

Screenmedia expo 2012 education programme details

Prospective speaker information

September 2011

Produced by the Imperative Group: Digital
Screenmedia development, go to market
and execution specialists

Working in association with Screenmedia expo 2012

Screenmedia expo 2012 education programme details

Dear Sir/Madam,

I am pleased to provide further details on the education and learning programmes for Screenmedia expo Earls Court 2, London May 16th - 17th 2012.

Enclosed in this document are:

1. Details of the show-floor education programmes
2. Details of how to respond if you would like to be considered to speak in the education programme
3. Contact details and links

Education programme summary

Screenmedia expo will be providing four free to attend education tracks for the 2012 event. These are detailed below and designed to provide visitors with high quality thought leadership that can be used to move their respective businesses or projects forwards.

We are looking for new, innovative, well conceived and bespoke content presented by high calibre thinkers/doers, in which academic intelligence is balanced with practical knowledge, guidance and examples.

By virtue of this process, we intend to filter out overt sales pitches and repetitious presentations to improve the overall quality of the conference programme for delegates.

If you wish to respond with a presentation proposal, please provide a one page summary, bullet-pointed detailing:

1. Which programme/track you are proposing to speak in
2. The title of your presentation
3. Presentation chapter headers
4. Case or research studies you plan to use
5. Information you plan to disseminate (*facts/figures etc*)
6. Learning outcomes for delegates
7. Why we should consider your presentation
8. Your contact details

Content will be held in confidence. Once submitted, we will review and respond in kind.

For enquires relating to Screenmedia expo marketing and commercial opportunities (*such as taking a booth, sponsorship or other cooperation possibilities*), please contact Mark Pigou, Show Director, via mark@screevents.co.uk



Screenmedia expo 2012 is focussing on “engaging connected audiences”

The rationale

Connected audiences aren't particularly bothered about the technology that sits behind a screen and it doesn't matter anymore whether the Screenmedia they are engaged with is in a store, on a bus, a digital billboard, a handheld device, an interactive kiosk or an ATM.

Being connected all the time isn't much of a challenge anymore because audiences expect digital media to offer similar things.

For example, the interaction and functionality of a smartphone is expected in an interactive kiosk. Similarly, digital posters should be interactive all should provide relevant, timely content.

Already, digital sales and marketing campaigns offer multiple message variations to reflect who the audience is, how they are connected, where they are and their ability or proximity to respond directly or indirectly through a digital channel. This will only gain momentum as the need to deliver digital campaigns in real time, relevantly and cost effectively, becomes standard practice.

In order to provide the connected audience with the information they demand, screenmedia is responding by interconnecting its platforms and using sophisticated data management processes to enable creation of relevant content that will generate interest, response and drive sales.

So what story can you tell that helps end users and marketers understand what a connected offering is, how to use it and how to generate value from it?

Four cutting-edge education programmes

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|----------|---|----------|---|
| 1 | Connected Screenmedia
<i>What media and technology should Screenmedia connect to in order to improve its relevance and responsiveness to connected audiences?</i> | 2 | Connected Content
<i>What content is appropriate to use in a connected network, how does it work and what response does it deliver?</i> |
| 3 | Interactive Connection
<i>What is the best method of engaging connected audiences physically and what is the benefit of interactivity?</i> | 4 | Smart Connections
<i>What data and content drives Screenmedia networks and how is this managed to make the networks “smart”?</i> |

Screenmedia expo 2012 reserves the right to change education programme topics or content at any time.



Education programmes in more detail

Channel 1									
Title	Connected Screenmedia								
Subtitle	What media and technology should Screenmedia connect to in order to improve its relevance and responsiveness to connected audiences?								
Summary description	<p>Today, “smart” is about how screens interact with viewers, how viewers exchange information, how that exchange is incentivised and how screenmedia networks can create value for users and owners.</p> <p>Not only is this channel interested in the ‘value exchange’ between the screen and viewers/users but also in how screenmedia can work collaboratively with the multiple devices, platforms and apps that consumers are using as part of their daily lives.</p> <p><i>So what is the marketing play and what media and technology should today’s networks be utilising, plugging into and working collaboratively with to provide added value to digitally savvy audiences?</i></p>								
Notes to potential presenters	<ol style="list-style-type: none"> 1. This channel will focus on the marketing and media story: designing and developing bespoke techniques/solutions/offerings/content and platforms. 2. Presentations must provide primary research and/or qualitative evidence or case studies. 3. Presentation must include a digital signage/place-based media component. 4. Presentations are welcome from screenmedia practitioners and also from mobile, social and interactive media practitioners. 								
Guideline questions	<ol style="list-style-type: none"> 1. What technologies and platforms should screenmedia networks be connecting to? 2. What mobile and social platforms can existing screenmedia content be distributed to? 3. What are the most effective methods of interacting with a viewer/user? 4. What new methods or platforms are emerging that screenmedia could benefit from connecting to? (e.g. NFC, cloud computing, internal positioning systems etc) 5. What are typical “value exchanges” and what value do they actually create? 6. How can you monetise a viewer or user interaction? 7. How do you plan and test a multi-platform network? 								
Attendee targets	<table border="1"> <tbody> <tr> <td>End users</td> <td>Marketing/Brand/Commercial/Loyalty/IT</td> </tr> <tr> <td>Agency</td> <td>Creatives/Strategists/Planners/Mobile</td> </tr> <tr> <td>Ecosystem</td> <td>Marketing agencies/Researchers/Solutions architects</td> </tr> <tr> <td>Vendors</td> <td>Sales/marketing/commercial & product development</td> </tr> </tbody> </table>	End users	Marketing/Brand/Commercial/Loyalty/IT	Agency	Creatives/Strategists/Planners/Mobile	Ecosystem	Marketing agencies/Researchers/Solutions architects	Vendors	Sales/marketing/commercial & product development
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Channel 2							
Title	Connected Content						
Subtitle	What content is appropriate to use in a connected network, how does it work and what response does it deliver?						
Summary description	<p>We're now at a stage where it is possible for viewers/users of screenmedia to connect, interact, share, browse, play and pay directly with the screen through gesture, physical touch, mobile phone and so forth.</p> <p>Never before has screenmedia been able to offer such a diverse range of creative executions and by virtue of the technology behind it, offer brands and advertisers innovative and engaging ways to reach and engage people out of the home or in-store.</p> <p style="text-align: center;">So what is really innovative? What gets viewers, users, brands and advertisers engaged and excited?</p> <p>Let's forget the commercial realities for a minute and focus on experience. What experiences can screenmedia offer customers that's truly exciting and how can this be enhanced and extended by connecting with other technologies and platforms?</p> <p>This channel is about showcasing, exploring and explaining how to create exciting, innovative screenmedia experiences that push the creative and technical boundaries.</p>						
Notes to potential presenters	<ol style="list-style-type: none"> 1. This channel will focus on creativity, experience, engagement and innovation. 2. A commercial rationale or understanding of the "return on experience" for the customer would be useful but is not essential. 3. Presentations must provide examples of content. If content is interactive then this should be demonstrated live. If content is mobile or other, audiences should be able to engage and test. 4. If presenters wish to use screens, props or other devices to bring their presentations to life, this can be accommodated. 5. Presentation must include a digital signage/place-based media component. 						
Guideline questions	<ol style="list-style-type: none"> 1. What do audiences want screenmedia content to do for them? 2. What are the most successful methods of engaging with audiences? 3. What technologies or approaches elicit high levels of positive response and engagement? 4. What generates the "wow factor"? 5. What new content creation methods or practices are likely to emerge in the next year? 6. How important is it to embed the screemedia experience into an integrated experience (<i>online, in a store, in a mall etc</i>) 						
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Channel 3									
Title	Interactive Connection								
Subtitle	What is the best method of engaging connected audiences physically and what is the benefit of interaction?								
Summary description	<p>Screenmedia networks can take many different forms and, owing to technology advancements, much of it can be touched. Digital screens in malls, self-service kiosks, ATM's, help-points, library's, interactive storefronts and video walls, interactive projection, augmented reality and of course the ubiquitous mobile handset are examples of the types of interactive technology you are likely to see in a store, in a train station, at a stadium or in your pocket.</p> <p>Physical interactivity may be required in order to process information effectively or to generate an enjoyable experience. But physical interactivity is not necessarily limited to the screenmedia hardware itself. Interactivity may come via another channel, perhaps controlled via a mobile handset, a projection or the breaking of a beam.</p> <p style="text-align: center;"><i>How ubiquitous is “touch” as part of creating a meaningful connection with audiences and what value does that create for the user?</i></p> <p>Furthermore, if audiences engage and interact with screenmedia, to what extent can the information they exchange be used to enhance the experience or to generate data that can be used to benefit the commercial aims of the provider?</p> <p>This channel is about understanding the role interaction plays in creating an enhanced user experience and how this interaction generates insight that can be used for marketing and commercial benefit.</p>								
Notes to potential presenters	<ol style="list-style-type: none"> 1. This channel will focus on the marketing and commercial story: Understanding what techniques/solutions/offerings/content and platforms add experiential and commercial value to a screenmedia network. 2. Presentations must provide primary research and/or qualitative evidence or case studies. 3. Presentation must include a digital signage/place-based media component. 4. Presentations are welcome from screenmedia practitioners and also from ATM, Kiosk, mobile and interactive media practitioners. 								
Guideline questions	<ol style="list-style-type: none"> 1. How important is touch and interactivity to audiences; is it now a must-have? 2. What examples of excellence exist in the design and application of an interactive solution? 3. What type of data can be extracted and used to help improve the experiential or commercial offering? 4. How can this data be best used? 5. What are the best practices for usability and content creation? 6. What commercial models exist and what are considered best in class? 7. What levels of return (<i>investment, operations, experience</i>) would an operator expect from deploying an interactive solution? 8. Is it worthwhile upgrading a non-interactive network to an interactive one? 								
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Channel 4									
Title	Smart Connections								
Subtitle	What data drives Screenmedia networks and how is this managed to make the networks “smart”?								
Summary description	<p>A smart screen is one that uses information to optimise its message, create an engaging visual offering and deliver value to audiences. A smart screen knows what to say and when, because it’s powered by data.</p> <p>All of the following examples can be fully automated to pay on a screenmedia network by simply creating a set of rules which poll a database with live information within:</p> <ul style="list-style-type: none"> ▪ Football team won their match last night? <i>Put the score on the screen.</i> ▪ Running out of stock? <i>Promote the next item in the list.</i> ▪ Raining outside? <i>Promote umbrellas.</i> ▪ Run out of Budweiser? <i>Promote Coors.</i> ▪ Special offer finishes today? <i>Put a countdown on the deal.</i> ▪ Only 10 cruise deals left! <i>Link to inventory management.</i> ▪ Link to sales cycles: <i>Friday night, promote pizzas. Tuesday morning, promote bread.</i> <p>The identification, collection, management and facilitation of data is a vital component in delivering real-time communication to audiences, in order to generate response. Connected audiences already understand the power of data - as users of the web and smart media, they have an expectation that screenmedia will offer an equal level of relevancy.</p> <p style="text-align: center;"><i>Screenmedia should be helping audiences to make better decisions on what to do, where to go, what to try and what to buy.</i></p> <p>This channel will look at what data screenmedia networks could and should be using. It will examine how applying rules to data use allows screenmedia networks to react quickly and efficiently to mission critical changes.</p> <p>It will help establish how to manage data and how to link data to content so that the onscreen message is able to add value to audiences by offering something relevant to that screen on that day, in that particular location, at that point in time.</p>								
Notes to potential presenters	<ol style="list-style-type: none"> 1. This channel will focus on the process story: Understanding what techniques/solutions and platforms allow screenmedia networks to add value through automated processes. 2. While presentations may have a technical component they should be capable of being understood by non-technical audiences and should focus on outcomes and benefits. 3. Presentation must include a digital signage/place-based media component. 4. Presentations must provide primary research and/or qualitative evidence or case studies. 								
Guideline questions	<ol style="list-style-type: none"> 1. What is the benefit of making a screenmedia network “smart” 2. How do I make my screenmedia network “smart” 3. What rules and processes do I need to develop in order to enable my network to become automated? 4. What technologies and techniques do I need to consider? 5. Who’s doing “smart” right now? 								
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Further information and links

For submitting a presentation proposal or for questions relating to this process or speaking at Screenmedia expo, please email chris.heap@imperativegroup.com

For enquiries relating to Screenmedia expo marketing or commercial opportunities regarding (*such as taking a booth, sponsorship or other cooperation possibilities*), please contact Mark Pigou, Show Director via mark@screevents.co.uk

Follow Screenmedia expo

On the web: <http://screevents.co.uk/screenexpo2011/>
Via Twitter: @ScreenMediaExpo
On LinkedIn: <http://www.linkedin.com/groups?mostPopular=&qid=1773827>

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About Screenmedia expo

Organised by Screen Events Ltd, Screenmedia expo showcases the very best in innovative digital media used for delivering visual messages that combine the influence of mass advertising with the accuracy of niche marketing. Launched in 2006, it attracts an audience of supplier and user communities in the digital signage and media sectors. The 2012 show will take place at London's Earls Court 2, 16th-17th May.

