

2-day Practical Workshop on

# Social Media Marketing & Mea\$urement

Save  
\$300  
If you pay by 4 August 2010  
Additional 10% Discount for Groups of 3 or more!

**Cutting-edge Digital Campaign Strategies & Performance Measurement Framework**

6 - 7 September 2010, PARKROYAL on Beach Road, Singapore • 9 - 10 September 2010, Regal Hongkong Hotel, Hong Kong

## Unique Features

- **Essential know-how** in operationalising Social Media (SM) Marketing campaigns
- Comprehensive approach to **enriching consumer engagement** through Social Media
- Applicable **SM Marketing measurement & optimisation techniques**
- Interactive **hands-on group exercises** on SM Marketing & measurement strategies
- Case studies including the **Philips Family Rewards & Philips MP3 'LYED'** and from the consumer electronics, travel, consumer households, retail and more



**Led by:** Gregory Birge, Founder & CEO, F5 Digital Consulting

- Acknowledged leader in Social Media marketing & Measurement with over 16 years of success in both traditional and internet marketing
- Worked with MNCs like Apple, Phillips, Sony and conceptualized innovative digital campaigns for Philips Electronics, Fuji Xerox and more
- Possesses dual-perspectives and holistic view with both Agency & Client experiences

## Be equipped with skills to:

- **Identify** and capitalise on Asia's social media market behaviour & landscape
- **Integrate** social media with existing marketing channels locally & regionally
- **Leverage** on online social communities for effective market research & CRM
- **Boost** offline campaign with social media marketing and vice versa
- **Plan, implement & effectively drive** an integrated campaign with social media
- **Allocate** budget, time and human resources optimally for social media marketing campaign
- **Analyse** free & paid tools tailored to different social media attributes & metrics
- **Quantify** intangible attributes including engagement, awareness, reach and attention
- **Convert** non-financial impact to monetary value in social media marketing campaigns
- **Validate** social media effectiveness for management buy-in & overcome corporate resistance

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# Making Dollars & Sense Out of Social Media Marketing

**Social Media (SM) Marketing** is an engagement with online communities to generate exposure, opportunity and sales. Much is raved about how it is the most effective way to reach and connect with customers, but little has been said about *exactly how* marketers can tap on its full potential to galvanise influencers and build followers, and how to evaluate its effectiveness in achieving marketing goals.

This 2-day workshop on "**Social Media Marketing & Measurement**" is specially designed to provide marketers with **in-depth knowledge** on SM Marketing strategy development, **step by step** implementation techniques and the **all important skills** for measuring social media efforts in financial and non-financial terms.

Through hands-on exercises, interactive discussions and case studies analysis, you can look forward to an enriching learning experience; picking up crucial tips such as how to design and integrate social media with existing marketing platforms, how to sell social media to the C-suite, how to measure and monitor social media campaigns through the use of free and paid tools etc. At the end of the workshop, you will be equipped with the **most up-to-date SM marketing tips**, tricks, and **best practices** which you can immediately apply to your marketing campaigns!

Seize this Opportunity to:

**Step out of the Exploratory Stages of Social Media Marketing & Ascertain Effectiveness with Applicable Measurement Techniques!**

## About Your Workshop Leader

**GREGORY BIRGE** is a visionary architect of customer engagement innovation. With the explosion of consumer-generated media, marketers struggle to maintain the old economy paradigm of brands-led consumerism. In 2007, Gregory founded F5 Digital Consulting to leverage on this reversed paradigm. Groundbreaking bottom-up and customer-activated strategies with astounding results have been implemented for leading companies like Philips and Fuji Xerox.

During his 16 years of marketing experience, Gregory has achieved a tremendous track record with Apple that includes launching of the first iPod in Europe and developing the initial iTunes partnership. Gregory has the opportunities to work across the world while with Sony, Yamaha, Packard Bell, Philips and Wunderman. Being adept in developing end-to-end ecosystem, channel network and worldwide product creation from concept to production cycles, Gregory developed a solid sense of business marketing and consumer knowledge. Gregory contributes regularly to regional publications and involved in various conferences, workshops and seminars across the region.



## Who Should Attend

**VPs, Directors, Heads, Senior Managers & Professionals** in charge of Marketing, Social Media, Marcom, Digital Marketing, Internet Marketing, Online Media, E-Marketing, Paid Search Advertising, Business Analytics, Web Design, Content Management, Lead Generation, Advertising & Promotions, Brand Management, Product Marketing, Sales, Channel Marketing, Trade Marketing and Media Planning.

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Secure and grow your organisation's market leadership positioning by becoming one of our prestigious corporate sponsors. Our **Social Media Marketing & Measurement** workshop presents your organisation the unique opportunity to showcase your company's capabilities, innovations, technology solutions platforms, products and services. Capture the interests and influence the decisions of key industry players through various sponsorship options:

~ Speaking Sessions ~ Luncheon ~ Exhibition Space ~ Promotional Materials ~ Customised Packages

To learn more about Sponsorship & Exhibition opportunities, please contact (Ms) Yik Hong at (65) 6372 2316 or [yikhong@conferences.com.sg](mailto:yikhong@conferences.com.sg)

## 1. Overview of Social Media (SM) Marketing

- SM Marketing: what is it all about?
- Asia's social media market behavior and landscape: capitalising on trends & opportunities
- Evolution of the social media marketing and its impact on marketing strategies
- Challenges faced by marketers in social media marketing and how well they are being addressed with Asian campaigns example

## 2. Integrating Social Media with Existing Marketing Mix

- Methodology on incorporating your social media initiatives with existing and/or new marketing channels locally and/or across regions
- Offline and online marketing campaigns: Using social media to generate awareness for traditional campaigns and vice versa
- Potential problems faced in integrating social media and how to avoid these problems
- Case study on companies that has successfully integrated social media

## 3. Social Media Marketing and Consumer Engagement

- Is SM all about engaging the consumers?
- Mixing traditional CRM/loyalty rewards program with social media marketing strategy
- How do you plan, implement, drive an integrated campaign properly
- What is a contact strategy and how to do it
- Specific case study: **Philips Family Rewards Loyalty Program**

## 4. Implementing a Social Media Marketing Campaign

Hands-on Exercise

- Setting the foundation right: Where should marketers start with social media?
- Managing and aligning social media campaign objectives and with long term business objectives
- Selling social media to the C-suite and overcoming corporate resistance
- Working out the budget, time and human resources for your social media marketing campaigns

## 5. Overview of Social Media Measurement & Monitoring

- Differences between SM Measurement and SM Monitoring
- Importance of setting measurement objectives
- Challenges in Social Media Measurement: What can be measured and what cannot
- Social Media Measurement tools, including: How Sociable for brand overviews, Technorati Search for blogs, GoogleTrends for buzz tracking, Twitstat for Twitter, Alexa for website traffic, Digg for Social Bookmarking, PageRank Checker for webpage ranking, MediaHound for Advertising and Event Tracking
- Key elements to watch out for when selecting the right social media measurement tool for your company

## 6. Measuring Consumer Engagement & Interaction (Non-Monetary)

- Identifying measurement attributes and their corresponding measurement tools
- Importance of measuring secondary data/tertiary reach and primary reach
- Gathering the right media metrics: reach, awareness, and sentiment analysis
- Analysis of data: how to make sense out of it.
- Specific case study: **Philips MP3 'LYED' campaign**

## 7. Measuring ROMI of social media marketing campaigns (Monetary)

- Understanding that ROI is media agnostic and differs from measuring social & digital
- Finding the investment-return relationship between social media efforts
- Metrics to determine transaction data through frequency, reach and yield

## 8. Summary & Key-Learning

- Case Study Applications: Re-cap of key learning based on evaluation of Asian based campaigns of varying industry and market.

## 9. Developing Effective Measurement Strategy

Hands-on Exercise

- Aligning social media measurement objectives with corporate long term goals
- Establishing qualitative and quantitative measurements for your goals to provide a holistic view of the social media campaign
- The use of a combination of metrics (monetary & non-monetary) to illustrate campaign progress
- Importance of focused reporting through limiting variables and comparisons
- How to provide actionable measurement data for subsequent campaigns

## 10. Case study applications

Hands-on Exercise

In this session, the trainer will facilitate discussions and answer questions based on the topics covered. After which, the speaker will provide delegates with a concrete guideline of a few steps to kick-start their own SMM campaign. There will be hands-on exercises for delegates to determine their campaign objectives and design their own campaigns with available social media accounts as well as receive valuable feedback from the trainer

\* Case studies from the consumer electronics, travel, consumer households, retail and more will be shared over the course of both days



# Social Media Marketing & Measurement

## 5 Ways to Register or Enquire

- 1 Tel : (65) 6372 2201
- 2 Fax : (65) 6227 1601
- 3 Email : feon@conferences.com.sg
- 4 Web : www.conferences.com.sg
- 5 Post : Pacific Conferences Pte Ltd, 5 Shenton Way, #26-08 UIC Bldg, Singapore 068808

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Contact Ms Feon Lee via:

Please register the following delegate(s) for the event

2-Day Workshop:       Singapore, 6 - 7 September 2010       Hong Kong, 9 - 10 September 2010

I would like to claim a 10% discount as a member of       HKDMA       DMAS       ACB

I am unable to attend but please put me in your mailing list

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	Delegate 1	Delegate 2	Delegate 3
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Mobile			
Email Address			
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<b>Registration Contact</b>			
Name	Job Title / Department	DID	Email
<b>Billing Information</b>			
Full Company Name	Nature of Business		
Address			

Workshop Fee	Early Bird (Payment Before 4 Aug 10)	Regular (Payment After 4 Aug 10)
2-Day Workshop	S\$1,695	S\$1,995

### Important Note

1. For Singapore location, Singapore registered companies need to pay fee with additional 7% GST.
2. Only corporate registrations will be accepted.
3. **Group Discount:** Groups of 3 or more booking at the same time from the same company and of the same billing source will receive a 10% discount off the total delegate fees.
4. **Early Bird Promotion:** Fees will only be valid if payment is received by 4 Aug 2010, after which Regular fees will apply.
5. **Full payment is mandatory upon registration for admission to the event.**
6. Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
7. Fee includes lunch, refreshments and documentation.
8. The organiser reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

### Cancellations & Replacements

A replacement is welcome if you are unable to attend. A full refund less 10% administrative charge will be made for cancellation received in writing by **11 Aug 2010**. A 50% refund and a set of conference documentation will be given for cancellation received by **25 Aug 2010**. Regrettably, no refund can be made for cancellation received after **25 Aug 2010** or for "no show" participant. You will however receive a set of documentation.

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Please send me the brochures for the following conferences and workshops as ticked below  (Please fill in contact details above and return via fax)

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|  |   | <b>October 2010</b><br><input type="checkbox"/> Experiential Marketing, <i>S'pore &amp; Hong Kong</i>             |

### Payment Methods

All payments to be made payable to Pacific Conferences Pte Ltd in S\$ and are nett of bank charges. **Bank charges are to be borne by registrants.**

Please tick and fill in the following:

- Cheque / Bank Draft No.**  
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### Conference Venue & Hotel Reservation

- |  |   |
|--|---|
| <b>PARKROYAL on Beach Road, Singapore</b><br>7500A Beach Road, #04-301 The Plaza,<br>Singapore 199591<br>Tel: (65) 6505 5695 Fax: (65) 6292 4559<br>Email: chen.jaime@br.parkroyalhotels.com<br>Attn: Jaime Chen - Banquet Sales Executive | <b>Regal Hongkong Hotel, Hong Kong</b><br>88 Yee Wo Street,<br>Causeway Bay, Hong Kong<br>Tel: (852) 2837 1931 Fax: (852) 2915 6556<br>Email: rhk.banquetc@regalhotel.com<br>Attn: Carmen Yiu - Account Manager, Catering |
|--|---|

Hotel room reservation and hotel billing are to be made by delegates directly with the Hotel. To enjoy applicable corporate room rates, please quote "Social Media Marketing & Measurement". Hotel reservation and travel arrangements are the responsibility of the registrant.