



I C M A

International Classified Media Association

Making classified media work better!

Barcelona Programme, 26 – 28 May 2005

Thursday 26 May

12.00 – 14.30 Registration

12.30 – 18.00 Table Top Displays

Location: *Jardin*

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 are:

12.30 – 14.00 Meet and Greet Lunch

Location: *Salón Rossini*

14.30 – 17.30 Mini Olympics on the Mediterranean Beach

Meeting Point: *Hotel Lobby*

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!

20.00 – 23.00 Welcome Reception and Dinner – Hotel Fira Palace

Location: *Salón Rossini*

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

08.00 – 09.00 Registration – for all the late registrations

Location: *ICMA Lounge*

09.00 – 18.00 Table Top Displays

Location: *Jardin*

09.00 – 09.10 Chairperson's Opening

Location: *Salón Vivaldi*

09.10 – 09.25 Introducing New Members: eBay; Ch. K Tegopoulos and Trader Publishing

Location: *Salón Vivaldi*

09.25 – 10.05 KEYNOTE ADDRESS – Classified like it's meant to be?

Location: *Salón Vivaldi*

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)

10.05 – 10.45 Marketing in an expanding market...

Location: *Salón Vivaldi*

"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 Center (UK)

10.45 - 11.15 Coffee Break

Location: *Salón Rossini / Jardin*



ICMA

International Classified Media Association

Making classified media work better!

Friday 27 May

Continue in Parallel Sessions

Track One

11.15 – 11.45

Location: **Salón Vivaldi**

Going, going, gone!

Salón Vivaldi

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

Location: **Salón Vivaldi**

Vertical marketing

Salón Vivaldi

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

Location: **Salón Vivaldi**

Out with the old, in with the new?

Salón Vivaldi

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 ICMA members talk about how different promotion methods have delivered for them.

Speaker: *Judith Neilly, Marketing and Event Coordinator, Buy & Sell (Ireland)*

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

13.00 - 14.00

Location: **Salón Rossini**

Lunch – Introduction to India – the next General Meeting destination!

Salón Rossini

14.00 – 15.30

Location: **Salón Vivaldi**

PANEL - Better marketing to media buyers

Salón Vivaldi

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)*

Track Two

11.15 – 11.45

Location: **Salón Diamant**

One reader, two readers, three readers...

Salón Diamant

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

Location: **Salón Diamant**

The highs and lows of marketing at LOOT

Salón Diamant

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)*



Friday 27 May

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

Location: **Salón Diamant**

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: Stefan Anderson, Deputy Managing Director, Eniro Oy (Finland)

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

Location: **Salón Rossini**

14.00 – 15.30 **PANEL – Marketing promotions**

Location: **Salón Diamant**

The most visible P of the 4 P's of marketing, promotion is also at the same time the sexiest and most misused marketing tool. What should you promote, when, to whom and how are only some of the questions that need to be answered. Plus how can you measure and evaluate the success of a particular programme? This panel session brings together marketing experts who will discuss their experiences of different channels and approaches.

Chair: David Waghorne, Managing Director, Nottingham Post Group – Northcliffe Newspapers (UK)

Panel member: Judith Neilly, Marketing & Event Coordinator, Buy & Sell (Ireland)

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

Panel member: Clara Llamas, Online Business Planning Manager, Trader Classified Media (France)

End of Parallel Sessions

15.30 - 16.00 **Coffee Break**

Location: **Salón Rossini / Jardin**

16.00 / 16.30 / 17.00 **WORKSHOPS – these run for 30 minutes and are repeated three times.**

Location: **Salón Vivaldi 1**

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

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

• **Ad-exchanging with PHOENIX and NANI** - introduction to and explanation of the new ICMA ad-exchanging system plus a NANI refresher

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

Location: **Salón Vivaldi 2**

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

Gérald Coniel, CEO, JunkMail Publishing Pty (South Africa)

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

Peter Lamb, Consultant, Marketing Classics (USA)

Location: **Salón Diamant**

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

Audrey Cunningham, Managing Director, Market Match (Ireland)

• **Mobile marketing**

Peter Norman, Director, Isthmus Interactive (UK)

19.30 – 23.00 **Traditional Catalan Dinner at the Restaurant Can Cortada**

Meeting Point: **Hotel Lobby**

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.

Buses return at 22:30 and 23:00



I C M A

International Classified Media Association

Making classified media work better!

Saturday 28 May

09.00 – 17.00 Table Top Displays

Location: *Jardin*

09.00 - 13.30 Publishers' Meeting

Location: *Salón Vivaldi*

The 'evolution of marketing' has led to the rise of the 'free-ads, free-access' model best personified by Craigslist, now present in over 165 cities and 38 countries worldwide. This Publishers' Meeting, chaired by Cal Bosveld, will focus on understanding and responding to that threat with an active debate led by Bob Cauthorn who has had first-hand experience in San Francisco of what this business model can do to established classified players. Delegates will be challenged to devise strategies to compete effectively with this new model, and a full report will be circulated post-conference.

Chair: *Cal Bosveld, Group Publisher – Automotive and Generalist Publications, Trader Media Group (Canada)*

Speaker: *Bob Cauthorn, President, CITYTOOLS LLC, USA*

09.00 - 13.30 Sales Managers' Workshop

Location: *Salón Coral*

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, sales of supplements and special projects, alongside the main brand. Delegates will also split into workgroups to tackle some of the critical issues affecting sales success.

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

09.00 - 13.30 Technology and Business Development Forum

Location: *Salón Cristal*

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

Location: *Salón Rossini / Jardin*

13.30 – 14.00 Conference Wrap-up and Close

Location: *Salón Rossini*

14.00 – 15.00 Lunch

Location: *Salón Rossini*

15.00 - 16.30 ICMA Business Meeting

Location: *Salón Vivaldi*

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

Meeting Point: *Hotel Lobby*

The Gala Party will be held at the beautiful L'Hivernacle. It was designed by Josep Amargós 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....

Buses return at 00:00 and 01:00

Sunday 29 May

All day Departure of delegates