

Igniting Buzz Conference

Maximizing Returns on Word of Mouth Marketing Campaigns

SEPTEMBER 13, 2005

THE HARVARD CLUB

27 WEST 44TH STREET, NEW YORK CITY


MEET LEADING ADVERTISING EXECUTIVES

Avenue A/Razorfish	Merkley & Partners	Themis Group, Inc.
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Converseon, Inc.	Priceline.com	Umbria Communications
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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 pop-up 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 credible 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 advertising 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.

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Vertical Pulse

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

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IGNITING BUZZ CONFERENCE

SEPTEMBER 13, 2005 | **THE HARVARD CLUB** 27 WEST 44TH STREET, NEW YORK, NY 10036

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8:00 AM Registration & Networking

8:30 AM The Fundamentals of Creating Word of Mouth Marketing

- 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

Moderator: David Vinjamuri, President, ThirdWay, Inc.

Panelists: George Silverman, President & CEO, Market Navigation, Inc. & author of The Secrets of Word of Mouth Marketing
Douglas Atkin, Director of Strategy, Merkley and Partners & author of The Culting of Brands
Steve Knox, CEO, Procter & Gamble Tremor

9:15 AM Controlling Buzz

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

Moderator: David Wanetick, Managing Director, Gateway Research

Panelists: Robert Davidman, Chairman and CEO, EarthQuake Media
Matt Rotondo, Sr. Vice President Cultural Integration, TAG
Rob Key, President & CEO, Converseon, Inc.

10:00 AM Coffee & Networking Break

10:15 AM Case Studies for Creating Traditional Buzz

Panelists: Pattiann McAdams, Executive Director of Ecommerce, Avon.com
Jeffrey Davidoff, Marketing Director, Whirlpool Corporation
Linda Bennett, Senior Director Buzz Marketing, Yahoo! Inc.

11:00 AM Creating Buzz Through Interactive Online Campaigns

- Podcasts
- Chat rooms
- Message boards

Moderator: David Wanetick, Managing Director, Gateway Research

Panelists: Andrew Leary, Partner, Streetwise Concepts & Culture
Makaela A. Meadows, Online Marketing Manager, Sprint
Sarah Kim, VP Media, Avenue A/Razorfish

12:00 PM Luncheon & Networking

1:15 PM Creating Buzz Through Blogs

- Receiving and integrating feedback from the public
- Advertising through blogs
- Driving people to blogs

● Risk of spyware

Moderator: David Vinjamuri, President, Thirdway, Inc.

Panelists: Shawn Gold, President, Weblogs, Inc.
Mike Nazzaro, CEO, Intelliseek, Inc.
B.L. Ochman, Chief Strategist, whatsnextonline.com, Publisher What's Next Blog
Chris Halvorson, Chief Blogger and Web Editor/Writer, Stonyfield Farm

2:00 PM Creating Buzz Through Video Games

- Integrating advertising
- Point accumulation
- Distribution of prizes and coupons

Moderator: Paul Koulogeorge, VP Marketing, EB Games

Panelists: Tony Calandra, Sr. Director of Interactive Products, MTV
Bill Clifford, GM of Advertising Platforms, Wild Tangent, Inc.
Alex Macris, President & CEO, Themis Group, Inc.

2:45 PM Coffee Break & Networking

3:15 PM Creating Buzz Through Social Media

- Affinity group software
- Instant messaging
- Open source editing
- Aggregation tools (e.g. RSS, XML, SOAP)
- Business / social networking sites and tools
- Reputation tracking tools

Moderator: David Wanetick, Managing Director, Gateway Research

Panelists: Linda Perry-Lube, Manager, ebusiness & Consumer Relationships, Ford Motor Company
Matthew Solomon, VP Marketing, Priceline.com

4:00 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

Speaker: Howard Kaushansky, CEO and Founder, Umbria Communications

4:30 PM The Legal Limits on Seeding Buzz

- Legal limits on inserting emails in blogs
- Slander / Spreading negative information about competitors
- Drafting policy
- Privacy considerations
- Trade secrets / company policy
- Legal prohibitions against co-opting minors

Speaker: Kraig Baker, Partner, Davis Wright Tremaine, LLP

5:00 PM Adjournment & Cocktail Reception

**Agenda subject to change*

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Whisper Campaigns Have Derailed Politicians, Toppled Media Icons, Caused Stocks to Gyrate and Fueled Trends

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 move dramatically.

Some of the best companies are reconfiguring their business models by eliminating traditional advertising campaigns and investing such funds in 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 2005 Igniting Buzz Conference on September 13 at The Harvard Club in New York City.

Attendees will primarily include senior advertising 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 September 13 in New York.



David Wanetick
Managing Director
Gateway Reports & The Wall Street Transcript

Register Now! Seating is Limited!

Igniting Buzz Conference

Register Before **August 10**
and Receive a **\$300 Discount**

Before August 10 • \$595

After August 10 • \$895

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

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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 August 10, 2005 and a refund less a \$150 deposit will be issued. No refunds will be given after August 10, 2005. 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 advertising and marketing professionals.

NAME

COMPANY

TITLE

ADDRESS

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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 advertising
- 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
- Understand when limiting demand is a viable strategy for creating buzz

THE WALL STREET TRANSCRIPT

Conference Series

67 Wall Street, 16th Floor
New York, NY 10005

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

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Seating is Limited. Register Today and Save!

THE WALL STREET TRANSCRIPT PRESENTS

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Maximizing Returns on Word of Mouth Marketing Campaigns

DATE: SEPTEMBER 13, 2005

LOCATION: THE HARVARD CLUB
27 WEST 44th STREET
NEW YORK, NY 10036

Topics Include:

- Product Suitability
- 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....

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