



Barcelona ICMA General Meeting:

THE EVOLUTION OF MARKETING

26-28 May 2005

Hotel Fira Palace
Barcelona
Spain



Barcelona ICMA General Meeting: THE EVOLUTION OF MARKETING

26-28 May 2005, Hotel Fira Palace, Barcelona, Spain

Dear all,

I'm delighted to present the conference programme on "The Evolution of Marketing" for the ICMA General Meeting to be held in sunny Barcelona on 26-28 May 2005.

Barcelona is Spain's second city but it definitely believes it's number one! From Gaudi's unfinished masterpiece of the Sagrada Familia to the bustling market stalls and evening promenades of beautiful people on Las Ramblas, from eight kilometres of sandy beaches to eleven months of sunshine, and from the perfectly preserved medieval heart of the city to the stunning modern architecture, Barcelona really does offer something for everyone.

With this in mind, you'll find that we have introduced some changes to improve the meeting and help you get more from your participation. To increase interaction, the programme now offers group evening events on Thursday and Friday where delegates can relax and network as well as enjoying superb Spanish hospitality. On Saturday, a dedicated Technology and Business Development Forum is planned for delegates with IT, business development, new media and finance responsibilities. And we are offering a special rate for sales managers who want to attend just from the Friday evening - why

not use a trip to the Barcelona GM as an incentive for your sales team? They'll get to meet their peers and party in one of the most exciting cities in Europe, whilst your business will benefit from the ideas they'll bring back from the Sales Managers' Workshop on Saturday.

We look forward to seeing you there very soon!

Yours sincerely,

Lucie Hime, ICMA Executive Director



THE EVOLUTION OF MARKETING - PROGRAMME OVERVIEW

Thursday 26 May

- 12.00 - 14.30 Registration
- 12.30 - 14.00 Meet and Greet Lunch
- 12.30 - 18.00 Table Top Displays
- 14.30 - 17.30 Mini Olympics on the Mediterranean Beach
- 20.00 - 23.00 Welcome Reception and Dinner - Hotel Fira Palace

16.00/16.30/17.00 Workshops:

- How to run a successful auction
- The PHOENIX rises...
- Back to the Future!
- How marketing drives sales compensation
- Changing times

19.30 - 23.00 Catalan Dinner at the Restaurant Can Cortada

Friday 27 May

- 09.00 - 09.15 Chairperson's opening
- 09.15 - 10.00 Keynote Address - Classified like it's meant to be?
- 10.00 - 10.45 Marketing in an expanding market...

10.45 - 11.15 Coffee Break / Continue in Parallel Sessions

Track One:

- 11.15 - 11.45 Going, going, gone!
- 11.45 - 12.15 Vertical marketing
- 12.15 - 13.00 Out with the old, in with the new?
- 13.00 - 14.00 Lunch - Introduction to India - the next General Meeting destination!
- 14.00 - 15.30 Panel - Better marketing to media buyers

Track Two:

- 11.15 - 11.45 One reader, two readers, three readers...
- 11.45 - 12.15 The highs and lows of marketing at LOOT
- 12.15 - 13.00 "If I were a rich man" (or "Money can't buy you love")
- 13.00 - 14.00 Lunch - Introduction to India - the next General Meeting destination!
- 14.00 - 15.30 Panel - Internet promotions
- 15.30 - 16.00 Coffee Break

Saturday 28 May

- 09.00 - 13.30 Publishers' Meeting
- 09.00 - 13.30 Sales Managers' Workshop
- 09.00 - 13.30 Technology and Business Development Forum
- 11.00 - 11.30 Coffee Break
- 13.30 - 14.00 Conference Wrap-up and Close
- 14.00 - 15.00 Lunch
- 15.00 - 16.30 ICMA Business Meeting
- 20.00 - 01.00 Gala Party at L'Hivernacle

Sunday 29 May

All day Departure of delegates



BARCELONA PROGRAMME, 26-28 MAY 2005

▼ THURSDAY 26 MAY

12.00 - 14.30 Registration

Register for the Barcelona General Meeting in the hotel lobby and receive your name badge, your conference booklet and your tickets.

12.30 - 18.00 Table Top Displays

Meet the suppliers to your businesses and find out how they can help you to optimise the use of resources to maximize revenues and lower costs. Take the opportunity to hear what they can do for you! Confirmed exhibitors at the time of print are:



See the ICMA website (www.icmaonline.org) for an updated exhibitor list.

12.30 - 14.00 Meet and Greet Lunch

14.30 - 17.30 Mini Olympics on the Mediterranean Beach

20.00 - 23.00 Welcome Reception and Dinner - Hotel Fira Palace



▼ FRIDAY 27 MAY

09.00 - 18.00 Table Top Displays

09.00 - 09.15 Chairperson's Opening

09.15 - 10.00 KEYNOTE ADDRESS - Classified like it's meant to be?

Now part of the eBay stable, marktplaats dominates the Dutch market, and similar products are revolutionising the classified industry and changing the rules of the game all over the world. What changed? How did marktplaats get it so right for the Netherlands, a market in which eBay itself had always struggled? And will eBay tinker with this winning formula?

Speaker: Oscar Diele, General Manager, marktplaats (The Netherlands)

10.00 - 10.45 Marketing in an expanding market...

"In any market where there is a profusion of products, there is growth." But how to market and position classified-only products in an increasingly competitive global market with a constant stream of new entrants? With all the figures, the insights into this exploding market and what it means for classified publishers, Mike will help make sense of the landscape for classified publishers.

Speaker: Mike Waterson, Chairman, World Advertising Research Centre (UK)

10.45 - 11.15 Coffee Break

Continue in Parallel Sessions

FRIDAY 27 MAY - TRACK ONE

11.15 - 11.45 Going, going, gone!

Continuous or event auctions are one of the latest ways to expand your customer base and generate new revenues. Used by newspapers and now classifieds-only products (with CityXpress's new eClassifiedXpress system), one of the early adopters outside of North America is Northcliffe Newspapers Group of the UK, which has experienced considerable success, and learnt some interesting lessons along the way.

Speaker: Steve Hollingsworth, Deputy Group Advertisement Director, Northcliffe Newspapers Group (UK)

11.45 - 12.15 Vertical marketing

Mobile.de's role as not only a classified vertical but also an online pure-play defined its marketing strategy and tactics en route to becoming the largest marketplace for cars in Germany. How did Mobile.de differentiate itself in the crowded media scene in Germany and carve such a successful niche?

Speaker: Ralph Werner, Managing Director, Mobile.de (Germany)

12.15 - 13.00 Out with the old, in with the new?

Like many aspects of marketing, promotion tactics have changed rapidly to try to reach more customers in more innovative and attention-grabbing ways than ever before. So does this spell the end of the radio jingle and the poster campaign, or are there ways to mix together the best of the old and the new to get more than the sum of their parts? Two publishers talk about how different promotion methods have delivered for them.

Speaker: Jill Armer, Director of Operations, Buy & Sell Ireland (Ireland)

Speaker: Peter Rees, V-P Marketing, Trader Classified Media (France)

13.00 - 14.00 Lunch - Introduction to India - the next General Meeting destination!

14.00 - 15.30 PANEL - Better marketing to media buyers

Has classified media finally come of age for brand advertisers? Or is there still some growing-up to do before ad agencies and media buyers start taking it seriously? Three panellists from leading European media agencies tell us how they think classified media products could feature on their media schedules, and what publishers have to do to secure their business. Your opportunity to grill the middleman!

Panel chair: Peter Rees, V-P Marketing, Trader Classified Media (France)

Panel member: Juha Herranen, Director, Carat (Finland)

Panel member: Alex Lawton, Planning Director, Starcom Worldwide (Spain)

Panel member: Andrew Jack, Founding Partner, Gritti Plc (UK)

End of Parallel Sessions

15.30 - 16.00 Coffee Break

16.00/16.30/17.00 WORKSHOPS - these run for 30 minutes and are repeated three times

• How to run a successful auction - help and guidance from the leading technology supplier

Peter de Souza, Vice President, Business Development, CityXpress (Canada)

• The PHOENIX rises... - introduction to and explanation of the new ICMA ad-exchanging system

Stephen MacLachlan and Konstantin Kandler, Joshua Advanced Media Systems (Ireland/Germany), Lucie Hime and Gavin Reynolds, ICMA Head Office

• Back to the Future! - the smartest and most effective marketing ideas of recent years

Gérald Coniel, CEO, Junkmail Group Pty (South Africa)

FRIDAY 27 MAY - TRACK TWO

11.15 - 11.45 One reader, two readers, three readers...

In these days of declining print circulation and increasing online usage, it is often difficult for classifieds-only publishers to monetise the growing online figures and communicate their evolving selling proposition to commercial advertisers effectively. The only independent audit company to offer a combined print/online audit report, hear how the BPA can help classifieds-only publishers monetise all of the eyeballs delivered by the whole portfolio.

Speaker: Stuart Wilkinson, European Marketing Manager, BPA Worldwide (UK)

11.45 - 12.15 The highs and lows of marketing at LOOT

One of ICMA's biggest and most successful publications, LOOT has tried just about every marketing tool in the box, some more effective than others. Sally will take you on a whistle-stop tour of the last 18 months, what they did, why, and what the results were. Don't miss it!

Speaker: Sally Winfield, Managing Director, LOOT (UK)

12.15 - 13.00 "If I were a rich man" (or "Money can't buy you love")

Marketing strategies in high and low income countries can be so very different as to be almost unrecognisable. What are the principal drivers at work behind these differences, how can we distinguish between them and better understand their impact on our business? Two publishers from very different markets explain the factors that shape their marketing approaches.

Speaker: Sidharth Gupta, COO, Free-Ads (India)

Speaker: to be confirmed

13.00 - 14.00 Lunch - Introduction to India - the next General Meeting destination!

14.00 - 15.30 PANEL - Internet promotions

With more and more of our customers using the Internet, the World Wide Web is becoming an increasingly important promotional channel in its own right with its ability to deliver relevant, personalized and timely messages to customers at an affordable cost. How can you get the best out of this new medium and bring the customer closer to you whilst avoiding the potential pitfalls that exist for the unwary?

Chair: to be confirmed

Panel member: Tibor Dumitriu, CTO, Anuntul (Romania)

Panel member: Alex Langley, New Media Manager, Friday-Ad (UK)

Panel member: to be confirmed

End of Parallel Sessions

• How marketing drives sales compensation - strategies for incentivising and rewarding your sales team's success

Peter Lamb, Consultant, Marketing Classics (USA)

• Changing times - how to re-launch and change perception of your brand?

Audrey Cunningham, Market Match (Ireland)

19.30 - 23.00 Traditional Catalan Dinner at the Restaurant Can Cortada



▼ SATURDAY 28 MAY

09.00 - 17.00 Table Top Displays

09.00 - 13.30 Publishers' Meeting

The dedicated forum for senior classified media management, the Barcelona Publishers' Meeting will provide a unique blend of revenue-generating ideas and strategic insights into our evolving industry. No external speaker on this occasion, so the focus will remain firmly on the exchange of new ideas and initiatives along with a challenging new format to help you analyse the drivers behind the changes in your business. John and Cal have combined experience across the full range of classified business models and types, and have many new ideas for getting the best out of your time together.

Chairs: John Francis/Cal Bosveld, CEO/Director of Advertising & Sales, Trader Media Group (Canada)

09.00 - 13.30 Sales Managers' Workshop

Ramon, a veteran of ICMA General Meetings, will lead the Sales Managers' Workshop in Barcelona. In line with the conference theme, the Workshop will focus on how the marketing and sales teams can collaborate most effectively, particularly in the development, promotion, packaging and sales of supplements alongside the main brand. The group will also be split into two teams to compete for the prizes that are fast becoming a Sales Managers' Workshop fixture!

Chair: Ramon van den Ende, Commercial Director, Ocasão (Portugal)

09.00 - 13.30 Technology and Business Development Forum

A new meeting designed to answer the needs of business development, IT, new media and finance managers alike with a blend of technological and business development topics in an interactive format. Chaired by Peter Zollman, an expert consultant in this area, the topics will include revenue-generating ideas from suppliers, an overview of the life-cycle of the website, the changing role of technology as the focus moves from print to web, and a special session on the growing web-to-print phenomenon.

Chair: Peter Zollman, Founding Principal, Classified Intelligence (USA)

11.00 - 11.30 Coffee Break

13.30 - 14.00 Conference Wrap-up and Close

14.00 - 15.00 Lunch

15.00 - 16.30 ICMA Business Meeting

The internal business of the Association, with the 2004 accounts, a progress report on PHOENIX and elections for the new 2005-2007 Committee.

20.00 - 01.00 Gala Party at L'Hivernacle

▼ SUNDAY 29 MAY

All day

Departure of delegates

GENERAL MEETING SOCIAL EVENTS

The costs for these unique social events are included in the General Meeting registration fee (excluding the Gala Party) but to help us with numbers, please indicate your interest when you register.

THURSDAY 26 MAY

Meet and Greet Lunch

Get reacquainted with your fellow ICMA members and make new friends in the ICMA Member Lounge located in the Sal6n Rossini room.



Mini Olympics on the Mediterranean Beach - no sweat!

Don't worry, we're not going to be looking for the next Sergey Bubka, Haile Gebrselassie, Olga Korbut or Jesse Owens amongst you! We've got some of the easiest and lowest-impact games around, and the Barcelona beach is a great place to relax and enjoy the sunshine as you pit your sporting capabilities against your fellow ICMA delegates. Refreshments will be provided and of course prizes will be awarded to ICMA Olympians!

Welcome Reception & Dinner - Hotel Fira Palace

After an afternoon on the beach and getting rid of the sand, come and join us for the Welcome Reception and group Dinner at the hotel. This is your opportunity to renew those contacts with all your fellow members.

FRIDAY 27 MAY

Traditional Catalan Dinner at the Restaurant Can Cortada

Join us for a typical Catalan evening at this beautiful traditional farmhouse. Originally built as a 'Tower of Defence', dating back to Roman times, it was converted into a farmhouse in 1711. Enjoy the local cuisine and a friendly evening full of the sense of history.



SATURDAY 28 MAY

Gala Party at the L'Hivernacle

The Gala Party will be held at the beautiful L'Hivernacle. It was designed by Josep Amarg6s as a greenhouse for the 1888 Universal Exhibition. The elegant greenhouse is located in the spacious Parc de Ciutadella, where we can enjoy cocktails in the evening sunshine, followed by a fantastic dinner and a spectacular show, and finish the evening off dancing the night away...

Tickets for the Gala Party are separate from the General Meeting registration.



BARCELONA

Why come to Barcelona? Because Barcelona is vibrant, energetic, beautiful... and of course the venue for the ICMA General Meeting.

Barcelona is a modern, cosmopolitan city that has inherited many centuries of history. Its geographic location and the open character of its inhabitants are the reasons why the city is being culturally enriched all the time. It has a valuable architectural and monumental heritage, and the entire city guarantees that visitors will enjoy taking a stroll around its streets which are full of charm. Although it is a large city, it is easy to get around on public transport and on foot. You can easily reach any point in the city by metro, bus and taxi.

VENUE DETAILS

HOTEL FIRA PALACE, BARCELONA, SPAIN

We will be staying at the elegant Hotel Fira Palace, located in downtown Barcelona, next to the well-known Gran Via and Plaza Espa1a and the National Palace. The hotel is located at the foot of the hill leading up to Mont Juic, and has magnificent views overlooking Barcelona.

ICMA delegates can enjoy a special hotel rate for this meeting:

Single room 6 194 and double room 6 210

Rates are for a standard room. Suites are available upon request.

Rates are per room per night, exclude taxes, and include buffet breakfast (double room includes two buffet breakfasts). The rates listed are only valid for reservations made through ICMA. Higher rates may apply if booked directly with the hotel. Hotel requirements are to be applied for on the online registration form by the official registration deadline. ICMA will arrange your booking and confirmation will be sent two weeks before the date of the event (or less depending on when you send your registration form). ICMA will not be responsible for any rooms booked directly with the hotel by the participant. Please read the hotel cancellation and payment policies on the registration form carefully.

Hotel Address:

Hotel Fira Palace
Av. Rius I Taulet, 1 - 3
08004 Barcelona, Spain
Phone: +34 934 262 223
Fax: +34 934 255 047
Website: www.fira-palace.com



Hotel Reservation - Method of Payment

- Upon registration, ICMA will guarantee your room reservation with the hotel. For this purpose, ICMA requires a credit card guarantee by each individual participant. Without this, the hotel room cannot be held.
- No deposits or pre-payments are required. Settlement of all charges is to be made directly to the hotel by each individual upon checkout.

Hotel Reservation - Cancellation

- Individual cancellations will be accepted until 21 April 2005. Any room cancellation received after this date or No Show will be charged the number of nights of the original booking to the credit card used as guarantee.
- If you wish to cancel or change your hotel reservation, please contact ICMA Head Office.

REGISTRATION & FEES

Please register at our website www.icmaonline.org

REGISTRATION DEADLINES AND FEES:

- Early Bird conference registration by 20 April 2005 € 295
- Standard conference registration by 4 May 2005 € 350
- Late and onsite conference registration after 4 May 2005 € 395
- Non-member registration fee (invitation only) € 440
- Publishers' Meeting fee € 225
- Gala Party Ticket € 100



Registration will only be accepted for personnel from ICMA members or potential members (upon invitation from ICMA Head Office), who are directly involved in the publishing of classified advertising products.

Included in the Registration Fee

- Access to all sessions and activities on 26, 27 and 28 May 2005 (with the exception of the Publishers' Meeting on 28 May - separate ticket)
- All lunches and coffee breaks on 26, 27 and 28 May 2005
- Mini Olympics on the Mediterranean Beach
- Welcome Reception and Dinner on Thursday 26 May 2005
- Catalan Dinner at Restaurant Can Cortada on Friday 27 May 2005

Not Included in the Registration Fee

- Travel to and from the meeting venue
- Hotel accommodation
- Gala Party at L'Hivernacle, Saturday 28 May 2005 (separate ticket)

Partner/Guest Registration Fee

Thinking of bringing your partner, or a friend to the ICMA General Meeting? No problem! Get a Guest ticket for only € 195 which includes:

- All lunches and coffee breaks on 26, 27 and 28 May 2005
- Mini Olympics on the Mediterranean Beach
- Welcome Reception and Dinner on Thursday 26 May 2005
- Catalan Dinner at Restaurant Can Cortada on Friday 27 May 2005
- Gala Party at L'Hivernacle, Saturday 28 May 2005

There are a few guidelines: first, the partner/guest should only be registered though an employee of an ICMA member and second, a guest may not be another employee of an ICMA member. Third, the partner/guest cannot attend any of the sessions during the whole conference.

Procedure to Register

You can register for this General Meeting on our website www.icmaonline.org. The online registration form is easy to use for everybody and it makes the whole process very efficient.

Members can register on the ICMA website in the member section (if you haven't registered for the member section or have lost your password, please fill in your details on the website and Head Office will give you access immediately).

Non-members (Head Office invitation only) can register in the public section. Alternatively members/non-members can download a PDF of the registration form at the website in the event section.

Remember when registering online:

You can only register one participant per form. Partner registration details must be included in the same form as the registering ICMA member. Payment must be arranged at the same time as registration. Only after receipt of payment is the registration deemed official. The Hotel Fira Palace does not require a deposit, only a valid credit card in order to hold your room. Payment for your hotel room must be settled upon checkout.

SPECIAL OFFERS

SALES MANAGERS' PACKAGE - THE ULTIMATE INCENTIVE?

After a long week at work, get on the plane to Barcelona on Friday afternoon and spend the rest of the weekend in one of Europe's most exciting cities. You can enjoy the traditional Catalan Dinner on Friday evening, attend the Sales Managers' Workshop on Saturday, spend the afternoon sightseeing, and end the day at the fantastic Gala Party! A Sales Managers' ticket only costs € 195 and this will include:

- Access to the Sales Managers' Workshop
- The lunch and coffee break on Saturday
- Gala Party at L'Hivernacle, Saturday evening

HALF-PRICE REGISTRATION

Book 4 registrations and get the 5th half-price! (excl. guests and sales managers' package)

FREE REGISTRATION

Book 9 registrations and get the 10th free! (excl. guests and sales managers' package)

PAYMENT AND CANCELLATION DETAILS:

Publishers' Meeting Regulations:

- Only senior management (chief executives, managing directors, general managers etc.) of ICMA members and their holding companies* can register.
- An entrance fee of € 225 applies

**Holding companies must have a majority share in at least one ICMA member.*

Method of Payment

- Preferred method of payment: Bank Transfer (amount must be net of all commissions). An invoice with all bank details will be sent to you. CREDIT CARD DETAILS ARE STILL NEEDED FOR HOTEL GUARANTEE
- Credit Card - please fill in ALL details (you will automatically be sent a receipt following payment). Please note that payment of the General Meeting registration fees by credit card will incur an additional 5% charge due to bank administration fees.

Cancellation

- ICMA Head Office must be notified in writing of any cancellations. A cancellation fee of € 55 will be charged for cancellations received up to 20 April 2005. After this date, there will be no refund of the registration fee.
- Separate conditions apply for the hotel reservation. Please see details in Hotel Reservation section.



Registration Deadlines

- Early Bird Registration by **20 April 2005** € 295
- Standard Registration by **4 May 2005** € 350
- Late Registrations will be taken **after 4 May 2005 and onsite** € 395