



the advertisers' voice...

PAS 2days workshop

WINNING THE MOBILE RACE

"THE MOBILE MARKETING SHOW"

10-11 NOVEMBER, 2015 - MOVENPICK HOTEL, KARACHI

12-13 NOVEMBER, 2015 - PC HOTEL, LAHORE

INTRODUCTION

As consumers become increasingly mobile centric, marketers and agencies need to understand and use the channel to connect, engage and influence them. The workshop is designed to give you a comprehensive understanding of the fundamentals of mobile marketing and the skills to start applying it in your business.

The workshops will give you a solid understanding of how and when to apply a variety of mobile marketing techniques and strategies to effectively communicate and engage with your audience.

WORKSHOP OUTCOMES

After the workshop you will be able to:

- Make the case for mobile in your business or your clients business.
- Create a strategy for mobile.
- Understand where mobile fits in the marketing mix.
- Know the steps involved in integrating mobile into campaigns.
- Understand how to measure the success of mobile campaigns.

WHO SHOULD ATTEND:

The typical attendee will want to become a recognised mobile marketing practitioner, with the ability to create and execute effective mobile strategies for their organisation.

No prior knowledge of mobile marketing is required, although it is anticipated that attendees will be experienced marketers with a good understanding of the marketing mix and have responsibility for formulating and executing marketing plans or work at an agency supporting clients to do this.

AGENDA:

The two day workshop is split into separate goals: day one is about building your knowledge and comprehension of mobile marketing while day two is focused on the application of mobile marketing and an evaluation of your learning.

DAY 1

- Module 1: Why mobile marketing?
- Module 2: What is mobile marketing?
- Module 3: 3G/4G: Challenges and Opportunities for Marketers
- Module 4: The role of mobile throughout the path to purchase.
- Module 5: The mobile consumer
- Module 6: Using data
- Module 7: Privacy & Regulation

DAY 2

- Module 8: Creating a mobile presence through search, messaging, mobile sites and apps
- Module 9: Budgeting for Mobile: How much does mobile marketing cost? And how much do marketers budget for mobile?
- Module 10: Measurement & Analytics
- Module 11: Working with partners
- Module 12: Mobile marketing strategy
- Module 13: Further resources



PAUL BERNEY
CO-FOUNDER & MANAGING PARTNER
MCORDIS

Paul is the Co-Founder of mCordis with more than 13 years of experience in mobile marketing.

Previously, Paul served as Chief Marketing Officer & Managing Director of the EMEA branch of the Mobile Marketing Association (MMA). He has over 26 years' experience in a wide variety of sales, marketing, business development and commercial roles spanning several different industries and market sectors including automotive, printing, internet development and management consultancy.

Paul has been a speaker at over 280 mobile events, in 37 countries to a combined audience of over 42,000 people. In 2012 he was recognised as the leading speaker on mobile marketing worldwide by C-Squared.

He is a Business Leader in The Marketing Society, a Fellow of the Institute of Direct & Digital Marketing (IDM), a Member of the Chartered Institute of Marketing and a mentor in the Marketing Academy.

He sits on the editorial Board of the IDM Journal and was voted one of the Top 50 influencers in mobile marketing in the UK by The Drum magazine 2013 & 2014.



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KARACHI: November 10-11, 2015 at Movenpick Hotel, Karachi
LAHORE: November 12-13, 2015 at Pearl Continental Hotel, Lahore
TIME: 09:00am to 5:00pm
FEES: Rs. 35,500+Tax for PAS Members
Rs. 38,500+Tax for Non-Members

Last day for registration **October 26, 2015**

For details and registration contact:

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