

# futuremarketing**summit** New York



## 'FRIENDS OF ADRANTS' SPECIAL... SAVE OVER 15%

March 5 & 6 2007.

**Downtown Ballroom. 41 Broad Street. New York**  
**Chairman: Scott Goodson - Founder & Chief Creative Officer,**  
**StrawberryFrog**

New York will be the first in the Future Marketing Summit & Awards Forum 2007 series, which will run between March and May 2007 in **New York, London, Shanghai** and **Tokyo**, providing a unique insight into the changing shape of branded communication across the globe.

**Day One:** The theme of the Summit will include the hotly debated topic of Integration in Marketing Communications. Panel based sessions will provide the platform for the day and will include some of the best practitioners in the field, aiming to provide real answers to real issues.

**Day Two:** The Awards Forum will take a creative look at the work that is currently turning heads in the industry, showcasing innovation in all forms of non-traditional brand communication. All regions within the Future Marketing Awards will be showcased, alongside the Judges' choices from the American region. This is a day of insight and learning, a must for client marketing teams, advertising agencies, design consultancies and Public Relations teams.

Aimed at client companies and their agencies, the Summit and Forum will challenge traditional thinking, stimulate debate and provide a great networking opportunity in a defined environment.

*"Future Marketing is on the edge of the new marketing landscape. Its recognition and celebration of the inspirational innovators and instigators is a fantastic step into the future for both agencies and clients."*

- Kevin Roberts, Worldwide CEO Saatchi & Saatchi

*"This exciting day is a must for anyone who wants to get a clearer picture of the live issues"* - Brand Experience Lab

*"Future Marketing brings together some of the most wonderful and inspiring people and work on the planet today. It will recognize and showcase fresh creative and strategic ideas that blow the dust and cobwebs out of the attic of advertising."* - Scott Goodson, Founder of StrawberryFrog

## Preferred Partners.

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## Speakers confirmed for 2007 so far include...

- Luanne Calvert – Global Creative Director, Google
- Esther Lee - SVP, Chief Creative Officer, The Coca-Cola Company
- Mark Goodman - EVP Marketing and Membership, SAM's Club
- Johan Eidhagen - CMO, Nokia N Series
- Stefan Olander - Global Director of Digital Media, Nike
- Catherine Davis - SVP Marketing Services, Diageo North America
- Mike Fisher – CMO Xbox USA
- David Frederick - Director, Living Media & E-business, Coty Beauty
- Nicholas Utton – Chief Marketing Officer, E Trade
- Cindy Gallop - Former Chairman of BBH New York
- Brian Collins - Senior Partner & Exec Creative Dir, Brand Integration Group
- Eduardo Braniff - CEO, Imagination USA
- Benjamin Palmer – Founder, The Barbarian Group Boston
- Malcom Russell – Director of Communication Strategy, Mindshare
- Rick Boyko – Managing Director, VCU Adcentre
- Colin Drummond – VP & Group Director, Cognitive and Cultural Studies, Crispin Porter & Bogusky
- Hashem Bajwa - Digital Planning Director, Goodby Silverstein & Partners
- Paul Woolmington - Partner, Naked New York

## futuremarketing**summit** - day one theme – **integration**

### Session 1. **Reality Check.**

Integration has long been seen as the holy grail of marketing communication but has rarely lived up to its own ambitions. The current environment arguably offers up a real, if more complex, opportunity for genuine integration across a multitude of platforms and media. But who should control the Integration and how do current communication trends affect campaign integration ambitions? This session is designed to stir up the issues and lay the foundations for the day's debates.

### Session 2. **Design.**

Design has always played a crucial part in defining a brand and in the sales environment, but as an integrated element of a marketing campaign Design is rarely fully plugged-in. This panel will assess the opportunities, the issues and the methods for agencies and client marketing teams to further engage with design and ensure its role as an integral part of all marketing communications strategies.

### Session 3. **Entertainment.**

Much has been made of brands using entertainment as the central tenet of their communications and there are some great examples of where this works. This session will analyse how entertainment can be effectively harnessed, what works, what are its limitations and what are the opportunities.

### Session 4. **Technology.**

Much has been said about the use of technology in brand communication and how it is already impacting on the future of brand communication. Little however is said about what is possible now, how is it best used, what should be avoided and what we need to prepare for in the near future. This session addresses key issues facing agencies and clients NOW, and will provide some common-sense solutions and ideas for all.

### Session 5. **Delivery.**

(Media, PR, Platforms, Brand Partnerships). Aside from the arguments about which sort of agencies will 'own' the future, one of the most crucial aspects is how the communication is delivered to the consumer and how that communication can forge a connection with the consumer. This session will also encompass the delivery and promotion of the communication project itself and the platforms and avenues for communication delivery.

# futuremarketingawards forum - day two

The Awards Forum in both New York & London will provide delegates with some fantastic examples of creating genuinely integrated campaigns. The day will be based around four presentations covering Design, Entertainment, Technology and Delivery 'curated' by some of the most exciting names in each field. Plus in New York, VCU Adcentre students under the leadership of Rick Boyko will be presenting their choice of the best Integrated Campaigns for the audience to discuss and debate.

At the time of writing the complete line-up has not yet been finalised, however expect to see many of those who are involved as speakers on day one plus brands like Ford, Sony Ericsson, Google, Starwood and Nintendo, and the involvement of companies like IMAGINATION, Cake, Wolff Olins The Apartment, RiversRunRed, Digit and more.

Day two will provide delegates with real insight into the best work, client viewpoint, and how Integration across multiple platforms can really be achieved.

## Drinks Reception:

At the end of day two, after the Awards Forum, you are invited to join the cocktail reception to celebrate the winners, discuss the day's events and do some networking. This is a unique opportunity to develop new relationships in an evolving industry, with people who have similar passions, challengers and questions. Entry into the drinks reception has been included in the early bird special deal.



## 'Friends of Adrants' Special... Save over 15%

### 2-Day Package Deal

Book your seats for both days pay only \$1300  
- Saving over 15%!!

(Normal Price: \$1590 or \$795 each day)

Code: AR07

## Register Here:

Complete this form and fax it: +44 (0)20 7113 2753

Yes! I want to register for the two-day Future Marketing Summit & Awards Forum

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Number of delegates: \_\_\_\_\_

Method of Payment (tick the appropriate box): Cheque  Credit Card  Bank Transfer

**Next Steps:** Upon receipt of this completed registration form, you will receive a confirmation email within 48 hours and an invoice containing further payment instructions.

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futuremarketing**summit** 2007 series

New York March 5<sup>th</sup> / London March 21<sup>st</sup> / Shanghai April / Tokyo April

[www.futuremarketing.com](http://www.futuremarketing.com)

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