



AGENDA - Monday, 20 November 2006

08:00-09:00	Registration, Continental Breakfast, and Technology Showcase			
09:00-09:15	Forum Welcome	Dennis van Lingen, President Forrester Research EMEA		
09:15-09:55	Integrating Social Media <ul style="list-style-type: none"> How can firms integrate social media? What are the new rules for Web 2.0? 	Jaap Favier, VP & Research Director Forrester Research		
09:55-10:35	Media in Flux – Expanding Brands Into Social Media	Angel Gambino, VP Commercial, Strategy & New Media MTV		
10:35-11:00	Morning Break/Technology Showcase			
11:00-11:40	Community Dynamics <ul style="list-style-type: none"> How and why do consumers use social media? How did the Fastlane blog benefit from communities? 	Michael Wiley, Ex-Director New Media General Motors, now Edelman		
11:40-12:20	When Empowered Consumers Attack! <ul style="list-style-type: none"> How are consumers breaking content and distribution links? The future: the PC or not the PC? 	Paul Jackson, Principal Analyst Forrester Research		
12:20-13:40	Networking Lunch			
13:40-14:20	Value Creation In The Lego Community <ul style="list-style-type: none"> How did Lego connect to the community? What challenges does Lego face now? 	Tormod Askildsen, Head Of Community Development Lego		
14:20-15:00	From Broadcasting To People Casting <ul style="list-style-type: none"> How did Social Media transform us and our clients? What will be our business model? 	Pierre Bellanger, CEO Skyrock		
15:00-15:30	Afternoon Break/Technology Showcase			
	Track 1 – Marketing Integration		Track 2 – Marketing Execution	
15:30-16:00	Re-thinking Your Customer Experience In Today's Connected World Gurval Caer, President and CEO Blast Radius Catherine Salway, Group Brand and Marketing Director Virgin Jos Williams, Director Online Sales, Philips		Search Engines, Social Media And Brand Communications Antony Mayfield, Head of Content and Media Spannerworks	
16:00-16:05	Changeover Break		Changeover Break	
16:05-16:45	Incorporating User Generated Content Into the Mazda Marketing Mix <ul style="list-style-type: none"> How is Mazda using its customer to get involved in car launches How has this strategy affected Mazda's online marketing? Pieter Dorenbosch, Head of Interactive Mazda Europe		Tapping The Power Of Consumer Generated Marketing <ul style="list-style-type: none"> What types of Consumer Generated Media (CGM) exist today? How you can leverage CGM? Brian Haven, Senior Analyst Forrester Research	
16:45-16:50	Changeover Break		Changeover Break	
16:50-17:30	Preparing The Marketing Organization For Social Media <ul style="list-style-type: none"> How should marketers organize to harness the power of social media? What changes does this imply for structure, culture, and investments? Peter Kim, Senior Analyst Forrester Research		Empowerment Through Search <ul style="list-style-type: none"> How does Chevrolet use search for consumer empowerment? What are its results? Jaime Del Valle, Consumer Dialog, Direct Marketing and Digital Marketing Manager, Chevrolet Europe	
17:30-17:35	Closing Remarks	Jaap Favier	Closing Remarks	Cliff Condon
17:45-20:00	Drinks Reception			

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08:30-09:00	Continental Breakfast/Technology Showcase	
09:00-09:10	Welcome	Jaap Favier, VP & Research Director Forrester Research B.V.
09:10-09:50	Marketing With – Not To – Consumers <ul style="list-style-type: none"> • How have Xbox chosen to take a co-marketing approach with consumers? • What are the results of letting consumers spread the message about Xbox 360? 	Dom McBrien, Group Manager – Online Marketing Xbox
09:50-10:30	The Content Engine Of Social Media <ul style="list-style-type: none"> • What is the value of content? • What type of content drives social media? • How can telco and media firms use content to their benefit? 	Michelle de Lussanet, VP & Research Director Forrester Research Inc.
10:30-11:00	Morning Break/Technology Showcase	
11:00-11:40	On the Customer's Special Service: What It Takes To Be A Web 2.0 Brand	Georges-Edouard Dias, SVP eBusiness L'Oréal
11:40-12:20	How To Build The Best Social Networking Site	Mark Charkin, Head of Sales UK & Ireland Bebo
12:20-13:30	Networking Lunch	
13:30-14:10	The Wisdom Of Crowds <ul style="list-style-type: none"> • What is a social music movement? • How to benefit from this? 	Spencer Hyman, COO Last.fm
14:10-14:50	Where Will Social Media Go? <ul style="list-style-type: none"> • What does a day in the life of a blogger look like? • How can brands approach the blogger -- now and in the future? 	Loïc Le Meur, Executive VP and Managing Director of Europe, blogger Six Apart
14:50-15:10	Closing Remarks	Jaap Favier, VP & Research Director Forrester Research B.V.

Helping Business Thrive On Technology Change

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