

Content Marketing to engage and inspire:
 Are you ready for modern marketing?
 Monday 3 November 2014

Venue: Victor Salvi Room, Wales Millennium Centre, Bute Place, Cardiff Bay, CF10 5AL

Programme

09.00 – 09.25	Registration, tea/ coffee and Danish pastries
09.25 – 09.30	Welcome – Roger Pride, Heavenly
09.30 – 10.00	<p><i>How and why great headlines can make or kill any ad campaign – Paul Cranwell, Business Director of Exterion Media.</i></p> <p>Why do so many ads fail to resonate with the target audience? Paul discusses how our brains receive information and the process we go through to decide if it's relevant to us and our needs, or not. This session will include practical examples of how to overcome such challenges and how some of the best techniques are challenge the thinking of many top agencies.</p>
10.00 – 10.30	<p><i>Copywriting for engagement – Rob Mills, Studio Manager Bluegg</i></p> <p>This session will cover all things related to content writing. From copywriting, proofing and editing through to voice, tone and language to effectively represent your brand. Having great content is only some of the battle, it needs to be part of a strategy, planned, organised and managed. This talk will look at how you can get content that works for you, shares your brand personality, targets and engages your audience and is part of a measurable strategy.</p>
10.30 – 10.45	Comfort break, tea/coffee and biscuits.
10.50 – 11.20	<p><i>Content is Data. Ideas for managing content across today's most important channels – Rob Heerdegen, EMEA Regional Manager, Oracle Marketing Cloud</i></p> <p>In this session we will discuss how the changes in Search, Social and Email Marketing are shifting content marketing from infrequent thought leadership pieces into micro-relevant pieces that collectively create measurable value at low cost.</p>
11.20 – 11.50	<p><i>Cliché Killing: Strategically led creative for content marketing – Reuben Webb, Creative Director, Stein IAS</i></p> <p>A dynamic presentation on avoiding the plague of clichés currently spreading through marketing. Pulling on examples from the critically acclaimed 101cliches www.101cliches.com, Reuben will provide delegates with the cliché antidote so they can deliver innovative and inspiring communications.</p>

11.50 – 12.20	<p><i>Perpetual Devotion: A content driven contact strategy case study - Jade Tambini, European Marketing Manager, DS Smith</i></p> <p>A content marketing case study on the process FTSE250 packaging and recycling group DS Smith went through to create point of differentiation in a challenging and price sensitive market. The multi-channel campaign entitled 'One Step Away from Zero Waste' was engineered to turn previously fragmented channel use on its head and reframe activity into a combined and integrated content marketing strategy. Through its use of content pieces, DS Smith adopted issue based marketing at the start of the buyer journey to attract awareness of the brand and then moved into product based marketing later in the journey of engagement to support a strategically planned sales funnel.</p>
12.20 – 12.40	Panel Q&A
12.40 – 12.45	Closing remarks – Roger Pride, Heavenly

Registration is from 09:00; the event starts at 09:30 and finishes at 12:45. If you are non EU-resident, please call the events team to make your booking.