



# **DIGITAL SIGNAGE** **STRATEGIES FORUM**

Produced by Strategy Institute

In Conjunction with Screen Media Expo | May 4<sup>th</sup> and 5<sup>th</sup>, 2010 | Earls Court, London UK

**7:45 AM Registration & Sponsorship Exhibits Open – Continental Breakfast**

**8:30 AM Opening Comments from the Chairperson**

**8:45 AM Digital Signage Industry Overview: Trends, Growths and Projections**

Digital signage is becoming an affordable and valuable way to inform, educate and entertain key constituents. Keep your finger on the pulse of an industry leveraging technology for improved communications.

- Become knowledgeable with key players in the industry
- Find out the drivers and growth in digital signage
- Familiarize yourself with trends in different regions and recent projects

*Better understand the market and prepare for your current or future digital signage deployment.*

9:30 AM Case Study:

**Proactively Communicating with Staff and Patients to Enhance Patient Care**

The healthcare environment is one of the growing areas in which digital signage is being adopted. With a large staff population on shift work, combined with waiting patients and visitors, a dynamic screen network can help keep all stakeholders informed. Hear from the organization awarded the Best Internal Communications Award 2009 by the Association of Healthcare Communicators.

- Generate a sense of unity and purpose among staff
- Display topical information in real-time
- Inform patients and increase health promotion compliance

*Educate, entertain and improve patient satisfaction through dynamic messaging.*

**Confirmed:** Fiona Alexander, Director of Communications, University Hospital Birmingham NHS Foundation Trust

**10:15 AM Mid-Morning Networking Break**

Interact with conference speakers and fellow attendees and secure important new contacts.

10:45 AM Case Study: University

### **Making the Case to Invest in Digital Signage Communication and Realizing the Value**

In 2009, the BI Norwegian School of Management, one of Europe's largest business schools, launched a digital signage network throughout all five of its campuses. With 38 screens delivering information to the student, staff and visiting population, hear how the project came together and its success to date.

- Current set up, objectives and future plans
- Vendor selection requirements and evaluation criteria
- Benefits and value of digital signage for campus communication

*Learn how your organization can make the case and benefit from a digital signage network.*

**Confirmed:** Stein-Oddvar Evensen, Head of Information, BI Norwegian School of Management (Norway)

11:30 AM Panel

### **Software Options: A Framework for Selection to Ensure Interoperability, Fit and Success**

At the core of the digital signage project is the software platform, responsible for content creation and management, scheduling and more. It can be a complicated area to navigate, but this session can help act as your compass.

- Determine your needs and resources for best fit
- Explore security, scalability and digital rights management
- Discuss pros and cons of Software-as-a-Service versus self-hosted

*Make an informed choice when it comes to your software investment.*

12:30 PM **Networking Luncheon**

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

1:30 PM

**Session to come - presented by INTEL.**

2:15 PM Hands On

### **Starting Your Digital Signage Network: Working Through the Process**

Roll up your sleeves and assume the role of a digital signage network project manager. Each group will be assigned a different venue/location with corresponding details on demographics. One person from each group will be nominated to share the results with the rest of the delegates. The chairperson and audience will provide feedback.

Brainstorm and outline the following:

1. Determine the objective for your network
2. Create a budget for the network
3. Develop your strategy for screen placements and content

*Get hands on experience building a digital signage model, including budget and content strategy.*

3:15 PM **Mid-Afternoon Network Break**

Interact with conference speakers and fellow attendees. Share your thoughts on the day's sessions.

3:30 PM Case Study: Corporate Communication

**Creating Programming and Content to Grab Attention and Improve Engagement**

The success of a digital signage network is highly dependent on the content. For it to be done well and correctly, it needs to be more than an afterthought. Join this must-attend session and hear how a telecommunications leader develops its content strategy for this unique medium.

- Understand your viewers and objectives
- View template samples on design best practices and corporate branding
- Identify media assets, build your program loop and manage the content

*Take away practical tips to help ensure your digital signage is worth looking at.*

**Confirmed:** Adam Lloyd, Head of Internal Communications, Ericsson Ltd.

**Confirmed:** Peter Critchley, Managing Director, Beaver Group

4:15 PM **Social Activities**

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

DAY TWO

7:45 AM **Registration & Sponsorship Exhibits Open – Continental Breakfast**

8:30 AM **Opening Comments from the Chairperson**

8:45 AM Case Study: Corporate Communication

**Digital Signage to Enhance Employee Engagement and Foster Corporate Culture**

Communicating to employees, whether they number in the tens, hundreds or thousands is no small feat. Effectiveness is not restricted to just the message itself, but also the medium that delivers it. Hear how a leading organization has embraced digital signage as part of its core corporate communication program.

- Reduce printing costs and improve speed of information delivery
- Integrate with audio-visual and boardroom capabilities
- Secure buy-in across departments and strategies for ongoing management

*Reinvigorate your corporate communication and keep your staff engaged.*

**Confirmed:** Clive Tugwell, New Media Manager, Wessex Water

**Confirmed:** Tom Chippendale, New Media Project Coordinator, Wessex Water

9:30 AM **Integrating Emergency Alerts and Notifications For Immediate Delivery of Key Information to Help Reduce Harm**

A network of screens with real-time data feed capabilities can be a power link for instant mass communication in times of urgency. Hear how organizations can leverage technology to reach people immediately.

- Complement mobile, email, RSS alerts and more
- Override existing screen content and chain of command
- Explore types of messaging for display

*Help minimize harm with effective and immediate delivery of key information during emergencies.*

### 10:15 AM **Mid-Morning Networking Break**

Enjoy a cup of coffee or tea and connect with conference speakers and fellow attendees.

### 10:45 AM Panel

#### **Keeping Abreast of Hardware and Connectivity Advancements to Reduce Costs**

New developments in hardware and media connectivity can have a significant impact on your network. The effects on your cost structure and network operations are not to be undermined.

- Display advancements, trends and innovations
- Media transport strategies, risks and rewards
- Costs, set-ups and success stories

*Be informed so you can better manage your costs and network success.*

### 11:30 AM Case Study: University

#### **Standardizing and Unifying Your Digital Signage Systems To Save Money and Maintain Corporate Branding**

A digital signage project can originate out of one building or department then quickly spread to others. Eventually a smattering of displays and solutions co-exist, with no standardization across campus. Hear how one university is tackling this challenge.

- Current set-up and future roll out plans
- Challenges and strategies for infrastructure integration
- Corporate branding across locations

*Hear how you can most effectively integrate and unify disparate signage systems.*

**Confirmed:** Kris Collins, Online Marketing Manager, University of Bedfordshire

**Confirmed:** John Wells, Computer Services Manager, University of Bedfordshire

### 12:15 PM **Networking Luncheon**

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

### 1:30 PM Case Study: Sovereign Bank (USA)

#### **Promoting Your Products and Services: Digital Signage as Part of the Merchandising Solution to Drive Sales Lift**

Based on cost and impact, a network of screens is a power tool to not only entertain and reduce perceived wait time, but also promote products and services. Hear how Sovereign Bank, a subsidiary of Banco Santander, uses digital signage to enhance customer communications.

- Integrate messaging through various channels and customize play lists
- Track the effectiveness and value of the network
- Best practices for the financial/retail environment

*Determine how dynamic digital signage and content can help you change consumer behavior and activate sales.*

**Confirmed:** Bryan Meszaros, Directory, Strategy & Development, OpenEye Global

### 2:15 PM Case Study: Convention Centre

#### **Leveraging Technology and Targeted Messaging to Create a Memorable Public and Visitor Experience**

With its two venues, Montjuïc and Gran Via, the Fira de Barcelona boasts the largest trade fair area in Spain. Hear how large projectors, video screen walls and LED strips form its dynamic communication channel.

- Explore content challenges and opportunities for all the screens
- Direct traffic flow and boost sales for restaurants, activities, etc.
- Enhance the environment with positive digital visuals

*See how different applications of digital signage can add value to your organization and space.*

**Confirmed:** Ignacio Lamarca, CEO, Focus on Emotions (Spain)

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

Exchange business cards and interact with conference speakers and fellow attendees.

3:15 PM Integrator:

### **Best Practices of Digital Signage Deployments: Save Time, Money and Frustration**

No matter the scale and scope of your digital signage project, you want to be prepared for what's ahead. Join this panel of practitioners who will share their experience, with plenty of time for feedback and discussion with the audience.

- Identify the needs of different users
- Set and manage expectations of all parties
- Understand success factors from pilot to rollout

*Learn from those who have been in the trenches and plan your project for success.*

**Confirmed:** Marcus-Michael Müller, Business Unit Manager Video Solutions, Computacenter AG & Co oHG (Germany)