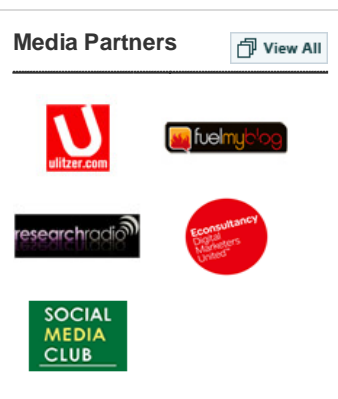


[Previous Summits](#)

Conference News

Live on stage interview with Michael Buck

Industry expert and global thought leader Michael Buck, Global SMB Online Head, Dell is the latest big name speaker to confirm his attendance at this year's iStrategy event. Michael will be conducting a live on stage interview with w w .MeetTheBoss.com. Dell have been rated by many industry experts as the top global online brand and Michael will be discussing how organisations can maximise their online presence and revenue streams.

Maximising Mobile Media

iStrategy is pleased to announce that Sarah Evans, the Head of Mobile Advertising, O2 will be hosting the "Maximising Mobile Media" at this year's event. Sarah who is an industry leader in her field will be speaking about how your organization develop new and engaging mobile applications for your current and prospective customers.

Ralph Amaher, CMO for Xing

Ralph Amaher, CMO for Xing will be hosting the eagerly awaited workshop entitled "Create a Revenue Driven Social Networking Presence and Identity" this October in Berlin at the iStrategy conference.

Razorfish

Razorfish have just released a report called "Fluent: The Razorfish Social Influence Marketing Report" that entrepreneurs and marketers need to read. It examines how social media influences purchase decisions, how

social features are entering online advertising, and how social media is becoming a paid distribution mechanism. You can read the report here: <http://fluent.razorfish.com/publication/?m=6540&l=1>

Speakers



Michael Donnelly
Group Director
The Coca-Cola Company



As Director, Worldwide Interactive Marketing for The Coca-Cola Company, Michael Donnelly is responsible for increasing the understanding, testing, adoption and effective use of Digital Marketing and Emerging Media amongst their marketers throughout the world. He has been working in the interactive space since 1998 and was with Johnson & Johnson for 9 years prior to joining The Coca-Cola Company.

There, as Associate Director, Business Development for the Global Marketing Group, he led their Interactive Marketing Center of Excellence where he focused on developing an incoming pipeline of emerging media opportunities and on creating a community for marketers to test, learn and share experiences.

Prior to J&J Michael worked at Glaxo SmithKline and Beiersdorf Inc, each for 5 years. He held various positions in sales including Regional Sales Director responsible for all East Coast business.

Michael received his BA in Psychology and Business Management from The College of New Jersey and his MBA in the Management of Technology from New Jersey Institute of Technology.

In the programme, Michael Donnelly is the Opening Keynote on Day 1



Andrew Lund
Regional Communications Sector Director, Central and Eastern Europe
Microsoft



As Communications Sector Director for Microsoft, Central and Eastern Europe (CEE), Andrew Lund brings more than 15 years operational experience in the European telecommunications business as well as a specific focus on Central and Eastern Europe to his role. Having lived and worked in Moscow, Istanbul and Budapest, Andrew is well aware of the challenges and opportunities of the region and has been responsible for Microsoft's Communications Sector success in the region since 2006. It is this level of expertise that has allowed Andrew to work with major telecommunications operators, partners and businesses of all sizes to support Microsoft's growth and development across the CEE region.

Prior to this role, Andrew was the Senior Solutions Specialist for Microsoft CEE where he was instrumental in the development of the company's go-to-market plan for Russia, drove the first regional multi-million dollar 'wins' for Customer Care Solutions, and managed the top telecommunications accounts in the region.

Andrew came to Microsoft from BT where he was the Business Development Director for BT Global Services in CEE. During his six years at BT, he held various management positions in business development for the finance and telecommunications industries across Europe. Prior to BT, Andrew held various management positions with Star Micronics and Xerox Corporation.



Babs Rangaiah
Global Director Communications Planning
Unilever



Babs Rangaiah was recently appointed to the role of Global Communications Planning director for all Unilever Global Brands and has relocated to London. In this capacity, he oversees a team that works with Global Brand teams and Agencies to incorporate Media Strategy and Channel thinking into the creative development process.



Ralf Ahamer

CMO
Xing



Mr. Ralf Ahamer has been Chief Marketing Officer and responsible for campaigning, customer care, community management and the brand at XING AG (formerly Open Business Club AG) since 2008. Previously, he served as Vice President of Marketing of the Company. Before joining XING AG, he also worked at OpenBC as Director Marketing, at AOL Germany as Head of Online Marketing and Support, at Atrior AG as Biz Dev and Marketing Manager, at campus2day/ eloft as Marketing and Sales Manager, at 3M where he was responsible for Sales and at 4P Ronsberg Verpackungen with responsibility for Research.



Rikke Wivel

Sr Director, Global Advertising and Media
Monster



Rikke Wivel joined Monster 4 years ago at their Montreal office and is now based in Amsterdam as Sr Director Global Advertising and Media. Rikke is recognized by her peers as a frontrunner of the online advertising and branding industry.

An early adopter and a pioneer, she has a profound understanding of online marketing as a core part of a company's branding and media strategy and how to optimize value and drive business, from underground viral initiatives to global advertising campaigns.

Before joining Monster she spearheaded a consultancy in online marketing strategy serving major clients in the Telecommunication, finance and servicing business. She also managed the online presence of CDP Capital and created and managed the critically acclaimed online image for Cirque du Soleil.



Nicole Yershon

Director of Innovative Solutions
Ogilvy



Ogilvy now regularly produces non-traditional advertising: from long form content, flooding Second Life, live webcasting with Girls Aloud, streaming, podcasting, mobile, gaming and digital escalator panels to name but a few.

Nicole and her team have recently launched OgilvyOne's Digital Innovations Lab to spot talent and bring innovative ideas to market for their Brands and has also launched Unilever's Innovation Lab at their Headquarters in London in March of this year



Giles Rhys Jones

Interactive Strategy Director
Ogilvy



Giles works across the whole of Ogilvy Group helping to deliver on their promise of digital heart & discipline head. He also helped set up the Ogilvy Innovation Lab and their branded content division; Ogilvy Entertainment. Previously he worked at Saatchi & Saatchi, Agency.com, co-founded Agency Republic & helped set up The Brand Company in Hong Kong. His blog, interactivemarketingtrends.blogspot.com, is in the UK top 5 advertising blogs and in the top 20 Global advertising planning blogs.

In the iStrategy programme he is Co-hosting with Nicole Yershon from Ogilvy on "How to Integrate Social Media into Your Existing Marketing Mix"



Michael Buck
Global Head SMB Online
Dell



Michael Buck is the Director for the Global SMB Online Business at Dell. In this role, Michael is responsible for Dell's overall SMB Online business and strategy.

Prior to this, Michael was managing the Dell EMEA Channel Marketing organization. Michael joined Dell in August 2004 as Director and General Manager Software and Peripherals, Dell EMEA.



Thomas Marzano
Creative Director
Phillips



Thomas Marzano is Creative Director for Brand Communications within the Philips Corporate portfolio, at the Philips Design's headquarters in Eindhoven. Thomas' work focuses on the Brand and Integrated marketing communications with counterparts at Global Marketing Management as well as all Regional Marketing officers at Philips. These teams are responsible for establishing the Philips brand in the hearts and minds of its stakeholders and championing the activation of Brand strategy across all touch points.



Cesar Mascaraque
MD
Ask Jeeves



Cesar Mascaraque currently oversees the development of Ask Jeeves and its business operations in the UK, Ireland and Continental Europe.

Cesar joined Ask Jeeves from Google, where he held the position of Head of Strategic Partnerships and Business Development for Southern Europe, for over four years. Prior to his tenure with Google, Cesar was a co-founder and Director of Finexia.com - the UK's leading on-line finance platform. Cesar holds an MBA in Business Administration from Harvard University, as well as a Master of Science degree in industrial engineering from the University of Industrial Engineers, Barcelona.



Susan Rice-Lincoln
Author of "Mastering Web 2.0"

Susan Rice Lincoln is a dynamic communications and social media specialist with unparalleled international experience. Susan truly stands apart with proprietary methodologies she designed to help companies deal with the opportunities and challenges of the new Social Web.



Daniel Nathrath
MD Europe
Viagogo



Daniel is responsible for viagogo's business in the German-speaking markets. This includes partnerships such as viagogo's partnership with Bayern Munich, business development activities as well as overall responsibility for viagogo's German language websites.

A lawyer by training, Daniel brings experience from various management positions at Bertelsmann subsidiary Lycos Europe from 1999 to 2003, including General Counsel, Director Business Development and Product Management and Board Member of Danish portal Jubii. From 2004 to 2006, Daniel worked as a strategy consultant for the Boston Consulting Group and in 2006 he founded a successful online entertainment startup.

In addition to his law studies at the universities of Bonn, Strasbourg, Cambridge and Houston (LL.M.) and business studies at INSEAD, Daniel Nathrath holds an MBA degree from the Graduate School of Business at the University of Chicago.



Peter Abraham
 Director at Econsultancy

Peter been in the internet and creative industry for the past 10 years + He started as a graphic designer, got caught up with the web in '97 implementing web project teams, website implementation and on-line marketing strategy. He was Digital Services Director at a leading Digital Agency in London. Peter's extensive knowledge spans websites and all of the marketing mediums that support a presence online.

Econsultancy.com currently has over 80,000 professionals relying on our insight and maximising their knowledge and network.



Richard Spalding
 CEO and Founder
 Diffusion Media Group/7th Chamber



Richard has worked in the digital marketing field since 1999 and regards himself as a viral and social media-marketing specialist.

Beginning his career in TV and Digital production for international advertising agencies in London and New York, he is highly knowledgeable and has a proven track record in implementing on-line brand communication for clients including; Nike, Aston Martin, Nokia, Unilever, Disney and Diageo.



Stuart Colman
 Managing Director European Operations
 AudienceScience



As Managing Director of European Operations, Stuart Colman oversees account management, business development, and agency outreach across Europe. Prior to joining AudienceScience, Stuart was Head of Digital Sales for the EMEA region at the Financial Times, focusing on delivering revenue growth and strategic direction for digital operations across Europe, the Middle East and Africa. Stuart graduated from the University of Worcester, UK with a degree in Geography.

And in the programme, Stuart Colman is leading the Workshop on Behavioural Targetting






Nils Andres
 CEO
 Brand Science Institute



Morphing the research world with that of academia creates something of a feral two-headed ogre. Nils work on both sides of the research and academic spheres seeks to bring innovation and novel thinking to brand management approaches and to find new sales areas and functional direction for multinational brands. These brands encompass Fortune 100 companies in various industries, ranging from consumer goods to health care services. And the mission is always clear. It is to make brands and products more desirable.

Nils is a Professor in Social Media Marketing and received a PhD in Marketing and in Psychology from the University of Hamburg. He is Associate Editor for practicing marketers of the Association of Consumer Research and is a Committee Member of INFORMS, the international scientific society.

Day 1 - 9th February 2010

7:00 - 8:45	<p>Registration</p>
09:00 - 10:00	<p>Keynote - Online Marketing Today, Tomorrow and in 2020</p> <p>Keynote Speaker:</p> <div data-bbox="280 405 395 517">  </div> <p>Michael Donnelly Group Director Worldwide Interactive Marketing The Coca-Cola Company</p>
10:00 - 11:30	<p>Keynote Panel Discussion - Online Branding</p> <p>Three global thought leaders speak about what makes their organizations Social Media market leaders</p> <p>Hosted by:</p> <p>Nils Andres, CEO Brand Science Institute Cesar Mascaraque, MD for Ask.com Thomas Marzano, Creative Director, Philips Anders Khyllstedt, CMO Booli.se, Entrepreneur of the Year, InternetWorld</p>
11.30 - 11.50	<p>Coffee Break</p>
11.50 - 13.05	<p>Split Stream Interactive Workshops</p> <p>Workshop 1 – Mobile Social Networking</p> <p>This Workshop will examine the growth of mobile social media and examine how your organization can maximize customer engagement and increase your online revenue by incorporating more interactivity and more Web 2.0 applications for your customers.</p> <p>Learn how to:</p> <ul style="list-style-type: none"> • Develop new and engaging mobile applications for your current and prospective customers • Work with operators, publishers and handsets to develop Web 2.0 mobile websites • Effectively monetize your mobile applications and content • Develop a fully integrated Marketing strategy that utilizes Mobile <p>Speaker:</p> <div data-bbox="301 1391 419 1509">  </div> <p>Sarah Evans Head of Mobile Advertising O2 (UK)</p> <hr/> <p>Workshop 2 – Mastering Social Media</p> <p>Social Media and Online Social Networking are transforming our business and personal lives. A revolution is clearly taking place in regards to how we communicate and collaborate. At present, few organizations can claim mastery over the tools and techniques or fully understand how to maximize Social Media to achieve specific business goals. However, for those that can the rewards are massive.</p> <p>This Workshop will discuss how to formulate and execute and master a successful Social Media Strategy for your organization.</p> <p>Learn how to:</p> <ul style="list-style-type: none"> • Analyze your current Social Media position and reputation • Gain maximum visibility and a highly targeted presence on Social Media sites • Build rich and productive online relationships using simple tools • Be pro-active and take control of your online brand reputation <p>Speaker:</p> <div data-bbox="301 2013 419 2132">  </div> <p>Susan Rice-Lincoln Author of "Mastering Web 2.0"</p>

Workshop 3 – Viral Marketing

The last couple of years have seen an explosion in Viral Marketing that has changed the face of how organisations utilize online media to generate both brand awareness and increased revenue. Interruption or disruption as the fundamental premise of marketing no longer works. As consumers increasingly pick and choose what ads they watch and when, it's vital that organisations develop a marketing strategy that involves creating an online message that's both novel and highly successful. This workshop will discuss how to formulate and execute a highly successful Viral campaign.

Learn how to:

- Effectively use the six simple principles of Viral Marketing
- Create campaigns that utilize human motivation and behaviour
- Generate exponential growth in your campaigns
- Create the ultimate "invite" concept for your Viral campaign
- Integrate Viral into your existing marketing mix

Speaker:



Richard Spalding
CEO
Diffusion Media Group

13:05 - 14:05

Lunch & Networking

14:05 - 15:05

Keynote – Online Marketing in a Recession – The Smart Strategy your Organization Needs to Succeed

Keynote Speaker:



Daniel Nathrath
MD Europe
Viagogo

15:05 - 16:05

Keynote – Create a Revenue Driven Social Networking Presence and Identity

Keynote Speaker:



Ralf Ahamer
CMO
Xing

16:05 - 16:25

Coffee Break

16:25 - 17:25

LIVE – MeetTheBoss with Adam Burns



Interview with **Michael Buck**, Global Head SMB Online, Dell held in front of a live audience with questions to finish. This interview will be broadcast LIVE on www.MeettheBoss.com

19:00 - 21:30

Gala Dinner with Welcome Toast

Day 2 - 10th February 2010

9:00 - 10:00

Keynote – The Value of Online Media Marketing: Game Changing Times

Speaker:



Rikke Wivel
VP Global Advertising and Media
Monster

10:00 - 11:30

Keynote – How to Integrate Social Media Into Your Existing Marketing Mix

Keynote Speakers:



Nicole Yershon
Head of Innovation,
Ogilvy



Giles Rhys-Jones
Director of Digital Media,
Ogilvy

11:30 - 11:50

Coffee Break

11:50 - 13:05

Split Stream Interactive Workshops

Workshop 1 – Behavioural Targeting

Today's current economic climate means that it's more important than ever to ensure that organisations are delivering targeted and relevant information to their existing and prospective clients. Behavioural targeting offers organisations the opportunity to use the information collected from their website on an individual's web-browsing behavior, such as the pages they have visited or the searches they have made, in order to then intelligently target them with relevant advertisements and product information. Without question, behavioural targeting has led to huge rewards for many of today's market leading organisations.

Learn how to:

- Engage current and prospective clients with timely and relevant information
- Develop learning-based knowledge of consumer behaviors
- Learn how to target your clients based on factors like geography, demographics or the surrounding content
- Provide a better user experience for your website visitors

Speaker:



Stuart Colman
MD European Operations
AudienceScience

Workshop 2 – Vodcasting/On-line Video and TV

In the era of Web 2.0 technology, Vodcasting has championed customer engagement as well as viral marketing schemes through making relevant content available on demand.

In this workshop learn how to use Vodcasting to:

- Deliver timely and engaging content to your customers
- Communicate to existing clients in a cost and time efficient manner
- Reach even broader media for your business and create brand awareness
- Effectively demonstrate your product or services
- Retain and increase visitors to your website

Speaker:



Andrew Lund
Regional Communications Sector Director, Central and Eastern Europe
Microsoft

Workshop 3 – Email Marketing

Email marketing is paramount when you want to reach thousands of prospective as well as existing clients, and in this current economic climate it could be argued that email marketing is the most cost-effective marketing tool on hand. Whilst every organization will most probably already have extensive email marketing in place, it's essential that for businesses to take advantage of the many effective features and functions that email marketing offers.

A vital part of making the most of your email marketing is not only reaching, but standing out in the inbox.

Learn how to:

- Set your emails apart from everyone else's
- Generate a successful and consistent exchange with your readers whilst boosting brand awareness.
- Think like your customer and target their specific needs
- Generate fantastic open and click-through rates that boost your sales
- Build customer loyalty and profitability through the use of personalized email communications

- Retain email subscribers through triggered messages, interactivity, and relevant content

Speaker:



Peter Abraham

Director at Econsultancy

13:05 - 14:05

Lunch & Networking

14:05 - 15:05

LIVE – MeetTheBoss with Adam Burns



Interview with **Babs Rangaiah**, Global Director Communications Planning, Unilever held in front of a live audience with questions to finish. This interview will be broadcast LIVE on www.MeettheBoss.com

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