating interactions, dialogue and conversations through your online content and website
- Driving SEO through relevant and interesting company / industry content
- Building relationships and creating an industry presence by giving information for free
- Ensuring the internal content producers, marcoms and sales teams are connected to increase success

Carolyn Clarke - Content Manager - EDF Energy

Thursday, October 13, 2011

17:00 LEVERAGING SOCIAL MEDIA TO DRIVE VARIOUS BUSINESS FUNCTIONS

- Hearing insights from both a B2B and B2C perspective
- Why social media matters
- Examining Dell's social media command centre
- Building an online influencers relations program (CAP days)
- Listening, engaging and acting through social media effectively
- Hearing about Dell's Community University and Internal Social Networks

Simone Versteeg - PR & Corporate Communications Manager Dell Services EMEA, Social Media and Community Professional - DELL

17:30 ARE YOU GETTING THE MOST OUT OF YOUR BLOG?

- Hearing how the www.bt.com/viewpoint blog has been central to BT Global Services' digital engagement
- Thinking 'beyond the blog' in terms of communication and engagement value
- Nurturing your blog for increased exposure online and to add value to your target market
- Are you leveraging your blog the best way possible, regarding posts per week / timing / content / tone of voice / guest blogging?
- Maximising your blog content for increased SEO and to drive traffic to your website and social media channels
- What are the future trends in blogs and how can you implement changes to your blog for increased success?

Christopher Wellbelove - Head of Digital Brand - BT Group

18:00 Closing remarks from chair

18:45 Party Boat Trip with Drinks and Sushi Snacks



DAY 2 (streams)

8:15 Registration and welcome coffee

9:15 Opening words by KGS and Chairperson

B2B STREAM

9:30 MEASURING THE ROI OF YOUR ONLINE MARKETING CAMPAIGN: A GREAT BIG LIE?

- An introduction and reflection on ROI for online marketing
- Case Study: Dyneema® Experience campaign (including updated figures and results of the campaign up to September 2011)
- What are the challenges of a marketing manager?: The Continuum story
- Discussing ideas about how to define online marketing KPI's & measure ROI

Menno Lijkendijk - Director - Milestone Marketing
Rob den Rooijen - eMarketing Program Manager, DSM Excellence in Marketing and Sales - DSM

B2C STREAM

- ### 9:30 BRAND LED COMMERCE AND SOCIAL MEDIA
- How can the brand and commerce live together?
 - Social commerce and how to monetize social from an e-commerce stand point
 - Measuring the ROI through engagement and relevancy
 - Exploring the rise of F-commerce and the impact this will have on e-commerce and your brand

Matteo Balzani - Digital Marketing & CRM Director | Digital Commerce - NIKE

B2B STREAM

- ### 10:00 LEARNING HOW ERICSSON ARE UTILISING CONTENT MARKETING, ONLINE AND SOCIAL MEDIA CAMPAIGNS FOR B2B CUSTOMERS
- Maximising content marketing: creating valuable and remarkable

B2B content for your audience

- Planning content and campaigns to reach different target groups through your website and external sites
- Utilising Twitter and LinkedIn for B2B marketing
- Learning how Ericsson are facilitating interactions online and the difficulties in creating good quality discussions online
- Providing information for free whilst overcoming internal pressures
- Effectively managing internal content producers and content teams in a multinational company
- Measuring the ROI of content marketing, online and social media campaigns effectively
- Uncovering trends in digital innovations and the future of social media and what this means for a multinational company

Ulrika Bergström - Head of External Content Management - Ericsson

B2C STREAM

10:00 CAN INTEGRATED COMMUNICATIONS, MOBILE AND SOCIAL MEDIA HELP THE BANKS TO REGAIN CLIENT TRUST?

- Looking at the financial industry and beyond for lessons learned
- Strengthening relations with clients and prospects via integrated communications
- Rebuilding trust in post crisis communications
- Exploring new channels in digital marketing through new and innovative campaigns
- Driving business efficiency, sales and customer relationships: investing in new channels/media - yes, but which one?
- Inspiration through ideas you gain online

Carla Mouchbahani, Head of Digital Communications - Deutsche Bank

10:30 Networking Break

B2B STREAM

11:00 INFLUENCE ECOSYSTEMS—HOW TO CREATE AND DRIVE BRAND/PRODUCT INFLUENCE ACROSS SOCIAL PLATFORMS

- Starting with strategic content - exploring content marketing, what makes good content and how to maximise content Understanding that the creation, dissemination and tracking of brand influence online has never been more challenging or exciting
- Exploring who creates marketing influence today and how influence for brands/products is nurtured and spread online
- How consumers experience brands today through the lens of shared behaviour and what this means for you
- Investigating ROI based on the new economics of digital and social marketing
- Ensuring your goal is generating demand through the collaborative methods of social marketing

Niland Mortimer - Chief Marketing Officer - Eastwick & Adjunct Professor - Stanford University and The University of San Francisco

B2C STREAM

11:00 HOW THE BIGGEST SKINCARE BRAND OF THE WORLD - NIVEA - STARTED IT'S NEW SOCIAL LIFE IN THE NORDICS

In this session our speakers will discuss the launch of their 'Facebook like' campaign, providing background information on the Nordics and brand strategy. They will outline their thoughts and actions before and during the entry as well as learning what has been achieved so far. Our speakers will also discuss project experiences and learnings.

Sonja Ungewitter - Marketing Director Nordics - Beiersdorf
Anders Juul Olesen - Nordic Interactive Communications Manager - Beiersdorf Nordics

Thursday, October 13, 2011

B2B STREAM

- 11:30 DIGITAL MARKETING ENABLING GROWTH FOR PHILIPS
- Driving business efficiency for sales and customer relationships via digital channels
 - Enabling sales to be more effective and efficient in preparing and when in front of the customer
 - Gaining real customer engagement by transforming online experiences into meaningful relationships
 - Understanding that social networks and media are more powerful than corporate websites and CRM systems
 - Listening to and joining in customer conversations, creating appropriate messages and offering customers added value
 - Evaluating how you can utilise online marketing and social media as an effective, engaging and efficient sales tool
 - Understanding how traditional acquisition and retention is changing due to digital capabilities
 - Managing and motivating your sales team by training them on 'social / online' customer acquisition, retention and communication
- Jos Caelers - Business Process Expert, Digital Marketing Group Philips*

B2C STREAM

- 11:30 NEVER ENDING FRIENDING – CREATING A GLOBAL MOTORCYCLE COMMUNITY
- Examining how social media as an integral part of the BMW Motorrad online communication strategy whilst being embedded in the global BMW Group strategy
 - Definition of channels and case studies:
 - How does BMW Motorrad act in the social media environment?
 - How does the brand conduct a regular dialogue with its (prospective) customers?
 - Opportunities in user generated content
 - Many measures, one goal: turn customers into fans
- Jerome Boettcher - Head of Online Marketing & Motorsport Communication BMW Motorrad, The Motorcycle Division of the BMW Group – BMW*

12:00 Lunch

B2B STREAM

- 13:15 INTERACTIVE WORKSHOP SESSION
THE IMPACT OF THE SOCIAL MEDIA REVOLUTION ON THE TALENTS, SKILLS AND COMPETENCES OF YOUR PEOPLE.
- How does 2.0 effect the organisation of your business?
 - Is your crew 2.0 ready?
 - Which roles have changed and how?
 - Are new roles necessary?
 - What are the key competences for the (new) roles?
- Karel van Gool & Joost Ensink, Partners - SB Talent*

B2C STREAM

- 13:15 INTERACTIVE WORKSHOP SESSION
BLOGGING FOR B2C SUCCESS
- In this interactive session attendees will be split into groups and have the opportunity to share their experiences and discuss the following issues:
- Examining how to find your inner stories and unleash them through a blogging platform
 - Maximizing the consistency of your story via multiple channel distribution (blog + twitter + linkedin + facebook etc.)
 - Being interesting is not a talent, it's a technique. Learn how to seduce your audience
- Luca Sartoni - Social Media Consultant - Luca Sartoni*

14:45 Networking Break

B2B STREAM

- 15:15 TURNING SOCIAL MEDIA INTO A LEAD GENERATION MACHINE AT DASSAULT SYSTÈMES
- Uncovering effective online lead generation methods for your B2B company
 - Integrating online channels and social media into lead generation tactics
 - Investigating the most effective tools and techniques for measurement
 - Nurturing your B2B leads online by maximising e-tools and social media
 - Ensuring your sales and marketing teams are fully trained in online lead generation
- Antoine de Touchet - Global Marketing - Dassault Systèmes*

B2C STREAM

- 15:15 ACHIEVING RESULTS THROUGH SOCIAL MEDIA AT UNILEVER
- Hearing Unilever's strategic framework for creating global social media programs
 - Examining 3 case study examples of the framework in action:
 - Cultivating Dove's network to build brand equity
 - Activating Domestos' social cause to build awareness
 - Engaging Marmite's fanatics to launch new products
- Debbie Weinstein - Director Global Communications Planning – Unilever*

B2B STREAM

- 15:45 IMPLEMENTING SOCIAL MEDIA WITHIN A MULTINATIONAL ORGANISATION
- Setting a framework for Deutsche Post and DHL marketing and sales activities in social media worldwide, including social media guidelines, handbook, webinars, interactive learning tools and styleguide
 - Establishing an effective governance structure, environment and strategy whilst managing local and global internal processes
 - Investigating collaboration platforms (such as Yammer), how to set them up internally and the effect this has on external social media strategies
 - Maximising content marketing by creating valuable and remarkable B2B content
 - Implementing a systematic monitoring approach and reporting
 - Launching and managing activities on a global level in selected social media platforms
- Christian Maybaum - Global Social Media Coordinator, Corporate Communications - Deutsche Post DHL*

16:15 Closing remarks from the Chairperson and KGS

Registration Form Enterprise Marketing 2.0, Oct. 12&13 2011, Amsterdam

Conference Fee

Conference Fee 2 days (per person) - € 1995,00

or

Conference Fee 1 day (per person) - € 1395,00

Add

DVD (video recording of presentations) - €295,00

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An invoice will be sent to you by email within 3 days

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Upon receipt of your payment for the conference a confirmation email will be sent containing instructions and updates. Registration confirmation will not be distributed by post.

Venue

Mövenpick Hotel Amsterdam City Centre

Piet Heinkade 11

1019 BR Amsterdam

Netherlands

Phone: +31 (0) 20 519 1200

Fax: +31 (0) 20 519 1239

Hotel Accommodation

Upon receipt of your signed registration form you will receive an email with information on how to secure your accommodation at the Mövenpick Hotel Amsterdam City Centre. Delegates are responsible for making accommodation reservations directly with the selected hotel and entering into an agreement with the hotel regarding credit card guarantees, cancellation terms and conditions, and room rates. KGS cannot accept responsibility for hotel accommodation disputes between a delegate and the hotel.

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