



**the 27th
national
marketing
conference**

MAXIMISE YOUR MARKETING PERFORMANCE

March 9, 2006 The Burlington Hotel, Dublin

Organised by

THE SUNDAY BUSINESS POST

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INTRODUCTION



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Irish Marketing and
Advertising Journal



The greatest challenge for Irish business people in the current environment is to grow the revenue line – cost effectively! Maximising profitable income requires innovative marketing strategies that deliver real results per euro expended.

It's true for companies of all sizes – multinational, international, large and small. Everyone is seeking better value and more return on what they spend. Last September, we asked all our members to tell us what were the most pressing issues they were experiencing on a day-to-day basis. The key area of concern was increasing the effectiveness of their marketing activity.

Maximising Your Marketing Performance is the hot topic in all types and sizes of business in Ireland today and this is the theme of The Marketing Institute's 27th National Marketing Conference – seeking ways to make marketing spend more effective. It's important to hear and learn from others about ways in which this objective can be achieved. Last year's Enterprise Strategy Group Report, *Ahead of the Curve* (published under the Chairmanship of Eoin O'Driscoll) emphasised Ireland's need as a country to improve our marketing and sales skills if we are to be competitive in the international marketplace. The Marketing Institute wants to build on that platform and that is why we are placing such importance on the theme of making marketing spend and practice more focused and effective.

Our speakers for the conference bring a wide and interesting range of insights from their own experiences and of working with other businesses.

Dan Germain will introduce you to a number of key marketing actions for any business, including how he launched the exciting Innocent healthy drinks brand with a keen eye on expenditure control.

Eoin Lonergan, who is a specialist consultant practising in Britain, will guide us in a very practical way, on how to most effectively manage advertising and promotions budgets, an area of constant interest to all businesses.

Direct Marketing is a particularly interesting aspect of marketing for many companies. **Stephen Stynes** of the Irish Direct Marketing Association will outline how this can be done in an effective and relevant way through precision targeting and relationship building.

Jay Bourke has developed a unique range of businesses in the entertainment and leisure sector, as well, of course, as being one of the presenters on RTE's *The Mentor Programme*. His focus will be on how to effectively build a brand within the 18 to 35 age cohort and more importantly how to create consumer loyalty with that challenging target market.

After lunch **Martin Glenn**, the man behind the rejuvenation of the Walker Crisps brand in the UK, and turning it from being a domestic regional brand into a leading national brand, will tell us about how he achieved that phenomenal turnaround in a decade.

Banking is becoming ever more competitive, and this is especially true of how RaboDirect is assertively developing in the Irish market. Its General Manager, **Greg McAweeney**, Marketer of the Year 2005, who is not a banker by background, will present an interesting picture on how to launch a services brand into the Irish market, focusing on real consumer insight.

Sponsorship is an area of the marketing mix that will become increasingly important over the coming years in light of the increased fragmentation of TV audiences. **Michael Whelan**, Sponsorships Manager with Diageo, will outline how to develop sponsorships that have a real and lasting effect on brand equity and market share.

As well as looking at increasing marketing effectiveness, our members told us that they also want to be kept abreast of the latest trends in the industry. So, to bring the conference to a close, **Aldagh McDonogh** of Alternatives Marketing will highlight some of the emerging trends in marketing, which should be of keen interest to us all.

Altogether we have an exciting conference in prospect and I look forward to welcoming you to it on the day – and don't forget, the date is **9th March 2006 at the Burlington Hotel, Dublin.**

Yours sincerely,

Damian Devaney,
Chairman
The Marketing Institute

RTÉ Television

8.00 Registration & breakfast

Delegates are invited to beat the traffic by arriving early and having a light breakfast with colleagues courtesy of The Marketing Institute

8.45 Chairman's opening remarks

Damian Devaney MMII, Chairman,
The Marketing Institute



HOW TO GET MORE FROM YOUR MARKETING SPEND

9.00 OPENING ADDRESS: Discover the secrets of successful marketing

In six short years, Innocent has become Ireland's and the UK's favourite smoothie brand. Dan Germain tells the story of how Innocent became the UK's fastest-growing food and drinks business. It's a story that involves entrepreneurial ability, innovation and original marketing. Hear how to get noticed without spending a lot, the seven secrets of successful marketing, innovation and creativity on a tight budget.

Dan Germain, Head of Creative, Innocent Drinks Company



9.45 Making your money go further: 10 ways to stretch your marketing budget

Want to know how you can make your advertising and promotions budget work harder for you? In this presentation you'll get practical advice on stretching your budget: from how to avoid costly errors at the briefing stage, how you can reduce your advertising production costs, to avoiding those surprise charges by thinking before you ask your agency to act.

Eoin Lonergan, leading Procurement Specialist, consultant and author



10.25 Morning tea & exhibition viewing

11.00 Being Direct – from brand awareness to brand engagement

The marketing communications industry has changed more in the past five years than in the past fifty years. The increasing ability to communicate directly with consumers, coupled with the growing corporate focus on marketing ROI is changing the rules of the game. Stephen Stynes looks at the implications for both clients and agencies and shows why marketers are discovering that it pays to be direct.

Stephen Stynes, Deputy Chairman, Irish Direct Marketing Association & Managing Director, TecBrand



EFFECTIVE BRAND STRATEGIES

11.40 CASE STUDY: How to win and keep customers in a youth market

Jay Bourke runs some of Ireland's most successful and innovative restaurants, bars and clubs. Over the last 15 years, both he and his business partner, Eoin Foyle, have



almost single-handedly defined 'going out' for young people in Ireland. In his presentation, Jay will describe how he has built his flagship Cafe Bar Deli restaurant chain by focusing on the importance of determining market demands and by winning and keeping customers. **Jay Bourke**, founder and owner of **Sherland Entertainments** (includes Cafe Bar Deli, Ri-Ra Nite Club, The Globe bar and more) and co-presenter of *The Mentor Programme* on RTE 1

12.25 LUNCH WITH THE EXPERTS

Back by popular demand, lunch will be set up in tables of 10 with a seat at each table reserved for a leading marketing expert. Each expert will be available for discussion, to answer questions and to share their advice and experience with their luncheon companions. Based on a first-come first-served basis, attendees can choose which table they wish to sit at. Details available at the conference.

2.00 Welcome back and introductions from afternoon Chair

Stuart Fogarty, Managing Director, AFA O'Meara



2.05 CASE STUDY: The story of RaboBank in Ireland – achieving results with your online strategy

RaboDirect is Ireland's first internet-only bank launched in Ireland in May 2005. Greg McAweeney will discuss how consumer insights were used to develop a highly-effective marketing campaign achieving phenomenal cut-through levels. Find out how RaboDirect handles the challenges of implementing integrated online and offline marketing campaigns and how new media can be used to build closer relationships with your customers.

Greg McAweeney, General Manager, RaboDirect



2.45 AFTERNOON KEYNOTE ADDRESS: 'The Best Job in the World' – the story behind the rise of the Walkers brand

Martin Glenn, the man who led the team behind Walkers Snack Foods success shares his experiences. Martin outlines the strategy which led Walkers Crisps from a strong regional brand in 1992 to its current position as the number one FMCG brand in Britain with a 45 per cent share of the €2 billion salty snacks market.

Martin Glenn, Retiring President, PepsiCo UK & Ireland



3.25 Afternoon tea and exhibition viewing

3.55 Sponsorship Effectiveness – The Black & White Perspective

In this presentation, you'll discover how to gain insight into accountable financial benefits and returns that sponsorship offers to prove that every euro is spent efficiently. Learn how to understand the opportunities a sponsorship can offer your business as a revenue and value-generating tool and how to follow a strategy of driving sponsorship costs and returns to a point of self-liquidation. Understand the role of your partners in sponsorship – the property owners – in achieving your efficiency goals.

Michael Whelan, Head of Sponsorships, Diageo Ireland



EXPLOITING MARKETING TRENDS THAT SUIT YOUR BUSINESS

4.25 **LOCKNOTE ADDRESS: Have you got the right marketing mix for your business?**

There are undoubtedly some facets of marketing that are as relevant and successful today as they were a decade ago. However, there are new models of marketing developing fast and furiously around the globe.

Most sectors are now very fast-paced environments and you need to be sure your marketing model is the right one for your business today and tomorrow. Aldagh McDonogh will explore the hot trends in marketing to help you decide whether you have the right marketing model for your business – what you need to change and how.

Aldagh McDonogh, Director, Alternatives – The Marketing Specialists



5.05 – 6.00pm **Drinks Reception**

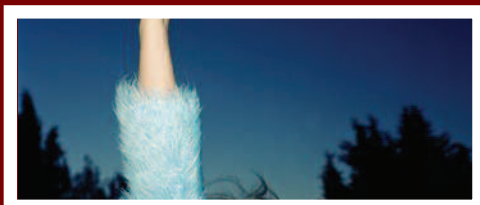
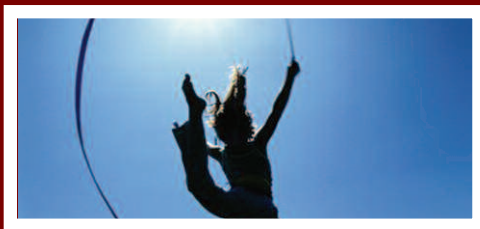
Delegates and speakers are invited to network over refreshments and to discuss the day's proceedings in a relaxed atmosphere.

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6.00 Conference Close



KEYNOTE SPEAKERS

MARTIN GLENN

Martin Glenn is retiring as President of PepsiCo UK & Ireland, one of Britain's leading soft drinks and snack food manufacturers. He is acclaimed for creating a new uplifting corporate image for the company.

Previous to that, Martin was **President of Walkers Snack Foods**, which he joined in 1992, working his way up from Director of New Product Development and Vice President of Marketing to become Walkers President in 1998.

He is acclaimed for his success in turning Walkers Crisps, which was a strong regional brand in 1992, into the number one FMCG brand in Britain with a 45 per cent share of the €2 billion salty snacks market.

Martin was awarded the Prince of Wales Ambassador Award in recognition of his work in marketing. He was Marketing Week's Chief Executive of the Year in 2003. In July 2004 he was voted the UK's most influential marketer by *Marketing* magazine.

Martin offers a wealth of insight into marketing and branding strategies and explains the importance of innovative marketing techniques and how to achieve that all-important customer brand loyalty.

DAN GERMAIN

Dan Germain is Head of Creative at a company called **Innocent**, a nice little place where they make smoothies and other healthy drinks.

Innocent has grown from a start-up venture by three university friends in 1998 to being the brand leader in the British smoothie market, which research groups estimate to be worth £60 million to £70 million annually.

Dan tells the story of how Innocent came to be Britain's fastest-growing food and drinks business. It's a story that involves entrepreneurial ability, innovation, creativity, original marketing and fruit by the bucket load.

He has worked at Innocent since the company started – these days, his duties include overseeing all advertising and creative tasks, as well as drawing rubbish pictures for the front of the seasonal smoothie labels. His greatest achievement, apart from once growing a big beard, is creating the brand, tone and bad jokes that people have come to associate with Innocent.



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 **thepost.ie/events/**

 **The Sunday Business Post,
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BOOKING FORM

(please photocopy if more than one registration)

First name

Last name.....

Title

Company.....

Nature of business

Address.....

.....

Telephone.....

Mobile.....

Fax.....

E-mail

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

PAYMENT MUST BE RECEIVED BEFORE EVENT

METHOD OF PAYMENT

Payments by cheque made payable to The Sunday Business Post

(Envelopes marked Marketing Conference)

Payments by credit card Please tick appropriate box

Visa Mastercard

Please charge to my account

Number / / /

Expiry date / Amount.....

Signed.....

Date.....

REGISTRATION FEES

please tick as appropriate

Early bird - register before February 16, 2006

	FEE	VAT	Total
*Member of The Marketing Institute <input type="checkbox"/>	€395	€82.95	€477.95
Non Members <input type="checkbox"/>	€450	€94.50	€544.50

Register after February 16, 2006

	FEE	VAT	Total
*Member of The Marketing Institute <input type="checkbox"/>	€445	€93.45	€538.45
Non Members <input type="checkbox"/>	€495	€103.95	€598.95

SPECIAL DISCOUNTS

- Send three or more delegates from the same organisation and save 10% (before Vat) off the total registration fee

CANCELLATIONS

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

ABOVE

BELOW

OR ALL THE WAY THROUGH

If you believe the line exists, then we create communications that work above it, below it, through it, on top of it, beside it, in front of it, behind it, adjacent to it and parallel to it.

On the other hand, maybe you share our view that there's no such thing as the line; that our business is simply about reaching the right people with the right message.

With AFA O'Meara Advertising; AFA Fresh, our dedicated promotions company; AFA Precision, our media planning and buying division and an affiliation with Plunkett Communications, adding PR expertise, we have everything you need. To say everything you want. To whoever you like. Line or no line.



AFA O'Meara Advertising, 46 James's Place, Dublin 2, Ireland.
Tel: +353 (0)1 676 2500 www.afaom.com



AFA O'Meara Advertising

A well established (1962) and the second largest Irish-owned advertising agency, AFA O'Meara Advertising offers media planning/buying, creative work, planning and production. As one of the few remaining 'full service' agencies it offers a 'through the line solution' with its affiliates, Plunkett Communications (PR) and Fresh (Direct Marketing).

Clients at the agency include FAS, Irish Rail, Department of Agriculture, Suzuki, Intel, Pat the Baker, CRH, 98FM, Stena Line and Nestle.

About the MII



The Marketing Institute has been the professional representative body of Irish marketing practitioners, with recognised Institute accreditation, for forty years. It is a national, non-profit making organisation, with full facility headquarters at Leopardstown in Dublin, offering membership, qualifications and training to marketing professionals. The Institute exists to develop business in Ireland by raising broad marketing capability, uphold professional standards and improve the skills of marketing people, enabling them to deliver exceptional business results.

For more information, visit www.mii.ie

If you join the Marketing Institute you qualify for a discount of €50 on the delegate fee for this conference. Just contact Niamh Connor at niamh@mii.ie. We will then follow up with you, but, in the meantime you must send your payment for the full rate for the conference (we'll take the discount off your membership fee). Simple!

EXHIBITION OPPORTUNITIES

Raise your profile, network with marketing decision-makers and generate new business leads by exhibiting at **The 27th National Marketing Conference**

For details, call Marion Wallace on 087-2461662 or email marion.wallace@iquest.ie

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