

# Global Events

Media Pack 2012



**Econsultancy**  
Digital  
Marketers  
United™

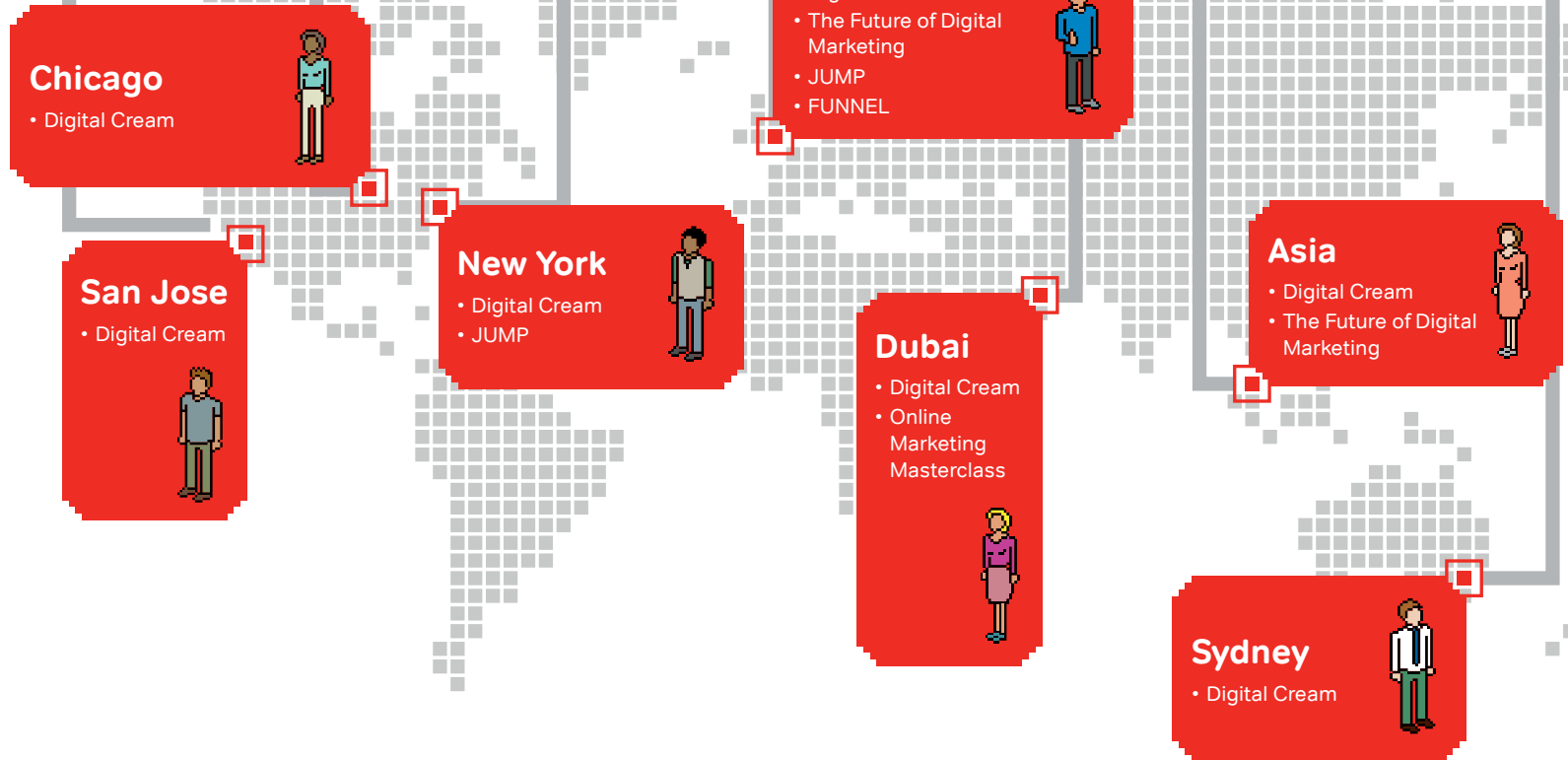
# Welcome

Hundreds of the leading technology vendors and agencies sponsor Econsultancy's events every year.

It is a key strategic piece in their marketing puzzle. Why? They want to associate their brand and meet the biggest digital and e-commerce brands in the world. Econsultancy can facilitate this through various different mediums including roundtables and 'soap box' speaking opportunities, from London to Singapore.

Content is at the heart of Econsultancy, we don't do trade shows – we only target the right audience for the right content rich event. Ask any of our 110,000+ global members if you don't believe us.

Take a look at our events below:



Digital Cream

The Future of Digital Marketing

JUMP

FUNNEL

Online Marketing Masterclass

Innovation Awards

Get in touch





# Global Digital Cream Events

## The invitation-only peer summit for digital strategists.

Digital Cream, formerly Peer Summit, is a unique, invitation only, one day moderated roundtable format event for only the most senior digital client-side marketers and buyers, all hand-picked and invited by Econsultancy's editors and analysts. Now run in Dubai, Singapore and Sydney Digital Cream has grown into a global event series. Invited delegates revel in the unique opportunity this event offers to meet their peers and discuss the latest best practice on digital strategy, business models, investment, ROI and supplier selection.

## Why sponsor this event?

Each of the themed roundtables has one sponsor who is the exclusive supplier to sit at that table during the day. Each table runs for three sessions with up to 30 buyers on each table during the day. This exclusive access to these buyers is 'rifle, not shotgun marketing'. You get the chance to join in discussions on strategy, procurement, supplier selection and peer to peer comparisons of digital marketing campaigns and investment.

Digital Cream, now in its sixth year, has been devised by the analysts and editors at Econsultancy in consultation with the most senior digital buyers in the world and takes place in London, Dubai, New York, Sydney, Chicago, San Jose and Singapore.



See who attended  
**Digital Cream  
London 2011**

Great event at Digital Cream – lots of good conversations. Plus some great insight being shared, #dc11 @soulsaver\_jb



## Dates and Locations

### Dubai

February 21 2012

### New York

February 23 2012

### London

March 15 2012

### San Jose

June 19 2012

### Sydney

October 2012

### Chicago

October 24 2012

### Singapore

November 10 2012

Sponsorship from  
**\$7,750**



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# The Future of Digital Marketing



## This year, next year and beyond.

The Future of Digital Marketing takes senior digital marketing strategists on a fast-forward tour of the tactics and technologies that will change the way they engage with their audiences.

This original and evolutionary one day conference focuses on where the digital marketing landscape is heading in 6, 18 and 36 months' time. Less 'blue sky' thinking and more 'planning marketing with the goals moving constantly', 300+ delegates come to this Econsultancy mainstay annually looking for inspiration, technology and service providers who can help them make the big leaps forward.

## Why sponsor this event?

If you offer a technology or service that is innovative, proven, future-proofed or strategic, then this event is the place to get seen and noticed. Delegates are looking for new partners to aid their longer term thinking. Sponsorship deals tend to be large and long term as marketers at FODM tend to be looking to scope out the future of their business and campaigns.



See who attended  
**The Future of Digital Marketing 2011**



## Dates and Locations

**Malaysia**  
March 2012

**London**  
June 13 2012

Sponsorship from  
**\$5,500**



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# JUMP



Online & offline marketing,  
all joined up.

## Online and offline marketing, all joined up.

Marketing has entered a new era. The web has revolutionised the way we communicate yet traditional offline efforts remain the focal point for many brands. Campaigns have a reach like never before, but to achieve their full potential the on and offline spheres must interact to create a new kind of marketing, where we work together to share data, insight, strategies and successes.

JUMP is the event for marketers focused on learning how to join up online and offline marketing to deliver better, more integrated campaigns across multiple channels. Now in its third year, the visionary JUMP event uses a multi-streamed confex to bring together over 1,200 on and offline brands to network with suppliers and hear case studies on how best to combine multichannel data, creative, brand and PR to create marketing results where 'the whole is greater than the sum of the parts'.

## Why sponsor this event?

JUMP's delegates are by invitation only and delegate numbers are capped. This ensures a very senior mix of brands, buyers, publishers, retailers and planners from the largest companies in the land. They come to JUMP because the issue is hot, important and the route to marketing competitiveness – as well as to find partners and technologies that can help them bridge the gap between the silos in their marketing. If you can help with multi and cross channel marketing, marketing integration, data or direct and online marketing then this is where you'll find your target market.



See who attended  
**JUMP London 2011**



## Dates and Locations

New York, The Metropolitan Pavilion  
May 23 2012

London, Old Billingsgate  
October 10 2012

Sponsorship from  
**\$8,500**

[cometojump.com](http://cometojump.com)

# FUNNEL

## Where marketing meets sales and leads become revenue.

Now in its second year, this four streamed conference and expo plays host to over 500 senior B2B and B2C 'considered purchase' strategists, marketers and agencies gathered in one content-packed day.

It's all about: marketing automation, sales and marketing alignment, lead nurturing, demand generation and revenue performance for marketers with long lead cycles and 'high ticket' sales.

## Why sponsor this event?

Put simply, FUNNEL is the largest dedicated gathering of B2B marketers in the calendar. So, if you sell to B2B marketers, there's no better place in terms of reach, seniority and value. If you can help marketers with attracting more and better qualified leads, customer engagement, content marketing, marketing automation and increased conversion, then this is the place to show it off and engage.

Big thanks to @Econsultancy for an excellent FUNNEL conference. Brain is all full of exciting new information!  
#funnelmarketing  
[@Alilouisa](#)



See who attended  
**FUNNEL 2011**



**FUNNEL**  
Where marketing meets sales



## Date and Location

London  
November 2012

Sponsorship from  
**£4,950**



[funnel-marketing.com](http://funnel-marketing.com)

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# Online Marketing Masterclass

## How to acquire, convert & retain customers online.

This strategic event, programmed by the analysts at Econsultancy aims to offer the following questions for an invited audience of senior marketers from the region:

- How do you use online marketing approaches to get the right potential customers to your site?
- Once there, how do you get them to do what you want them to?
- And once they're customers how do you retain them and grow their value to you?
- How do you measure and optimize the success of your online marketing activities?

## Why sponsor this event?

This event explores the fundamentals of digital marketing. Nothing flashy, it's the basics, and it's all about what delegates can go back to their desks tomorrow and put into action to improve their online marketing and e-commerce. If you can help marketers solve the issues above you should sponsor and speak at this key event for the region.

Consistently excellent content, events and particularly networking, they've been at the forefront for 10 years or so.  
[@GrahamRuddick](#)



See who attends the **Online Marketing Masterclass**



## Date and Location

Dubai  
June 2012

Sponsorship from  
30,000 UAD



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# Innovation Awards

## Digital marketing glory.

Innovation is the rocket fuel of digital marketing. That's why the Econsultancy Innovation Awards matter so much to digital marketers: they are designed to give individuals, clients, suppliers and agencies global recognition for genuine innovation and success in digital marketing.

The awards are a natural progression from our commitment to innovation in the world of digital marketing, demonstrated by our regularly updated Innovation Report and Innovation Briefings.

## Why sponsor the Award Ceremony?

Econsultancy's fourth annual Innovation Awards have now been expanded to encompass a bigger marketing campaign, more entries, enhanced categories as well as a glittering awards ceremony (which will be high on innovation itself). This is your opportunity to be showcased in front of 500 of the industry's best and brightest.



See who won last year's  
**Innovation Awards**

## Date and Location

London, Hilton  
Park Lane Hotel  
February 23 2012

Sponsorship from  
**£6,000**



[econsultancy.com](http://econsultancy.com)

For more information call +1 (212) 699 3640 or email [commercial@econsultancy.com](mailto:commercial@econsultancy.com)



# Get in touch

For more details about event sponsorship please contact a member of our team who will be happy to assist you.

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Very much enjoyed #JUMP so far. Some very interesting and useful stuff. Impressively busy.  
[@danbarker](#)



Interesting day at #dc11 met some great people, good suppliers & learnt how well we're doing  
[@thedigitallady](#)



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