

INTERNATIONAL SUMMER SCHOOL - DIGITAL MARKETING COURSE

July 6 - 10 | Seville | Spain

The EACA International Summer School is an annual, week long school run in July. Every year the European Association of Communication Agencies (EACA) runs the school in an exciting and different European city to help inspire our participants. New for 2015 is a dedicated Digital Marketing Course provided by the DDM Alliance, aimed at young professionals working in digital disciplines at communication and advertising agencies across Europe.

During the week you will:

- Work and share ideas with participants from other countries and cultures
- Be part of an international team working on a live client brief
- Make a new business pitch to the client at the end of the week
- Be immersed in the latest developments in marketing innovation
- Taught by professionals from international companies in the vanguard of marketing technology
- Cover the key advertising communications disciplines
- Practice your spoken and written English
- Have direct contact with leading practitioners in the communications industry
- Receive an EACA International Summer School Certificate

Client case

The EACA International Summer School 2015 will count on the collaboration of the Barbadillo Group, one of the biggest wine producers in Spain! Already exporting to over 50 countries, this Spanish company wishes to expand further and make their tasty produce known all over the world.



On top of delivering this year's client brief, Barbadillo will invite all Summer School participants to their remarkable winery and will offer them a private tour around their facilities. The field trip to Sanlúcar de Barrameda – only 1h15 from Sevilla – will be covered by the organisers and it will include a welcome wine tasting!

Join the Summer School and get to pitch about Spanish wine!



Participation Fee

The participation fee for the EACA Summer School includes participation in all courses of the respective group, as well as free welcome drinks on the first evening.

Participation Fee for Digital Marketing International Summer School:

EACA Members – 600 EUR

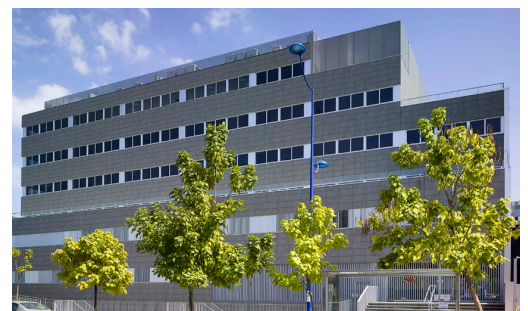
Non-Members – 700 EUR

You can register at www.ddmalliance.com/summerschool. For more information please contact Roelof Kramer, roelof.kramer@ddmalliance.com

The maximum number of participants in the the Class of 2015 is 35. Please reserve your spot at your earliest convenience to avoid disappointment.

Developed especially for:

- Social media specialists
- Digital marketers
- Online marketing managers
- Search specialists
- Content specialists
- Community specialists
- Mobile marketing managers
- Interaction designers
- Engagement coordinators
- Customer experience designers



Venue

The Summer School takes place at:
CEADE-UPO School
C/ Leonardo Da Vinci, 17-B
41092 Isla de la Cartuja
Sevilla
Spain

Transport

There are public transport options close to the venue: Bus line C1 or C2 (stop Américo Vespucio).



DDM Alliance

DCU Innovation Campus
Old Finglas Road
Glasnevin
Dublin 11
Ireland

Roelof.Kramer@ddmalliance.com
www.ddmalliance.com/summerschool

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PROGRAM

Monday July 6

Morning

Welcome

Micky Denehy

Beyond Silicon Valley:

Marrying Algorithms and Creativity in Advertising

Daniel Knapp

Afternoon

Field trip to client. On location at the Barbadillo Group in Sanlúcar de Barrameda.

Client Brief + Pitching Skills

Welcome drinks

Tuesday July 7

Morning

Real-Time Advertising Perspectives

Graham Wylie

Exploring the challenges and benefits for agencies when it comes to programmatic advertising. Top Benefits:

- Better targeting of audience
- Make real-time adjustments
- Ability to move faster
- Top Challenges are skills based:
- Technical complexity
- Skills shortage
- Client resistance prevents adoption

Afternoon

Inbound Marketing

Kieran Flanagan

Basically, inbound marketing is the art of communicating with your customers and prospects without selling. Inbound marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. In this session we explore how agencies can incorporate an inbound marketing strategy.

Wednesday July 8

Morning

Mobile Marketing

Rolf Anweiler

Apps have become the dominant way people interact with information and the world. As a result, the rich and interactive experiences we have come to expect on mobile apps have created new standards and expectations for all digital media, including the web. This shift in expectations requires a new measurement framework, to meet the unique dynamics of in-app behavior, and a cross-channel mobile marketing strategy, to convert, engage and retain users no matter where they are. Join this interactive session to discuss:

- What user-centric metrics to track in an app-dominant, always on world
- Best practices for creating a cross-channel view of customers
- How to turn users insights into personalized marketing at scale

Afternoon

Using data for omni-channel customer engagement

Evelyn Walsh

Marketing automation has shifted away from the pure automation aspect to an integrated marketing approach whereby automated workflows, pre-defined scenarios and various customer-driven triggers are set up in a connected and omni-channel way. A single customer view is essential as is a connected approach, also regarding other systems, such as CRM, content management, content marketing, and social media tools. This session highlights how marketing automation allows companies to streamline, execute, automate, and measure marketing tasks and workflows, so they can increase operational efficiency and grow revenue faster.

Thursday July 9

Morning

Developing an identity-driven customer loyalty campaign

Richard Lack

In this session we will introduce and provide live applications of a platform that enables 700+ global brands like KLM, Pepsi and Fox to leverage permission-based identity and behavior data from over 35 social networks. We'll share examples of how a consumer's Facebook profile data (gender, location, Likes, Interests) can be accessed and applied to create customized email campaigns, engaging cross-channel loyalty programs and personalized on-site experiences.

Afternoon

Integrating Search and Social

Jon Myers

We will explore:

- 1) Why advertisers who manage their social campaigns in isolation are ignoring two-thirds of its influence on the path to conversion
- 2) How advertisers have 68% higher revenue per conversion from search campaigns when integrated with social advertising campaigns
- 3) 5 Strategies to better manage, measure, and optimise search and social together
- 4) 15 proven tactics for improved budgeting, bidding, and targeting decisions

Friday July 10

Morning

Pitch presentations and Award ceremony