

# Agenda

- 12.30 Registration
- 1.00 Opening remarks
- 1.05 **Persuasion strategies for email and social marketers**  
**Susan Bratton**  
Chief Executive Officer  
Personal Life Media (USA)
- 1.45 **Starting up a challenger: Successful digital strategies for the launch of a new brand**  
**Christian Magel**  
Founder & Chief Marketing Officer  
amaysim
- Simon van Wyk**  
Founder  
HotHouse
- 2.25 **Email marketing showcase: Best practice acquisition, retention and remarketing campaigns**  
A panel of marketers will showcase 'real life' email campaigns and share best practice strategies to improve email design and performance
- 3.05 Afternoon Tea
- 3.35 **Growing market share through email marketing**  
**Teresa Sperti**  
Head of Marketing & Technology  
realestateVIEW.com.au
- 4.15 **Developing an integrated email and social roadmap for your organisation**  
**Eric Prugh**  
Director of Solutions Consulting  
APAC  
Exact Target Australia
- 4.55 **Closing remarks from conference chair**
- 5.00 Conference close

# Seminar Details

## Sydney

Wednesday, 22 June  
12.30pm – 5.00pm  
Hudson  
Level 19, 45 Clarence Street, Sydney

## Price (inc GST)

ADMA members: \$270  
Non-members: \$385

## Group Discounts

Team registration discounts are available.  
For details contact Amanda Burg

## More Information

Amanda Burg  
T: 02 9277 5404  
E: amanda.burg@adma.com.au

Register online at  
[adma.com.au/events](http://adma.com.au/events)

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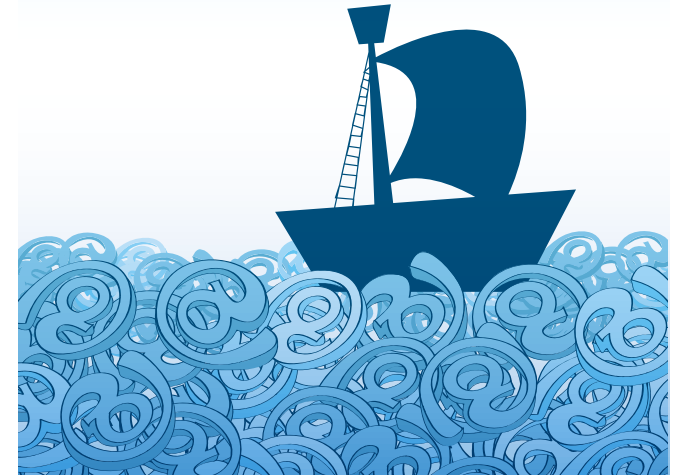
**Russ Ross**

Corporate Design  
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# Email & Social Marketing Seminar

Sydney: 22 June 2011



Register at [adma.com.au/events](http://adma.com.au/events)

Presented by

**adma**  
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## Best practice strategies for optimising and integrating email and social performance.

For the first time, ADMA brings you a unique opportunity to learn how to combine the power of email and social media to increase engagement, click through rates and ROI as part of a fully integrated communications strategy.

Dramatically improve your bottom line performance by deploying targeted, relevant and engaging email and social campaigns that turn clicks into bottom line revenue.

This half day seminar will deliver know-how from visionary email and social marketers, who will share their success stories and practical insights for you to implement into your own marketing strategy.



## Speakers



**Susan Bratton**  
Chief Executive Officer  
Personal Life Media Inc (USA)

AdAge magazine has recognised Susan twice – first as a “Digital Media Master” and second as one of “10 Internet Pioneers.” As CEO of Personal Life Media, a brand that delivers personal and professional growth programs, Susan publishes 20+ direct-to-consumer online information products and is a world renowned digital marketing entrepreneur.



**Simon van Wyk**  
Founder  
HotHouse

Simon founded HotHouse in 1994 which has since become the biggest, independent strategic web company in Australia. Since this time, he has steered more than 600 online projects for some of Australia’s biggest brands including Microsoft, Telstra, Nissan, Bigpond, James Hardie, Austrade, McDonalds, Coca-Cola, AMP, Optus, Vodafone, News Digital, Sensis, HCF, ninemsn, Fairfax, MYOB, Lexus and Toyota.



**Teresa Sperti**  
Head of Marketing & Technology  
realestateVIEW.com.au

Teresa Sperti is the Head of Marketing & Technology for realestateVIEW.com.au and is responsible for managing all aspects of the site and marketing for the organisations portfolio of brands. With over 11 years’ experience in marketing here and abroad, Teresa has a wealth of knowledge across the digital space.



**Christian Magel**  
Founder & Chief Marketing Officer  
amaysim

An international marketing expert and entrepreneur, Christian’s first venture, simyo, launched in Europe in 2005 and became the world’s largest online based mobile virtual network operator. At simyo, Christian was responsible for the creation and roll out of the marketing and brand strategy. Following a successful earn-out period, Christian and the founding team decided to embark on a new entrepreneurial challenge, launching amaysim in Australia.



**Eric Prugh**  
Director of Solutions Consulting  
APAC  
Exact Target Australia

Eric’s key strengths are breaking down technology into digestible, meaningful tools and developing strategies for clients ranging from Citigroup to Abercrombie & Fitch. With insight into the world’s most sophisticated digital marketing programs, Eric’s background in interactive application design, user experience, online marketing and optimisation solidify his expertise in identifying emerging trends within email and social marketing.

To register and for more information visit [adma.com.au/events](http://adma.com.au/events)