



MARKETING WITH NEW MEDIA

**Seizing the opportunities of
New Media to better understand
and connect with your customers**

September 16, 2010

Seminar overview

Recent proliferation of internet tools offers vast new opportunities but also major pitfalls in reaching out to current and new customers. Join Dominik Mahr affiliated with the universities in Belgium and in the U.S. and discover novel tools such as blogs, social networks, digital tool kits and twitter to better communicate with your customers. This seminar combines understanding the role of new media in the marketing tool box, learning from best practices how to use them efficiently and transferring this knowledge into your own work environment.

Program outline

The seminar begins with an overview of various New Media tools and their use by customers. The discussion of several real world examples demonstrates the role of New Media in achieving marketing goals.

Subsequently, a New Media Maturity Implementation Model is introduced. The model analyses the status of New Media in the participants' environments and recommends paths for improvement and future developments.

Specifically, the seminar addresses the following questions through various seminar activities:

1. What are New Media (also termed Internet, digital communication) tools?
What makes them popular?
Presentation of real-life examples of New Media such as email, blogs, social networks, virtual communities, mobile apps, digital tool kits, viral marketing, and twitter; exchanging participants' stories on their use.
2. How do New Media complement traditional media channels?
Demonstrating the role of New Media in the marketing mix and the differences between them and traditional marketing and market research tools in terms of interactivity, control, and speed.
3. Who are digital citizens? What do they want from and what can they do for your company?
Discussing state-of-the-art research on (a) innovation through virtual communities and online polls and (b) participation in social networks and twitter.
4. What is the implementation status in the participants' firms/industry?
Implementation of a New Media Maturity Implementation Model to the participants' firms/industry and joint identification of future implementation opportunities.
5. How to implement and manage New Media in your company?
Identification of the factors critical for successful implementation of a New Media strategy. Discussion on a case study from a popular press article (e.g., Harvard Business Review, wired.com, The Economist).
6. Summary of key issues and outlook on marketing through New Media.

Seminar learning objectives

Upon completion of the seminar, participants shall:

- Learn about the opportunities and limitations of New Media through practical examples
- Get acquainted with the most important digital tools to fill their marketing and market research tool box



- Understand the interplay between new and traditional media in a successful marketing strategy
- Analyze the level of New Media use in their own environment
- Use New Media as effective and cost saving elements of the marketing mix in their firms.

WHO OUGHT TO ATTEND

Middle-managers and executives responsible for marketing, PR, sales and R&D across all industries who want to better communicate with their customers through new media.

SEMINAR FORMAT

We have developed a seminar that is learner centered, stimulating participants' attention and creativity. By combining various teaching methods such as presentation, case study discussion and group work, it improves their conceptual and hands-on knowledge. Learning through participation, involvement and fun are the key marks of the seminar.



SEMINAR LEADER

Dr. Dominik Mahr combines practical experience with state-of-the-art research. He currently teaches and conducts research at the University of Antwerp, Belgium, in collaboration with the University of Wisconsin – Madison School of Business. His research centers on recent marketing phenomena including virtual social communities, digital tool kits, online innovation brokers, customer co-creation and the development of new services, aimed at international high impact journals. He teaches courses related to innovation management, New Media, and services marketing at the bachelor, master, and professional level.

Prior to his academic career, Dr. Mahr worked for several years in different management and marketing consultancies, operating in industries such as high tech, automotive, real estate, tourism, and insurance. He has retained close links with several leading high tech firms and industry associations in Europe and the US.

Dr. Mahr was born in Germany. He holds a Master's degree in Service Management from Karlstad University (Sweden), a Master's in Economics from the University in Mainz (Germany), and a Doctor of Philosophy in Applied Economics from the University of Antwerp (Belgium). During his time in the academia he has been affiliated with universities in Poland (Warsaw School of Economics) and the United States (University of Wisconsin–Madison).





REGISTRATION INFORMATION

The program fee is 200,00 EUR (VAT included). The fee includes tuition, instructional materials, literature, lunches and reception. Applications must be received by September 10, 2010.

Group booking discounts: available for delegates from the same institution on the same program.

CONTACT INFORMATION

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