

engage and connect  
with your customers

# ad·tech sydney

10-11 march 2009 | Sydney Convention Centre

## 4 great keynote presentations



### International Brand

**Stephen Green,**  
Regional Managing Director,  
Kodak, Asia Pacific



### Online Publisher

**Kym Niblock,**  
Managing Director **BBC.com**  
**BBC Worldwide**



### International Agency

**Nick Brien,** CEO of **Mediabrand**s  
an Interpublic Group of Companies  
including worldwide agency  
**Universal McCann (USA)**



### Social networking debate

- **Friendster**
- **MySpace**
- **Bebo**



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for  
2009!

- **FREE** tactical seminars:  
hot tips & tricks for your business

- 120 speakers on the conference program
- 100s of media and technology experts on the expo floor
- 1,500+ visitors

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6 March 2009  
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[www.ad-tech.com/sydney](http://www.ad-tech.com/sydney)

# ad:tech brain

The ad:tech brain has been developed as a tool to enable you to debate and discuss industry issues and the role that ad:tech can play in addressing those issues. We're reaching out to you, the industry, for ideas, discussions and feedback. We want to hear your ideas on how to make ad:tech Sydney 2009 even better. Be a part of this exciting new initiative.



have your say and get on the ad:tech brain



[www.ad-techbrain.com.au](http://www.ad-techbrain.com.au)

## media partners

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Soup  
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Tobii Technology  
Trellian / Femail.com.au  
Girl.com.au  
Viocorp  
Vision 6  
Websalad  
XMPie  
Yahoo! Search Marketing

... and many more!

## networking party

tuesday 10 MARCH 2009



At The Watershed Bar from 5.30pm onwards. Entry with expo or conference badge

### tuesday 10 march, 2009

|               |   |  |  |
|---------------|---|--|--|
| 8:30 - 9:00   | Opening Remarks: Jenny Williams, ad:tech Chair                              |  |  |
| 9:00 - 9:50   | Opening Keynote: Nick Brien, Mediabrands                                    |  |  |
| 10:00 - 10:50 | Brand Keynote: Stephen Green, Kodak, Asia Pacific                           |  |  |
| 10:50 - 11:20 | MORNING BREAK & EXPO  |  |  |
|               | Track 1   | Track 2  | Track 3  |
| 11:20 - 12:10 | Digital Strategy Development  | Handing Your Brand to the Consumer: Are You Willing to Let Go? | The Australian Consumer: Where are they and how do they utilise digital? |
| 12:10 - 1:30  | LUNCH & EXPO  |  |  |
| 1:30 - 2:20   | Partnering and Getting the Most Out of Your Agency                          | Managing Brand Consistency Across Digital Channels             | Integrating Social Media into Your Marketing Plan                        |
| 2:20 - 3:10   | Specialist vs. Generalist: Uncovering the Best of Both Agency Relationships | Applying Open ID to New Technologies                           | To Build or Not to Build: Identifying the Value of Social Communities    |
| 3:10 - 3:40   | NETWORKING BREAK & EXPO   |  |  |
| 3:45 - 4:35   | Virtual Worlds & Business - What's the ROI?                                 | Trigger Based Email  | Effects of Transparency: Cash for Comment and Dark Marketing Debate      |
| 4:35 - 5:25   | SEO Strategies for Large and Small Businesses                               | Email Content, Growth & Segmentation Strategies                | The Relevance of Twitter   |

### wednesday 11 march, 2009

|               |   |   |   |
|---------------|---|---|---|
| 9:00 - 9:10   | Opening Remarks: Jenny Williams, ad:tech Chair                  |   |   |
| 9:10 - 10:00  | Opening Keynote: Kym Nimblock, BBC.com                          |   |   |
| 10:00 - 10:50 | Social Networking Keynote: Facebook, MySpace, Friendster & Bebo |   |   |
| 10:50 - 11:20 | MORNING BREAK & EXPO  |   |   |
|               | Track 1   | Track 2   | Track 3   |
| 11:20 - 12:10 | Does Last Click Win? Search vs. Display                         | How to Engage Online Consumers                                    | Developing Digital CRM Strategies                   |
| 12:10 - 1:30  | LUNCH & EXPO  |   |   |
| 1:30 - 2:20   | Monetising The Video Channel                                    | Online Metrics: What, How, and Who Should Care                    | We Can Solve Your Marketing Problem!                |
| 2:20 - 3:10   | Integrating Gaming into your Marketing Mix                      | Measuring Social Media  | Mobile Web 3.0: New Mobile Technologies             |
| 3:10 - 3:40   | NETWORKING BREAK & EXPO   |   |   |
| 3:45 - 4:35   | Monetising Social Networks                                      | Designing a Data Centric Approach to Evolve Your Digital Strategy | Integrating Mobile Into Your Marketing Strategy     |
| 4:35 - 5:25   | Content and its Context in Digital Media                        | Generating Online WOM   | Mobile Devices - The Next Frontier of Communication |

Register before 6 March 2009 to save \$100! Spaces are limited so act now.

Want to stay up-to-date on who's speaking at ad:tech Sydney 2009? Check out [www.ad-tech.com/sydney](http://www.ad-tech.com/sydney) for regular updates.

SESSIONS

# ad:tech sydney

media marketing technology

10-11 march 2009

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## conference pricing

|  | UNTIL<br>19/12/2008                  | AFTER<br>19/12/2008                   | ONSITE           |
|--|--------------------------------------|---------------------------------------|------------------|
| <b>Full Conference Pass</b><br>Includes all sessions, keynotes, lunches, exhibit hall, expo seminar theatre*, networking party and sponsored forums based on availability: does not include "by invitation only" events. | <b>AU\$1199</b><br><b>SAVE \$600</b> | <b>AU \$1699</b><br><b>SAVE \$100</b> | <b>AU \$1799</b> |
| <b>Exhibition Pass</b><br>Includes exhibit hall, expo seminar theatre*, networking party and keynotes only.  | <b>FREE</b>                          | <b>FREE</b>                           | <b>FREE</b>      |

\* Subject to availability

ad:tech offers Corporate Passes for group discounts. For details, email [sydneyinfo@ad-tech.com](mailto:sydneyinfo@ad-tech.com)

### venue information

#### Sydney Convention & Exhibition Centre

Darling Drive, DARLING HARBOUR, Sydney  
+ 61 2 9282 5000 [www.scec.com.au](http://www.scec.com.au)

ad:tech has secured a number of rooms at a discounted rate, for more information, check out [www.ad-tech.com/sydney](http://www.ad-tech.com/sydney)

Join us at  
ad:tech Sydney  
10-11 March  
2009!