

ADVANCING WEB 2.0 FOR TRADITIONAL MEDIA

Exploring the key trendlines in online publishing and advertising in South Africa as well as current best practices for monetising your site and different revenue models.

Thursday, 14 August 2008

The Wanderers Club, 21 North Road, Illovo, Johannesburg

Who Should Attend the Conference:

- Managing Directors
- CEO's
- Directors
- Print publishers
- Editors
- Advertising managers
- On-line publishers & managers
- Marketing & E-commerce managers
- Head of digital
- On-line strategists
- Business development managers
- Media planners
- Media buyers
- Agency account managers
- Creative directors
- Web developer & Web master

Endorsed by:



online publishers
association
south africa

Media Partners:



MARKETINGWEB
INTEGRITY | INNOVATION | INTERACTION

TheMediaOnline

Please contact Nigel of Classic Events for more information and to book your seats!
Or download invite brochure from <http://www.classicevents.co.za/conference.htm>

Event Organiser:

Classic Events

P.O. Box 291765 Melville

2109 Johannesburg

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CLASSIC
EVENTS

CONFERENCE

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07:30	Registration & Early Morning Coffee	12:15	Case Study: Convergence Online – opening up doors to traditional advertisers <ul style="list-style-type: none">Commercial success across our product rangeThe international advertiser and your online version, The Sunday Times & Times onlineNew products and services through digital innovation and growth Justin Hartman Digital Innovation Manager Avusa Media
08:30	Welcome & Opening Remarks from the Chairperson Donald Liphoko Director The Media Shop	13:00	Lunch
08:45	The state of online advertising in South Africa <ul style="list-style-type: none">The key trendlines in online publishing and advertising in South AfricaMistakes of the past, lessons for the futureCase studies from online advertisingThe commercial case for online publishing Arthur Goldstuck Managing Director World Wide Worx	14:00	Future Strategies & Technologies <ul style="list-style-type: none">Semantic web and data intelligenceIf I were building your site now...The citizen as journalist – practical challenges, systems for vetting & sub-editingHigh level processes and building a top team Vincent Maher Social Media Strategist
09:30	Driving online traffic and maximizing conversions <ul style="list-style-type: none">The search funnel – defining your audience, understanding how they forage for information and improving your website scentSearch trends and myths – preparing yourself for the next generation of search enginesMeasuring and converting site visitors to act – tracking site visitors from marketing source to sale and the adoption of a continuous improvement web strategy Peter Stewart Managing Director Click Thinking	14:45	Online advertising from A – Z & Editorial content for on-line <ul style="list-style-type: none">Measurement and why online is better for your business in the long runHow to sell online advertising; sizes, positions, pagesThe online advertisement and the futureRevenue modelsContent the change from monthly print to hourly onlineSeparating and building an online editorial teamContent, costs, choices, DIY Nikki Cockcroft & John Dobson Primedia Online: iafrica.com 365Digital
10:15	Morning Coffee	15:30	Afternoon Tea
10:45	Case Study: Integrating new media into the campaign <ul style="list-style-type: none">What we do at "AtPlay", some successes so farHow do we create a compelling solution – relationship building & engagementOn line marketing – two not so typical campaignsOn line and mobile best suited to interactive promotions and competitionsQuestions & Answers Allan Kent Head AtPlay – Saatchi & Saatchi	16:00	Case Study: Blueworld and the Social Networking opportunity <ul style="list-style-type: none">The status of Web2.0 Nation in South Africa (inc growth of online and what this means in terms of new product development opportunities)Blueworld.co.za, – Fairytale in the making?User driven content and community driven content embracing this successfullyDigital profit and online advertising opportunities, international trends and examplesA summary and some highlights of the IFRA 2007 "Beyond the Printed Word"Who I think is missing the bus and shouldn't be Elan Lohmann General Manager Social Networking and Media at 24.com (Blueworld)
11:30	Case Study: Integrating web 2.0 and social media into your media strategy, profitably <ul style="list-style-type: none">Understanding social media and web 2.0 from a media perspectiveHow to integrate blogs and UGC into the media modelThe mistakes media have madeOur revenue models: how to do it profitablyUnderstanding the mobile opportunity Matthew Buckland General Manager Mail & Guardian Online	16:45	End of Day One
		16:45 to 19:00	Cocktail function on the terrace

CONVENTION

Registration Form

(Please photocopy form if more than three delegates)

Attention: Classic Events

Fax: 086-514-5412

Email: nigel@classicevents.co.za

Tel: 011 673-7366 / 7387 / 7095

Address: P.O. Box 291765, Melville, 2109

Web 2.0 for Traditional Media

Date: 14 August 2008

Venue: The Wanderers Club

21 North Road

Illovo

Johannesburg

FEE – R2900-00 including VAT

Inclusive of course materials, refreshments and lunch.
All prices inclusive of VAT.

DELEGATE INFORMATION

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

Organisation: _____

Amount Payable: R _____

Postal Address: _____

Postal Code: _____

Telephone: _____

Fax: _____

Email: _____

Signing this form entails your understanding of the Registration and Payment requirements:

- A confirmation letter and invoice will be faxed/emailed to you upon receipt of your registration form, reserving your seat/s.
- Kindly make payment to guarantee your seat/s as non payment may result in your seat allocated to someone else
- Electronic payment/direct deposit can be made to **Standard Bank Account #: 401 025 500. Account Name: Classic Exhibitions & Conferences cc. Branch: Melville. Branch Code: 006105.** Kindly indicate company/delegate name/invoice as reference
- Please make cheque payable to: **Classic Exhibitions & Conferences**
- An official receipt of your payment will be provided, only upon request.
- A certificate of attendance will be provided, only upon request.
- No cancellation and refund given within seven days prior to the event date but replacement delegate can be sent.
- No refund given if delegate did not show up at event but course materials, if any, can be sent.
- Organiser reserves the right to change venue, date, programme and/or speaker/s if circumstances require.
- Organiser will refund payment if event is cancelled. If cancellation is not caused by organiser i.e. natural causes, regret no refund will be provided.
- Please inquire if you need special lunch i.e. vegetarian, kosher, halaal etc, accommodation or disabled facilities

Signature: _____

Submitted By: _____

Organisation / Company: _____

Date: _____