



Digital Marketing Day Out 2016 Program

8.00 - 8.45am *Registration*

8.45 - 9.00am Welcome Words

9.00 - 10.00am **Andrew Griffiths** – “Building a Bulletproof Personal Brand”

10.00 - 11.00am **Paul Greenberg, NORA** – “New Retail – It’s not Offline or Online”

11.00 - 11.15am *Morning Tea*

11.15 - 12.15pm **Adam Franklin, Bluewire Media** – “Killer Digital Strategies”

12.15 - 1.15pm **Break Out Session 1**

Choices:

- **Paul Greenberg, NORA**
- **Jane Hillsdon, Dragonfly Marketing**
- **Ollie Brooke, Cloud Concepts**

1.15 - 2.15pm *Lunch*

2.15 - 3.15pm **Break Out Session 1**

Choices:

- **Paul Greenberg, NORA**
- **Jane Hillsdon, Dragonfly Marketing**
- **Daniel O’Brien, Chicken Caravan**

3.15 - 4.00pm **Q&A Forum**

4.00 - 4.15pm Close (MC)

4.15 – 5.00pm *Afternoon Tea & Networking opportunity*

Break Out Sessions:

Break Out Session One (12.15 - 1.15pm)

- **Jane Hillsdon, Dragonfly Marketing- “WHO IS YOUR IDEAL CUSTOMER?”**
Knowing who your ideal customer is fundamental to the success of any marketing activity you execute. Without gaining a thorough understanding of your customer, you are flying blind with your choice of marketing channel and your messaging. This interactive workshop will take you through a process to help you gain a thorough understanding of exactly who your customer is. You will walk away with a customer persona developed specifically for your business.
- **Ollie Brooke, Cloud Concepts – “Monetising your Website”**
During the course of this workshop, Ollie will help you to properly understand the function that your website could perform within the overall system of your business. We'll identify a few key aspects of what your website currently does and does not do, in an attempt to help you better understand what this means for your business. We'll cover topics like brand positioning, search engine marketing, e-commerce, productisation of your services and lots of other ways in which you can push your website as a profit centre for your business.
- **Paul Greenberg, NORA - “Customers Shop by Brand, not by Channel”**
In this workshop, Paul will discuss in a collegial way, some of the driving themes and trends driving the fast changing retail environment and specifically how these themes might relate to your roles. Interactive and informative, with references to real world examples.

Break Out Session Two (2.15 - 3.15pm)

- **Jane Hillsdon, Dragonfly Marketing- “SOCIAL MEDIA MARKETING FOR PROFESSIONAL SERVICES”**
Myth: ‘I can’t use social media to promote my business because we are a business-to-business organisation who sell a service’. **Truth:** There are so many ways you can promote your service using social media marketing! In fact, social media marketing offers you even more opportunity to promote your service than some of the more traditional marketing channels. This interactive workshop will inspire you with case studies of service providers nailing their marketing efforts using social media. We'll also develop a potential social media content calendar for your business.
- **Daniel O’Brien, Chicken Caravan**
Daniel OBrien founded Chicken Caravan in 2010. A company that builds mobile chicken sheds for free range egg farmers. Daniel has a background in internet marketing and used the power of video with and the platform of YouTube to educate the world about his brand new product. Today the Chicken Caravan Company is a household name in sustainable farming circles and has sold millions of dollars of products to every state of Australia and is now exporting to the rest of the world.
- **Paul Greenberg, NORA - “Customers Shop by Brand, not by Channel”**
In this workshop, Paul will discuss in a collegial way, some of the driving themes and trends driving the fast changing retail environment and specifically how these themes might relate to your roles. Interactive and informative, with references to real world examples.

PANEL Session – Q&A Session:

- **Andrew Griffiths**

- **Adam Franklin, Bluewire Media**
- **Daniel O'Brien, Chicken Caravan**
- **Jane Hillsdon, Dragonfly Marketing**
- **Ollie Brooke, Cloud Concepts**