



# Digital MARKETING LAB

## Special Pre-conference Program!

Digital Marketing Lab

January 26, 12:00 – 5:30pm

\$495 per person

(Spaces are limited; please register early)

The future is here... but it's not equally distributed! Is your brand digital or bogged in the analog?

Jumpstart your journey into digital with the Mplanet™ Digital Marketing Lab! Take away a clear vision for the digital future of marketing, real examples from marketers who have “gone digital” and a broadened perspective of what’s possible in today’s (and tomorrow’s) New Marketsphere.

Special modules will cover all aspects of marketing for today’s techno-savvy, gadget-laden consumer, including leveraging social media, utilizing mobile technology and exploring the next generation of gadgets and devices.



## Opening Session: Getting to the “Digital Center” of Marketing

Brands in both the consumer and business-to-business sectors are already executing a digital centered marketing strategy. Many others in the chase aren't far behind them in moving their marketing efforts from their old analog ways to the digital center. How will your organization handle this transition?

**Presenter:** [Stephanie Diamond, President, Digital Media Works, Inc](#)



## Digital Marketing Analytics and ROI (B2B and B2C)

Track a great many details about your customers' behavior, interests and opinions! This session will help you understand that biggest challenge in digital marketing measurement: What do with all that data and how to channel info into knowledge, wisdom and results. Attendees will learn everything from setting digital marketing goals to mapping out your prospective customers' life cycle, from tracking leads to assessing the value of each marketing expenditure. Two sessions: one will focus on B2B and one on B2C.

**Presenters:** [Jim Sterne, Chairman, Web Analytics Association \(B2B\)](#)  
[Jim Novo, Owner, The Drilling Down Project \(B2C\)](#)



## Mobile Digital Marketing

What is the one device consumers have 24/7? Think: mobile marketing! Learn how manufacturers are delivering messages to mobile customers and how consumer goods companies are engaging consumers on an increasingly personal level with mobile contests and value-driven campaigns. Take a first look (or another look) at mobile marketing and large and small brands can integrate this into international campaigns.

**Presenter:** [Laura Marriott, President, Mobile Marketing Association](#)



## Gaming, Virtual Worlds and Life After Second Life

Envision your brand in a virtual world! Successful brands are leveraging the power of virtualization and online games to connect with their most powerful and influential customer segment. While the buzz has worn off of mainstream virtual worlds, niche virtual worlds, more consumer friendly virtual environments like Google's Lively, and both console-based and online gaming environments are gaining traction and mindshare. Discover how experiential marketers are using virtual worlds and games in marketing today, and understand the wide variety of available options, how to build best practices and avoid common pitfalls.

**Presenter:** [Greg Verdino, Chief Strategy Officer, crayon, gregverdino.typepad.com](#)



## First Generation of the Next Generation of Marketing: Blogging, Podcasting, Widgets, Social Media and Video

Digital media, blogs, video and social media... these tools have become too powerful to ignore and are often underutilized by the majority of marketers. Explore current digital marketing technology and how marketers have built brands, launched products and engaged consumers with powerful and cost-effective digital marketing strategies.

**Presenter:** [Toby Bloomberg, Bloomberg Marketing; Diva Marketing Blog](#)



## Digital Advertising: The Next Frontier

Advertising has been forever changed by the blending of offline and online capabilities, and complicated by the myriad digital offerings available to today's marketer. Understand the current and future state of digital advertising, what's working, why it's working, and how you can apply that learning to any kind of organization.

**Presenter:** [Julie Fleischer, Vice President/Group Director Account Planning and Innovations, DIGITAS](#)



## Digital Gadgets and Devices

What's the next "must have" digital device? Leading marketers and engineers in the consumer hardware and software space will reveal a glimpse into the future with a demo of the most forward thinking consumer and business electronics and what these new tools will mean for marketers.

**Presenter:** [Brian Johnson, Microsoft Evangelist, Microsoft](#)



## Closing Session: Getting to the Digital Center of Marketing

The Digital Marketing Lab will wrap up with a moderated session recapping the learning and insights from the breakout sessions, and looking forward to the coming age of digital-centered marketing and what it means to marketers and their organizations.

**Presenter:** [Stephanie Diamond, President, Digital Media Works, Inc](#)

To register, visit [mplanet2009.com](http://mplanet2009.com)  
or call 800.AMA.1150