You’re invited to the
‘Engaging Consumers with Social Media’
Breakfast Briefing

Brought to you by the
Australian Centre for Retail Studies
Department of Marketing at Monash University

Melbourne
Tuesday, October 19, 2010

Sydney
Wednesday, October 20, 2010
The modern advertising communication landscape is changing, as are the implications for those charged with the responsibility to effectively communicate with ever transient audiences.

One aspect of communication that is increasingly under the spotlight is that driven by the social media phenomenon. User-centric multimedia applications such as Facebook, Twitter, MySpace, LinkedIn, and YouTube are flourishing.

However, whilst uptake figures are known, little is known of the impact this has on marketing outcomes and the respective impact on various groups in society.

We warmly invite you to attend our Social Media breakfast briefing. With this briefing, the ACRS partners with BADJAR Ogilvy, and brings you a series of presentations on social media, including its value and application to the retailer, brands and beyond.

**Presenters**

Carla Ferraro, Research Fellow, ACRS  
Camilla Bond, Research Analyst, ACRS  
Elly Harper, Honours Student, Monash University  
Dr Sean Sands, Research Fellow, ACRS  
Badjar Ogilvy

**Location, Date and Fees**

<table>
<thead>
<tr>
<th>Melbourne</th>
<th>Sydney</th>
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<tr>
<td>Tuesday, October 19</td>
<td>Wed, October 20</td>
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<tr>
<td>Monash University, Caulfield VIC</td>
<td>The Grace, Sydney NSW</td>
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<tr>
<th>Fees</th>
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<tr>
<td>Non ACRS Member</td>
<td>$149 per participant</td>
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<td>ACRS Publication Subscriber</td>
<td>$149 per participant</td>
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<td>ACRS Member Membership</td>
<td>$126 per participant</td>
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<td>ACRS Research Partner Membership</td>
<td>$96 per participant</td>
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<td>All prices include GST.</td>
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**Breakfast Timetable**

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<thead>
<tr>
<th>Location</th>
<th>Time</th>
<th>Melbourne</th>
<th>Sydney</th>
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<tbody>
<tr>
<td></td>
<td>7:30am</td>
<td>Registration, Light Breakfast, Networking</td>
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<tr>
<td></td>
<td>8:00am - 8:05am</td>
<td>Welcome</td>
<td>Dr Sean Sands, Research Fellow, ACRS</td>
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<td></td>
<td>8:05am - 8:30am</td>
<td>Generational differences in value and consumption of social media Carla Ferraro, Research Fellow, ACRS</td>
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<td>8:30am - 9:00am</td>
<td>Brand engagement through social media: Consumer experiences, motivations and behavioural outcomes Camilla Bond, Research Analyst, ACRS</td>
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<td>9:00am - 9:30am</td>
<td>The benefits of bringing interactive social media into the store Elly Harper, Honours Student, Monash University</td>
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<td>9:30am - 9:45am</td>
<td>What does this mean for retail moving forward? Dr Sean Sands, Research Fellow, ACRS</td>
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<td>9:45—10:00am</td>
<td>What does this mean for advertising and communication strategy? Badjar Ogilvy</td>
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<td>10:00am</td>
<td>Panel Q&amp;A</td>
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**Information and Registration**

If you or others within your organisation would like to attend, please complete the attached registration form.

Register by Wednesday, 13 October, 2010

The Australian Centre for Retail Studies  
Tel: +61 3 9903 2455  
Fax: +61 3 9903 2099  
Email: ACRS@BusEco.monash.edu.au
Register by fax, email, or post by completing this form.

Phone: +61 3 9903 2455   Fax: +61 3 9903 2099   Email: acrs@buseco.monash.edu.au

Participant 1 Name:
Position: Company:
Postal Address:
State: Postcode:
Mobile (for SMS reminder): Work Number:
Email:

Participant 2 Name:
Position: Company:
Postal Address:
State: Postcode:
Mobile (for SMS reminder): Work Number:
Email:

Fee: (Please tick)
ACRS Research Partner Membership $96 per participant* ☐
ACRS Member Membership $126 per participant* ☐
ACRS Publication Subscriber $149 per participant* ☐
Non ACRS Member $149 per participant* ☐

*GST inclusive

Payment Options: Invoice must be issued before payment can be made. Please use a payment option below:

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☐ Credit Card - via the Telephone. For payments made in Australia call 1800 887 177 and follow the voice prompts. Callers from Overseas, dial (international code) +61 2 9087 7936 and follow the voice prompts

☐ BPAY Biller Code 47332 Call your Bank, Credit Union, or Building Society, quote the Biller Code and enter your reference number to make this payment

☐ Cheque - made payable to Australian Centre for Retail Studies

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Should you not wish to receive information about ACRS events, news or research in the future please place a cross in the box.

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