



BLOG MARKETING AND NEW MEDIA WORKSHOP

Experts from the Interactive beyond spend
a day with you!



Another quality event by Marketing Magazine
MARKETING
YOU ARE A BRAND



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This one day workshop will journey through the various facets of new media from blogs, social media, digital advertising, strategic thinking, industry trends and more.... The phenomenon of interactive marketing is gathering traction by the day, as traditional media is coming under strict scrutiny for its efficacies in a cluttered media landscape. This new growth area in the field of marketing communications requires new skill sets, and this workshop will expose you to the latest, the quickest and the smartest ideas that are playing to win in today's digital marketplace!

WHO SHOULD ATTEND:

All marketing, advertising and media professionals who recognise that the digital phenomenon is not just a flash in the pan but a serious marketing tool for the 21st century.

WHO MUST ATTEND:

The workshop is targeted at Strategic Brand Planners, Strategic Media Planners, Account Directors, Account Managers, Marketing Directors, Brand Custodians, Product Managers, Account Management professionals and whoever involved in the crafting and the development of brands. This could include Managing Directors of ad agencies too.



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Timothy Tiah

Founder/Executive Director Nuffnang Sdn. Bhd.



Timothy Tiah is the co-founder and executive director of Nuffnang, Asia's pioneer blog advertising community.

Whilst pursuing his degree in Economics from University College London, Timothy took up summer internships at JP Morgan Chase and Deutsche Bank with the intention of making a career in investment banking. His first foray into the world of dotcoms came when he started a website called Tuitionhamster.com; a non-profit web page that matched tuition teachers with potential students.

Faced with the need to advertise Tuitionhamster.com, Timothy began looking into blog advertising as a potential marketing solution. It was then that he discovered just how effective blogs can be in delivering messages and selling ideas. Due to the power of blogging, Tuitionhamster.com grew to become a comprehensive database of students and tuition teachers, and was featured in the Star Newspaper.

Realizing that the Malaysian blogosphere was a well of untapped possibilities, he swore that upon graduation, he would return to Malaysia and start a blog advertising company. However, such a daring entrepreneurial move required a partner. Back in the UK, Timothy teamed up with Cheo Ming Shen, a Singaporean UCL student who was already running a successful dotcom of his own called gageit.com.

The first blueprints of this blog advertising company were sketched out

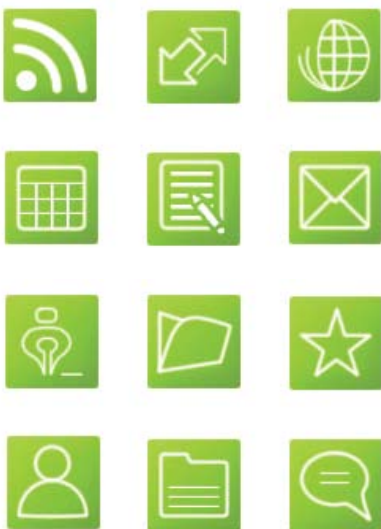
over lunch table conversations. Timothy and Ming named it 'Nuffnang', Jafaikan (British street slang) for 'very good'. The two graduated and returned to Malaysia, and on February 27th 2007, Nuffnang was launched in a small office unit in Timothy's home town of Penang.

Nuffnang's growth was staggering. Within a day, it grew to have 300 members. Timothy and Ming's honesty and dedication to their cause inspired even top blogger Kenny Sia to put his full support behind Nuffnang's growth and success. Now, just two years later in April of 2009, Nuffnang has a complete network of 94,447 bloggers and offices in Penang, Kuala Lumpur, Singapore, Melbourne and Manila. Its impressive roll of advertisers include big names like Nokia, Maxis, Citibank, Hugo Boss and many, many more.

It was therefore no wonder that, in 2007, both Timothy and Ming were nominated by Businessweek as two of the 25 best young Asian entrepreneurs. Timothy, at 23, was the youngest on the list of inspired nominees, and the only representative from Malaysia.

Today, Timothy and Ming continue to nurture the growth of Nuffnang as it spreads its seeds to countries all over the world; a testament to the fact that a good idea mixed with plenty of hard work, dedication and a healthy dose of optimism really does pay off.

Timothy is also a prolific blogger and writes at <http://timothytiah.blogspot.com>



Kau Sern, Hieu

Strategy Director, Starcom IP Malaysia, Starcom MediaVest Group



Kau Sern is the Strategy Director for Starcom IP Malaysia, overseeing the development and growth of digital advertising and communication programs especially in the area of planning, buying and innovation.

Kau Sern started his stint in Starcom MediaVest Group(SMG) in late 2006, and in 18 months grew the digital unit from one person to 8 and established a profitable digital unit, leading SMG's list of blue chip clients to transit into the digital advertising space.

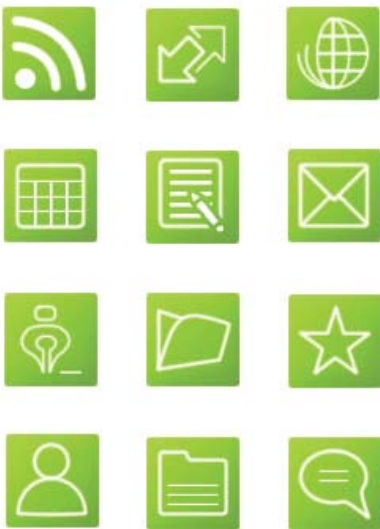
Prior joining Starcom SMG, Kau Sern was with the business development team of JobStreet.com, a leading mass job recruitment portal in Asia.

He started his career with a Direct Marketing consultancy firm and moved on to a company specializing in permission based email marketing. All in, Kau Sern has over 8 years of implementing digital advertising for Advertisers from these industries: Oil & Gas, Automotive, Consumer Electronics, Telecom, Health & Beauty, Banking and IT.

Kau Sern takes an active interest in raising a generation of young people who will make a significant mark in Malaysia in key areas such as media, politics, business .

Digital Experience

- DiGi Telecommunications
- CIMB Bank
- Happy
- Hewlett-Packard
- Honda
- L'Oreal
- Petronas (Corporate)
- Procter & Gamble
- Samsung Electronics
- Sepang International Circuit





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COURSE SCHEDULE

5th May 2009

- 8.30 am - **Registration**
- 9.00 am - **Introduction by Ham**
- 9.15 am - **New media**
- Digitization of Life and its implications
 - Definitions and Types
 - History in Malaysia
 - Category Leaders examples
 - The growth of advertising in new media - Global, regional and Malaysian context.
 - Blogging phenomena - Global, regional and Malaysian context, usage, limitations.
- 10.30 am - **Tea Break**
- 10.45 am - **Blogging & Nuffnang**
- Local Bloggers - concept, following, history, followers profile, populations, demographics
 - Local Bloggers by product categories - successful case histories
 - Local Blog monetisations - leading advertisers, pros and cons, tactical long-term
 - The Nuffnang story and ad concept
- 12.00 pm - **Tapping Into Social Media**
- Why Social Media
 - Leveraging on Social Media
 - SMO & SEO
 - Sharing Case Studies
- 1.00 pm - **Lunch**
- 2.00 pm - **Agency's point of view of advertising on blogs**
- A typical Blog campaign and media plan
 - Merging blogs with other media
 - New practices in Blog applications
- 3.00 pm - **Top Bloggers' point of view**
- 3.45 pm - **Tea Break**
- 4.00 pm - **Break into groups**
- Workshop Exercise: Do a media plan using Blogging as a main media and as a complementary media. 30 mins later: Presentations, Critique and discussion.
 - Summary, conclusion and presentation of certs
- 5.00 pm - **Wrap Up**



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REGISTER NOW!

May 5th, 2009

8.30AM –5.00PM (Lunch and coffee breaks included)
SIME DARBY CONVENTION CENTRE
1A JALAN BUKIT KIARA 1
60000 KUALA LUMPUR



Please complete this form and fax it to Ruby at +603 7722 5712,
email ruby@ham.com.my or phone +603 7726 2588

Admission fees RM1300 (per head), group booking RM1100 (3 pax & above)

REGISTRATION FORM

ORGANISATION:		AUTHORISED SIGNATURE:	
ADDRESS:			
NAME:			
H/P:		EMAIL:	
TEL:		FAX:	
I ENCLOSE A CHEQUE FOR RM:			
PAYMENT DETAILS: CHEQUE MADE PAYABLE TO: SLEDGEHAMMER COMMUNICATIONS  (M) SDN BHD NO. 22B, JALAN TUN MOHD FUAD 1, TAMAN TUN DR. ISMAIL, 60000 KUALA LUMPUR, MALAYSIA. TEL: +603 7726 2588 FAX: +603 7722 5712			
NOMINATION FORM (Please photocopy for extra participants)			
NAME:		H/P:	
JOB TITLE:		EMAIL:	
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JOB TITLE:		EMAIL:	
NAME:		H/P:	
JOB TITLE:		EMAIL:	
NAME:		H/P:	
JOB TITLE:		EMAIL:	
CONDITION: BOOKINGS ARE TRANSFERABLE, CANCELLATION ARE NOT ACCEPTED.			