



Tentative Program IMC Helsinki 2010

Training Day Schedule – September 15th

Training Day will consist of 2 tracks:

Track 1:

- Social Media: covering the latest marketing strategies & tactics to use Twitter, Facebook, LinkedIn, YouTube & other Social Marketing media
- Search Marketing: How Search & Social Interacts

Track 2:

- Testing: from tracking to testing into creating the most effective landing pages. Tracking is standard, but are you using the data to test different alternatives? Are you effectively creating the most successful pages for your website marketing efforts?
- Mobile Marketing: how Mobile Marketing now integrates into Web Marketing, Print Marketing, Video Marketing and more. Applications will get a lot of attention.

IMC will feature world-class trainers in all of the above topics.

Conference Day Schedule – September 16th

Conference Day will feature two tracks with the following topics:

1. Content

- Creating outstanding content; both text, images & graphics as well as video
- Writing for the web; learn from the masters on how to produce compelling copy
- Taking pictures & mastering video; what signifies great imagery on the web?
- Banners; how to produce the most effective banner ads
- Text-ads; what signifies great copy-writing for short text ads?
- Compelling Twitter-updates; how can you in 140 characters describe a situation best?
- Social Media content – is it different from other types of content?
- Automated content; good, bad, necessary?
- Design issues for the web
- Linking; where to put links, how to put them on a page, and what to think of?

2. Traffic

Where do you get the most traffic from in 2010?

- Twitter:
 - Learning how to use your own Twitter business account for best traffic
- - Understanding how you can leverage your networks Twitter traffic for your own benefit
- - Followers, followers, followers; how many followers should you have? What distinguishes quality followers?
- Facebook:
 - Fan Pages, Get many who 'Like' you, as well as News optimization
- LinkedIn; learn how to use Q&A, LinkedIn Groups, Network updates & more
- Search Optimization; learn the latest optimization techniques for Google, Yahoo & Bing
- Search Marketing; understand how to get the most out of your Pay Per Click campaigns
- Intelligent Banners; how can you create banners that are infomercials, not commercials?
- Mobile traffic vs. "other traffic"; what is the difference?
- Scandinavian traffic vs "other traffic"

3. Tools & tactics

IMC's popular tool sessions will feature the hottest & coolest tools for:

- Content Management
- Web Analytics
- Multi-variate Testing
- E-Commerce
- Landing Page Optimization
- SEO
- Social Media Management
- Application Marketing

4. Cases

At IMC Helsinki 2010, we will have a couple of very interesting case-studies. Stay tuned for more information.

In total, over 30 speakers from a range of interesting backgrounds are expected to participate at IMC Helsinki 2010, making it the most exciting and informative IMC ever in Northern Europe!