

WELCOME TO CUSTOMER FIRST 06

MORNING PROGRAMME / Keynotes								
9.00 - 10.00 Breakfast								
10.00 - 10.30 Agnes Gawel Digital Marketing manager – Sony Ericsson Mobile Communication Europe								
10.30 - 11.15 Mike Panaggio C.E.O. of DME (Direct Marketing Experience) - USA								
11.15 - 11.45 Coffee break								
11.45 - 12.30 Joakim Borgström Creative Director and partner of Double You Bercelona, España								
12.30 - 13.15 UBA panel - moderator Sylvie Irzy MSN Belgium								
13.15 - 14.30 Lunch								
AFTERNOON PROGRAMME / Workshops								
	Web development	Interactive Marketing	Interactive Marketing	Interactive DM	Mobile Marketing	CRM	E-Commerce	Web Ana.& Content Management
14.30	Taatu: Surfing the online virtual communities wave with TAATU (ENG)	IAB Online campaign process (FR) Julie Tinant (Media Contacts)	These Days The e is for emotion: a workshop with work (NL)	Pogio How does the Belgian marketer use interactive direct marketing (web, email, sms)?	IAB Tim Duhamel Belgian Mobile Mapping: current status on mobile applications and mobile marketing from a user point of view (NL)	SAS	BDMA "Starters" BeCommerce in Belgium: the BeCommerce barometer, the label and the sector	WebTrends&OX2 How to achieve meaningful Customer Interaction Online (ENG)
15.00	The Reference	IAB IAB Best Case 06 Super GB, la Fête du Client - KlantenFeestFR/NL Isabelle Driege (Isobar Belgium)	MSN: (Re)connecting with today's consumers	Extenseo SEM: The most efficient weapon to increase your leads and sales. (FR)	Proximus Mobile Marketing: Make your mix move	Business Decision Know your customer..., but does the customer succeed in knowing your company? (NL/FR)	BDMA "Experienced" How to ensure safe online payments on your site	Edge Improve the ROI of your websites and campaigns
BREAK								
16.00	Marlon Video online: rich is getting richer	Activeldea Free the consumers	Beweb: Online video content: a growing opportunity for Belgian advertisers (ENG)	Wegener Empower the customer! (NL)	Ring Ring The (mobile) phone: a powerful interactive communication-medium (NL)	Corporate Blogging Why companies should pay attention to blogs (NL)	Softlution Product Information Management: A solid foundation for cost effective multi-channel e-commerce (ENG)	OX2 WebAnalytics: a dynamic evolving journey, choose right for now and for the future
16.30	Feweb	Fred Online Creativity on the Internet (FR/NL)	UBA Privacy Legal workshop held by professional marketing associations	Wegener Empower the customer! (FR)	ACC- Ogilvy K. Van Impe How to win a cuckoo award	Corporate Blogging Why companies should pay attention to blogs (NL) Round table	e-Bay eBay: An innovative and cost effective marketing tool for sellers online (FR)	Tridion Content management: so much more than website management (NL)
BREAK								
17.30	OX2 Learn how to test your online communication: A/B testing demo (ENG)	Emakina	MSN (Re)connecting with today's consumers	Eclipse Empowering local marketing (ENG)	These Days Viral is dead! Spread the word! (ENG)	Creaset The positive commercial attitude (PCA), the power of growth (FR)	BDMA (PFSWeb.com) Distribution: How to organize the distribution of products and services ? PFSWeb.com	Connexion Multilingual web site? Automate the translation process ! (ENG)
18.00	Real Software Implementing a Web Marketing Platform	IAB IAB Best Case 06 Panos (Deli), Click & WinFR René Dechamps Otamendi(OX2)...	Luon emailgarage Starting email marketing in 3 simple steps	Optizen	E-zone Mobile Interactive Marketing campaigns case studies (NL/FR)			Publinet great tool, no fuzz
18.30 Cocktail								
20.30 - 23.00 Night of Internet Award Dinner								



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ActiveIdea.....	E4	E-Zone.....	E1	Proximus.....	D3
BDMA.....	F3	IAB.....	E8	Realssoftware.....	D2
Anaxis.....	A8	Ideaxis (Addemar).....	E5	SAS.....	B8
Belmatech.....	B4	Info-Grafic.....	C8	SE-Marketing.....	E9
Beweb.....	F4	Inside Editorial Hub.....	B6	Softlution.....	A7
CMS-Channel.....	A6	Interconfort.....	C5	Taatu.....	B5
Combell.....	C3	KULmediacentrum.....	C6	Technofutur.....	D6
Corona Print.....	C2	Luon.....	C7	The Reference.....	A5
CRBS.....	B3	Media Marketing.....	F2	The Ring Ring Company.....	E2
DDB.....	Fo	Mediargus.....	E3	WebAnalytics.....	A1
Digimedia.....	A11	MSN.....	C4	Webtrends.....	C1
Digipoint.....	F7	Ogone.....	A9	Wegener DM.....	E7
Eclipse.....	D8	Optizen.....	F5	Zanox.....	E6
Edge.....	A4	OX2.....	A3		
Extenseo.....	D1	Pogio Marketing.....	D7		



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some interesting story to share...?
meet & talk to our editors in the inside HUB stand B6