

DIRECT MARKETING 2012

Conference & Pre-conference workshop



28 February 2012 – 1 March 2012

Southern Sun Montecasino • Johannesburg

PARTICIPATING ORGANISATIONS



accelerationmedia



kaleidoscope
response emarketing

BOOMTOWN™
strategic brand agency



Deloitte.

Post Office
We deliver, whatever it takes.



The **2012 Direct Marketing Conference & Workshop** offers a fantastic opportunity to hear dynamic content, future trends and interesting case studies from **leading direct marketing experts, top companies** and **international expert!**

Taking place on **28 February – 1 March 2012** in Johannesburg, the event promises to be a great learning and networking experience. The programme will include a variety of topics for you to choose from.

Pre-conference workshop

RELATIONSHIP MARKETING

INTERNATIONAL SPEAKER

The 3-step process for achieving extraordinary customer engagement and increase sales by 10-35%

Two-day Direct Marketing Conference

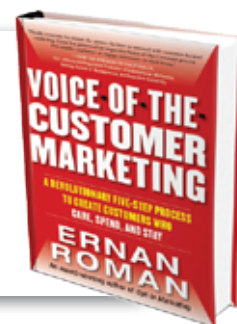
- Four strategies to drive your social and multichannel success
- Integrated marketing – the new direct marketing strategy
- Developing meaningful value propositions in CRM
- Email marketing - key techniques and best practices
- WesBank case study: using mobile platforms to boost direct marketing capabilities
- Digital marketing case study: Deloitte consulting
- A fresh look at social media and customer engagement
- Database analytics and marketing
- Creativity in direct marketing
- Mobile success for your brand
- The direct impact of search marketing
- Legislation update - how to achieve best practices with a smile
- and much more...

KEYNOTE ADDRESS - INTERNATIONAL SPEAKER

INTERNATIONAL GUEST SPEAKER

International direct marketing expert and **award-winning author**, Ernan Roman will conduct the pre-conference workshop and participate in the conference.

He is one of the leading authorities in Voice of Customer driven relationship marketing and is internationally recognised as the industry pioneer who created three transformational methodologies: *Integrated Direct Marketing*, *Opt-In Marketing* and *Voice of Customer relationship research*.



REGISTRATION FEES

Pre-conference workshop • 28 February 2012 R4 675 incl. VAT

One-day Conference • 29 February or 1 March 2012 R4 500 incl. VAT

Two-day Conference • 29 February and 1 March 2012 R8 950 incl. VAT

Workshop & two-day conference • 28 February – 1 March 2012

R11 450 incl. VAT & R2 175 discount

The above registration fees include lunch, refreshments, parking and conference material

SPECIAL OFFERS

- **DMA members** receive a 10% discount
- Register three delegates and the fourth delegate attends FREE of charge!
- Special discount for registered NPOs, small businesses (30 or less employees) and full-time lecturers at universities/colleges/ schools – *contact us for more information!*

ABOUT KNOWLEDGE RESOURCES

Our focus is to bring you high-quality conferences, seminars and skills-building workshops that will add value in terms of knowledge and skills. The aim is to provide extremely good value for the time and money clients have invested.

Our expertise lies in knowledge about the various disciplines within business and management as well as the knowledge needs of the tertiary, public and private sectors. Event topics are carefully selected to cater for South African needs, without discarding international standards.

Our event titles are researched, practical and case study-related, ensuring we bring our clients up-to-the-minute information, at the same time providing first-rate networking opportunities with leading business colleagues and executives. We surpass on providing our clients with a business knowledge experience!

SETA accreditation

Many of our delegates enquire after our accreditation status. There is a misguided opinion that organisations can only claim their levies back if they use accredited training providers only. This is not entirely correct. In the Government Gazette (No.20865 of 7 February 2000), it clearly states that the Skills Development Levies

Act provides for recovery of a levy payment based on the submission of Workplace Skills Plans (WSPs), Workplace Skills Implementation Plans (WSIPs), and the submission of the names of Skills Development Facilitators (SDFs), and not on the basis of making use of accredited providers or NQF-aligned training and development events only.



CONFERENCE PROGRAMME

DAY ONE Wednesday, 29 February 2012

08:30 – 08:45 **Welcoming and introductions**

Chairperson: **Alastair Tempest**, COO, Direct Marketing Association of SA



08:45 – 09:45 **Four strategies to drive your social and multichannel success**

Ernan Roman, Industry Thought Leader and Marketing Hall of Fame Inductee

INTERNATIONAL PRESENTER



In this session you will learn how to achieve unprecedented levels of customer engagement, new sales and repeat customers. You will understand the four critical new Voice of Customer (VOC) research insights which are essential for your social and multichannel success:

- Reciprocity of value equation
- Customer-driven relationships
- Insatiable appetite for consumer-managed information
- Customer service as a strategic competency

Ernan will provide examples, illustrating how leaders such as Gilt (the “flash sales” runaway hit), IBM, Threadless.com (95% online customer engagement), HMS National (25% increase in renewals) and Songza.com (the hot online music marketer) have leveraged these four strategies to achieve double-digit increases in response and revenue.

09:45 – 10:45 **Integrated marketing – the new direct marketing strategy**

Michelle Perrow, Founder & Strategic Director, Lesoba Difference (Winner of 14 Assegai awards in 2011 across multiple categories)



Today, very few direct campaigns function as standalone – integration of media has enabled the concept of Surround Direct.

- Integration means that there is no longer a “line”
- Improved response and conversion comes from multiple touch points and brand immersion
- The power of the golden thread must be felt in integrated direct campaigns
- Case studies that prove the point will be presented

10:45 – 11:15 MORNING BREAK

TRACK SESSIONS BEGIN

TRACK 1

11:15 – 12:15

Maximising marketing success through advanced analytics and optimisation

Geoff Miller, CEO, TransUnion Credit Bureau



In an environment of reduced marketing budgets, optimising spend, processes and decisions are key to your success.

- Why response rate alone is a poor measure of success
- Maximising your customer information assets
- Measuring campaign profitability over the long term
- Why your existing base is your highest area for profitability
- Case studies drawing on our local & international experience

12:15 – 13:15

Legislation update - how to achieve best practices with a smile

Alastair Tempest, COO, Direct Marketing Association of SA

Legal compliance is becoming increasingly important as more laws on direct and interactive laws are applied in South Africa.

- The CPA, what to look for and how to comply
- Privacy – the CPA requirements
- What to expect from the POPI (data privacy) Bill
- All those other rules and regulations of relevance



TRACK 2

11:15 – 12:15

Digital marketing case study: Deloitte consulting

David Graham, Digital Channels Executive, Deloitte Consulting

Deloitte Consulting developed a digital marketing strategy that supports the transition from a marketing 1.0 corporate website to a platform that supports interactive dialogue with prospects and clients. David will take you through the Deloitte Consulting digital marketing journey from inception to completion, providing tips and advice along the way.



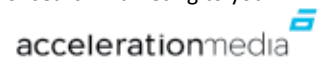
12:15 – 13:15

The direct impact of search marketing

Diane Charton, Managing Director, Acceleration Media

Taking a closer look at search marketing and the important role it plays within digital marketing practices.

- Creating effective search marketing strategies
- Understanding search measurement and analytics tools
- Measuring the performance and ROI of search campaigns
- Knowing whether your search marketing practices are working
- Multi-channel attribution – why it's important, and relevant examples
- Ways of attributing the online impact of search marketing to your inbound call centre



13:15 – 14:15 LUNCH



CONFERENCE PROGRAMME CONTINUES

DAY ONE Wednesday, 29 February 2012

TRACK SESSIONS CONTINUE

TRACK 1

14:15 – 15:15

Email marketing - key techniques & best practices that will make viewers open, read and respond

Colleen Backstrom, CEO, Kaleidoscope Online Marketing

Despite the growth of social media, there are still nearly one billion more email accounts than social network accounts worldwide. And email is the preferred method for commercial communication for nearly 75% of all adults. The bad news is that inbox clutter and noise continue to drive down opening rates and responses. So what are the current best practice principles that will ensure that your marketing email gets read and understood? Colleen will discuss:

- Competing in an overcrowded inbox
- Eye-tracking studies that teach us stickiness in pictures and words
- Why humor is important
- Practical techniques that guarantee responses

kaleidoscope
response e marketing

TRACK 2

14:15 – 15:15

Brands as publishers: the move from marketing programmes to editorial programmes – the content prescription and why consumers prefer it

Julie Humphreys, Head of Strategy, aqua

Julie will look at how the path to purchase must be re-thought as the relationship between brands, media and audience changes in the move towards real-time content, all the time.

She will seek to explore the “content continuum” and how brands can work at filling a content prescription which meets consumer needs. The presentation will also explore the five Ps of an effective content programme as an alternative to “the marketing plan.”



15:15 – 15:30 BREAK

15:30 – 16:15 Mobile success for your brand – understanding the possibilities and investing wisely in your strategy and the technology that drives it

Tim Bishop, Chief Technical Officer, Prezence Digital



Mobile enables unrivalled engagement and transactional opportunities for the SA population. Understanding the considerations and possibilities of this medium while investing wisely in your strategy and the technology that drives it, will ensure your brand's mobile success.

- Mobi, USSD and applications – playing where your customers play
- The differences of a ‘mobile’ consumer and how to build for success
- SA is a ‘Mobi’-first country – how to properly invest in your mobile strategy
- From R100-phones to the latest Smart-phones, reaching everyone is vital

16:15 Wrap-up and close of day one



CONFERENCE PROGRAMME

DAY TWO Thursday, 1 March 2012

08:30 – 08:45 **Welcoming and introductions**

08:45 – 09:30 **Creativity in direct marketing**

Andrew Ambrogioni, CEO & Executive Creative Director, Action Ambro's (Winner of multiple Assegai Awards, International Echo Awards and inducted into the DMA Hall of Fame in 2011)



09:30 – 10:15 **A fresh look at social media and customer engagement**

Keith Wiser, Managing Director, 5th Dimension (Winner of 4 Assegai & 5 International IDN awards in 2011)



Many discoveries end up being used in totally different ways from the way their inventors initially conceived them ... Viagra being an excellent case in point. So where are direct marketers right now with that thorny topic of social media and where is it likely to end up?

This presentation begins with a look at the latest European research on what customers actually want from social media and CRM. It includes additional insights from the latest Colloquy research on attitudinal differences between the first world and the third world. It concludes with some remarkable case studies from Belgium, Holland, New Zealand and the UK, which clearly demonstrate some exciting possibilities for the future.

10:15 – 10:45 **MORNING BREAK**

TRACK SESSIONS BEGIN

TRACK 1

10:45 – 11:45

WesBank case study: using mobile platforms to boost direct marketing capabilities

Dr. George Nyabadza, General Manager: Marketing & Public Sector Divisions, WesBank

In this session George will share how WesBank leveraged mobile platforms to convert customers from paper statements to digital statements, and how the conversion has boosted their direct marketing capabilities.



TRACK 2

10:45 – 11:45

Consumer engagement: Brands that love customers find customers that love brands

Neil Hart, Founder & MD, Boomtown Strategic Brand Agency

(Winner of the Assegai Inkosi Award & 3 golds in 2011)

This talk will include a mix of creativity, experiential and direct marketing, and will cover the all important aspects of:

- The rules of engagement
- The tactics of engagement
- How to create the love
- Creative examples to inspire you to be great



11:45 – 12:45

Developing meaningful value propositions in CRM

Keith Lindsay, New Business Director, Primaplus

(Winner of 7 Assegai Awards in 2011, including 1 gold)

In the digital age we know that we can execute complex CRM and loyalty programmes that allow us to speak to target markets via a host of channels. We also have a host of tools and toys at our disposal, but do we actually know what turns consumers on and keeps them coming back to your brand? Has technology blinded us? Do we really understand the human drivers as they relate to these programmes and how this will affect a brand's consumption and creating lasting value?

In this session Keith will take a look at how CRM and loyalty programmes can amplify their perceived value to the end-user, by taking a closer look at that often forgotten marketing term – *The Value Proposition*.



11:45 – 12:45

Data segmentation

TBC

12:45 – 13:45 **LUNCH**



CONFERENCE PROGRAMME CONTINUES

DAY TWO Thursday, 1 March 2012

TRACK SESSIONS CONTINUE

TRACK 1

13:45 – 14:45

Multichannel marketing: The power of integrated communication

Julian Ribeiro, *Managing Director, Ogilvy Johannesburg* (Winner of 4 gold Assegai Awards & various others across multiple categories in 2011)

Ogilvy discusses the power of integrated communications and demonstrates that it's not so much about 'matching luggage' across channels, but finding the most effective 10 degrees.



TRACK 2

13:45 – 14:45

New trends in Social CRM

Elizabeth Lee Ming, *Owner, IBL*

Social media usage presents a huge opportunity for companies that want to acquire new customers and retain existing ones. With the amplified voice and influence of the social customer, companies can now identify these prospects and customers and determine their needs and concerns. Learn how to use Social CRM to better understand your customers and tools your company can use today.

- Social CRM Trends
- Engagement essentials
- Top 3 tools
- Case studies

14:45 – 15:00 **BREAK**

15:00 – 15:45 **Direct Mail – back to the future**

Craig Mooi, *Client Services Manager, S.A. Post Office*



Direct Mail continues to buck the belief that electronic mediums are killing the traditional direct mailer. Since 2003, Direct Mail has steadily grown the S.A. Post Office's revenue to R489 million in 2011, up from R282 million in 2003. Find out why Direct Mail is growing and why so many companies continue to utilise this long standing ever reliable medium.

- Direct Mail the survivor
- Direct Mail still yielding the highest ROI
- The latest trends in Direct Mail
- The future of Direct Mail

15:45 **Wrap-up and close of conference**



PRE-CONFERENCE WORKSHOP • Tuesday, 28 February 2012

RELATIONSHIP MARKETING

The 3-step process for achieving extraordinary customer engagement and increase sales by 10-35%

Join industry thought leader and award-winning author, Ernan Roman, and learn the 3-step process for **achieving unprecedented customer engagement**. Companies using this process have consistently achieved **10-35% increase in sales**. The 3-step Relationship Marketing process will teach you how to use Voice of Customer (VOC) insights to **truly engage customers across online, social and traditional media**, and achieve double-digit increases in response and revenue.

Detailed case studies from innovative companies such as Microsoft, Gilt Groupe (the “flash sales” runaway hit), Threadless.com, Life Line Screening (the health care success story), HMS National and Songza.com (the hot online music marketer) will demonstrate the bottom-line results achieved by these leading marketers.

WORKSHOP TIMES 07:30 - 08:30 • **Registration** 08:30 - 16:00 • **Workshop** (including refreshments & lunch)

Part 1 USING VOICE OF CUSTOMER (VOC) INSIGHTS TO DRIVE YOUR CRM STRATEGIES

The world has changed dramatically during the last few years, due to the economy and social media. You need to ensure that your value propositions, media mix and messages are totally relevant. VOC research will provide you with the in-depth insights required to ensure optimal response and revenue.

In this session Ernan will teach you how to use VOC insights to ensure that your social, online, multichannel and opt-in relationship strategies are truly driven by the needs of your customers. He will share case studies from Life Line Screening and Ideeli.

- How to design your VOC relationship research:
 - Define your research objectives and strategies.
 - Specialised questions specific to social media.
 - Who to include in the research.
 - Key questions you need to ask.

Three take-aways this module promises:

1. Learn how to develop effective VOC-driven strategies.
2. Understand how to pre-test messaging and offers in VOC relationship research.
3. Learn how to define your VOC research sample.

Part 2 CREATING POWERFUL OPT-IN DATABASES

Learn how to engage customers so they will opt-in and self-profile their preferences, thereby helping you create uniquely accurate and powerful opt-in databases. This quality of data ensures the success of your personalisation strategies.

- How to develop effective strategies for your opt-in programmes.
- How to create a uniquely accurate opt-in database to drive your relationship marketing.

Case study: Microsoft

Three take-aways this module promises:

1. Learn what motivates customers to opt-in and self-profile their preferences.
2. Understand what information is appropriate and not appropriate to ask.
3. Learn how to deepen opt-in relationships over time.

Part 3 INCREASING THE POWER AND YIELD OF YOUR WEB, SOCIAL AND MULTICHANNEL MARKETING

Learn the latest guidelines for delivering powerful web, social and multichannel customer experiences, which translate into significant increases in revenue and life time value. Ernan will share:

- Case studies, guidelines and checklists from innovative marketers such as Gilt, HMS National, ideeli and Songza.com. revealing how they increased repeat customers, traffic, visibility, word-of-mouth and sales.
- Brand new guidelines for delivering powerful web and social media customer experiences, which translate into significant increases in revenue and LTV.
- VOC relationship research findings regarding customers' expectations for competitively differentiating social media and online experiences.
- How to leverage these learnings into:
 - 9X increase in website visits.
 - Unprecedented engagement with customers and prospects via conversations versus sales pitches.
 - Powerful word-of-mouth referrals.

Three take-aways this module promises:

1. Learn how to deliver the best social media and web customer experience.
2. Understand what customers expect of a value-added social media “conversation” and community experience.
3. Learn proven emarketing best practices from industry leaders.

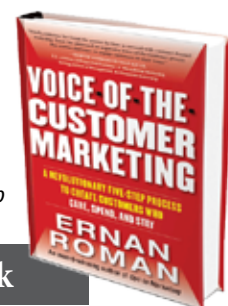


ABOUT THE FACILITATOR

Ernan is one of the leading authorities in VOC-driven relationship marketing. He is internationally recognised as the industry pioneer who created three transformational methodologies: *Integrated Direct Marketing*, *Opt-In Marketing* and *Voice of Customer relationship research*.

He was inducted into the Marketing Hall of Fame in October 2011 and was named to “B to B’s Who’s Who” as one of the “100 most influential people in Business Marketing” by Crain’s B to B Magazine.

His latest book on marketing best practices is titled, *Voice of the Customer Marketing: A Proven 5-Step Process to Create Customers Who Care, Spend, and Stay*.



Each delegate attending this workshop will receive a **FREE** copy of Ernan’s book

28 February – 1 March 2012

Southern Sun Montecasino • Johannesburg



Registration fee

- A Pre-Conference Workshop**
28 February **R4 675**
- B Direct Marketing Conference: day 1**
29 February **R4 500**
- C Direct Marketing Conference: day 2**
1 March **R4 500**
- D Direct Marketing Conference: both days**
29 February – 1 March **R8 950**
- E Direct Marketing Conference & Workshop**
28 February – 1 March **R11 450** (save R2 175)

Fees include VAT, refreshments, lunch, parking and materials

TERMS AND CONDITIONS

Please note: Payment must be received before the event takes place. Knowledge Resources reserves the right to refuse admission where evidence of payment cannot be shown.

CONFIRMATION OF BOOKING

Please note: If you have not received confirmation in writing, of your booking before the event, please contact us on 011 880 8540 to confirm that we have received your registration.

SOMETHING HAS COME UP AND I CANNOT ATTEND
If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a **substitute** delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may **transfer** at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may **cancel** your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee
- Unfortunately, **no refund or credit** can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances Knowledge Resources reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip
Nedbank Cresta, Account No.: 1913164489
Branch Code: 191305, FAX: 011 880 8700

Please note: Payment must be received by no later than 15:00 the day before the first morning of the event.



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Special Offer

- Register for all 3 days (*pre-conference workshop and two-day conference*) and save R2 175!
- Register 3 delegates and the 4th delegate attends free of charge!
- Special discount for registered NPOs, small businesses (*30 or less employees*) and full-time lecturers at universities/colleges/ schools – contact us for more information!

Registration Methods

- Register online GO TO www.kr.co.za
- Phone Maxine Pretorius on 011 880-8540
- Fax completed registration form to 011 880-8700 / 9829
- Email completed form to maxine@knowres.co.za

Once payment has been made please fax through proof of payment with the event's name written in the top right-hand corner

PLEASE NOTE Delegates will not be allowed entry to the event if payment has not been received

Booking made by

Phone **Email**

Date **Signature**

By signing this registration form, the delegates agree to the enclosed terms and conditions

DELEGATE 1

Tick option A B C D E

Name **Title**

Designation

Phone **Fax**

Cellular **Email**

Company

Company VAT Number

Postal Address

Postal Code

Dietary Requirements

DELEGATE 2

Tick option A B C D E

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 4

Tick option A B C D E

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

CREDIT CARD PAYMENT

Card Holders Visa / Master Amex Diners Mark appropriate box **Expiry Date**

Card No. **CCV No.**

Amount (All prices include VAT)

Date **Signature**