

WEDNESDAY MAY 26, 2010
VANCOUVER CONVENTION & EXHIBITION CENTER (EAST)

2010 CONVERGENCE

8:45 - 9:30 REGISTRATION

9:15 - 9:30 OPENING REMARKS COSSETTE and FJORD John Hall and Sandy Fleischer
nextMEDIA Director of Business Development Jory Groberman

9:30 - 10:30 Keynote Intro: Sandy Fleischer

OPENING KEYNOTE ADDRESS: MARC GOBÉ, THE PIONEER OF EMOTIONAL BRANDING.

MARC GOBÉ, acclaimed author of Emotional Branding: The New Paradigm for Connecting Brands to People, developed an integrated design approach that helped transform many companies into what they are today – a global brand. Credited with pioneering the winning formula for building successful brand innovation, he combines the disciplines of brand strategy, human factor research, product design, graphic design and architecture to emotionally engage consumers along the different points of the brand experience. Gobé shares with the audience an intimate understanding of consumers and the environments that impact their behavior.

10:30 - 11:00 30 MIN BREAK

11:00 - 12:00 **PANEL: VIRAL MARKETING & BRANDED ENTERTAINMENT: SEEN BY THOUSANDS, DISCUSSED BY MILLIONS**

Short video is now one of the fastest growing tactics in marketing, with over 50% of marketers in 2009 using video as a mechanism on the internet and mobile platforms. In the over saturated and fragmented world that we live in, the power of truly effective communication lies in the story telling process - making video is a great way to create buzz and build brands.

This session will not only showcase some of the funniest branded content on the internet, it will demonstrate how to create short form video as a marketing technique in social media and demonstrate best practices for capturing customer attention and loyalty via video. Find breakthrough ways of being heard online.

David U.K, Managing Director, Digital Percent
Dave Dickman, SVP, Digital Media Sales, Warner Brothers
Mark Malkoff, Comedian and Filmmaker

MODERATOR: FRANCIS CHANG, BLAKE, CASSELS & GRAYDON LLP

12:00 - 13:00 1 HOUR LUNCH

13:00 - 14:00 **PANEL: CORPORATION 2.0: SOCIAL MEDIA AND THE NEW ORG CHART**

Who owns Social Media in your organization? Is it a function, it's own department or has it brought about a company wide cultural change? The battles have begun between department leaders who have a relationship with their customers -- who gets the credit for digital mass success or the axe for brand reputation failure. So where does it belong?

We have asked four companies – large and small -- to share their story. Learn how a global video gaming company, a Canadian television broadcaster, a North American shoe designer/retailer and a national consumer electronics retailer have integrated social media within their organization and are creating the new org chart – and it's NOT a one size fits all.

Craig Malanka, Director, Digital Communications, EA SPORTS
Annette Bradford, Online Producer, CBC Documentary Unit, CBC Television
Stephen Bailey, Marketing Director, Fluevog Shoes
Allen Chen, Senior Manager Customer Insight & Online Marketing, Future Shop

MODERATOR: ANGELE BEAUSOLEIL, VP STRATEGY & CLIENT SERVICES, FJORD

14:00 - 14:30 30 MIN BREAK

14:30 - 15:30

PANEL: SMARTPHONES: THE HOLY GRAIL FOR MOBILE MARKETING?

Fact: 40% of all new mass-market consumer mobile phone purchases in Canada are smartphones - BlackBerrys, iPhones, iPads, Androids, Windows Mobile, Palm and more. Brands, broadcasters, publishers and digital media networks are lighting up mobile consumers everywhere with millions of interactions and transaction served up daily to over 20 million Canadians and over 4 billion people world wide. What's your mobile strategy? Is it all just about smartphone apps or is there more to mobile in the 360 marketing mix? What are the latest trends in mobile web, apps and location-based advertising? Why is 2010 the Year of Mobile?

Hear from mobile industry experts and global leaders on how to open a wireless world of opportunity for brands to acquire, engage and interact with mobile consumers everywhere... at home, work and play.

Matthieu Houle, Director Mobile & Platforms, Yellow Pages Group
Dominique-Sebastien Forest, Vice President Digital, Transcontinental Media

MODERATOR: MICHAEL J. O'FARRELL, COUNTRY MANGER, CANADA, MOBILE MARKETING ASSOCIATION AND CO-AUTHOR MOBILE INTERNET FOR DUMMIES

PANEL: IPAD: WILL IT REVOLUTIONIZE THE COMMUNICATIONS INDUSTRY?

The iPad is coming to Canada. Join Scott Michaels, VP, Atimi Software, as he educates attendees on the opportunities that the iPad presents for CMOs and Advertisers. Understand the lay of the land: what you can and can't do with Apple, the strategies currently being deployed, billing models and of course, new monetization models.

Scott Michaels, Vice President, Atimi Software

MODERATOR: DANA DANSEREAU, TECHNICAL DIRECTOR, FJORD

15:30 - 16:30

Keynote Intro: Gae Wakabayashi, Executive Creative Director, Fjord

CLOSING KEYNOTE: YOUR BRAND: EXPERIENCED THROUGH DIGITAL STORYTELLING

Speaker:

Ginger Grant, PhD Managing Partner, Creativity in Business Canada Inc.

The world of story is rooted in archetypal psychology, first experienced in fairy tales, then myths and ultimately brands. Dr. Ginger Grant, author of "Re-Visioning The Way We Work: A Heroic Journey", will explore mythology and how it applies to your organization's cultural DNA which ultimately shapes it's brand. Through provocative visuals and interactive exercises, you will learn about creativity, storytelling and building your organization's cultural DNA - and how it can help your company evolve, grow and succeed.

17:00 - 19:00

RECEPTION AND SHOWCASE REEL: BEST IN DIGITAL ADVERTISING

19:30 - 12:30

PechaKucha (pronounced "pe-chak-cha")
Where business meets performance art

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