



# Going Digital:

How Agencies Can And Should  
Respond To The Changing Face  
Of Marketing

AMERICAN ASSOCIATION *of* ADVERTISING AGENCIES

**Professional Development Seminar**  
4A's Chicago Council

DDB Chicago  
200 E. Randolph Drive | Chicago  
Wednesday, March 25, 2009

# Going Digital: How Agencies Can And Should Respond To The Changing Face Of Marketing

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DDB Chicago | 200 E. Randolph Drive | Chicago

The world is changing, and it's changing fast. Agencies that moved quickly into the digital space now need to re-evaluate their organizations and their offerings. Have they invested in the right resources? Are they organized in a way that allows them to apply best thinking to deliver on client challenges? How best to plan in order to keep pace with the speed of change and new forms of marketing?

By the same token, agencies that never moved into digital are being asked to do so by their clients. How do you do that? How do you do that profitably? What expertise will you need to develop? For which types of expertise? Should you engage a partner?

This workshop, specially created for the 4A's by industry pioneer **Bruce Carlisle**, is designed for both senior management and agency line managers. Whether your agency is new to digital or you have been offering interactive services for some time, there is much to be gained from this day. From a look at basic skills and talent needed in this evolving space, to the cultural impact on the agency, to the finer points of marketing via social networking and viral media, it's all about the future and it's all here.

## What Will Be Covered

The program will offer a comprehensive take on the state of the industry. It will move from a general overview of the impact of digital on offline media and creative through specifics of web-based media, new forms of communication, and new forms of marketing. Attendees will be offered not only information and insight, but specific tools and a perspective that will allow them to adapt, grow, and lead. At the end of the session, a Q&A with open dialogue will allow participants to address specific issues that they deal with in their everyday work situations.

## Highlights

The day will flow through the following modules:

- Industry Overview, covering trends in client spending and expectations, the importance of data, and agency responses to changing needs
- Digital Terminology, getting clear on everything from ad serving to SEM to rich media
- Media Basics, from the ABCs of digital strategy to planning and buying and the efficient use of ad networks
- Emerging Trends, with a look at the new power of viral marketing, social networking, mobile marketing and in-game advertising
- Creative Basics, including a look at functionality issues, micro-sites, the changing role of content and how numbers drive creative
- Project Management, how it is different in this environment, managing client expectations, and ensuring profitability

- Becoming a Digital Advertising Professional, understanding the disciplines, embracing analytics, and working effectively with clients and peers
- Q&A and Discussion

## Who Should Attend

This program is ideal for mid-level and senior managers as well as agency management. Agency leaders should identify key people, preferably in supervisory positions, who will have the opportunity to affect agency operating efficiency and client profitability.

## About The Seminar Leader

Bruce Carlisle co-founded and served as President and CEO of SF Interactive, one of the nation's first full-service interactive marketing agencies. His 29 year career spans a broad spectrum of communications disciplines including advertising, PR, promotions, broadcast news and sports production, direct response and interactive marketing. SF Interactive consistently won multiple awards for its innovations and in 2003 was acquired by Butler, Shine, Stern & Partners, a Sausalito based marketing communications agency. Bruce is considered a pioneer in the industry and his opinions have appeared in articles in Fortune, The Wall Street Journal, The Industry Standard, Advertising Age and AdWeek, among others. Most recently, Bruce has been involved in a variety of initiatives in the interactive marketing space, including agency consulting and Internet start-up work. He strongly believes that with the convergence of digital devices and home entertainment, data-based digital and interactive marketing should be the core of most consumer and business-to-business communications, even more so than they are today.

## Seminar Schedule

8:30 AM	Registration and Continental Breakfast ( <i>included in your registration fee</i> )
9:00 AM	Seminar Begins
12:00 NOON	Lunch ( <i>included in your registration fee</i> )
4:30 PM <small>(APPROXIMATELY)</small>	Seminar Concludes

## Registration Fee

\$250 per person, 4A's members

\$350 per person, Non 4A's members

## How To Register

- 1) Go to [www.aaaa.org](http://www.aaaa.org).
- 2) Login to the 4A's Web site using your company e-mail address.
- 3) If you do not have an account on the 4A's Web site, create an account using your company e-mail address.
- 4) Click the "Events" link on the 4A's homepage.
- 5) Locate your desired event.
- 6) Click register online. NOTE: Each registrant MUST login to the 4A's Web site to register him or herself for an event. Once the first attendee has registered, he or she may register additional attendees.

Questions or problems registering for your event? Contact Cecilia Graham, [cecilia@aaaa.org](mailto:cecilia@aaaa.org), 212-850-0756.

## Cancellation Policy

Excluding a \$25 processing fee, refunds will be granted only if requests for cancellation are received by 4A's in writing by Wednesday, March 18, 2009. Substitutions will be allowed provided arrangements are made with 4A's. No refunds will be allowed after this date.

## For More Information

Contact Cecilia Graham (212) 850-0756 or [cecilia@aaaa.org](mailto:cecilia@aaaa.org)