



jump

Meet the marketers
leading the 'joined
up marketing' era.

10 October 2012
Old Billingsgate London

cometojump.com

Powered by

Econsultancy
Digital
Marketers
United™

We knew this was going to be good.

We just had no idea exactly **how** good.

When you're at the centre of a 110,000-strong marketing community like Econsultancy, you tend to see trends a bit earlier than most.

So when the buzz-volume cranked up across the Econsultancy forums, blogs, training sessions and events around one topic, we concluded something was going on.

The buzz was about 'joined up', multichannel, online-meets-offline marketing and our response was a new event called JUMP (Joined Up Marketing Perspectives).

When we floated the idea of a new event for strategists on both sides of the marketing wall (a wall that's crumbling like Berlin's), we thought we might get some interest.

In fact, the market bit our hands off at the elbow.

JUMP sponsorships sold out – with 53 of the most influential suppliers adding their considerable weight and enthusiasm.

The partner portfolio went blue-chip overnight – with the very best trade bodies and communities on board from across the marketing spectrum (see back cover).

We had to turn away wannabe delegates – we expected 1,000; hoped for 1,200 and got 1,700 registered before the fire laws slammed down the lid. And these were all senior marketers (JUMP is invitation only and all delegates are vetted before being accepted).


The speaker line-up was a dream team – including (scarily) smart people from BT, Porsche, NET-A-PORTER, Virgin Atlantic, BSkyB, John Lewis and Nokia... we could go on and on and on (there were more than 100 speakers).

Every session was full – some had to turn people away (for 2011 we've doubled room capacities).

The Twittersphere lit up like a Christmas tree – which made us blush (but not so much that we aren't re-tweeting them here for you).

But enough about us, it's time to talk about you...





eHotelworks: Massively interesting #Jump event today. @Econsultancy hit a nerve with online/off-line challenge. Wish there was more time for more of it! 13th Oct via iPhone

TomDunkerley: #Jump the event of 2010, so far...!? Congrats to Econsultancy, as ever, leading the way. 13th Oct via BlackBerry®



"I'm very pleased that we were a Platinum sponsor at JUMP. We managed to progress a number of existing opportunities, discover new ones and also enrich relationships with a number of our customers."

"The event was well organised and attracted a very high calibre and number of delegates. Well done!"

**Nicola Cooper, Senior Manager,
Field & Online Marketing, EMEA,
Responsys**

Look who you'll be hanging out with...

...if JUMP 2012 is anything like JUMP 2011

JUMP is all about meeting senior marketing strategists from the UK's biggest and fastest-growing companies.



If you're here, you'll meet these influential marketers. If not... (well, you won't).

Contact Mark Thompson on **020 7269 1461** or email: mark.thompson@econsultancy.com

A very, very small sample of delegates who have come to JUMP..

CMO **118 118** Head of Brand Development **Argos** Senior Manager, Global Brand - Digital **Aviva** Head of e.Business
AXA PPP Healthcare Multi Channel Development Manager **B&Q** Head of Marketing Communications **Barclaycard**
Head of Multi Platform Measurement **BBC** Head of Database Marketing **BBC Worldwide** Marketing Director **Berghaus**
Head of Media, Planning and Content **Boots.com** Global Digital Acquisition Manager **British Airways** Marketing Director
British Army Head of Online Development & Strategy **British Gas** Director, Brand Strategy & Communications **BSkyB**
Marketing & Communications Director **BT Global Services** Head of IT Strategy & Policy **Cabinet Office** Interactive
Manager **Cadbury** Head of Online Marketing **Cancer Research UK** Marketing Director **CNN** Head of Digital **Coca-**
Cola Marketing Director **Condé Nast** Chief Marketing Officer **Confused.com** Head of EMEA Marketing **Dell** Chief
Technical Officer **Dennis Publishing** Head of Digital **Foreign & Commonwealth Office** Head of Digital Marketing
Guardian News & Media Head of Customer Analysis **Harrods** Marketing Manager **Honda UK** Marketing Director
ITV Marketing & ECommerce Director **Jessops** Marketing Director **Lakeland** Offline Marketing Manager **LateRooms.com**
Team Head, COI **Lloyd's** Marketing Director **Louis Vuitton** Multi Channel Development Manager **Marks & Spencer** Head
of Digital **Mercedes-Benz** Head of Marketing **moneysavingexpert.com** Manager, Integrated Marketing Communications
Motorola Head of Marketing **Net-a-Porter** Global Director, Digital **Nokia** Creative Director & Head of Brand Marketing
NSPCC Head of CRM **O2** Senior Marketing Manager **Odeon Cinemas** Brand Manager **Oxfam** Group Marketing & Services
Director **Pentland Brands** Head of Marketing Services **Post Office** Head of Online **PricewaterhouseCoopers**
Strategic Sourcing **Royal & SunAlliance** Head of Planning **Saatchi & Saatchi** Director of Direct Channels **Sainsbury's**
Online Delivery Manager **Santander** Chief Marketing Officer **ShipServ** Marketing Director **Sodexo Prestige** Manager,
Digital Systems Europe **Sony** Marketing Manager **Tate Britain** Senior Marketing Manager **Tesco.com** International Head
of Market Research **The Body Shop** Director of E-Commerce **The Carphone Warehouse** MD Portfolio Marketing
The Economist Group Marketing Manager **The Ritz London** Head of Brand Communications **The White**
Company Heading of Marketing Communications **Three UK** New Media Manager **Tottenham Hotspur** Head of
Marketing **TUI Travel** Head of Branding & Corporate Design **UBS** Creative Director **Virgin Atlantic** Head of Marketing SCM
Vodafone Head of Advertising **Morrison Supermarkets** Head of Supporter Fundraising **WWF-UK**



“JUMP is an essential event for the marketing industry in the UK. We have seen a big leap in demand for our marketing software in the past year, as more and more marketing departments seek to integrate activity across multiple channels, and this was reflected with the launch of JUMP.

“The hand-picked audience of senior brands is spot on for us and not something we find at other events.”

Turlough Martin, MD, Agillic



finlayson: Some great insight so far at #Jump. Worth the time already. Seminar central. Oct 13th via Web

KJAY86: Back from an interesting day at #Jump, some great brands, interesting seminars and high attendance. Great first year! Oct 13th via Web



Look what you'll be talking about

JUMP is a one-day event focused on the new strategies, tactics and techniques that happen when you stop thinking online/offline and start thinking about 'joined up marketing'.

It's a day packed with best-practice advice, new research, challenging opinions and some very cool case studies (ever see the Wall's Smile Machine?).

The idea is simple: engage the most senior marketers in Britain with a compelling content programme and top-tier networking.

Four content streams

Lead

The big picture for CMO types.
Vision, culture, skills, strategy.

Analyse

Data, analytics, metrics, KPIs, reporting, segmentation.

Optimise

ROI across the new multichannel marketing mix.

Engage

The cross-channel customer experience.

Whitepapers Live

Short, sharp sessions that let the leading vendors and agencies strut their considerable stuff to turn delegates on to your way of thinking. Remember: many of the integrated marketing innovators are vendors.

One-to-one Advice Clinics

A series of sponsored Advice Clinics staffed by discipline experts. The pre-booked, 20-minute advice sessions answer specific questions and attack the most pressing challenges faced by the JUMP delegates. If you like your selling in-depth and consultative, you should sponsor one.

What we added in 2011

More space

We outgrew the ground floor of Old Billingsgate and are taking over the entire venue.

More clinics

These went down really well so we're doing more (social media, CRM...).

More vendor Whitepapers Live sessions

Your chance to present your case study to the buyers.

Bigger theatres

To accommodate the stars of the show.

Longer sessions

For the meatier stuff and to allow buyers to grill whoever they want to.

More goodies

Expanded catering areas, iPhone chargers, comfy chairs for everyone - hurray! (the biggest marketing lunch all year!).



The opportunity

Sell to on and offline marketers?
You need to be here.

JUMP is a one-day event focused on the new strategies, tactics, tools, technologies and techniques that bring online and offline marketing together.

Where TV campaigns drive search traffic.

Where PPC lessons are applied to direct mail.

Where clicks meet bricks and vice meets versa.

Where data and CRM meet online campaigns.

If you've got a story to tell about the power of integrated marketing, creative, technology, data and campaigns, there's really only one place to tell it.

SClubSven: Great time at #Jump today. Shared insights from our cross channel customer experience survey and sat in a panel on multichannel engagement Oct 13th via Web

What you'll get out of your participation

JUMP delivers a spike in your sales & marketing year:

Meet the movers, shakers and jumpers of UK marketing

In an environment perfect for business conversations (and the occasional x-factor insight).

Position your company as multichannel experts
You're out in front of this thing. Prove it.

Demonstrate your integrated solutions
Showing beats telling.

Drill down into a case study
In your own Whitepapers Live session.

Get quality one-to-one time
By sponsoring an Advice Clinic.


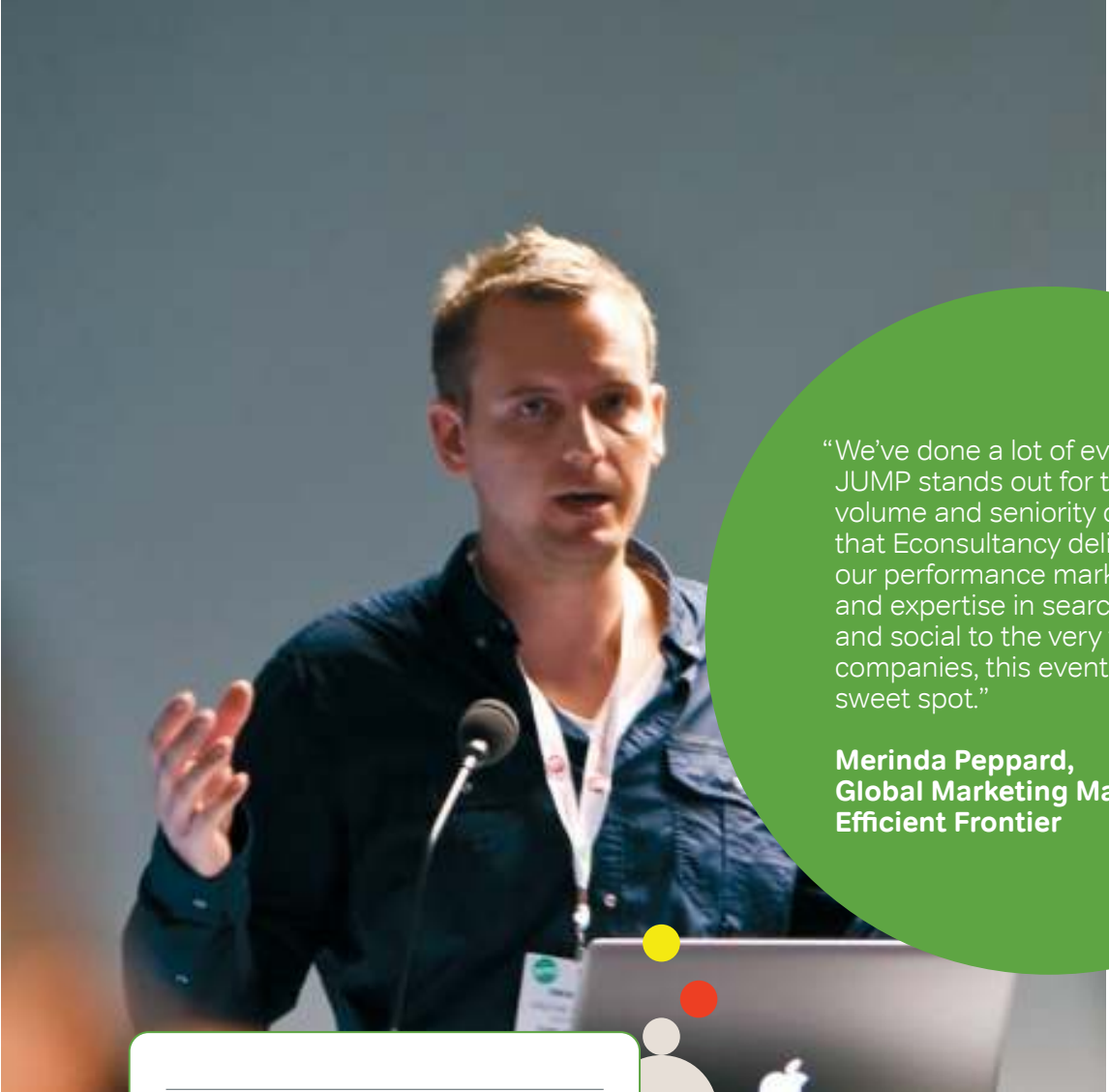
Do lunch
Invite your best customers along for a great day out.

Close business
Bring the blank contracts.

Progress relationships
Business is still a people thing.


Let's do this thing

Contact Mark Thompson
on **020 7269 1461** or email:
mark.thompson@econsultancy.com



“We’ve done a lot of events but JUMP stands out for the sheer volume and seniority of delegates that Econsultancy deliver. As we sell our performance marketing platform and expertise in search, display and social to the very top at large companies, this event is in our sweet spot.”


Merinda Peppard,
Global Marketing Manager,
Efficient Frontier



AbigailH: Yay - @Econsultancy have already set a date for #Jump 2011 - 12/10/2011 - going in the diary now. Oct 13th via Web

Here's where we close the deal

With high-value sponsorship packages for almost every budget



lauremoyle: Great day at #jump today: Excellent content, good networking opportunities, easy to access venue! 13th Oct via Web

Diamond Sponsor (maximum of eight)

Before the event

Top linked logo on the main web page as Diamond sponsor.

Your name and link to your Supplier Directory listing on all digital promotions for the event.

Your logo prominently displayed on all printed invitations, letterhead and tickets for the event.

Inclusion as Diamond sponsor in all PR activity before the event.

Opportunity to invite 30 clients and/or prospects to the event for free (tickets are priced at £695).

At the event

Prominent branding at the event including entrance signage.

Premium turnkey extended hospitality area near the main visitor entrance complete with power, wireless connection, drinks for customers, furniture, lighting, 4 x polyboard posters (made by us, designed by you) and storage.

6 sponsor passes to the event for staff.

Logo on the front of Event Guide and full page advert within.

Sponsorship of one 45 minute panel debate in keynote theatre together with one place on the panel for a senior member of staff (Note: editorial approval required).

One 30 minute speaking session in the Whitepapers Live area with 'for keeps' copy of all delegate data from that session.

After the event

Your logo and link on the web page where delegates (for the first month) and Econsultancy members (110,000+) thereafter will come to download the presentations.

Name and recognition of your sponsorship in the follow up (thank you) email to all delegates, with a tick box if delegates would like any more information from the sponsor - a great post event lead-nurture opportunity.

First refusal for Diamond sponsor package at JUMP 2013.

Platinum Sponsor

Before the event

Logo and link on the main website as Platinum sponsor.

Your name and link to your Supplier Directory listing on one digital promotion for the event.

15 complimentary tickets for clients and/or prospects to the event for free (tickets are priced at £695).

At the event

Prominent branding on onsite signage.

Visitor hospitality booth. Turnkey package supplied with power, wireless connection, furniture, lighting, 2 branded posters (made by us, designed by you) and storage.

4 sponsor passes to the event for staff.

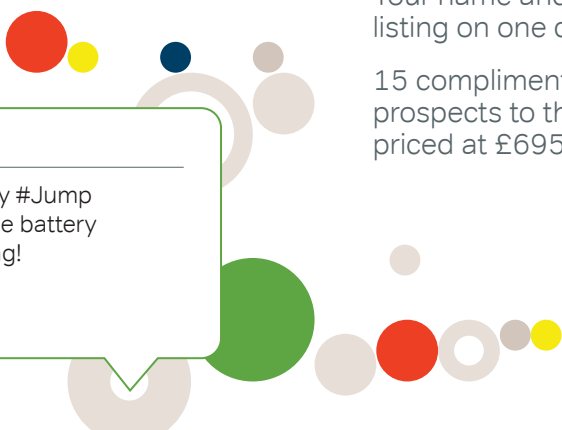
Half page advert in Event Guide.

One 30 minute speaking session in the Whitepapers Live area with 'for keeps' copy of all delegate data from that session.

After the event

Your logo and link on the web page where delegates (for the first month) and Econsultancy members (90,000+) thereafter will come to download the presentations – this will be on the site for one year.

First refusal for Platinum sponsor package at JUMP 2013.



ThomasParrott: So many #Jump tweets to read that iPhone battery down to 10% in a morning!
13th Oct via BlackBerry®

Gold Sponsor

Before the event

Listing on event website with link.

8 complimentary event tickets for clients and/or prospects (tickets are priced at £695).

At the event

Visitor hospitality booth. Turnkey package supplied with power, wireless connection, furniture, lighting, 2 branded posters (made by us, designed by you) and storage.

2 sponsor passes to the event for staff.

100 word listing in Event Guide.

Clinic Sponsor

Before the event

Logo and link on the main website as Clinic sponsor.

Your name and link to your Supplier Directory listing on one digital promotion for the event.

15 complimentary tickets for clients and/or prospects to the event for free (tickets are priced at £695).

At the event

Prominent branding on onsite signage.

Visitor hospitality booth. Turnkey package supplied with power, wireless connection, furniture, lighting, 2 branded posters (made by us, designed by you) and storage.

4 sponsor passes to the event for staff.

Half page advert in Event Guide.

Opportunity for delegates to book 20 minute sessions at your Clinic in advance and that data passed to you before event to secure bookings and times.

After the event

Your logo and link on the web page where delegates (for the first month) and Econsultancy members (90,000+) thereafter will come to download the presentations – this will be on the site for one year.

First refusal for Clinic sponsor package at JUMP 2013.

Contact Mark Thompson on **020 7269 1461** or email: **mark.thompson@econsultancy.com** and I'll send you who's already doing what.

JUMP 2011 delivered the most senior gathering of offline and online marketers of the year, discussing the hottest topic in marketing. Here's what some had to say about it:

danalytic: made some excellent contacts today at #Jump and have some kick ass MVT and personalisation strategies in my head for 2011
13th Oct via BlackBerry®

danbarker: Very much enjoyed #Jump so far. Some very interesting and useful stuff. Impressively busy
Oct 13th via Web

Erichead: Great #Jump event here in London - @Econsultancy pulled together an incredible lineup of industry thought-leaders
13th Oct via Web

Anoukvdr: Impressive array of talented marketers and academics all listening to some great presentations about digital marketing #Jump
13th Oct via BlackBerry®

paul_clarke: at #Jump - this is one big, buzzing event... dashing around, loving it <http://fic.kr/p/8JJvZS>
13th Oct via BlackBerry®

beanmartin: thank you to all involved at #Jump today - an interesting and useful event - looking forward to the next one...
13th Oct via iPhone

MartyHayes: @Econsultancy i wonder if Van Halen are watching tweet deck wondering why everyone is mentioning #Jump!
13th Oct via iPhone

louisecwhite: @Econsultancy next year you are going to need a bigger boat #jump
13th Oct via BlackBerry®

mjbarrett: Don't normally do events but have to say #Jump yesterday was excellent
13th Oct via iPhone

JUMP is at the eye of the integrated marketing storm. Be a part of it.

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cometojump.com

2011 partners

