



# 'How to get ahead in advertising'

**A FREE EVENT FOR PPA MEMBERS, SPONSORED BY BPA WORLDWIDE**

Wednesday 29 November 2006, 09:00 – 13:00

Vue Cinema, 3 Cranbourn Street, Leicester Square, London, WC2H 7AL

**Do not miss this free learning, motivating and networking opportunity and be in with a chance of winning an iPod Video by submitting your top sales tip!**

**Programme:**

09:00 **Registration and refreshments**

09:30 **Welcome by conference moderator**

John Whitaker, vice president of online strategy, DMG World Media

09:40 **How will online change our businesses over the next 5 years?**

Joel Davis, head of European marketing, eFinancialCareers

10:00 **The Colouring Book – media effectiveness advertising**

Nick Watt, research manager, Reed Business Insight

10:20 **Print and online working together in integrated campaigns**

Liam Bateman, director, The Think Tank

10:40 **Coffee break**

11:00 **Brand extensions – the challenges facing traditional print publishers**

Ivor Falvey, commercial director, Haymarket

11:20 **Ten things you need to know to sell online**

Danny Meadows-Klue, founder and chief executive, DigitalStrategyConsulting

11:40 **Online advertising – making the most of your website**

Helen Clifford-Jones, head of sales, RBI Digital Media

12:00 **Turning a hard sell into an easy buy**

Saskia Martyn-David, principle consultant, Rogen International

12:20 **Presentation of iPod Video to winner of top sales tip**

12:30 **Lunch**

To book, simply send an email to [salesrally@ppa.co.uk](mailto:salesrally@ppa.co.uk) stating your name, job title and top tip for sales success to be in with a chance of winning an iPod Video – this could be something that's worked for you when all the odds were against you; it could be something that's helped you on a day-to-day basis, or a last-ditch attempt that helped you to meet your targets when all else has failed.

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