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MAKING DIGITAL WORK

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August 9 & 10 at Boulder Digital Works

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Workshop Overview

REGISTER NOW AT MAKINGDIGITALWORK.COM

WHAT:
MAKING DIGITAL WORK

LOCATION:
Boulder Digital Works
1011 Walnut Street
Suite 200
Boulder, Colorado 80302

WHEN:
9am-5pm, August 9 & 10

WHAT IT IS

Over the past 50 years, clients and agencies have invested immeasurable time and effort in building organizational structures and processes designed to create great advertising.

It has taken just two years for technology and digital media to begin to unravel this vast history, pushing more than five decades of planning towards irrelevancy. We are right now living through the moment in which the advertising industry will evolve. Our business has changed, and it's not changing back.

From this turmoil, new structures and processes are emerging with the goal of creating more relevant, more persuasive interactions with consumers across media. The effect of these changes on client organizations and their agency partners is profound. This workshop seeks to look at the cause of this disruption, and analyzes best practices that may emerge as the new structures and processes for the post-digital age.

INSTRUCTORS

MATT HOWELL
Chief Interactive Officer
Modernista!

Matt joined Modernista! as Director of Interactive in May 2008 and was recently promoted to Chief Interactive Officer in December 2009.

He's responsible for execution across digital channels through his oversight of M!'s technology, user experience, CRM, data analytics and interactive production groups.

Since joining, Matt has put a diverse array of digital work into market for Cadillac, Palm, (RED), and the National Park Foundation.

Previously, he was at R/GA where he ran the Nike engagement, launching major digital products and brand platforms such as Nike+, Nike iD, and the Nike Online Store.

His other experience includes the formation and management of R/GA's first ever expansion office in Stockholm, Sweden and leadership of acquisition programs for AT&T while at Digitas.

GARETH KAY
Director of Brand Strategy
Goodby, Silverstein & Partners

Gareth joined GSP in 2009 to lead strategic thinking on the agency's digital output and to help foster digital thinking and innovation throughout the agency's strategic output.

Prior to GSP, Gareth established the planning discipline at Modernista!, building a dept. recognized for both its creative inspiration and business effectiveness. He was recently recognized by his peers as the most respected planning director in the U.S.

He began his career in the U.K. helping develop award-winning communications for Waterstone's, fcuK, the BBC, Reebok, and Unilever.

He graduated from Oxford University with an MA in Philosophy, Politics and Economics. Gareth also serves on the board of the VCU Brandcenter, is a cofounder of the non-profit Planning For Good, and writes one of the first planning blogs, "Brand New."

SPEAKERS

Edward Boches
Chief Creative Officer, Mullen

Craig Bramscher
Chief Executive Officer, Brammo

Alex Burnard
Creative Director, Crispin Porter + Bogusky

Alastair Green
Executive Creative Director, Team One

Kim Laama
Creative Director, AKQA

Scott Prindle
VP/Executive Creative Technology Director,
Crispin Porter + Bogusky

Dave Schiff
Creative Director, Crispin Porter + Bogusky

Michael Tabtabai
Creative Director, Saatchi & Saatchi

John Winsor
Chief Executive Officer, Victors & Spoils

AUDIENCE

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This workshop is designed for people working in client and agency organizations, who are joined in the pursuit of creating relevant, engaging, effective work.

General target: (1) Client organizations: marketing officers, brand managers, product managers, public relations executives; (2) Agencies: account management of all levels, account planners, creatives, broadcast producers, interactive producers, and operations/finance officers.

Ideally, this workshop will be attended by members of client and agency teams who are committed to improving both the quality of their relationships and effectiveness of their work.

WHAT YOU WILL LEARN

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- The complexity of creating marketing and advertising for digital channels
 - How the new digital landscape affects each step in the agency-side process, including persona development, creative briefs, client-side relationships, and the entire production process
 - How changes in clients' structure and approach can be optimized to simply create better work
 - The power of employing technology expertise in creating digital concepts at both the agency and client levels
 - How it all has come together for the industry's leading case studies

SESSION TOPICS

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4 hands-on workshop sessions will also take place in between the speaker sessions outlined below.

Kick-Off:

A three part opening that looks at (1) how things used to work, (2) why things are changing, and (3) the challenges facing organizations seeking to evolve.

The New Digital Landscape:

Interactive media work is typically a lot different than traditional media work. Look at the broad range of channels, the diversity of execution, and how digital work can differ in terms of schedule, budget, and team structure.

Defining an Audience:

The age of the broadcast demographic is dead. A look at persona development and other more relevant means of identifying an audience and the segments therein.

Creative Briefs in the Post Digital Age:

Has the approach to writing a creative brief changed in the past two years? Has it stayed the same? How account planning and the briefing process is dealing with the challenge of creating work in today's media environment.

How It All Comes Together:

The client and creative team that launched one of the most progressive projects of the past year talk about how they did it. From briefing to concept to design to development to launch - how it got done. And what we can all learn from their experience.

Generational Change:

The story of how the consumer and their relationship to content and media has changed -- and how one agency tried to react and adapt. What worked -- and what didn't.

Production Process:

An overview of the steps in the production process, including what roles are involved at each stage. Contrasts how interactive production/project management differs from that of traditional methods.

Technology:

One of the greatest differences between traditional and digital work is the role of the lead technologist. This segment looks at when and how to integrate technology into the concepting process, and what type of technologist is required to fulfill this job.

New Agency Models:

Think there are no credible alternatives to agencies? Think again. The founder of Victors & Spoils explains the structure and principles of crowd sourcing platforms and how work is created in a distributed environment.

Best-Of Concepts:

A look at some of the best work in the industry. Then working backwards to explain how creatives interpret and respond to a brief, how strong ideas are conceived, how they're presented to the client.