

The ISBA logo consists of the letters 'I', 'S', 'B', and 'A' in a stylized, multi-colored font. The 'I' is blue, 'S' is green, 'B' is yellow, and 'A' is red. The letters are outlined and have a slight 3D effect.

ISBA

ANNUAL CONFERENCE 2012

21 March 2012

Lord's Cricket Ground

sponsored by 

ISBA Annual Conference 2012

As the economy continues to bump along with no immediate recovery in sight, what are the issues and changes that all players in our industry need to embrace to navigate the year ahead?

The ISBA Annual Conference on Wednesday 21 March will provoke discussion, provide insights, and even inspiration, for advertisers in addressing these challenges, and I am particularly pleased to welcome Google as sponsor of this year's conference.

A powerful line-up of speakers will share their views across a diverse range of topics. Along with an update of what advertisers can expect on the political and regulatory fronts, we will focus on the burgeoning social media and mobile scene, as well as exploring how leading advertisers are looking to change the game both internally and within their agency relationships.

To secure your place at the key industry conference in 2012 – please return the completed booking form to Judy Mackay at ISBA.

I look forward to seeing you on 21 March at Lord's Cricket Ground.

Mike Hughes
Director General



Session 1

09.00

Welcome

Mike Hughes, Director General, ISBA

09.10

President's Address

Jon Woods, General Manager, Coca-Cola GB & Ireland

09.30

A Global View

Chris Burggraeve, Chief Marketing Officer, Anheuser Busch In-Bev, and President, World Federation of Advertisers

The Mayan calendar suggests that the world will end in 2012. Will it? As both CMO of the world's biggest brewer and also President of the World Federation of Advertisers, Chris brings a unique perspective to bear on the issues and opportunities for advertisers in the year ahead.

10.00

A Political Perspective

John Whittingdale MP, Chairman, Culture, Media and Sports Select Committee

The Select Committee which John chairs has been in the news quite a lot over the past year. He will no doubt share his views on the key issues and the role of this important part of the political infrastructure of our industry.

10.30

Coffee Break

Session 2

11.00

Google – What's Next...?

Dan Cobley, VP and Managing Director, Google UK

As the pace of change in online marketing accelerates, Dan will explore and demonstrate how we can all stay ahead of the consumer.

11.25

The Year of Mobile...?

Ben Wood, Chief of Research, CCS Insight

Will 2012 be the year that mobile finally starts to fulfil its promise? Or has it quietly crept up under the radar and is already offering and delivering amazing things for marketers?

11.45

Social Media – The Issues

Euan Semple, Blogger and freelance social media expert

Paul Armstrong, Head of Social, Mindshare

Jamie Kenny, Chief Strategy Officer, Jam (social media specialist, The Engine Group)

Robin Grant, Global MD, We Are Social

Social media channels are high up on the thermometer of advertiser interest and debate right now. But they carry new and different watchouts and responsibilities, and require a different sort of commitment and engagement from marketers.

12.50

Buffet Lunch

Session 3

14.00

London 2012 – 128 Days and Counting...

Greg Nugent, Marketing Director, LOCOG

A rare opportunity to hear from Greg who will offer a unique insight into the UK's biggest showcase event.

14.20

Changing the Game

Claire Harrison-Church, Director of Brand Comms., J. Sainsbury

Geoff Seeley, Jay Altschuler, Directors, Global Media Innovation, Unilever

Philip Gladman, Western Europe White Spirits Director, Diageo

The digital-dominated evolution of the comms environment, particularly social networks, poses major organisational questions for advertisers and agencies alike. How best to structure marcomms resources, both internally and externally? What does this require of agency partners in an integrated marketing context?

A number of ISBA members are making radical changes to the way they structure their organisations and the interface with their agencies, but very few others get this – yet. Our speakers will share what they're doing, from new definitions of brand management roles to the role of the agency in the mix going forward. This will be followed by a Q&A session involving the panel.

16.00

Pitching

An update from last year's conference of the ISBA/IPA initiative.

16.15

Closing Remarks - **Mike Hughes, Director General, ISBA**

Administration Details

Date

Wednesday 21 March 2012

Venue

Lord's Cricket Ground, St John's Wood, London NW8 8QN

Tel: 020 7616 8500

Fees

ISBA Member £525 + VAT (£630)

Non Member £635 + VAT (£762)

All fees are inclusive of lunch, refreshments and documentation.

Registration

Complete the attached booking form and return it to ISBA, together with your remittance either by cheque, made payable to ISBA, or by transfer to ISBA's bankers.

Payment is also accepted by Amex, Delta, MasterCard, or Visa.

Please state the name(s) of delegate(s) concerned so that their payments/bookings can be processed accurately. Last minute registrations may be made at the venue on the morning of the conference.

Cancellations

Need to be made in writing on or before Monday 5 March 2012.

The fee will be returned minus 20% cancellation charge. Fees for bookings received after Monday 5 March 2012 cannot be refunded.

About Google UK

Google UK's innovative search technologies connect millions of people around the world with information every day.

Founded in 1998, Google today is a top web property in all major global markets. Google's targeted advertising programme provides businesses of all sizes with measurable results, while enhancing the overall web experience for users.

For more information, visit:

www.google.co.uk

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Enquiries

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Booking Form

Please complete, detach and return with payment to:

Judy Mackay, Training and Events Executive,
ISBA, Langham House, 1B Portland Place,
London W1B 1PN

T: 020 7291 9020

F: 020 7291 9030

E: judym@isba.org.uk

Please reserve place(s) for the following to attend the ISBA Annual Conference on Wednesday 21 March 2012

Mr/Mrs/Miss/Ms:

Position:

Email:

Company:

Address:

Tel:

Fax:

No. of ISBA Members: @ £630 each

= £

No. of Non members: @ £762 each

= £

Total

= £

These costs include VAT @ 20%

Payment

We enclose our cheque for:

= £

made payable to ISBA

Please see over for alternative method of payment

Alternative payment facility

We have transferred: £ to ISBA's bankers:

The Royal Bank of Scotland, 43 Curzon Street, London W1Y 7RF.

Sort code: 16-00-79 Account No: 11937004

OR

Please charge my debit/credit card:

Amex Delta Mastercard Visa Card No:

Card expiry date:

Security code: (last 3 digits of number on signature strip) Issue number: (if applicable)

Cardholder's name:

Statement address:

Cardholder's signature:

Please state address and name of person for invoice if different from above and reference if required.

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