

# 13th Henry Stewart DAM & MOM Symposium: Programme at a Glance, Day One Tuesday 20 June, 2006

With 4 concurrent sessions, you need to take advantage of our team discount – buy 2 passes, get the 3rd half price!

Track Title	How to Manage Digital Assets & Content	Unlocking the Value of DAM – Workflows & Processes	Marketing Operations Management	DAM & MRM Technologies
Access	Conference Pass Only	Conference Pass Only	Conference Pass Only	Conference or Exhibit Pass
Track Sponsor				
Track Chair	Carol Owens, Siemens	Skiff Wager, SEW Consulting, Formerly CIO, Scripps Networks	Beth Weesner, Marketing Transformation Services	Kieron Osmotherly, Henry Stewart DAM & MOM Symposium
From 8.00	Registration & Continental Breakfast for Conference Pass Holders – Sponsored by 			Exhibit Opens at 9.00
9.00	Chairperson's Opening Remarks			DAM & MRM Technologies begins at 9.20
9.10	<b>An Introduction to DAM: What is DAM, Why it is Important, What is Metadata, Why You Need It &amp; ROI</b> Michael Moon, GISTICS	<b>Introduction to Marketing Operations Management (MOM)</b> Beth Weesner, Marketing Transformation Services	<b>Panel Session: Media Asset Management Platforms</b> Cliff Smith, Avid & others	
9.20				
10.10	Morning Coffee, Refreshments & Networking			<b>Next Generation DAM: the Perfect Workflow Team-Player</b> Jennifer Neumann, Canto
10.50	<b>Panel Session: How to Make DAM Work – Metadata &amp; Taxonomies in Practice</b> Moderator: Madi Weland Solomon, The Walt Disney Company; Rana Ghosh-Roy, Cappgemini; Joss Winn, Amnesty International; Georgina Wistow, Getty Images; Clive Baker, Discovery Networks International	<b>Worldwide Content Distribution &amp; Brand Control – Global DAM at EMAP (FHM Magazine)</b> Chris Taylor, EMAP Consumer Media	<b>Flexing Your Brand by Elevating Brand Management &amp; Marketing Operations</b> Chip Leon, Motorola	<b>Panel: Hosted Solutions – Quick Start DAM &amp; MRM</b> Jon Schupp, Corbis; Bill McInerney, MarketingCentral; Louis Eslami, Getty Images; Faith Robinson, Globix Corporation
11.30		<b>Repositioning the Media Organisation to Take Control of Assets, Build Value, Improve Workflows and Exploit Emerging Revenue Streams</b> Steve Fish, Turner Broadcasting System Europe	<b>7 Quick MOM Wins You Can Start Today &amp; the Transition to Enterprise Marketing Solutions</b> Frans Riemersma & Romek Jansen, MRMlogiq	<b>Philips Case Study: Maximising Pan European World Cup Promotional Activity</b> Peter Flett, Freedman International
12.10	Networking Lunch for Conference Pass Holders – Sponsored by			<b>Latest Research on MRM &amp; DAM Technologies: Customer Perceptions, Supplier Developments &amp; the Reality of Implementations</b> Roy Dewell, Just Go For It
12.50				<b>10 Tips for Transforming Your Marketing Operations with Enterprise Software</b> Alan Bunce, Unica
1.30				<b>Keynote Presentation: Giving the Board Something Back – Transforming Marketing from Cost Centre to Profit Centre</b> Andrew Yates, Aprimo
2.10	<b>How the BBC is Mapping DAM &amp; Metadata Strategies to Business Requirements</b> Sarah Hayes, BBC	<b>Panel Session: Protecting &amp; Monetising Intellectual Property – Comparing DAM Deployments in Newspaper, Catalogue, Magazine &amp; Book Publishing</b> Moderator: Stephen Ryden Lloyd, The Publishing Practice; Tony Griffin, News International; Alan Irons, The Salvation Army; Andrew Salop, Independent Consultant; Gudrun Claeys, Walker Books; Niklas Peterson, IKEA Catalogue Procurement; Sean Briggs, National Magazine Co.	<b>Panel Session: Best Practices in Marketing Procurement &amp; Advertising Production</b> Moderator: Charles Kirchner, Marketing Supply Chain International; Achim J. Diegner, Kodak; Gregory Derian, Shell International	<b>Marketing Financial Management</b> Marianne Seiler, Accenture
2.50	<b>Content Services – An Operational Business Plan to Make Money from Your Content</b> Joel Warwick, Independent Consultant			<b>Case Study: Re-engineering Marketing Operations at eBay</b> Shawn Mielke, eBay
3.30	Afternoon Coffee, Refreshments & Networking			<b>Successful DAM Implementations Across Europe</b> Mark Finch, Artesia Digital Media Group
4.10	<b>Panel Session: Asset Management Services &amp; Operations – Who Does What</b> Moderator: Sue Malden, Sue Malden Associates & FOCAL International; Dejan Mladenovic, Hallmark Cards; Romney Whitehead, BBC Worldwide; Steve Fish, Turner Broadcasting System Europe; Dirk Stevens, Agfa; Manni Walton, Corbis; Stefan Röhrig, Mercedes Benz Classic	<b>Panel Session: MAM in Broadcast Production, Archiving &amp; Distribution</b> Moderator: Michele Romaine, Langsdale Crook; Remi Abayomi, Nickelodeon UK; Keith Nicholas, Walt Disney Television International; Keith Cass, ITN; Fiona Maxwell, Granada International	<b>Panel Session: Marketing &amp; Sales – Consistent, Localised Messaging</b> Moderator: Nikolas Badminton, Cappgemini; Dr. Graham Hill, Sophron & Toyota Germany; Marita Mitschein, IMC Information Management; Koos Berkhout, Loyalty Management Services (Nectar); Giles Cuthbert, Cendant	<b>Panel Session: Optimising Print &amp; Production Sourcing</b> Simon Moore, ICP; Alan Wright, Magnet Harlequin & others
5.30	Close of Day One, Followed by Drinks Reception for Conference Pass Holders – Sponsored by 			Exhibit Closes except to Conference Pass Holders
From 7.30	<b>World Cup: England vs. Sweden (Kick-off 8pm)</b> Optional pre-match dinner followed by private big Screen & cash bar for conference pass holders – a guaranteed good view for the big game!			

**13th Henry Stewart DAM & MOM Symposium: Programme at a Glance, Day Two, Wednesday 21 June, 2006**

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Track Sponsor						
Track Chair	Carol Owens, Siemens	Skiff Wager, SEW Consulting, Formerly CIO, Scripps Networks	Beth Weesner, Marketing Transformation Services	Kieron Osmotherly, Henry Stewart DAM & MOM Symposium		
From 8.00	Re-registration & Continental Breakfast for Conference Pass Holders			Exhibit Opens at 9.00		
9.00	Chairperson's Opening Remarks					
9.10	<b>Case Study: DAM Technology Selection against Functional &amp; Technical Requirements</b> Donncha O'Gorman, Microsoft	<b>Advertising Management Beyond the Asset Repository – Associated Newspapers' Ad Content Server</b> Dave Collette, Associated Newspapers	<b>Panel Session: Experiences with Enterprise Marketing Technologies</b> Moderator: Roy Dewell, Just Go For It; Robert Moss, Honda UK; Oliver Schulz, EnBW; Joost Schriever, Randstad; Anna Paues Herlin, SEB	<b>Panel Session: Infrastructure Requirements for Enterprise DAM</b> Jim Murkejee, Sun Microsystems & others		
9.50	<b>Avoiding Common Mistakes - Trial, Error &amp; Success at Hallmark</b> Dejan Mladenovic, Hallmark Cards	<b>Unlocking the Value of Your Assets – Creating New Revenues</b> Barbara Greenway & Keith Cass, ITN				
10.30	Morning Coffee, Refreshments & Networking			<b>Extending DAM into Workflow</b> Chris Fabesch, Picdar		
11.10	<b>Metrics &amp; Reporting for DAM</b> Stan Scoggins, Universal Studios	<b>Cross Industry Panel Session: Workflow &amp; DAM, Production &amp; Distribution</b> Moderator: Andrew Salop, Independent Consultant; George Lamptey, Universal Music; Marc Mitchaux, Xerox Global Services, Europe; Damon Rand, Amnesty International; Lisa Tillet, Boots The Chemists; Hans Bolten, WoodWing Europe	<b>Case Study of the Scottish Enterprise "Brand Seer" MRM Project</b> Robin Mair, Scottish Enterprise & Roy Dewell, Just Go For It	Presentation slots available		
11.50	<b>The Search for Meaning in DAM</b> Madi Weland Solomon, The Walt Disney Company		<b>Case Study: Marketing Credibility – Earning a Seat in the Executive Suite</b> Bill Rainey, Hewlett Packard Company			
12.30	Networking Lunch for Conference Pass Holders			<b>The Case for DAM as a Hosted On-Demand Service</b> Louis Eslami, Getty Images		
1.10				<b>Integrating Brand Asset Management with Accelerated Creative &amp; Approval Cycles, Marketing Calendars &amp; Budgets</b> Adam Hainsworth, be the brand experience		
1.50				<b>Cycle Time Acceleration &amp; Brand Consistency Across Multiple Local Markets</b> Sigrid Poon, Corbis		
Track Title	DAM Closing plenary		MOM Closing Plenary	DAM & MRM Technologies Closed		
Access	Conference Pass Only		Conference Pass Only	<p><b>Register Now at <a href="http://www.DAMusers.com">www.DAMusers.com</a>!</b></p> <ul style="list-style-type: none"> <li>• Free Exhibit Passes include access to DAM &amp; MRM Technologies</li> <li>• £400 Discount on Conference Passes for End Users</li> <li>• Further £50 Discount if you register before Friday 26 May</li> <li>• Team Discount: Buy 2 Conference Passes Get 3rd half price!</li> </ul>		
2.30	<b>Panel Session: Growing Pains of DAM – You Brought a Demanding Infant DAM into the World and Survived its Adolescence as it Matured. Has DAM Graduated to be Self Sufficient?</b> Moderator: Glenn Hall, HP; Mark Maddocks, Reed Elsevier; Stan Scoggins, Universal Studios; Sarah Hayes, BBC		<b>Panel Session: Practical Experiences &amp; Lessons Learned from Early Adopters</b> Moderator: Beth Weesner, Marketing Transformation Services; Robin Mair, Scottish Enterprise; Bill Rainey, Hewlett Packard Company; Alan Crawley, Optima Partners; Shawn Mielke, eBay			
3.30	Afternoon Coffee, Refreshments & Networking					
3.50	<b>The Top 10 Obstacles to DAM &amp; MOM Project Success &amp; How to Overcome Them</b> Terry White, Amway					
4.30	<b>Building Blocks for Breakthrough Digital Supply Chain Strategies</b> <i>Revenue stop-loss: how activity-based cost analyses of your digital asset lifecycle can identify weak links in your content supply chain and how to correct them</i> Michael Moon, GISTICS					
5.10	Summary & Your Questions Answered					
5.30	Close of Conference					

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