

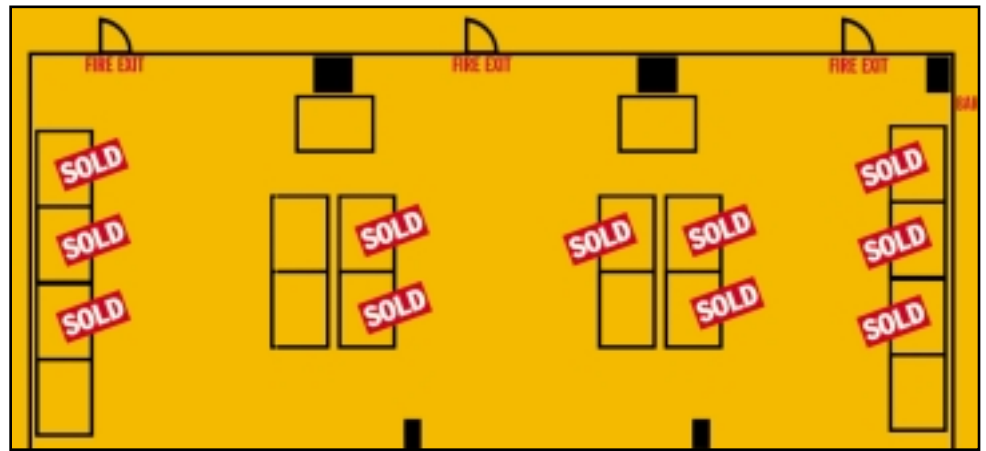
PROMOTIONAL OPPORTUNITIES

Confirmed exhibitions includes the following



A range of promotional opportunities are available that will allow you to promote your business to marketing decision-makers attending this event. **The opportunity is there for you to increase your brand profile, network and generate new business leads.**

For information on promotional opportunities call Marion Wallace on 087 2461662.



ABOUT OUR LEAD SPONSORS



Cybercom, The Online Marketing People, works with a blue chip client base to consistently prove the viability of online marketing as an efficient and effective element of the marketing mix. Cybercom develops and implements online marketing strategies that deliver to pre-agreed marketing and sales objectives through technical innovation and marketing creativity. With clients that include Eircom, Eircell, Gilbeys of Ireland, Daewoo, GE Capital, Glaxo Smithkline and R & A Bailey (Int), Cybercom has a proven track record of consistently delivering a profitable return on a client's marketing investment in the online environment.

For further information contact Jonathan Forrest on (01) 668 1529 or e-mail jonathan@cybercom.ie



Inspiration is a direct marketing consultancy, which specialises in permission e-mail marketing. A comprehensive service includes strategy and planning, campaign implementation and response management. Inspiration provides a fully outsourced service designed specifically for both their clients' marketing needs and technical infrastructure. Their e-mail clients include Dell, Enterprise Ireland, SDL Exhibitions and Allianz Worldwide Care. Inspirations says its permission e-mail offers will not be beaten on service-level or cost.

For further information contact Cathy McGovern on (01) 280 3586 or e-mail cathy@inspiration.ie



Established in 1994, NewWorld Commerce has a pedigree in providing state-of-the-art internet sales and marketing solutions. Their philosophy is to support their customers in achieving e-marketing excellence through innovation and expert advice. NewWorld Commerce's European and north American customers include Bewley's, Heineken, Trintech, Oracle, IBM, WorldCom, Pigsback.com and Guinness, among others.

NewWorld Direct, their flagship product, offers the most complete self-service e-marketing platform available. Its ease of use enables the marketer to create, deliver, manage and measure personalised interactive campaign websites and highly targeted e-communications. The sophisticated profiling and detailed measurement maximise marketing return on investment.

For practical advice on e-marketing, visit www.emarketingfasttrack.com

MARKETING REVOLUTION

with

SETH GODIN

THE LEOPARDSTOWN PAVILION, DUBLIN WEDNESDAY 27 FEBRUARY, 2002



BOOKING FORM

please photocopy if more than one registration

First Name

Last Name.....Title

Company

Nature of Business

Address.....

.....

.....

.....

TelephoneFax.....

E-mail

Please fill in the delegate name below as you would like it to appear on your badge.....

METHOD OF PAYMENT

Payments by cheque made payable to The Sunday

Business Post in the amount of €

(envelopes marked Conference Organiser)

Payments by credit card

Please tick appropriate box

Visa Mastercard Amex Diner

Please charge to my account

Number

Expiry date

Signed.....

Date

Total amount

Card Holder

REGISTRATION FEES

please tick appropriate box

Registration before
Jan 30, 2002 *

- Member of IDMA, IIA, MII or The Marketing Society
 All other delegates

* To avail of this special early bird discount, payment must also be received before January 30, 2002

Registration after
Jan 30, 2002

- Member of IDMA, IIA, MII or The Marketing Society
 All other delegates

Fee Vat Total

€425 €85 €510

€475 €95 €570

€475 €95 €570

€525 €105 €630

Group discounts

- ★ Send three or more delegates from the same organisation and save 10% (before Vat) off the total registration fee
- ★ Send six delegates from the same organisation and a 7th delegate may attend free of charge
- ★ For larger groups, call Michael Nolan on 0405-32258 for details on tailored discount packages

Cancellation

Refunds are not available but places are transferable once notice is given

5 EASY WAYS TO REGISTER

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The Sunday Business Post
80 Harcourt Street, Dublin 2

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iQuest

THE SUNDAY BUSINESS POST

presents

MARKETING REVOLUTION

with

SETH GODIN

"The ultimate entrepreneur of the information age"

THE LEOPARDSTOWN PAVILION, DUBLIN WEDNESDAY 27 FEBRUARY, 2002



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For the first time ever...

all of us have come together to endorse a great event

INTRODUCTION

Marketing Revolution is expected to be one of the largest - most important - marketing events ever to take place in Ireland. Because, not only is Seth Godin internationally recognised as a leader of the New Marketing movement, but, Seth's ideas and visions for the future, while often radical, are always worth listening to.

The news that iQuest and The Sunday Business Post have enticed him to cross the Atlantic to address an Irish audience is something to be excited about. So much so, that all our associations are delighted to be involved with this ground-breaking conference.

Seth has been widely applauded and endorsed by some of today's biggest names in business, such as: **Tom Peters, Don Peppers, Jay Levinson and Lester Wunderman**. Because, in the words of **William C Taylor**, founding editor, Fast Company...

"Godin and his colleagues are working to persuade some of the most powerful companies in the world to reinvent how they relate to their customers. His argument is as stark as it is radical: Advertising just doesn't work as well as it used to – in part because there's so much of it, in part because people have learned to ignore it, in part because the rise of the Net means that companies can go beyond it."

But, **Marketing Revolution** is not just about Seth Godin. The day will also have a strong Irish impact with special guest presentations from some of Ireland's leading marketing catalysts. Marketers who, like Seth, have recognised that if we're to successfully prosper in a rapidly changing world there is an urgent need for new action-strategies and new solutions. Take full advantage of this unique opportunity to listen to, question and learn from these true agents of change.

We strongly recommend this event as an absolute '**I must attend**' for any committed marketer, not just our own members. The moment you take on board the ideas presented at **Marketing Revolution**, you will be ahead of the game and ideally positioned to thrive in this new world of change. We promise you it will be both time and money well invested.

Hope to see you there.

Colm Reilly
chief executive
IIA

Mark Cassin
chairman
IDMA

Miriam McDonald
chief executive
The Marketing Institute

Gerard O'Neill
chairman
The Marketing Society

PS: Grab your phone quickly! Reserve your place today! The demand for this event is expected to be huge. And places are strictly limited.

THE LEOPARDSTOWN PAVILION, DUBLIN

PROGRAMME AGENDA

8.30 Registration

9.10 Introductions and opening remarks from the chair
Donal Daly, chief executive, **NewWorld Commerce**

9.20 Official opening and welcome
Miriam Hughes, chairman, **The Marketing Institute**



9.30 Permission: The way to make advertising work again
As business enters a new era and a new century, its fast discovering that factories or location don't matter nearly as much as relationships with prospects and customers. Seth

Godin contends that building this 'asset' – which he calls 'Permission' – is the single most important thing you can do, online or off, as a marketer.

In this session Seth will discuss:

- How the golden age of marketing is dead
 - Permission: what is it and how to sell it to your company
 - "The unspoken secret of marketing success"
 - The five rules of permission
 - Dating, marriage, farming, hunting, boxing..... all in a marketing context of course
- Seth Godin**

10.15 Questions and answers with Seth
This is your opportunity to discuss his presentation and to questions him on issues that matter most to you.

10.30 Morning tea & exhibition viewing

11.00 Panel discussion: are Irish companies well positioned to "date their prospects?"
Delegates will be encouraged to participate in this session with questions and comments being introduced from the floor for discussion by the panel
Panelists:

- **Cathy McGovern**, managing director, **Inspiration**
- **Michael Dwyer**, chief executive, **Pigsback.com**
- **Ann Corcoran**, director, **The Marketing Society**
- **Colm Reilly**, chief executive, **Irish Internet Association**

11.45 Smart web marketing has nothing to do

with interrupting people

The banner is dead. Long live direct marketing!

In this session, Seth Godin explains how digital networks allow marketers to spread ideas. He then takes you on a masterclass tour of the web, demonstrating how smart thinking about your website can turn pages into results for far less money than you are spending now.

- The internet as the greatest direct marketing medium of all time
- Building an environment where consumers market to consumers through "word of mouse".
- Staying one step ahead in the expanding electronic marketplace

Seth Godin

12.30 Questions and answers with Seth

12.45 Lunch and exhibition viewing



2.10 Introductions from the afternoon chair

Miriam McDonald, chief executive,
The Marketing Institute

2.15 Working beyond the Banner! - practical case studies from the Irish market

- How Irish corporations are applying the principles of permission marketing and online direct marketing to deliver profitable and accountable marketing strategies in the online environment
- Practical case studies from major Irish corporations including amongst others, Guinness, UDV (The WineRoom, Malibu), Glaxo Smithkline (Lucozade) and Eircom
- Key learnings from multi-platform campaigns such as e-mail, SMS, internet, Wap etc.
- Examples of online community marketing programmes, multi-channel marketing campaigns and online consumer acquisition, retention strategies at work in the Irish market

Jonathan Forrest, managing director, Cybercom, The Online Marketing People

2.50 Panel Discussion: What are the greatest challenges we face as we try to establish meaningful relationships with our customers?

- Customer apathy?
- Customer promiscuity?
- Heightened customer expectations?

■ Obtaining permission?

■ Other?

As was the case with the earlier session, delegates will be encouraged to participate in this session with questions and comments being introduced from the floor for discussion by the panel

Panelists:

- Peter Whelehan, client services director, Direct Marketing Associates and board member, IDMA
- Eugene Barry Bortolozzo, managing director, Oxygen
- Jim Kidd, senior manager, AIB 24 hour Banking
- Mark Staunton, commercial director, Noel Recruitment and president, National Recruitment Federation

3.30 Afternoon tea and exhibition viewing

4.00 Change is the new normal

In our stressed times, survival is not enough. Conferences such as this can give you a peep into the future, but knowing what to do is not good enough. The task is to create an organisation that is embracing the chaos we now live with, not one that just withstands it.

Seth Godin

4.45 Final questions and answers with Seth

5.00 Conference ends

ABOUT IQEST

iQuest is a newly formed Irish company. Its goal is to create and conduct superior quality events on the issues that matter most to Irish business. These events provide a forum for executives to receive and share information, exchange and hear new ideas, update on the latest national and international developments, and probably most importantly of all to network with peers and potentially do business together.

iQuest was founded by Michael Nolan, who has a wealth of experience in the events industry having held several senior management positions with one of the world's leading conference and exhibition companies, AiC Worldwide.

At various times he held the positions of managing director of AiC's businesses in Mexico, New Zealand, Australia and Britain. Most recently Nolan is a past chief executive of the Irish Direct Marketing Association.

On Marketing Revolution, iQuest is delighted to be partnering with The Sunday Business Post, Ireland's premier newspaper specialising in business, finance, politics, economics, IT, property and recruitment with a reputation second to none when it comes to professional conference organisation.



SETH GODIN

Business Week's "ultimate entrepreneur for the information age".

Seth Godin is a best-selling author, entrepreneur and agent of change. He is the author of Permission Marketing,

a New York Times best-selling book that revolutionises the way corporations approach consumers. Promo Magazine called Godin 'The Prime Minister of Permission Marketing,' and Fortune Magazine chose the book as one of their Best Business Books.

In addition Godin has released two new books. Unleashing the Ideavirus is the most popular e-book ever published. It has been featured in USA Today, The New York Times, Industry Standard and Wired Online.

In The Big Red Fez, Godin helps web marketers improve their websites to turn more prospects into consumers. It is the No1 best selling ebook on Amazon around the world.

Godin's very latest work, Survival is Not Enough, is to be published worldwide in early 2002. It argues that in our time of ever increasing change, organisations must reorganise so that change becomes an opportunity, not a threat.

The early days

Seth Godin designed his first game for a mainframe computer while still in high school. He co-founded one of the largest student-run businesses in the United States, while still a student at Tufts University, Medford, Massachusetts. After receiving his MBA from Stanford University, Godin was named brand manager at Spinnaker Software, where he led a team that developed first gen-

eration multimedia products. Managing 40 engineers, he introduced more than 60 software and videotape products. In 1991 he created the trivia game GUTS, which became the most popular product in Prodigy's history.

Yoyodyne & Yahoo!

Godin founded Yoyodyne in 1995. It was the digital industry's leading interactive direct marketing company. By 1998 it was the first creator of direct mail and promotions on the Web. All of its campaigns use the web, e-mail, and other online media, and are built around game shows, contests or sweepstakes. Companies as diverse as AT&T and Sketchers Shoes retained Yoyodyne to create campaigns that go far beyond websites.

Godin and his company were featured in The Wall Street Journal, Forbes.com, Wired, Advertising Age, Fast Company and dozens of other publications and national television shows. By 1997, Yoyodyne was creating more than 70 per cent of all comparable third-party promotions on the web. In late 1998, Yoyodyne was sold to Yahoo!, with Godin taking over as "Permission Marketing Yahoo!" for the internet giant. At Yahoo!, he helped integrate direct marketing, permission marketing and internet promotions into the company's Fusion Online marketing program for worldwide clients.

Godin left Yahoo! in January 2000 to pursue his work as a change agent full time.

The Lecture programme

In his enlightening lecture programme, Godin explores the evolution of the new information age. He is on the leading edge of marketing in the digital age and demonstrates how companies can reshape their marketing strategies in order to stay one step ahead of the competition in the expanding electronic marketplace.

TESTIMONIALS

What do they say about Seth Godin and his ideas?

"Take Leo Burnett, David Ogilvy, Bill Bernbach and Mark Twain – combine their brains and shave their heads. What's left? Seth Godin."
Jay Levinson, author of Guerrilla Marketing

"Seth Godin moves to the front ranks of Internet Marketing Gurus with this masterful book. It's trite to say it, but this is a real must read."
Tom Peters on Permission Marketing

"Seth Godin is the ultimate entrepreneur of the Information Age."
Business Week

"The Prime Minister of Permission Marketing."
Promo Magazine

"Sales and marketing people everywhere will soon be talking about the very common sense principles of Permission Marketing."
Don Peppers, co-author of The One to One Future

"Seth Godin's Permission Marketing is a big idea."
Lester Wunderman, Chairman-Emeritus of Wunderman Cato Johnson and author of Being Direct

"Unleashing the Ideavirus informs, instructs and entertains, offering the reader both road map and owner's manual for the car."
Chris Meyer, co-author of Blur

GODINISMS

Seth Godin challenges our preconceived notions about marketing and advertising, and pulls no punches in doing so. The following are some of his observations:

Traditional advertising

"The overwhelming clutter in the marketplace has made traditional advertising almost worthless for most marketers."

"Unless you can find a more cost effective way to get your message out, your business is doomed."

Ad agencies

"The best way to make money in advertising today is to buy ad agencies and take them public. As a result, some of the best minds in the business have been focussing on building agencies, not brands."

"...most marketers...spend too much time running popularity contests regarding the creative content of the ads they run...Instead of focusing on adds that work, they focus on adds that are cool."

"As agencies have seen their traditional business get hammered, most have built web divisions. However, almost without exception these divisions are modelled exactly on the TV model."

The internet

"The internet is going to change marketing before it changes almost anything else, and old marketing will die in its path. The marketers who funded the explosive growth of the internet are going to be the first to be destroyed."

"The internet is the greatest direct marketing medium ever invented. It is not TV."

Consumers

"We live in a world where consumers actively resist marketing. So it's imperative to stop marketing at people. The idea is to create an environment where consumers will market to each other."

"You need to make it clear to the consumer that your idea has arrived."

Technology

"Technology enables marketers to have a perfect memory."

Marketing

"Do you want fries with that?' are perhaps the six most profitable situational permission marketing words in history."

"Many marketers who do targeting assume that just because an advertisement is relevant, it's not spam. I beg to differ. Most marketing is spam."