

8.30 – 9.00	<b>REGISTRATION</b>
9.00 – 9.30	<p><b>WELCOMING ADDRESS</b>  <b>Sue McCarty</b>  Chief Executive, Marketing Association</p> <p><b>A WORD FROM OUR SPONSOR</b>  <b>Tony Bozzard</b>  Data Industry Manager, New Zealand Post</p> <p><b>DATA ADVISORY NETWORK UPDATE</b>  <b>Paul O'Connor</b>  Chairman, Marketing Association Data Advisory Network</p>
9.20 – 10.00	<p><b>INTIMACY THROUGH BRUTAL SIMPLICITY – USING DATA AND ANALYTICS TO GET INTIMATE WITH YOUR CUSTOMERS</b>  <b>Will Scully-Power</b>  Data Director, M&amp;C Saatchi / Mark., Sydney</p>
10.00 – 10.40	<p><b>IS YOUR CONVERSION PROCESS PUTTING YOUR DATA AT RISK?</b>  <b>Craig McKell</b>  Partner, Revenue &amp; Growth Risk Services, Ernst &amp; Young, Sydney</p>
10.40 – 11.00	<b>MORNING TEA</b>
11.00 – 11.40	<p><b>CASE STUDY: HOW EZIBUY HAVE USED PREDICTIVE MODELLING TECHNIQUES TO UNDERSTAND AND MANAGE CUSTOMER BEHAVIOUR</b>  <b>Grant Jennings</b>  General Manager Marketing – EziBuy</p>
11.40 – 12.20	<p><b>HOW RESULTS WERE ACHIEVED AFTER MARKETING BUDGET HALVED</b>  <b>John Kershaw</b>  Director, Insights &amp; Solutions, Pathfinder Solutions, Sydney</p>
12.20 – 1.00	<p><b>GOOGLE ANALYTICS INSIGHTS AND OUTCOMES</b>  <b>Shyam Govardhan</b>  Customer Solutions Engineer, Google Australia/NZ</p>
1.00 – 2.00	<b>LUNCH</b>
2.00 – 2.40	<p><b>CASE STUDY: BUILDING A COMMUNITY OF ONLINE MUMS</b>  <b>Kevin D'Ambros-Smith</b>  Director, Nappies Direct</p>
2.40 – 3.00	<b>AFTERNOON TEA</b>
3.00 – 3.40	<p><b>CASE STUDY: SWEET WHEELS... HOW MUCH ARE THEY WORTH?</b>  <b>Todd Hunter</b>  General Manager Marketing, Turners Auctions</p>
3.40 – 4.40	<p><b>PANEL DISCUSSION: WHAT WILL THE FUTURE LOOK LIKE?</b>  <b>John Marshall</b>, General Manager Premium Business, New Zealand Post  <b>Ernie Newman</b> Chief Executive, TUANZ  <b>Keith Norris</b> Director of Public Affairs, Marketing Association  <b>Kursten Shalfoon</b> General Manager - Internet and New Media, Vodafone  <b>Robin Russell-Cook</b> General Manager, Unica  <b>Shyam Govardhan</b> Customer Solutions Engineer, Google Australia/NZ</p>
4.40 – 5.00	<p><b>CLOSING REMARKS</b>  <b>John Marshall</b>  General Manager Premium Business, New Zealand Post</p>
5.00 – 6.00	<b>NETWORKING DRINKS - Kindly sponsored by Property IQ</b>

## EVEN SMARTER DATA EVENT DETAILS

The Marketing Association presents the opportunity to learn the latest and most successful database marketing techniques – at the Even Smarter Data One-day Forum.

<b>WHEN &amp; WHERE:</b>	Thursday 2 April 2009, 8.30am – 5.00pm Crowne Plaza Hotel, 128 Albert Street, Auckland
<b>YOUR INVESTMENT:</b>	Marketing Association Members      \$395+GST Non Members      \$495+GST
<b>TO REGISTER:</b>	Phone: 0800 347 328 Email: <a href="mailto:events@marketing.org.nz">events@marketing.org.nz</a> Web: <a href="http://www.marketing.org.nz">www.marketing.org.nz</a>

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New horizons call for even smarter ways of thinking.

One-day Forum – **Thursday April 2, 2009**





SO IF YOU'RE LOOKING AT DOING THINGS DIFFERENTLY,  
THIS IS ONE DAY YOU DON'T WANT TO MISS

Dear <Name>

As the world of marketing continues to evolve, there is an ever-increasing demand for smarter, more strategic ways of finding and reaching the right customers and prospects. And right now as we enter a challenging economic year, this is more important than ever.

Data and analytics, having once been looked upon as the domain of highly qualified specialists, is now something that we all need to understand in order for our campaigns to have a competitive edge. It leads to greater customer loyalty, greater profit, and ultimately, a better way of doing business.

The **Even Smarter Data one-day forum** is a day packed with invaluable insights and practical solutions on data-driven marketing. You'll hear inspiring case studies from some of Australasia's leading data professionals, see what has worked for them and learn how they successfully utilised leading data strategies in their campaigns.

So come and discover the secrets of making your data work smarter, in just one day. For registration details, please see the back of this brochure.

Kind regards

**Paul O'Connor**  
Data Advisory Network Chairman

With thanks to the Official Sponsor of Smarter Data – New Zealand Post

## SMART SPEAKERS

### INTIMACY THROUGH BRUTAL SIMPLICITY – USING DATA AND ANALYTICS TO GET INTIMATE WITH YOUR CUSTOMERS

**Will Scully-Power**  
Data Director, M&C Saatchi / Mark., Sydney

Will's presentation will delve into the topic of actionable analytics, where he'll share his insights on event detection, next best product, dynamic pricing, expected remaining life and value of customer, and offer development. Will works with clients such as Optus, Qantas, Woolworths and Westfield to navigate the ever-changing marketing technology landscape, developing trigger-based data-driven marketing, testing and optimisation strategies.

### IS YOUR CONVERSION PROCESS PUTTING YOUR DATA AT RISK?

**Craig McKell**  
Partner, Revenue & Growth Risk Services, Ernst & Young, Sydney

Discover insights on data capture, analysis and processes. Craig will outline the Revenue Performance Framework, a proven concept that enables organisations to grow revenue. He'll also cover attracting and educating prospects, capturing the right prospect data and how to convert this data into more sales.

### CASE STUDY: HOW EZIBUY HAVE USED PREDICTIVE MODELLING TECHNIQUES TO UNDERSTAND AND MANAGE CUSTOMER BEHAVIOUR

**Grant Jennings**  
General Manager – Marketing Australasia, EziBuy

Grant currently has responsibility for demand planning, acquisition, retention and maximisation of marketing programmes across all communication channels. As well as looking at predictive modelling in practice, he'll discuss how EziBuy have targeted the right customers, increased return on catalogue investment and reduced time to a customer's next order.

### HOW RESULTS WERE ACHIEVED AFTER MARKETING BUDGET HALVED

**John Kershaw**  
Director, Insights & Solutions, Pathfinder Solutions, Sydney

Pathfinder were given the challenge of helping a charity understand how they could cut their marketing budget by 50% yet keep donations at required levels. John will share how gaining insight into the true nature of the donor base together with a greater understanding of wider donor behaviour was used as the basis for decision making.

### GOOGLE ANALYTICS INSIGHTS AND OUTCOMES

**Shyam Govardhan**  
Customer Solutions Engineer, Google Australia/NZ

With case study examples, Shyam will share what has worked for Google's clients using advanced segmentation, custom reporting and practical examples within motion charts, analytics API and event tracking.

INTERNATIONAL SPEAKER

INTERNATIONAL SPEAKER

CASE STUDY

### CASE STUDY: BUILDING A COMMUNITY OF ONLINE MUMS

**Kevin D'Ambros-Smith**  
Director, Nappies Direct

Kevin will share how Nappies Direct have built their community of online customers and created a highly targeted and effective marketing channel for suppliers. Subsequently they have expanded the business in a whole new direction, developing a media company that specialises in understanding, talking directly to, and engaging new mums.

### CASE STUDY: SWEET WHEELS – HOW MUCH ARE THEY WORTH?

**Todd Hunter**  
General Manager Marketing, Turners Auctions

Todd's mandate at Turners is very simple – get the business organised around the customer, clarify the strategic direction for the company and transform Turners into a marketing and sales driven organisation. Todd will talk about using data to support your brand proposition, how to become an "authority" on a market, using data to satisfy customer needs and finding more customers like the ones you have.

### PANEL DISCUSSION: WHAT WILL THE FUTURE LOOK LIKE?

**Facilitator: John Marshall**  
General Manager Premium Business, New Zealand Post

What will the iphone, text, data capture, overall digital and political landscape look like five years from now? Leading industry experts will make their global predictions from within the telecommunications, mobile, digital and regulatory sectors. John Marshall from New Zealand Post joins us to facilitate this thought provoking session, culminating with an open floor where you can put your questions to the panel and discuss this weighty topic amongst your peers.

#### Panellists:

**Ernie Newman** – Chief Executive, TUANZ  
**Keith Norris** – Director of Public Affairs, Marketing Association  
**Kursten Shalfoon** – General Manager – Internet and New Media, Vodafone  
**Robin Russell-Cook** – General Manager, Unica  
**Shyam Govardhan** – Customer Solutions Engineer, Google, Australia/NZ

### WHAT PAST ATTENDEES SAY

"Great opportunity to hear how other businesses are using data to improve the way they manage their customers."

Troy Kusabs, Senior Business Relationship Manager, Loyalty New Zealand Limited

"Smarter Data is the most thought provoking professional development I've had for a long time. Fantastic value for money and very efficient."

Brenda Chapman, Marketing Director, Eastern Institute of Technology

CASE STUDY

CASE STUDY

PANEL DISCUSSION

