

The fastest growing marketing event in the UK.

After a record breaking attendance and an unrivalled brand focused free to attend seminar programme, mediaPro will be returning to the brand new West Hall at Olympia on the 23rd and 24th October, an exciting fresh new event space that represents the future of the show...

Thanks to all our partners for your support in 2011.

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INTEGRATED MARKETING IN THE DIGITAL AGE

This year mediaPro did something special. We set out to offer senior marketers a first class free to attend seminar programme that rivalled, and even surpassed, any paid for conference, not just in the Keynote theatre, but across all the theatre streams, Digital, Social, Integrated, Marketing Technology, Data and Direct and Cross Media and Publishing. The result was a programme that boasted over 80 brands, like nothing seen anywhere else..

Check out who was speaking at the 2011 event...



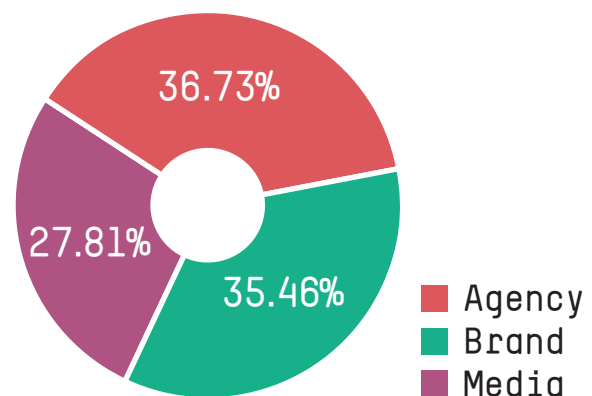
mediaPro 2011 proved something, marketers want to see something new, fresh and exciting, they want to be enlightened, shown how to push the boundaries, create timeless campaigns that engage with their target audience across an ever increasing plethora of channels and touch points...

Next year's event will be relocating to the brand new West Hall at Olympia, this fresh and exciting new events space symbolises where mediaPro is going. It's an event that breaks the mould, explores uncharted territories and uncovers new ways for marketers to work.

mediaPro 2012 will offer marketers from brands and agencies the perfect environment to discover solutions and techniques to increase engagement, drive response and achieve cost savings across the integrated marketing space. And this will happen though the array of products and services on offer on the exhibition floor and the brand case studies being discussed within the seminar programme. Whether our visitors are looking to learn more about repurposing content across a website, a DM piece, Smartphone App, a Social Campaign, controlling a

brand consistency or building a fully integrated campaign across all channels, mediaPro is the perfect place to engage and influence the UK's senior marketing audience. This space is evolving so quickly, a year is a long time, mediaPro 2012 will showcase the future of integrated marketing communications...

Who attends mediaPro



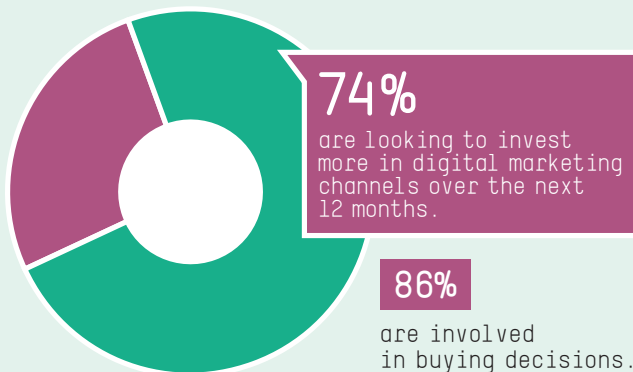
Here is a sample of the mediaPro audience...

Marketing Director	Absolute Radio Ltd
Marketing Campaign Coordinator	Age UK Enterprises Ltd.
International Marketing Manager	Alliance Healthcare
Marketing Manager	Allianz Business Services Ltd
Customer Experience Manager	Argos
Direct Marketing Manager	Arthritis Care
National Account Manager	BSQ
Marketing Communications Manager	Barclays Bank Plc
Director of Communications	Breakthrough Breast Cancer
Digital Manager	Breast Cancer Campaign
Senior Manager, European Communications Office	Bridgestone
Head of Online	British Veterinary Association
Marketing Director	Bskyb
Marketing Manager	Bvlgari (Uk) Ltd
Marketing Director	Camelot Group Plc
UK Head of Communications	Capgemini
Marketing Manager	Capita
Digital Marketing Manager	Chelsea FC
Head Of Marketing Communications	Christian Aid
Marketing Manager	Cineworld Cinemas
Direct Marketing Coordinator	David Lloyd Leisure Ltd
Marketing Innovation	Diageo
Marketing Controller	Dyson
Commercial Co-Ordinator	Fujifilm UK Ltd

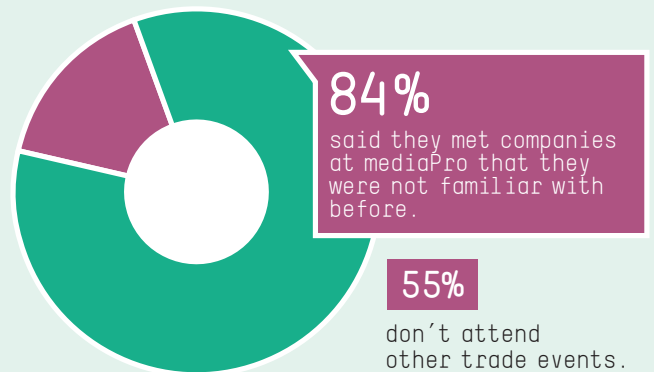
Leader - Business & Retail Markets	Google
Head Of Advertising Services	Guardian News and Media
Marketing Manager	Guinness World Records Ltd
Gift Card Manager	Halfords
Social Manager	HSBC
Head of Online	Links of London
Direct Marketing Manager	Lovefilm
Head of Media	Macmillan Cancer Support
Head of Marketing	Match.Com International Ltd
Head of Operations	Metro
Cm Solution Specialist	Microsoft
Head of Online Engagement	Ministry of Defence
Head of Digital Marketing	Ministry of Sound Group Ltd
Marketing Director	Muller
Cm Manager	New Look
Head of Publishing Systems	News International
Head of Marketing, Digital Incentives	Nokia
Marketing Manager	Norwich City Fc
Head of Design	Orange Digital
Manager - Dealer Marketing Services	Peugeot
Chief Marketing Officer	Pizza Hut (UK) Ltd
Relationship Manager	RBS
Head of Publications & Brand	Rspca

RESULTS OF IN DEPTH VISITOR SURVEY WITH MORE THAN 200 RESPONSES

Meet the marketing buyers.



They meet new companies at mediaPro.



QUESTIONNAIRE COMMENTS

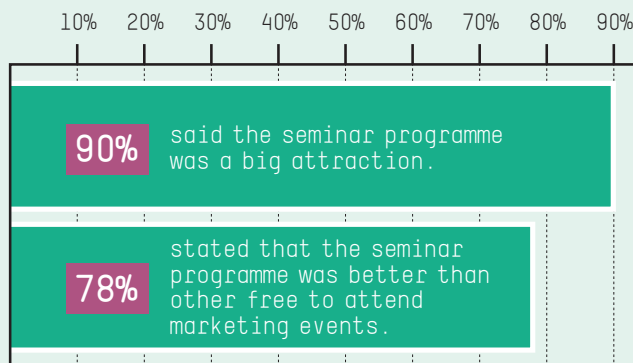
The presentations were excellent, the program was clear and had a good guide as to where things were.

Great opportunity to network with key note speakers and suppliers and gain real insight to how other companies are using marketing/media communications.

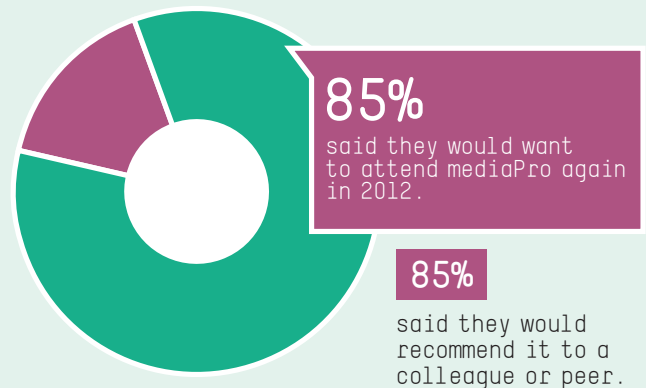
Good professional atmosphere, very knowledgeable and professional exhibitors.

RESULTS OF IN DEPTH VISITOR SURVEY WITH MORE THAN 200 RESPONSES

What they thought of our brand focused seminar programme.



And next year they will be back, with even more buyers!



QUESTIONNAIRE COMMENTS

Was a great opportunity to meet new possible suppliers and see the new media marketing channels out there. I found the seminar by fellow charities particularly useful!

A good way of keeping up to date with the latest marketing opportunities. Keen to see how bigger companies are taking on social media.

Excellent for networking and looking at new products/ services on offer.

Here is a sample of the mediaPro audience...

Online Acquisition Manager	Santander
Director of Brand & Communications	Save The Children
Digital Marketing Manager	Scope
Project Buyer	Siemens Plc
Senior Marketing Manager	Sony Music Entertainment (Uk) Ltd
Commercial Manager	Tesco
Marketing Manager	Tesco.Com
Global Head of Ecommerce	Time Out
Head of Customer Relationship Marketing	Tm Lewin
Customer Relationship Marketing	Tui Travel
Retail Promotions Manger	Warner Bros
Head of Brand Communications	WWF-UK
Director & Vice President,	Xerox
PreSales Analyst	Xerox
Web & Social Media Executive	Xerox Europe
Head of Marketing & Events	X-Leisure Ltd
Sponsorship & Sales Director	X-Leisure Ltd
Creative Director / Owner	Yello Studio Ltd
Marketing & Communications Manager	YMCA England
Senior Press Officer	YMCA England
Brand Manager	Youth Music
Global Head of Advertising and Content	Barclaycard
Brand Development Manager	Ben & Jerry's

Brand Manager	Doritos (Pepsico)
European Media Manager	Honda
Mobile Manager	ITV
Head of Digital Marketing, CRM and E-commerce	L'Oreal
Mobile Operations Manager	Manchaester United FC
Marketing Manager	London Underground
Director of Innovative Solutions	Ogilvy London
Marketing Manager	Samsonite
Senior Planning Manager	Santander
Marketing Director	Tesco
Director of Marketing	Universal Pictures
Online Marketing Planner	Sainsbury's
Marketing Manager	Vodafone Group
Head of Marketing	Royal Mail
Brand Manager	Visa
Global VP	Unilever
Marketing Systems Manager	RBS Insurance
Digital Manager	Nintendo
Customer Acquisitions and Retention Manager	Shop Direct
Brand Management	Proctor & Gamble
Head of B2B Marketing	Telephonica O2 UK
Strategic Marketing Officer	Ministry of Defence
Head of Customer Marketing	Dairy Crest Ltd



Don't take our word for it... here is what the exhibitors thought this year...

Harry Skidmore, chief executive, Easibind

One thing that has really worked for us is arranging appointments ahead of the show - we have 40 meetings already scheduled. It is also important to be seen to be part of the community - there is great networking here between exhibitors. I like the concept of the show - not everyone has all the keys but all of those keys are here.

Borut Kumperščak, chief technical officer, Uniki

This is one of the best digital events in the UK. Last year we met a lot of new contacts and new sales, it was a very positive experience. This year has been even better than last year.

Laura Brown, channel development executive, Lateral Group

mediaPro is a brilliant event to do. Integrated customer communications is what we do and we've met a lot of people who are talking about a need to improve their marketing. It's the quality of the contact that's important not so much the quantity. It's such a good event overall.

Rebecca Gowie, marketing manager, PR260

This has been very positive. We have a good footfall past the stand and the people coming to talk to us are the people we want to speak to.

Kate Moore, marketing communications manager, HH Global

The company has been expanding its offering across all channels and rebranding and so now mediaPro is a very good fit for us. It is important to be seen with the new brand by the other exhibitors - who could be suppliers or partners who can also bring business to us - as well as the visitors. We've seen procurement and marketing people at quite a senior level.

Anna Cotton, head of marketing, Brandworkz

The best thing we did was the clinic with prearranged but real sales meetings that worked really well and the passing trade became a bonus. The speaker slots were also very important. The show has been fantastic, we will definitely do it again. The support has been brilliant.

MEDIAPRO IS THE ONLY DEDICATED EXHIBITION IN THE UK THAT INTERPRETS HOW INTEGRATED COMMUNICATIONS AND THE LATEST INNOVATIONS CAN BENEFIT PUBLISHERS AND MARKETERS. IF YOU ARE INTERESTED IN BEING PART OF MEDIAPRO 2012 PLEASE EMAIL US FOR THE FLOOR PLAN TO SEE WHAT IS AVAILABLE.

To book a stand, join us as a show sponsor or discuss speaker opportunities please give us a call...

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