



Online Banking Review presents:

Innovative marketing of financial services

Tapping the power of influence to build your
brand, sales & customer satisfaction

19 November, UNSW Level 6, 1 O'Connell St, Sydney

Confirmed speakers



Jeff Carters
Founder
Centre for Future Banking



Andrew Inwood
Principal
Brandmanagement



Chris Maloney
Brand & Marketing Manager
Commonwealth Bank



Tarnya Baohm
Digital Marketing Manager
RaboPlus

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Agenda

Smart marketers are realising the critical role influence plays in networks and the impact it is having on their company's brand and marketing effectiveness.

With power shifting to consumers, how can financial services marketers ensure they remain consistent with their message? What happens when all media is direct? And is it possible to tap influencers to help build your brand and impact the bottom line?

We'll be exploring these issues and more at Innovative Marketing, brought to you by leading financial services industry publication *Online Banking Review*.

8.45am Registration opens

9am Introduction from the Chair –
John Butterworth, CEO, AIMIA

9.15am Keynote - Jeff Carter, CEO, Azigo and
Founder, Centre for Future Banking

9.50am What happens when all media becomes
direct?

- How can marketers prepare for an environment where there is no line?
- The impact of an evolving direct marketing environment on strategic planning
- Commonwealth Bank's approach to multi-channel marketing & harnessing influence

Chris Maloney, Brand & Marketing Manager,
Commonwealth Bank

10.25am Networking break

10.45am To be confirmed

11.20am Case Study: SmartyPig and the growth of
social saving

- Capitalising on the power of social networks to embrace word of mouth marketing
- Tapping influencers to make your message viral
- The role of banks as content creators

Samantha Robinson, Senior Manager Marketing, ANZ Bank

11.55am The psychology of influence

- What brand messages are consumers responding to right now?
- What makes a customer turn into an advocate of your brand?
- The messages you should be including in your marketing

Andrew Inwood, Principal, Brandmanagement

12.30pm Lunch

1.30pm Interactive roundtable session

- A chance to breakout, interact with your peers and discuss some of the conference's key topics.

2.20pm Building a customer base of influencers
with customer-led design

- How can consumers help shape your marketing strategy?
- What happens when you relinquish control to consumers
- Building an online brand, without TV

2.55pm Networking break

3.15pm Which brands have the greatest influence
online and why?

- What can bank marketers learn from retailers?
- Coles Gift Card – a promotional case study
- How to build a digital strategy with longevity

Nick Dalla Riva, Director, DallaCom

3.55pm Panel debate: That building a social media
strategy is a waste of time

- Should brands embrace social media in an organic way, or formulate a strategy to fit with the overall marketing plan?
- Can you take a structured approach to social media?
- What's a trend and what's a fad, and how can you tell the difference?
- Is it worthwhile targeting influencers, and if so, how do you identify them?

Tarnya Baohm, Digital Marketing Manager, RaboPlus

Sascha Hunt, Head of Digital and Direct Marketing, BT Financial

Ian Lyons, social media practitioner

4.45pm Close & networking cocktails



Registration Form

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Dr Mr Mrs Ms Miss

Name _____ Surname _____

Position _____

Company Name _____

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Venue

MGSM CBD Campus Level 6, 51-57 Pitt St, Sydney

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