

The Wall Street Transcript presents

Igniting Buzz Conference

Maximizing Returns on Word of Mouth Marketing Campaigns

Register before Jan. 26 and
Save \$300!

FEBRUARY 27, 2006

THE WESTIN SAN FRANCISCO AIRPORT

1 OLD BAYSHORE HIGHWAY, MILLBRAE, CA 94030

MEET LEADING MARKETING EXECUTIVES

American Cancer Society Relay For Life

Avenue A/ Razorfish

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Organic, Inc.

Plan B

San Diego State University

San Jose Mercury News

Susan G. Komen Foundation

Thirdway, Inc.

Wild Tangent, Inc.

CONFERENCE CHAIRMAN:

IncreMentalAdvantage

Americans are bombarded with intrusive advertisements. In response, shell-shocked consumers have embraced the mute button on remote controls, spam filters, digital video recording devices and popup blockers. Advertisements that penetrate the growing array of defensive shields are perceived to be less than credible.

As a result, marketers are increasingly relying on stealth advertising. Viral marketing has a better chance of reaching intended targets and is deemed to be more legitimate than traditional means of advertising. In fact, according to a report from McKinsey & Company, 67% of sales of U.S. consumer goods are now influenced by word of mouth.

Today, there are many delivery systems for fanning the flames of word of mouth marketing. Podcasts, social media tools, video games, online video vignettes and blogs are all tools that can accelerate buzz marketing.

Use of these new age viral tools is not an elixir. These tools are optimally deployed in conjunction with traditional media and PR campaigns. Their effectiveness must be routinely measured in order to achieve maximum returns on viral marketing initiatives. Finally, crossing the ethical line of too tightly controlling the message can viciously backfire.

Don't miss this unique opportunity to discover best practices for seeding, spreading, amplifying and measuring word of mouth marketing initiatives. Listen to marketing professionals from some of the nation's largest advertisers as well as other industry authorities share their thoughts for conducting the most effective word of mouth marketing campaigns.

MEDIA SPONSORS:



Vertical Pulse

To register call (212) 952-7400 ext. 126 • Email: naomi@twst.com

For speaking and sponsorship opportunities, please contact Mary Ellen Tornatore: (212) 952-7400 ext. 131 • Email: maryellen@twst.com

For marketing opportunities, please call Leah Shandler: (212) 952-7400 ext. 124 • Email: leah@twst.com

IGNITING BUZZ CONFERENCE

FEBRUARY 27, 2006 | SAN FRANCISCO, CALIFORNIA

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8:00 AM Registration & Networking

8:30 AM Best Practices for Seeding Buzz

- Suitable products
- Brand names fueling buzz
- Strategic seeding
- Locating connectors
- Energizing hubs
- Spurring customer interaction
- Integrating viral marketing campaigns with other marketing / PR initiatives
- Testing advertising for conversational impact

Speaker: Emanuel Rosen, author of *The Anatomy of Buzz*

Panelist: Heather Honea, Assistant Marketing Professor, San Diego State University

9:15 AM Controlling Buzz

- Keeping it positive, staying on focus
- Preventing message drift
- Deflecting negativity
- Controlling the recipients of the message

Moderator: David Vinjamuri, President, Thirdway, Inc.

10:00 AM Coffee & Networking Break

10:30 AM Case Studies for Creating Traditional Buzz

- Celebrity endorsements
- Guerilla marketing
- Affiliate marketing
- Energizing participants in sporting events to secure sponsorships

Moderator: David Wanetick, Managing Director, The Wall Street Transcript

Panelist: Maria Sousa, Executive Director of the San Francisco/Bay Area Affiliate of the Susan G. Komen Foundation

Marty Coelho, National Managing Director, Marketing & Communications, American Cancer Society Relay For Life

11:15 AM Case Studies for Strategizing, Developing and Executing Viral Marketing Campaigns

Learn what it takes to develop a clutter-busting word of mouth marketing campaign.

Speaker: Alex Wipperfurth, CEO of Plan B & author of *Brand Hijack*

12:00 PM Luncheon & Networking

1:15 PM Creating Buzz Through Blogs: Mastering the Art of Conversation Weaving

- Receiving and integrating feedback from the public
- Advertising through blogs
- Driving people to blogs
- Risk of spyware
- How to detect and prevent blog-spamming

Moderator: David Vinjamuri, President, Thirdway, Inc.

Panelist: Pete Blackshaw, CMO, Intelliseek

2:00 PM Creating Buzz Through Video Games

- Integrating advertising
- Point accumulation

- Distribution of prizes and coupons
- Obtaining personal information from gamers
- Facilitating purchases through video games
- Creating buzz through tournaments
- Compilation and verification of metrics

Moderator: Dean Takahashi, Staff Writer, San Jose Mercury News

Panelists: Bill Clifford, GM of Advertising Platforms, Wild Tangent, Inc.

2:45 PM Coffee Break & Networking

3:00 PM Creating Buzz Through Interactive Online Campaigns and Podcasts

To whom should podcasts be targeted? What is the most effective content for podcasts? What is the right balance between informative content and advertising? How should podcasts be distributed to achieve maximum buzz? What is the role of aggregation services? Should advertisers underwrite aspiring podcasters' productions? Should podcasts charge subscriptions, solicit sponsorships, require download charges, or pay for listeners? How can podcasts' effectiveness be measured? Also, how can the following technologies be harnessed to achieve maximum buzz?

- Affinity group software
- Instant messaging
- RSS – supplying content and sponsoring feeds
- Business / social networking sites and tools
- Online video advertising
- Role of search
- Sponsored links

Moderator: David Wanetick, Managing Director, The Wall Street Transcript

Panelists: Troy Young, EVP, Chief Experience Architect, Organic, Inc.

Jackie Stone, VP of Promotions, Digitas R.J. Hilgers, Director of Digital Marketing Services, Avenue A/ Razorfish

3:45 PM Measuring Results of Viral Campaigns

- Conversation monitoring in the Internet age
- How the Internet is changing the effectiveness of viral marketing
- How blog monitoring can help measure product buzz
- Power of the lone voice: the benefits of viewing the online community in aggregate
- How what is discussed in chat rooms, blogs, etc., can make or break a product
- Reputation tracking

4:15 PM The Legal Limits on Seeding Buzz

- Advertising law intersects with many other bodies of law
- Slander / Spreading negative information about competitors
- Drafting policy
- Privacy considerations
- Trade secrets / company policy
- Legal prohibitions against co-opting minors
- Fair use

5:00 PM Adjournment & Cocktail Reception

**Agenda subject to change*

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Whisper Campaigns Pack the Fury of Hurricanes When Impacting Marketing Initiatives

The most powerful medium for spreading messages does not require amplifiers or electronic relay stations, rather just the human voice. Gossip taints many a reputation. Political jokes tarnish candidates. Rumors reshape the history we learn. Whisper numbers cause stock prices to gyrate dramatically.

Some of the best companies are reconfiguring their business models by eliminating traditional advertising campaigns and investing such funds to producing a fundamentally better product. Genuine customer satisfaction turns patrons into evangelists. This strategy is working for companies such as Starbucks, Amazon.com and JetBlue.

Leading industry authorities from the nation's largest advertisers and renowned advertising and marketing authorities will discuss the most effective methods for advertising products via word of mouth at The Wall Street Transcript's 2006 Igniting Buzz Conference on February 27 in San Francisco.

Attendees will primarily include senior marketing executives from some of America's largest companies. With networking breaks and receptions built into the conference agenda, you will have plenty of opportunities to forge new professional relationships.

We have assembled a unique conference that will arm you with strategies for developing, executing and measuring the impact of sensational word of mouth marketing campaigns. Don't miss this unique opportunity to learn best practices for Maximizing Returns on Viral Marketing Campaigns.

We look forward to seeing you on February 27 in San Francisco.



David Wanetick
Managing Director
Gateway Reports & The Wall Street Transcript

Register Now! Seating is Limited!

Igniting Buzz Conference

Register Before **January 26, 2006**
and Receive a **\$300 Discount**

Before January 26 • \$595

After January 26 • \$895

CALL: (212) 952-7400 ext. 126 OR MAIL TO: THE WALL STREET TRANSCRIPT

FAX: (212) 668-9842

67 WALL STREET, 16TH FL

WEB: www.twst.com/conferences

NEW YORK, NY 10005-3701

ADMINISTRATIVE DETAILS

- Register now - availability is limited. Phone, fax, or mail the reply form on the back of the brochure today. Call 212-952-7400 ext. 126, fax 212-668-9842 or email naomi@twst.com.
- Cancellations - Should you be unable to attend for any reason, please inform us in writing prior to January 26, 2006 and a refund less a \$150 deposit will be issued. No refunds will be given after January 26, 2006. Substitutions for enrolled delegates may be made at any time.
- Please note: Dress is business casual. Please no jeans.

WHO SHOULD ATTEND:

This conference is designed for the benefit of senior advertising and marketing professionals.

NAME

COMPANY

TITLE

ADDRESS

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METHOD OF PAYMENT:

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Look Inside for Details About Registering for This Unique Forum

TAKE AWAY BENEFITS:

- Learn how to reach influential people
- Assess the array of technologies available to accelerate WOM marketing
- Determine how to arm hubs with information with high pass along rates
- Understand how blogs can be used to spread messages
- Measure the effectiveness of WOM campaigns
- Discover what your company must do internally to ignite external word of mouth marketing
- Ascertain how staged WOM campaigns can backfire
- Learn the legal limits of spreading rumors and planting messages electronically and with minors
- Get pointers on integrating WOM campaigns with traditional advertising initiatives and PR efforts
- Assess opportunities for inserting product-related discussion in newsworthy stories
- Ascertain the merits of linking up with causes
- Listen to best practices for reversing negative WOM
- Determine the merits of sparking controversy
- Learn how to harness podcasts and interactive media to generate buzz

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Conference Series

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SPEAKERS INCLUDE THE NATION'S FOREMOST MARKETING AUTHORITIES FROM FIRMS SUCH AS:

American Cancer Society Relay For Life
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San Diego State University
San Jose Mercury News
Susan G. Komen Foundation
Thirdway, Inc.
Wild Tangent, Inc.

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THE WALL STREET TRANSCRIPT PRESENTS

Igniting Buzz Conference

Maximizing Returns on Word of Mouth Marketing Campaigns

DATE:

FEBRUARY 27, 2006

LOCATION:

The Westin San Francisco Airport
1 Old Bayshore Highway
Millbrae, CA 94030

Topics Include:

Product Suitability • Podcasting • Interactive Media
• Locating Influencers • Educating Connectors •
Energizing Hubs • Using Celebrities • The Value of
Controversy • Integrating WOM with PR and
Advertising • Restricting Demand • Harnessing
Technology • The Merits of Shock Value • Blogging
• Social Media Tools • Controlling Buzz • Pricing
and Couponing Strategies • Reversing Negative Buzz
• Measuring Effectiveness • Legal and Ethical
Limitations • Much more....