

What's Hot and What's Not

How to get the best out of digital



Wednesday 1st July 2009 5:30pm-9pm
The Soho Hotel, London W1

With changing media consumption patterns, and rapid growth of mobile web and personal media players, it can be tough to stay ahead of the competition. This Results seminar will guide businesses towards leveraging new technologies, driving revenue growth, creating value from digital assets and achieving a clear and credible market position.

Key areas covered include:

- Mobile applications – are they worth the hassle?
- The holy grail of DM, data and digital
- In-Game advertising – how effective is it?
- Digital media trends
- Social media – monitoring the madness
- New revenue model and the value of content
- Improving margins
- A roadmap to future growth
- Making the best use of your IP

SPEAKERS



Robert Swerling,
Principal, New Business
Development, Google
Future/Present



Nick Jones,
Managing Director,
I-Spy Search Marketing
*Social Media & Search –
making the relationship work*



Paul Brown,
UK MD,
Spotify
*Delivering multiple offerings,
engagement and evolution*

PANEL



Ed Bartlett, VP Europe
and Co-Founder,
IGA Worldwide, Inc.



Terry Heath,
Chairman,
Seren



Mike Talbot,
Chief Technical Officer,
Alterian



Paul Gardner,
Partner (Gaming)
Osborne Clarke



Caroline Johnson
Partner, Head of Consulting

resultsINTERNATIONAL

Chaired by: Damian Ryan:
Head of Digital International
& Partner, Ireland

SPONSORS:





Mike Talbot, Chief Technical Officer, Alterian

Mike started his career as a game programmer and designer, then a freelance consultant designing and producing multi-media applications, before joining Brann Software as technical director. Since co-founding Alterian in 1997 Mike, in his role as CTO, has been building marketing technology solutions for Alterian and its clients. He is one of the pioneers of column based analytical technology and has designed and built marketing databases for some of the largest companies in the world. Mike is an expert on technology enabled marketing and consults with

partners and clients on driving cutting edge, multichannel marketing campaigns with a special focus on the integration of online communication. Mike is responsible for the market vision of the Alterian product range and the technology vision that underpins it. He is an accomplished conference speaker and regular industry commentator.



Robert Swerling, Principal, New Business Development, Google

Robert is a Principal in Google's New Business Development team, focusing on new product incubation and early stage partnerships. He was formerly Head of Commerce Partnerships for EMEA, where his responsibilities included Product Search and Google Checkout. Before joining Google in 2006, Robert was COO of Credit Market Analysis Limited (now part of the Chicago Mercantile Exchange), a company he co-founded in 2001, which has become the leading provider of intra-day credit derivative data systems and

services to the financial markets. Robert began his career as a barrister in London. He has degrees from Oxford and Cambridge.



Ed Bartlett VP Europe and Co-Founder IGA Worldwide, Inc.

A serial entrepreneur from an entertainment and media background, Bartlett founded in-game advertising agency Hive Partners ahead of the curve in 2003, with global clientele including Red Bull. In 2005 Bartlett co-founded IGA Worldwide, helping raise a \$17 million 'Series A' VC round. He has since been responsible for laying the foundations of its industry-leading proprietary Radial ad Network, securing landmark deals with publishers including Electronic Arts and building consumer reach in excess of 15m users.



Nick Jones, Managing Director, I-Spy Search Marketing

Nick joined I Spy Search in January 2007 as Managing Director from Yahoo! Search Marketing (formerly Goto.com & Overture) to further broaden I Spy Search's integrated search marketing offering. Nick helped pioneer the Paid Search space in the UK market at Overture where he was responsible for the overall management of the travel channel. Nick holds a Masters degree in Modern History from Glasgow University. I Spy Search is the UK's fastest growing independent Search Engine Marketing agency. Based in London with a staff of 42.

I Spy manage Paid and Natural Search for a number of blue chip clients and charities including Nokia, Jobsite, Airmiles and Vauxhall.



Paul Gardner, Partner, (Gaming), Osborne Clarke

Paul is a partner in Osborne Clarke, a leading European law firm. He has specialised in commercial and intellectual property work relating to the interactive entertainment industry since 1988, and advises several leading interactive entertainment publishers and developers. Paul has also been at the forefront of the development of alternative methods to finance the development of computer games and been involved with numerous games finance transactions representing publishers, banks, games funds and a bond company. Paul is named by the

Legal 500 and Chambers & Partners' guides to top law firms as the UK's leading lawyer in the interactive entertainment industry. He is also a trustee of Games Aid, the charitable organisation of the UK interactive entertainment industry.



Caroline Johnson, Partner, Head of Consulting, Results International

From 1985 to 1993, Caroline developed her career with Grey International Advertising Network in client service, planning and management, culminating in a Board Director position for the ARC Group of Companies. During this time, she was Board Account Director for KPMG Peat Marwick and helped re-position their business and develop subsequent marketing and communications strategies. This showed her a potential gap in the consultancy marketplace. In January 1994, The Johnson Day Partnership was launched as a specialist management consultancy to advise the global marketing

communications industry. It focused on strategic re-direction and re-positioning, coaching and mentoring of the Board through corporate planning, change management and implementation strategies. The Johnson Day Partnership merged with Results International in 2000 and since then Caroline has developed Results consulting practice, focusing on transforming businesses in an increasingly digital marketplace and identifying opportunities for building and creating value. With more than fifteen years of strategic consulting experience, she has advised many of the major multi-national communications groups and independent agencies across all sectors.

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£125 (inc. VAT)

How to register:

Online at: www.resultsig.com/events

Or contact Angela Lurssen:

Email: alurssen@resultsig.com

Tel: +44 (0)20 7629 7575

The format:

The format of our event will include presentations from three key industry players with the remainder of the evening made up of an open forum debate with the panel and audience.

Please forward your questions prior to the event so that we can include these within our topic guide.



Damian Ryan, Head of Digital, International & Partner, Ireland, Results International

Damian Ryan has over twenty five years experience in the media and marketing industry and has specialised in the digital media space since the early 90s. Originally from a magazine publishing background, Damian cut his teeth in the UK market with organisations such as Havas before returning to Ireland in 1992 to establish his first company. He subsequently built and sold four companies in the digital marcoms sector and became an associate of Results in 2006. He recently became a managing partner of Ireland and head of digital for the Results global business. He is a former board member of the IAB in Europe, the UK and Ireland. Damian is a qualified journalist and has recently published his first book: *Understanding Digital Marketing*.



Terry Heath, Chairman, Seren

Before founding Seren, Terry led Vodafone's User Experience team to design and launch Vodafone Live! Terry has extensive experience of leading major multi-national initiatives. Previously Terry was a partner with Wheel, the UK's largest Internet consultancy and now part of the LBi Group.



Paul Brown, UK MD, Spotify

Paul is an experienced music and digital media business executive and media lawyer with over 12 years spent working in music and digital media, entertainment and commercial law, corporate finance and venture capital. Paul is a seasoned deal maker, change agent and business strategist within the international media industry. Paul's key areas of responsibility at Spotify, alongside the general management of the UK business, are a combination of building upon the music service's strong label relationships and also building relationships with artists and management, together with overseeing business development with third party partners.

Speakers are subject to change

Results International advises owners of independent marcoms and digital media businesses on how to grow and realise their maximum value.