

# International Event Partners

## Mobile Marketing 2009

2<sup>nd</sup> Annual Mobile Marketing & Advertising Conference 2009

**“Crossing Lines – Getting More”**

24<sup>th</sup> September 2009  
The Radisson Hotel, Dublin, Ireland

*Official Supporter:*



**iapi**

Institute of Advertising Practitioners in Ireland



*Official Publication:*

*Produced by:*



# **MOBILE MARKETING IRELAND 2009**

2<sup>nd</sup> International Conference for the Mobile Marketing Sector in Ireland  
Thursday 24<sup>th</sup> September 2009, The Radisson Hotel, Golden Lane, Dublin 8, Ireland

## **“Crossing Lines – Getting More”**

### **24<sup>TH</sup> SEPTEMBER 2009**

- 08:30**            **Registration & Morning Coffee**
- 09:30**            **Opening Remarks from the Chair**  
**Dominic Muldoon, Co-Chairman, Mobile Marketing Association Ireland**
- 09:40**            **KEYNOTE: Future of Mobile in Ireland & Emerging Trends for 2010**  
- Media fragmentation  
- LTE (Long Term Evolution)  
- Social Networking  
- Phones Power / App Stores  
- Consumer understanding and engagement  
**Andrew Grill, Mobile Advertising Evangelist**
- 10:10**            **Mobile Marketing in the Mix**  
- What is the role of the mobile device and a new channel?  
- How to successfully add this channel to your mix  
- How to you maximise  
- User interaction and evaluation  
- Understanding the limits of a campaign and what objectives can be met  
**Managing Director, Adforce**
- 10:40**            **Realities of Making Mobile Advertising Work for You?**  
**Peter Sells, Head of Mobile, Bartle Bogle Hegarty UK**
- Questions & Answers**
- 11:00**            **Coffee Break & Showcase Visit**

## **MOBILE – “Crossing Lines”**

**MODERATOR: Colm Hayden, Technical Director, Mobile Advertising Alliance**

- 11:30**            **ON-LINE: Cross-media Online to Mobile Advertising - What the online majors have to say about mobile and their future of cross-media interactivity**  
Large global players like Nokia, Google, Yahoo, Microsoft and AOL have all entered the mobile advertising arena aggressively. Understand how their embracing of mobile advertising compared to online methods, and how they have differentiated themselves while carving out the approach to mobile. As many carriers today adopt solutions from these providers, what is next?  
**Ronan Harris, Director, Google Ireland (TBC)**
- 12:00**            **Location-based Advertising – The key to monetizing mobile content and applications.**  
Because our mobile devices are constantly with us, they can be used in a hyper-local, hyper-personal way at all times. One of the killer application categories of 2009 proved to be mobile LBS. Either through a map-based experience, generic location based search or social exchanges: location is a critical element of the mobile experience today and in the future.  
**TBC**
- 12:30**            **METRICS: Utilizing Subscriber Profiling**  
Yet the biggest selling point of mobile ads is what marketing types call “relevance”. Advertisers believe that about half of all traditional advertising does not reach the right audience. But is mobile advertising through SMS messages is the most focused: if marketers use mobile firms' profiles of their customers cleverly enough, they can tailor their advertisements to match each subscriber's habits.  
  
- Building rich subscriber behaviour profiles based on individual mobile data usage.  
- Delivering Personalized Recommendations for mobile content, mobile search & mobile advertising.  
- The importance of incorporating behavioural and contextual relevance in mobile data strategies.  
- Proven Results from implementations with mobile operators worldwide.  
**Edward Kershaw, Director EMEA, Nielson Mobile**  
**Questions & Answers**

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13:00      **NETWORKING LUNCH**

## **MOBILE – Stream A “Insights”**

**MODERATOR:**

- 14:30      **ON-LINE: Mobile Search and Mobile SEO - Finding my way to the top of mobile listings****  
Mobile search has now emerged as a key usage case in mobile for content providers to offer their listings and web content to mobile users. As in the online world, SEO (Search Engine Optimization) emerged and developed as a marketing channel. What is happening with mobile in this area? Should you have a dedicated mobile SEO strategy?  
**Director, dotmobi**
- 15:00      **Data Protection & Privacy Laws - Legal Challenges facing Marketers in 2010+****  
Privacy, Preference and Permission  
**Rob Corbet, Senior Partner, Arthur Cox**
- 15:30      **CASE STUDY: Developing a targeted Advertising Campaign****  
*How does a brand ensure success in achieving their strategic objectives when there are so many vendors in the mobile space? Learn how to pitch is orchestrated to achieve brand goals and objectives*  
**Doug Baxter, Managing Director, Interactive Ocean**
- Questions & Answers**
- 16:00      **Afternoon Coffee Break****

## **MOBILE – Stream B “Getting Personal”**

**MODERATOR: TBC**

- 14:30      **METRICS: User-Data – Boosting image, gaining the right consumer insights, and driving relevant marketing methods to the masses- without getting too personal!****  
Data analytics touches everything when it comes to marketing effectiveness. As we interact with different mobile services, who are the right partners and aggregators of data and services? What is the carrier's role in data collection? How does this match privacy policies and best customer service practices?  
**TBC**
- 15:00      **Making the sale or acquisition on the go****  
The key to success in the mobile world for any company is making the conversion to a sale. Are the platforms that enabled web marketers to collect consumer data was one of the key drivers of interactive commerce the same for mobile?  
**Andrew Grill, Mobile Advertising Evangelist**
- 15:30      **MOBILE SOCIAL MEDIA: Who's taking control / advantage of this Revolution?****  
Facebook, Twitter, MySpace, Linked-in are everywhere and in these times of new age marketing how with the mobile facilitate your brands marketing.  
**Philip McCarthy, Director BEBO Ireland**
- 16:00      **Afternoon Coffee Break****

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## **MOBILE – “Thoughts”**

**16:15**

### **PANEL DISCUSSION: Market Leaders Thoughts on Mobile for 2010**

How much of an advertising budget should be online? The Internet Advertising Bureau estimates that web advertising accounted for 13 per cent of the \$190 billion advertising market in the US last year. Television had 36 per cent market share of total spend, while ailing newspapers still garnered 18 per cent. How much of this will eventually migrate from online to mobile?

*This is a chance to meet the leading brands in the market and ask them about their view and experiences in relation to mobile advertising. If you would like to submit a question to the panel please email it to [speakers@i-ep.com](mailto:speakers@i-ep.com)*

**Chairperson: Shane McGonigle, Managing Director, Leo Burnett / Former IAPI Chairperson**

**Andrew Grill, Mobile Advertising Evangelist  
Peter Sells, Head of Mobile, Bartle Bogle Hegarty UK  
Managing Director, Adforce  
Senior Representative, Title, Company**

**17:15**

**Closing Remarks**

**17:30**

**“Arthur’s Birthday” Drinks Reception**

# MOBILE MARKETING IRELAND 2009

## “Crossing Lines – Getting More”

### 24<sup>th</sup> September 2009 – Dublin, Ireland

### Deadline for booking 15<sup>th</sup> September 2009

#### Venue Details

The Radisson Hotel, Dublin 8, Ireland

Tel: (01) 898 2900

Fax: (01) 898 2901

#### Hotel Accommodation

Reduced rates for accommodation can be arranged by calling the hotel directly and quoting the event name

**PLEASE FAX BACK TO IEP ON +353 (0)21 492 8909**

#### PRICES & PAYMENT INFORMATION (please tick option)

- 1<sup>st</sup> DELEGATE €350** (Early Bird Rate €299 – 10<sup>th</sup> August 2009)
- 2<sup>nd</sup> DELEGATE €329**
- I am a **MII / MMA / AAI / IAPI** – ID No. \_\_\_\_\_ (15% discount)
- Showcase (6sqm Space Only stand) **€1,500**
- Sponsorship Package – \_\_\_\_\_

\* Please photocopy for multiple registrations

**TOTAL €** \_\_\_\_\_

#### WHO SHOULD ATTEND?

The Mobile Marketing Ireland 2009 is designed to bring together the leading people and players who understand mobile market and the important role it plays in an organisation today. Delegates will have the opportunity to meet industry experts from the mobile industry and discuss the latest issues. This program can benefit anyone interested in or involved in the agency, client or company area of mobile marketing.

**Delegate Fee:** The total fee for this event is €350 and includes the gala dinner, lunch and conference documentation

**Cancellations:** Cancellations received in writing two weeks before the event will be subject to a service charge of €135. The full conference fees remain payable on and after the two weeks before the event. Substitutions are welcome at any time. It may be necessary for reasons beyond the control of the organiser to alter the content and timing of the programme or the names of the speakers. This contract is subject to English Law.

**Data Protection:** The personal information shown and /or provided will be held on a database and might be shared with companies within the IEP group. It may be used to keep you, or any additional names provided by you, up to date with developments in your industry. Sometimes these details may be obtained from or made available to external companies for marketing purposes. Should you not wish your details to be used for this purpose please contact The Database Manager, IEP, Rubicon Centre, Bishopstown, Cork, Ireland.

#### DELEGATE DETAILS

1. (Mr. / Mrs. / Ms / Miss / Dr) Surname: \_\_\_\_\_ Forename: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Tel: \_\_\_\_\_  
Job Title: \_\_\_\_\_ Fax: \_\_\_\_\_
2. (Mr. / Mrs. / Ms / Miss / Dr) Surname: \_\_\_\_\_ Forename: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Tel: \_\_\_\_\_  
Job Title: \_\_\_\_\_ Fax: \_\_\_\_\_

#### COMPANY DETAILS

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Postcode: \_\_\_\_\_ Country: \_\_\_\_\_  
VAT Reg. No. \_\_\_\_\_ Type Of Business: \_\_\_\_\_

#### PAYMENT DETAILS

Please charge my:

   (tick one) Payment will be made through the Paypal website

Enclosed is a cheque made payable to Dan Morrissy

#### Bank Transfer:

**Bank details:** Permanent TSB, 1 Curraheen Rd., Bishopstown, Cork, Co. Cork, Ireland  
**Account No.:** 1426 2748  
**Sort code:** 99-07-09  
**IBAN:** IE42IPBS99070914262748  
**BIC / Swift:** IPBSIE2D

We hereby confirm our participation at your conference and confirm we have the option to request a copy of the IEP Rules and Regulations. We confirm our acceptance of these Rules and Regulations, which form part of this contract. Completion of this application contract and its receipt by IEP is deemed conclusive evidence of the Applicant's agreement to pay the full fees due from that moment. Applicant further acknowledges that IEP, having incurred expenses as a result of the contract/application, is not required to refund any of the fees and that IEP is also entitled to any unpaid amounts that may be owing by the Applicant to IEP. Applicant may not withdraw this application once submitted.

# INTERNATIONAL EVENT PARTNERS (IEP) RULES AND REGULATIONS

- A. Conference participants (hereinafter "participants") shall be bound by the conditions, rules and regulations set forth in this agreement and any changes must be made in writing and signed by an authorised official of International Event Partners Limited (hereinafter referred to as "IEP") who shall have full power to interpret and to make or amend these rules, provided that such amendments and additions do not operate to diminish the rights reserved for the participants under this agreement, and shall not operate to increase liabilities of its Sponsors, Agents or Employees.
- B. Participants shall not be permitted to attend the conference unless the conference fees for the participant have been paid in full prior to the opening day of the conference.
- C. Participants are expected to comply with any building and security regulations and any and all Government rules and regulations.
- D. Rights of participants are not assignable to any other firm or person.
- E. Sound, audio or video devices operated by participants in a manner objectionable to IEP, other participants or the Conference Committee are prohibited.
- F. Participants shall not permit raffles, donations or other promotional measures that require members or guests to be present at a specified location and time, and all promotional plans must be approved by the IEP or the Conference Committee in advance.
- G. Attendance hours shall be controlled solely by IEP or the Conference Committee, who will specify hours etc., and admission by participants shall be by ticket or badge. Identification badges are not transferable.
- H. IEP, its employees or agents, the Conference Committee, and Sponsors, are not responsible for any loss, theft or damage by fire or injury of any nature to any person or article. IEP, while taking reasonable precautions against loss, will not guarantee against it and IEP is hereby expressly released from any liabilities for injury or damage there from. Participants are urged to adequately insure their property and any other equipment for which they are responsible, and their personal effects.
- I. IEP, its employees or agents, the publisher of the conference proceedings, the Conference Committee and Sponsors will not be responsible for any errors or omissions on copy prepared and submitted by any advertiser or participant.
- J. The signature of the application and its receipt by IEP is conclusive evidence of the applicant's agreement to pay the full fees due from that moment. Participants wishing to cancel their attendance must give notice in writing to IEP and registration costs are non-refundable. If a participant cancels within 4 months of any event taking place, the participant will remain liable for the full value whether or not the participant actually attends the event.
- K. IEP, its employees or agents, the Conference Committee and Sponsors shall not be liable for loss, damage or delay resulting from acts of war, civil commotion, strikes or lockouts intervention or regulation, military activity or any other circumstances which shall make it impossible or inadvisable for IEP to hold the Conference at the time and place provided, and IEP reserves the right to re-schedule the event at another date and/or at an alternative site. Furthermore, IEP will not be responsible and will be held harmless should any conflicts or misinterpretations arise with the host country, its sponsors, agents or other bodies regarding any and all aspects of the Conference which may affect the participants. The participant acknowledges that IEP have also sustained damages and losses as a result of the foregoing, and hereby waives all claims for damages or compensation. The participant also agrees that sums paid to IEP as fees or otherwise in connection with the Conference shall remain the property of IEP.
- L. IEP, its employees or agents, the Conference Committee, and Sponsors are not responsible for assisting participants in obtaining a passport or visa for entrance into the country where the event is to be held. The fact that the participant is unsuccessful in obtaining these documents from the necessary government authorities does not constitute a basis for cancellation of this agreement /application and it is clearly understood that no refunds whatsoever will be made. The participant, however, may by agreement with IEP substitute another party or company who meets the entry and government formalities necessary for entry into the country where the event is to be held. Such substitution shall be the sole responsibility of the contracting participant.
- M. IEP, its employees or agents, the Conference Committee, and Sponsors are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country in which the Event is held, nor is IEP liable for any import tax or duties. Participants are urged to adequately insure all such shipments.
- N. IEP, its employees or agents, the Conference Committee, and Sponsors are not responsible for any loss due to cancellation, abandonment, postponement or curtailment in whole or in part of the Conference for causes outside their control. Participants are recommended to adequately insure their participation expenses in case of such cancellation etc.
- O. The participant expressly acknowledges that no representations - whether oral or in writing, expressed or implied - have been made concerning the amount of business to be gained from the Conference, its success or that IEP, or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the conference. The participant further acknowledges that this document constitutes the entire agreement and the binding rules and regulations existing between the parties. No one is authorised to make any oral changes in this agreement.
- P. This agreement shall be governed by and construed according to the law of the United Kingdom. Any dispute between the parties under this agreement will fall under the jurisdiction of the Courts of the United Kingdom.