

## Understanding Digital Media by Damien Ryan and Calvin Jones

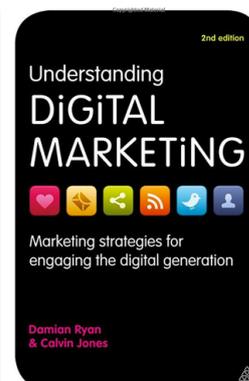
The world of digital media is changing at a phenomenal pace. Its constantly evolving technologies, and the way people are using them, is transforming not just how we access our information, but how we interact and communicate with one another on a global scale.

Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe that it is headed in the future. The book will show you, in a practical and comprehensive way, how to harness the power of digital media and use it to achieve the utmost success for your business, now and in the future.

Understanding Digital Marketing will help you:

- choose online marketing channels to get your products and services to market;
- understand the origins of digital marketing and the trends shaping its future;
- achieve the competitive edge to keep you ahead of the pack;

The book will explore in detail such areas as search marketing, affiliate marketing, e-mail marketing, creative online executions, and digital marketing strategies. Including real-world examples of digital marketing successes and expert opinions, Understanding Digital Marketing will give you the tools to utilize the power of the internet to take your business wherever you want it to go.



**'Understanding Digital Marketing'**  
- the book, is supplied to all delegates free of charge.

CONFERENCE PROGRAMME	
15:00	Delegate arrival, registration, coffee and networking
15:15	<b>Official opening and welcome address</b> <b>Andrew Leon Walker</b>
15:20	<b>Marketing is evolving, don't get left behind</b> <b>Andrew Leon Walker, B2B content marketing consultant; Rame Marketing</b>
16:00	<b>What the future holds - an insight into future digital trends and technologies</b> <b>Finn Ryan, Senior Product Manager; BSKyB</b>
16:40	Refreshment Break
17:00	<b>Turning knowledge into profit - how digital generates a strong ROI</b> <b>Damian Ryan and Calvin Jones; Authors of Understanding Digital Marketing</b>
17:40	<b>The evolution of newspapers and the rise of the connected devices</b> <b>Mark Challinor, Director of Mobile Platforms; Telegraph Media Group</b>
18:20	<b>Ask the expert - See how they might turn your challenges into opportunities</b> <b>Andrew Leon Walker (Panel Chair)</b> <b>Finn Ryan</b> <b>Mark Challinor</b> <b>Damian Ryan</b> <b>Calvin Jones</b>
19:20	Buffet and Networking
20:00	Delegate departure