

World's Only Exclusive  
2-Day Content Conference  
for the Digital Signage Industry

# 5th Annual Digital Signage Content Strategies Summit

In conjunction with



Monday, April 12<sup>th</sup> and Tuesday, April 13<sup>th</sup>, 2010 | Mandalay Bay, Las Vegas

Generate Ad Sales | Engage Your Audience | Enhance Customer Experience  
Influence Decision Making | Maximize Digital Assets & ROI

## Hear from these innovators:



**Lars Bastholm**  
*Chief Digital Creative Officer*  
**Ogilvy & Mather**



**Kevin Flatt**  
*EVP, Executive Creative Director*  
**Leo Burnett and Arc Worldwide**



**Bob Stowe**  
*Director, Marketing Services*  
**Wendy's International**



**Michael Twitty**  
*Director Shopper Insights*  
**Unilever Americas**



**Peter R. Viento**  
*Executive Creative Director*  
**Saatchi & Saatchi X**

### SHOPPER and In-Store Marketing

- Unilever
- MediaVest
- Drafftcb
- TracyLocke

### CREATIVE & ADVERTISING

- Leo Burnett
- Ogilvy & Mather
- Saatchi & Saatchi X
- Hill Holliday

Fitting All The  
Content Pieces  
**TOGETHER**

- Target
- LocaModa
- Sapient Interactive
- Schematic Touch

### PRODUCTION & INTERACTIVE

- Wendy's
- MGM Mirage
- RMG Networks
- X2O Media
- Jyske Bank (Denmark)

### NETWORK & PROGRAMMING

Sponsors:



Lead Association Partner:



Lead Media Partner:



Media Partners: DigitalSignageToday.com



To register call: 1-866-298-9343 • E-mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)



# Unleash Innovative Content to **Influence** **Decisions and** **Maximize** **Impact**

## **Decipher the content strategy that will keep YOUR audience CAPTIVATED!**

Unlock your digital network's ROI potential with impactful messaging at the point-of-decision.

COMPEL YOUR AUDIENCE.

With Digital Out of Home projected to grow to 3.7 billion by 2013, place-based media present unlimited opportunities. Through interactive engagement, this medium can simultaneously deliver sales lift, service improvements and transform your customer experience.

In association with **The Digital Signage Show**, don't miss this rare opportunity to hear vital business intelligence and creative insights from the industry's best innovators. Understand the critical link between context, consumer and content to strengthen the relevance of your message.

***Your next step? This exclusive conference!***

## **6 Key Strategies to Maximize Your Content and Network Success**

- **Influence** buying decisions and increase sales
- **Enhance** and transform your customer experience
- **Generate** ad sales with relevant content
- **Improve** engagement through mobile and social media
- **Optimize** content assets across platforms
- **Capitalize** on content partnerships and opportunities

The world's only 2-day content conference for the digital signage industry will address all of your content challenges with timely case studies and real world presentations.

## **Gather insights from these 12 creative content and marketing leaders:**

- |                |                    |                          |
|----------------|--------------------|--------------------------|
| 1. Unilever    | 5. MGM Mirage      | 9. Saatchi and Saatchi X |
| 2. Wendy's     | 6. Ogilvy & Mather | 10. TracyLocke           |
| 3. Target      | 7. Schematic Touch | 11. Draftfcb             |
| 4. Leo Burnett | 8. MediaVest       | 12. Sapient Interactive  |

## **Take away these additional 7 benefits:**

1. 20+ industry power speakers
2. Creative showcases
3. Real-world case studies from multiple sectors
4. Face-to-face interaction
5. More Q & A opportunities
6. Strategy-focused sessions
7. Structured networking

Take this opportunity to see how your colleagues are doing. Share your experiences and exchange ideas and strategies with elite experts in North America and Europe! This is your best opportunity to find out how to utilize content effectively to meet your objectives in engagement and consumer impact.

## **Register Today – Space Is Limited!**

This annual conference is one of our most sought-after events. Don't miss this chance to network with creative and content leaders. Take part in shaping the digital signage industry, call 1-866-298-9343 or email [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com) today.

# This one-of-a-kind conference is specifically designed for executives involved in...

## End Users, DS Networks, Kiosks, Retailers, Venues, Outdoor Media

Media Production | Digital Marketing | Programming | Interactive Services | Ad Sales | Business Development | Partnerships

- **Source** compelling content to enhance customer experience
- **Leverage** digital assets to create content cost effectively
- **Influence** buying decisions and increase sales lift
- **Generate** ad sales with relevant and engaging content
- **Boost** loyalty to your venue with helpful programming

## Advertising, Creative, and Shopper Marketing Agencies

Creative | Retail and In-Store Strategy | Consumer Insights | Digital & Interactive | Account Management | Brand Activation

- **Capitalize** on opportunities to engage consumers in-store and out-of-home
- **Acquire** the latest industry insights on shopper marketing
- **Expand** the reach of your storytelling to new screens and locations
- **Demonstrate** your creative and strategic leadership to potential clients
- **Establish** partnerships with leading networks to improve brand awareness

## Broadcast and Production Houses, Content Publishers, Syndicators, Design and Interactive Studios, TV & Cable Networks

Business Development | Creative & Production | Sales | Account Management | Partnerships

- **Showcase** your portfolio and find new buyers for your content
- **Develop** partnerships for new distribution channels
- **Take** advantage of digital signage growth and profit opportunities

## Hardware and Software Suppliers, System Integrators, Digital Media Delivery Companies

CEO | CTO | Business Development | Sales and Marketing | Product Development and Management

- **Partner** with key industry players and win new business
- **Establish** your solutions as the leader for content creation, display and management
- **Grow** your client base and network with senior executives
- **Foster** industry growth and recognition

## Digital Signage in the News:

"Digital out-of-home spending is expected to increase at an annual rate of 13.5% annually, from \$2.2 billion in 2009 to \$3.7 billion in 2013"  
- **Marketing Charts, November 2009**

"Content, Interaction, Measurement Top 2010 Priorities" - **Mediapost, January 2010**

"Schering-Plough's \$10M Experiment With Digital Out-of-Home: Coppertone, sought to move \$8 million to \$10 million of its \$372 million TV ad budget into digital out of home earlier this year"  
- **Business Week, November 2009**

## Testimonials:

"Outstanding. This was an incredible two days focused on the understanding, theory, argument and execution of the mantra 'content is king'. Regardless of your level of involvement in Digital Signage, you will go back to work with an entirely new perspective after attending this."

Paul Flanigan, *Producer, Best Buy (formerly)*

"Nice to see insights from subject matter experts. Also liked all of the real world examples."

Mike Miodunski, *Senior Media Technologist/Video Producer, Monsanto Company*



## Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Selected sponsorship packages are still available. To learn more, contact **Himani Dureja** at 1-866-298-9343 x269, or email [dureja@strategyinstitute.com](mailto:dureja@strategyinstitute.com).

## Bring your team and benefit from special pricing

Ensure your organization stays current on the latest developments in content sourcing, creation and programming practices. Develop a shared content vision by sending your entire team to this premier event.

# Day 1

Monday,  
April 12, 2010

## 7:30 AM Registration and Continental Breakfast

## 8:30 AM Opening Comments from the Chair



**Keith Kelsen**  
Chairman & CEO  
5th Screen

## 8:45 AM Keynote Address: State of the Digital Creative Nation



**Lars Bastholm**  
Chief Digital Creative Officer  
Ogilvy & Mather

## 9:30 AM Creative Leaders Panel: Bringing Brand Stories to Life with Creative that Engages, Communicates and Motivates

Despite great potential to reach consumers anywhere, digital OOH remains a challenging creative medium. Effective content not only grabs the attention of its audience, but also serves a dual purpose to enrich the user experience. As a unique digital channel, how will media and environmental factors be accounted for in the creative design process?

- Success factors beyond traditional recall and impressions
- Linking location, consumer, and context without sacrificing brand to digital OOH
- Enhance interaction and evolve content to tap into customer needs

*From mobile integration to smart kiosks and digital outdoor, get inspired for your next digital signage campaign and tell a story that matters.*



**Josiah Hobson**  
Creative Director  
Schematic Touch



**Sean Cunningham**  
VP Associate Creative Director  
Hill Holliday



**John McHale**  
Creative Director  
Sapient Interactive



Moderator:  
**Pat Hellberg,**  
The Preset Group

## 10:15 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees.

## 10:45 AM Case Study: Financial Sector

### Educating Your Customers and Promoting Your Products and Services Through Compelling Content

Through the business concept “Jyske Differences” Jyske Bank has created an internationally path-breaking banking experience, where state of the art digital signage and a full blown financial TV-station are key elements. Join this session as the third largest Danish bank shares its results, the innovation process and thoughts behind the concept.

- Build customer loyalty through a new in-branch experience
- Leverage dynamic messaging and new technologies
- Track network results and effectiveness

*Improve your customer experience and product sales through compelling content and messaging.*



**Frank Pedersen**  
Director, Executive  
Committee Member  
Jyske Bank (Denmark)



**Steen Mertz**  
CTO, Communications  
Technology  
Jyske Bank (Denmark)

## 11:30 AM Case Study: Hospitality

### Making Ads Stick: Embracing New Technologies and Interactivity to Increase Advertising Effectiveness

Hear about developments in contextual and interactive content currently being used by leading hotel chains that can propel your ad campaign to the next level.

- Standardization and integration between software platforms to streamline content
- Improving the ad production process
- Maximizing potential revenue without alienating viewers

*Learn how new technologies can improve user engagement and create lasting impressions.*

**Vern Freedlander**  
Vice President, Production Services  
X20 Media, Inc.

## 12:10 PM Update on Digital Signage Association's activities & initiatives

**David Drain,**  
SVP/ Executive Director,  
Digital Signage Association

### About This Conference:

Uniquely designed for networks and agencies to optimize content and campaign success. This conference provides exceptional learning opportunities involving practical challenges for every facet of digital signage and kiosk content, from creative direction to business strategy.

In conjunction with the Digital Signage Show & KioskCom Self Service Expo, this prestigious summit brings together an exclusive attendance of creative and marketing thought leaders to collaborate on content production, measurement, and optimization.

### About Strategy Institute

Strategy Institute is an established leader in delivering timely knowledge and best practices in multiple industry sectors for over 15 years. Our esteemed portfolio of digital signage conferences offers critical business intelligence to empower executives to stay competitive in this rapidly evolving industry.

### 12:15 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

### 1:30 PM Understanding the Post-Crisis Consumer Mindset to Improve Brand Loyalty and Sales

In an economy where consumer behavior revolves around thoughtful spending and responsible purchase decisions, brands are under pressure to provide solutions, not just products. Learn to identify behaviors consumers carry forward from their recessionary experience to communicate effectively with today's more "planful" shoppers, from before they enter the store to checkout.

- Recognize value-added information and solutions to help shoppers achieve their goals
- Map brand messaging within the shopper path to build awareness and capture conversion
- Elicit positive behaviors to elevate purchase intent with differentiated and improved shopper experience

*Leverage the fundamental shifts in shopper mentality to optimize your content strategy for post-recession consumers.*



**Al Wittemen**  
Managing Director - Brands to Retail  
TracyLocke

### 2:15 PM Translating Customer Insights into Creative Visions for the Retail and Shopper Environment

The context of how a consumer experiences a digital signage network plays an important part in determining the success of its content and advertisements. In addition to having a cohesive look, tone, and feel for advertising initiatives, how can creatives be designed to deliver a consistent brand message that synergize with the ambience of host venues?

- Messaging strategies in driving effectiveness
- Opportunities for interactive engagement
- Creative that overcome purchase barriers

*Create distinctive content that will dynamically engage your audience to generate striking results for both advertisers and consumers.*



**Peter R. Viento**  
Executive Creative Director  
Saatchi & Saatchi X

### 3:00 PM Mid-Afternoon Networking Break

Interact with conference speakers and fellow attendees.



### 3:30 PM Retail Digital Signage: The Past, Present and Future

Despite digital signage networks in every venue imaginable, some would argue they have flourished the most in retail. Join an industry veteran for a look at how retail digital signage has evolved, particularly its effect and role in shopper spending.

- Overview of the marketplace: past and present
- Evolution of digital signage applications/role for brands and retailers
- Advances in measurement for demonstrable ROI

*Recognize how retail signage has evolved so you can make your case and deliver results.*

**Matt Schmitt,**  
CEO,  
Reflect Systems

### 4:15 PM Exclusive Reception



Unwind and mingle with the delegates and speakers at our "exclusive" end-of-the-day social. Bring your business cards!

# Day 2

Tuesday,  
April 13, 2010

## 7:45 AM Registration and Continental Breakfast

## 8:30 AM Opening Comments from the Chair



**Keith Kelsen**  
Chairman & CEO  
5th Screen

## 8:45 AM Keynote Address:

### Retail? Digital? Who is driving the bus?



**Kevin Flatt**  
EVP, Executive Creative Director  
Leo Burnett and Arc Worldwide



**Mark Renshaw**  
EVP, Digital Strategy Lead  
Leo Burnett and Arc Worldwide

## 9:30 AM Shopper Insights Power Panel:

### Exploring the Path to Purchase: the Importance of Shopper Insights for Driving In-Store Conversion and Beyond

As advertisers gravitate towards marketing strategies with a significant POP element, shopper insights increasingly serve as the common ground for goal alignment between advertisers and retailers. While retailers strive to simplify and enhance shopping experience by reducing the amount of clutter in stores, holistic shopper insight informs marketers about the messaging, physical locations and merchandising tactics that are most likely to influence shoppers positively.

- Understand the role of in-store experience within the shopper's path to purchase
- Utilize shopper insights to deliver more relevant and optimized brand communications
- Integrate content as a strategic element within digital signage, kiosks, and other merchandizing solutions

*Identify opportunities to deploy shopper marketing to deliver significant consumer impact and sales to improve your bottom-line.*



**Michael Twitty**  
Director Shopper Insights  
Unilever Americas



**Jim Lucas**  
EVP/Director of Shopper Marketing  
Draftfcb

Moderator:



**Danielle Bottari**  
SVP and Director of Shopper Marketing  
MediaVest



**Paul Flanigan**  
Partner  
The Preset Group

## 10:15 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees.

## 10:45 AM Maximizing Effectiveness of Creative Assets for Cross-Platform Campaigns

As media campaigns continue to expand across multiple platforms, how can you leverage your content and creative assets for maximum effectiveness? Learn to adapt content for your network by understanding how the end medium will dictate the message on screen.

- Align content strategies to campaign and business objectives
- Understand programming loops and types of content for target demographics
- Repurpose existing digital assets to adapt to different formats

*Improve the portability of your content to cut cost and increase the effectiveness of your messaging.*



**Mark Bennett**  
Group Manager, Media Production,  
Target

## 11:30 AM Interoperability with Mobile and Social Media: Successful Multi-Channel Campaigns with Digital Out-of-Home Media

The penetration of mobile devices combined with social media's viral capability in a well-placed digital signage network can produce unmatched results for any advertiser. Understand how to map content and business strategy to leverage digital out-of-home and mobile to connect with your audience through social media and achieve unrivaled levels of engagement.

- Location-based advertising that adds value to the user, venue, and brands
- Measure real-time results of cross-channel interactive call to action
- Create shared experiences accessible to communities across platforms

*Move beyond the hype of mobile and social technologies to simple, executable campaigns.*



**Stephen Randall**  
Founder & CEO  
LocaModa

## 12:15 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.



To register call: 1-866-298-9343 • E-mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)

### 1:30 PM Why Isn't Digital Signage Everywhere? A Brand's Perspective

When coupled with the right content strategy, digital signage has the ability to influence buying decisions, engage customers, create memorable experiences, and more. With so much consumer potential, why are digital signage networks not the prevalent norm in the marketplace? Join an innovator in a real-world look at digital signage acceptance in the corporate board room.

- Justify the business case to senior management
- Reconcile the gap in expertise with existing agency contractual obligations
- Align business needs, content strategy and corporate objectives

*Overcome the underlying obstacles in the digital signage labyrinth to ensure your network is a worthwhile investment.*



**Bob Stowe**  
Director, Marketing Services  
Wendy's International

### 2:15 PM Case Study: Casino Creating Immersive Video-centric Experiences to Increase Dwell Time

To be noticed in Las Vegas requires nothing less than a spectacle. However, attracting attention is only the first step. What type of creative experience will entice patrons to prolong their stay and return for more?

- Optimize content strategy for kiosks, indoor and outdoor signage
- Utilize content to capture attention and grow market share
- Interactive engagement and promotion of in-house facilities and services

*Maximize engagement at every point of contact and surround your audience with an unforgettable interactive experience.*



**Randy Dearborn**  
Vice President of Multimedia  
MGM MIRAGE

### 3:00 PM Mid-Afternoon Networking Break

Interact with conference speakers and fellow attendees.

### 3:15 PM Incorporating Interactive Audience Measurement to Capture Audience Sentiments and Intelligence

Join this session and learn about the latest development in interactive viewer response technology that works with standard content files, such as flash and video assets in addition to running digital promotions. In collaboration, two leading companies have developed the latest interactive audience measurement research tool.

- Apply dynamic polling interface on top of you pre-existing content
- Engage viewers and capture audience opinion
- Gather valuable intelligence in real-time

*Engage your viewers through interactivity while capturing data on opinions and effectiveness.*

**Simon Wilson, CEO,**  
MediaTile

**David Ozer, COO,**  
iPOWOW!

### 3:45 PM The Power of Away-From-Home Television: Content Innovations to Reach On-Demand Audiences

With advancements in technology come corresponding changes in lifestyles. When consumers have ultimate control over their information consumption, precise timing and placement become crucial components to the relevance of your message. How do you optimize your content when there is no "one size fits all" solution?

- Changing out-of-home media consumption and consumer mindset
- Ideal combination of programming and advertising
- Dynamic content delivery and targeting through technology

*Tap into the next stage of location-based marketing to deliver engaging entertainment and consumer benefits for your target audience.*



**Bob Martin**  
Chief Marketing Officer  
RMG Networks

### 4:30PM Conference Adjourns



## Our Conference Venue - Mandalay Bay

From the uninhibited to the unconventional, Mandalay Bay offers some of the most unique experiences on the planet — all without the expense of an around-the-world trip. This desert oasis is one of Las Vegas' most prestigious spots to see and be seen. Complete with massive statues, rare aquatic animals, and an elegant interior, you will find everything you expect from a world class hotel. Mandalay Bay is home to a wide variety of restaurants, The Shark Reef Aquarium, the Broadway hit Disney's The Lion King, the Spa Mandalay, upscale shopping and much more.

Book before **March 12, 2010** to receive the Digital Signage Show Group Rate of **\$159/night** – mention **KIOSKCOM-2010**.

Call Toll Free: 1-877-632-7800 | 3950 Las Vegas Blvd., Las Vegas, 89119

To register call: 1-866-298-9343 • E-mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)



New ways to influence  
buyer decision making  
See inside....

# 5th Annual Digital Signage Content Strategies Summit

In conjunction with



Generate Ad Sales | Engage Your Audience | Enhance Customer Experience  
Influence Decision Making | Maximize Digital Assets & ROI

April 12<sup>th</sup> & 13<sup>th</sup>, 2010  
Mandalay Bay, Las Vegas

**OPEN NOW**  
to take advantage

**Early Bird Savings!**

**SAVE \$500**

Register by Feb. 26

**SAVE \$200**

Register by Mar. 26

ATTENTION MAILROOM: If undeliverable to addressee, please forward to:  
**President, Executive Producer, Creative Director, Business Development, Interactive Services, Network Programming**

Please register this person for: 5th Annual Digital Signage Content Strategies Summit

1 CONFERENCE INVESTMENT	<b>SAVE \$500</b> Register by Feb. 26	<b>SAVE \$200</b> Register by Mar. 26	Regular Investment
Conference Investment	<input type="checkbox"/> \$ 995	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,495

## HOW TO REGISTER

**E-Mail:** [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)

**Phone:** 1-866-298-9343 (Toll-free)

**Mail:** Strategy Institute  
230 Park Avenue, 10th Floor,  
New York City, NY USA 10169

**Regular Investment:** The registration fee for 5th Annual DIGITAL SIGNAGE CONTENT STRATEGIES 2010 is \$1,495. This investment includes luncheon, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company check, VISA, MasterCard, or American Express. Please make checks payable to the Strategy Institute Inc. and write the registrant's name on the face of the check. We ask delegates to stay at Mandalay Bay to enjoy exclusive networking and pre-arranged social activities.

**Early Bird Special:** If you don't have a group discount, you can qualify for an early bird special. Don't miss out on this opportunity.

**Group Discount:** A Group Discount is offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

**Cancellations:** Cancellations must be received in writing by Monday, March 29th, 2010. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

**\*\*Evening Social Activities:** You are responsible for your own consumption costs.

**Conference Code:110010**

2 CONTACT DETAILS

DELEGATE NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY/FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROV/STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE: ( ) \_\_\_\_\_ FAX: ( ) \_\_\_\_\_

MOBILE: ( ) \_\_\_\_\_ EMAIL: \_\_\_\_\_

APPROVING MANAGER'S NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

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Disclaimer: Strategy Institute reserves the right to change or adjust the agenda without notice.