

# The future happens in real-time...

and your future success depends on information, knowledge and insight you don't yet have.



## High Performance Branding & Online Marketing

Get the jargon-busting low-down!

### Boot-Camp for Future Brands

A unique opportunity to quickly secure all of the most relevant knowledge and practical insights you need to transform the commercial performance and value of your brand

**BRISBANE**

Home Ideas Centre - South Bank

8th / 9th October 2009



A Real Life Lab Insight Event



Good with people. Good with money.

Sponsored by



"It's imperative to clarify the nature of your brand in order to begin unlocking its commercial potential. Brand value doesn't accumulate by chance."

### EVENT TOPICS

Branding explained  
Why the importance of branding is increasing  
Personal v Organisation v Service v Product  
The social life of a brand  
How to approach and activate a Brand Strategy  
How the internet *actually* works  
The 5 stages of online evolution  
How to define your Digital Strategy  
How to approach online advertising  
Online Advertising v Online Marketing  
Google Adwords and other platforms  
How to get most of what you need online - free  
All about search engines  
Search engine optimization (SEO)  
The biggest lie in SEO  
The 5 Key Steps to top search engine rankings  
Twitter, Facebook, YouTube, Wordpress,  
Online directories, newsletters and Spam  
Social Networking and Viral Marketing  
How to approach web development  
Key principles of project management  
Security tips  
Everything working together

"Understanding the difference between a web *site* and a web *presence* is what distinguishes winners from losers in the online world."

Independent professionals, business owners, managers, executives and communication teams

## Get the low-down on Digital Branding in the Globalised Network Economy

While you are probably accountable for the commercial performance of your brand you may have neither the experience or inclination - much less the time - to become an expert in branding or digital strategy, which is problematic because these are now cornerstones of any contemporary commercial strategy.

No other single event provides you with the opportunity to promptly complete your acquisition of the essential knowledge and insights you need to ramp up the visibility and commercial performance of your brand in the fast-paced digital economy so quickly and efficiently. It delivers the most relevant, jargon-busting insight into how the online world *actually* works - from an expert who has advised some of the worlds best known brands and been intimately involved in the evolution of the commercial internet since 1994.

The principles and challenges associated with effective branding are addressed together with the latest trends in online marketing and social networking. Non-technical language is used throughout to expose much of the hype that typically surrounds these subjects and to reveal just how anyone can engineer a meaningful competitive position - if not advantage - using a proven, step by step approach that doesn't require any specialist skills.

The practical tips, techniques and insights you secure on this day will not only enable you to begin immediately developing and executing strategies that enhance the visibility, appeal and performance of your brand, but will also transform your own ability to recognize and respond to the important challenges, opportunities and threats that are constantly unfolding in the digital marketplace - with absolute confidence in your knowledge, execution and approach options.

REGISTER FOR DAY 1 or DAY 2: 11.00am - 5.00pm

Early Birds Register before 5.00pm 25th September 2009

Individual: \$130

Group (2 or more): \$120 per person

After 25th September 2009

\$150 Per Person

## Your Host



William (Bill) Smith

With more than 20 years international experience in publishing, information systems and marketing communications, Bill is an enemy of the status-quo, having directed ground-breaking commercial initiatives in the USA, Europe, South Africa and Australia. In addition to providing strategic advice, development and support services to some of the world's best known brands, Bill has also been intimately involved in the foundation and incubation of a number of successful start-ups. His personal clients include two of the world's most prestigious strategy consulting firms - The Monitor Company and McKinsey & Company - who have relied on Bill to translate ambitious client strategies into practical, executable programme plans that deliver on time and on budget.

In the early 1980s Bill joined a small publishing company in the USA where he trained in all aspects of print magazine production. In 1987 Bill crossed over to the burgeoning computer industry, joining a computer products distributor in South Africa at start-up, which quickly became the second largest independent distributor in South Africa, representing internationally recognized brands including AST, Computer Associates, Ashton Tate and Novell, before merging with its largest competitor and listing on the Johannesburg Stock Exchange.

At this point Bill decided that it was far more interesting to be in the business of leveraging emerging technology rather than providing the means for others to do so and he returned to the media industry as the founding publisher of a magazine serving the southern African tourism industry. Bill then established what was at the time one of the most unique commercial publishing production platforms in South Africa, since it combined Macintosh, MS DOS and Windows to create an entirely digital editorial and layout production process, alongside a customised accounting system, and the most comprehensive database of the southern African tourism industry which served as the focal point of a reservation management system. This enabled the company to barter advertising in exchange

for wholesale travel stock and provide basic wholesale representation for industry service providers that lacked sophisticated communications with the outside world. It also led to a joint venture with defense contractor Grinaker Electronics in 1993 in the emerging market for touch-screen media and a transfer to London, where Bill founded Momentum, a multimedia company specialising in high-end multimedia productions combining 3D studio animation and digital video.

Momentum emerged as one of the very first commercial internet service providers in the UK, helping numerous corporations and small businesses to embrace email and to identify, and address their earliest online opportunities. In 1996 Momentum was acquired by Conduit Communications - a blue chip management consulting firm in London - where Bill established and directed the online practice, which quickly accounted for more than 60% of the company's £50m annual revenue and laid the foundations for office openings in Amsterdam, Boston and New York - before Conduit was acquired by I-Cube, the leading SAP systems integrator in North America, which was in turn acquired by Razorfish in a \$900 million deal. Razorfish was and still is one of the world's leading digital marketing agencies, where Bill led a business unit comprised of 80 consultants, technical architects, developers, producers, designers and project managers, and continued to direct strategic, game-changing initiatives for clients that included Shell, Vodafone, Euromoney, Harvard Business Press, Britannia Building Society, British Aerospace, Airbus Industries and Channel 4 Television in the UK as well as an Channel 5 TV in Spain, where he also oversaw the branding and development of that country's first retail insurance portal.

In 2001 Bill resigned from Razorfish to found Vision River, a business incubator that was acquired while still on the drawing board, when Bill was head-hunted to lead the rebranding and repositioning of Direct Communications, backed by a significant private equity investment. Bill transformed Direct Communications into DCG Media Group, a full service advertising agency that grew 600% during the difficult 2 year trading period following 9/11 when he served as Client Services Director and then Group Managing Director. Bill not only introduced all of the systems and controls needed to manage and support rapid growth, but also negotiated the acquisition of a PR firm and continued to direct the activities Vision River, as well as key client engagements that combined strategic advice with technology development, design, public relations and event management services. Clients included the British Tourist Authority, LeMeridien Hotels, Croner Publishing, Universal Music, Warner Bros Publishing, Dior and Estee Lauder. During this time Vision River also gave birth to Omni Accounts, which continues to thrive in the highly competitive accounting software industry.

By 1997 Bill had begun exploring ways to leverage emerging online technologies for social benefit, which inspired him to begin conducting independent research in the emerging field of Corporate Social Responsibility. By 2003 this had become acutely focused on the prevailing lack of authenticity, or integrity in branding, which inhibits the ability of consumers to make responsible choices, so Bill founded Ethical Brand to address this issue. Since then Bill has researched and developed the services, methodologies, global distribution platform and a series of territory partnerships for licensing the 'eb' Identity® for use by qualifying brands. Ethical Brand is positioned as the most authentic symbol of environmental, social and commercial integrity. □

PLACES ARE LIMITED - REGISTER TODAY

CHOOSE YOUR  
PREFERRED DATE

▶ 8th Oct 2009: 11.00am - 5.00pm

▶ 9th Oct 2009: 11.00am - 5.00pm

### Registration and Enquiries

Please call us to check availability on your preferred date: 8th or 9th October. We accept telephone and email bookings but your registration is not secure until payment has been received.

Morné Barnes

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### To Make Payment

Account Name: Real Life Lab

BSB# 124-042 Account# 20984997

### TERMS AND CONDITIONS

Registration is subject to availability and receipt of payment. Cancellation requests received in writing before 5.00pm on 25th September 2009 will be subject to a 25% cancellation fee. Cancellations and withdrawals after this time will not be refunded. The organiser reserves the right to alter any of the published arrangements, either before or during the event and or to reschedule the event. Neither the organisers, promoters or sponsors of this event accept any responsibility whatsoever for any costs or losses of any description whatsoever incurred as a consequence of registering, attending, attempting to attend or sponsoring attendance of this event. Delegates are entirely responsible for making their own way to and from the venue and for any insurance against Force Majeure that may prevent their attendance or cause the event itself to be disrupted, rescheduled or cancelled. The organiser may also, at their sole discretion, refuse or cancel any registration and or deny access to the venue.