

28th MAY

HACKS FOR PRODUCING CONTENT IN THE DIGITAL AGE

WITH

PILAR BARRIO

Pilar Barrio works with Google as a lead facilitator for their Digital Academy, where she trains their top clients in mobile strategy, programmatic advertising and user-centric marketing. Her compelling style is straightforward, energising, stimulating of discussion and regularly inspires listeners into action.

In her key areas of expertise; video, social media and content marketing, Pilar has advised hundreds of brands looking to cut through the noise of the digital space. Having worked over 10 years at media groups such as Aegis or Havas Media, Pilar combines the know how of the top agencies and the expertise working all around the globe with some of the best brands.





INNOVATIVE PRODUCTION MODELS AND SMART TARGETING

OVERVIEW

The world has changed: we used to get away with running a commercial on TV once or twice a year. We would spend thousands and not millions on producing it. So now that consumers have access to video content everywhere, how do we keep up with it?

How do we produce content for all channels and all target audiences? Are we able to produce 200 videos a year to respond to all their needs and keep them engaged? How do we do it in a sustainable way whilst keeping costs down?

MANAGE

your content production and maximise your budget

HOW TO

develop a content engine in-house

BREAK

traditional content models and source content from diverse sources

TARGET

the right people at the right time

PERSONALIZE

your advertising, using smart targeting



OBJECTIVES 28th MAY

WHO IS IT FOR:

- Brand Managers / Head of Brand
- Communications Director / Manager
- Marketing Director / Manager

WHAT YOU WILL TAKE AWAY:

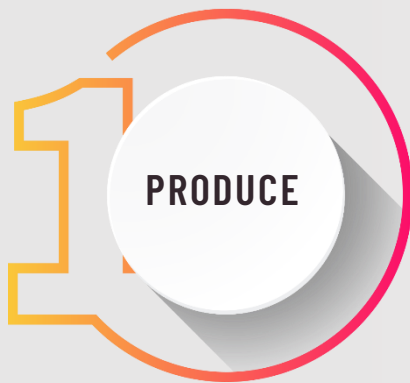
- How to manage your content production and maximise your budget
- How to develop a content engine in-house
- How to break traditional content models and source content from diverse sources, using new digital platforms
- How to collaborate with influencers, partners and customers to create better content
- How to distribute your video content across all different digital channels, targeting the right people at the right time
- How to personalise your advertising, using smart targeting
- How programmatic technology can help you target your advertising efficiently

WHAT YOU WILL LEARN:

- Plan your content production to maximise your budget across all channels
- Use the 3Cs model for content production (create, curate, collaborate)
- Develop an innovative production engine in-house
- Enrich your brand stories and content through new ways of producing content and working with diverse talent platforms
- Choose the right partners to produce high quality content
- Use test and learn techniques to run experiments and test content on social platforms
- Apply content personalisation techniques to make your marketing more effective



FLOW OF THE DAY 28th MAY



PRODUCE

INNOVATIVE CONTENT

You will use the 3Cs model for content production (create, curate, collaborate) to develop an innovative production engine for your business to generate innovative ideas that are also effective for your target audience. You will also explore new ways of producing the content outside of only working with one creative agency and their team of creators to opening up to a diversity of talent to enrich your brand stories and content.



APPLY

SMART BUDGETING

We will also show you how to plan and produce your content in a way that your budget is maximised and you can distribute it across many different digital and social media platforms in an effective way. We call this bite-size content strategy.



PERFORM

SMART TARGETING

You will learn about the possibilities of content personalisation and how these techniques can make your marketing even more effective, using the right technology and data to allow you to know your target audience better than ever before and be able to predict what they might want next.



AGENDA 28th MAY

BUDGET PLANNING & CONTENT PRODUCTION

- You will apply bite-size strategic frameworks to maximise the budget you allocate to content production.
- This will allow you to have a blueprint for content production across all channels, whilst bringing consistency and a single customer voice to your brand.

INNOVATIVE CONTENT PRODUCTION MODELS

- You will use the 3Cs model for content production to develop an innovative production engine for your business to generate innovative ideas that are also effective for your target audience.
- You will also explore new ways of producing the content outside of only working with one creative agency.

IN-HOUSE CONTENT VS. OUTSOURCING

- Building a powerful content engine in-house: in a fast-paced world, where people expect quick responses and attention is low, you need to build an in-house resource that creates reactive quickly for social media channels. You will unlock the power of low quality, short form and authentic content.
- Choosing the right partners to produce high quality content: you will learn to identify the skills and attitudes your production agencies and partners need to have to make your brand campaigns memorable.



AGENDA 28th MAY

A/B TESTING AND EXPERIMENTATION

- Use test and learn techniques to test the content that will work (creative, headlines and calls to action), moving your budgets to the most successful pieces of content and running experiments on social media to then scale them to your whole marketing strategy.

SMART TARGETING & PERSONALISATION

- Acquire the right technology and data to allow you to know the interests and motivations of your target audience, and predict what they might want next.
- You will learn about the possibilities of content personalisation and how these techniques can make your marketing even more effective.

CLOSURE

- The session will end up with you building an action plan to help you implement all these learnings into your business.

PRICING

ALL DAYS CAN BE PURCHASED SEPARATELY

EARLY BIRD OFFER TILL 16th MARCH

1 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€600

STANDARD

€750

2 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€550

STANDARD

€650

3 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€500

STANDARD

€600



BOOKING / QUESTIONS

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VENUE

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