

Global Dynamics



**One day Conference
with an evening cocktail party**

**Friday, 2nd November 2007
Hyatt Regency Istanbul,
Turkey**

Marcoms businesses are constantly looking for new ways to serve their clients, and to grow and develop. The Results International 2007 Global Conference explores the latest trends and practices in successfully funding and managing these new opportunities. Some businesses have chosen the route of targeting new technologies within the digital space, others choose international expansion into new or high growth markets. Some are doing both and everyone is on the steep learning curve. We live in challenging but exciting times.

Leading experts in the industry will provide insights into:

- The new media evolution – maintaining a digital edge
- Routes to international expansion
- A private equity view
- Funding growth and expansion
- Maximising shareholder value

At the edge of Europe, Istanbul symbolises the bridge between East and West. An understanding of this city provides the first step into future global growth.

Keynote speakers:

Richard Eyre, Non-Executive Director, IAB, G Cap, RDF, Results International
Richard Pinder, COO, Publicis Worldwide

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Programme

One day Conference with an evening cocktail party

- 7:30 Registration**
- 8:00 Early Bird Workshop:**
M&A trends and maximising shareholder value
Andrew Kefford, President Asia Pacific, Results International
- 9:00 Introduction and overview of conference theme**
Conference chairman: Chris Jones, Non-Exec Chairman, Results International
- 9:20 Morning keynote speaker:**
The impact of new media developments on the old media world
Richard Eyre, Non-Executive Director, IAB, G Cap, RDF and Results International
- 9:45 Creating opportunities in emerging markets**
A consolidator's view: Greg Thain, Chairman, IMSG
- 10:10 Recent developments in delivering consumer insights**
Kirsty Fuller, Chief Executive, Flamingo International
- 10:35 Coffee break**
- 11:15 Private equity – an emerging trend**
A private equity view: Geoffrey L Hamlin, Partner, Cartesian Capital Group LLC, New York
- 11:40 Managing and integrating acquisition strategies**
Richard Glasson, COO, Gyro International
- 12:05 Is mass marketing dead or just reinvented?**
A media view: Ian Clarke, Global Account Director, OMD International
- 12:30 Lunch**
- 2:15 Afternoon keynote speaker:**
Managing the options for growth
A network's view: Richard Pinder, Chief Operating Officer, Publicis Worldwide
- 2:40 Taking the AIM route to growth**
A stock market view: Alex DeGroot, Media Analyst, Panmure Gordon (UK) Limited
- 3:05 Recent trends in search marketing**
A digital view: Nick Jones, Director, I-SPY SEARCH
- 3:30 Coffee break**
- 4:00 Mobile marketing**
Case studies from major brands: Alex Meisl, Chairman, Sponge Ltd
- 4:25 Gaining a digital advantage in PR**
A PR perspective: Andres Wittermann, Vice President Europe, Lewis PR
- 4:50 Trends in gaining a digital advantage**
Arjo Ghosh, CEO, Spannerworks
- 5:15 Q & A**
- 6:00 Close**
- 7:30 Cocktail Party – all delegates & speakers, The Marmara Istanbul www.themarmarahotels.com**

Results International's 8th Global Marketing Communications Conference

GLOBAL DYNAMICS

Hyatt Regency Istanbul,
Taskisla Caddesi, Taksim, Istanbul, Turkey 80090
2nd November 2007

Please register delegates for this conference.

FIRST DELEGATE:

Name Surname
Position
Company
Address

Phone Fax
E-mail
Website

SECOND DELEGATE:

Name Surname
Position
Company
E-mail

BOOKINGS ONLY ACCEPTED WITH FULL PAYMENT

- I would like to pay by credit card
 I would like to pay by bank transfer

Easy ways to register:

hwebb@resultsinternationalgroup.com
www.resultsinternationalgroup.com

- ✉ Please complete and return the registration form with payment details to:
Results International Group
24/25 New Bond Street London W1S 2RR
☎ +44 (0)20 7629 7575

WHO SHOULD ATTEND

**Chief Executive Officers, Chief Financial Officers,
Agency Principals, Marketing and Strategy Executives
and Regional Management.**

Date: 2 November 2007
Venue: Hyatt Regency, Istanbul
Cost: €1,100 (plus VAT for UK delegates) & includes attendance to all presentations, coffee breaks, lunch, evening cocktail party and all conference materials. The conference fee does not include accommodation or transportation costs. Room bookings to be made directly with the hotel. Hyatt Regency Istanbul, Taskisla Caddesi, Taksim, Istanbul, Turkey 80090
Timing: Payment to be received by the 1st October 2007. Invoices will be issued.
Early bird discount: Please note that a discount of 10% will be provided for two registrations and 20% for three or more. This discount will be valid until the 1st October 2007.
Cancellations: Cancellations received in writing before the 1st October will be refunded in full less an administrative charge of 25%. We regret that cancellations cannot be accepted thereafter. Substitutes are accepted at any time.
Note: It may be necessary for reasons beyond our control for the organiser to alter the content or the timing of the programme.

Registration form