

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	<i>Registration, tea/coffee and Danish pastries.</i>
09.25 – 09.30	<i>Welcome – Roger Pride, Heavenly.</i>
09.30 – 10.00	<p><i>Perpetual Devotion: A content driven contact strategy case study – DS Smith, European Marketing Manager, Jade Tambini</i></p> <p>A content marketing case study on the process FTSE250 packaging 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. Jade will talk about how DS Smith are perpetually devoted to using content that influences perceptions in the target audience and challenges the status quo of how brands 'should' behave.</p>
10.00 – 10.30	<p><i>Content is Data. Ideas for managing high-volume content across today's most important channels – Eloqua</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 high volume, micro-relevant pieces that collectively create measurable value at low cost.</p>
10.30 – 10.45	<i>Comfort break, tea/coffee and biscuits.</i>
10.50 – 11.20	<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>
11.20 – 11.50	<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</p>

	and is part of a measurable strategy.
11.50 – 12.20	<p><i>Cliché Killing: Strategically led creative for content marketing (finer details to be confirmed) – Reuben Webb, Creative Director, Stein IAS</i></p> <p>Reuben Webb will deliver a dynamic presentation on avoiding the plague of clichés currently spreading through B2B marketing. Pulling on examples from the critically acclaimed 101cliches <a href="http://www.101cliches.com">www.101cliches.com</a>, Reuben will provide delegates with the cliché antidote so they can deliver innovative and inspiring communications.</p>
12.20 – 12.40	<i>Panel Q&amp;A</i>
12.40 – 12.45	<i>Closing remarks – Roger Pride, Heavenly</i>