

INTRODUCING THE SCREENMEDIA EXPERTS' FORUM

screenmedia
digital signage • digital out-of-home • convergent media

An online event for subject experts to share thoughts, experiences and guidance on hot topics relating to all things Screenmedia

WHAT... Screenmedia experts forum

WHERE... Online event

WHEN... Every month

WHO... Industry expert panel plus sponsor

WHY... Share knowledge, insight and opinion on hot topics

AUDIENCE... 100 targeted participants per event from marketing, media, brand and IT sectors

SUPPORT... Online and print support to over 54,000 potential customers

OPPORTUNITY... Exclusive Sponsorship Participate in the forum Pre and post event marketing exposure Brand association Contact database

COST... £4,500 exc VAT

Screenmedia is an evolving and exciting hybrid of marketing, media and technology that enables brands to effectively connect with audiences.

Screenmedia includes digital screens, digital outdoor advertising, interactive screens, ATMs, kiosks and more recently mobile and social media that when brought together create sophisticated media networks that enable people and business to connect in a meaningful and relevant way.

It is one of very few media channels displaying recession-busting growth because the Screenmedia follows larger social habits - most importantly - people now spend more time out of the home than ever before and they are harder to reach through traditional means. Screenmedia capitalises on this trend because it exists out of the home on billboards and street furniture; in malls and in-store; on the high-street; on buses and roadside; in offices, banks, bars, clubs, pubs, leisure venues and in schools and hospitals.

But as with any emerging media, there is still a hunger for expert knowledge, information and opinion.

The Screenmedia Experts' Forum provides a simple and effective way for industry experts and practitioners to share their knowledge to ensure participants receive the best thinking and practical insight available on the hot topics of

**THIS PROVIDES AN
EXCITING OPPORTUNITY
FOR COMMERCIAL
PARTNERS TO EXCLUSIVELY
SUPPORT EACH OF THE
NINE 60-MINUTE FORUMS
SCHEDULED FOR THE NEXT
YEAR AND REACH SPECIFIC
SECTORS WITHIN THE
SCREENMEDIA MARKET
THROUGH OUR TARGETED
CONTENT**

the day to participants who are senior decision-makers looking to buy Screenmedia products, services and solutions, develop their own networks or conduct market research into the opportunity Screenmedia could provide for their businesses.

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Screenmedia Experts' Forum Editorial Plan 2012-13.

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|--------------------|---|
| MONTH | May 2012 |
| TITLE | Promoting multi-channel Screenmedia more effectively |
| FORUM TOPIC | How can network owner/operators improve the attractiveness of their offering to agencies, brands and planners? Screenmedia is now a multi-channel media. How should screen, interactive and mobile offerings be packaged and marketed to brands in order to excite and engage them? |
| MONTH | June 2012 |
| TITLE | Enhancing corporate communications |
| FORUM TOPIC | Why should corporates consider installing a Screenmedia network for their employees? This forum will examine how Screenmedia can optimise internal communications and bring trading, operations and HR information to life. |
| MONTH | July 2012 |
| TITLE | Content matters |
| FORUM TOPIC | What is the recipe for creating great content and how can that recipe be applied across screen, interactive, AR and mobile applications? How do you develop a content strategy, apply that strategy across multiple media channels and do so creatively, relevantly and effectively? |
| MONTH | September 2012 |
| TITLE | Setting up a Screenmedia network |
| FORUM TOPIC | What do I need to put in place to ensure my new network ticks all the right boxes and is founded on best practice? |
| MONTH | October 2012 |
| TITLE | What is multi-channel Screenmedia? |
| FORUM TOPIC | Screenmedia can take many forms and engage consumers in a number of ways. What is it, how does it work and how can it influence consumers along the "path to purchase?" |
| MONTH | November 2012 |
| TITLE | Augmenting the Screenmedia experience |
| FORUM TOPIC | To what extent do AR and 3D have a role to play in future Screenmedia networks? The perennial question for all new technologies is whether the investment warrants the return. In the case of augmented reality and 3D content, to what extent does it add value to the customer experience and how viable are these technologies from a commercial perspective? |
| MONTH | January 2013 |
| TITLE | Engaging retailers with Screenmedia |
| FORUM TOPIC | What does the Screenmedia marketplace need to do to improve its attractiveness to 'big box', food and clothing retailers? Retailers are constantly looking for an "edge" in order to differentiate their offerings. It may be a tough market for retailers today but the need to innovate remains. Many have tried various forms of digital media over the last few years. Some have succeeded in developing sustainable business models but the majority have fallen by the wayside. How can Screenmedia adapt its offering and its models to improve its attractiveness to big box, food and clothing retailers? |

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MONTH

February 2013

TITLE

Screenmedia 3.0

FORUM TOPIC

What is Screenmedia 3.0 going to look like, how will it work and how should it be packaged?

It is widely acknowledged that interactivity, user generated content and social media connectivity will be the next big engagement model. What will that look like and how will it work when packaged and offered to the market as a next generation solution?

MONTH

March 2013

TITLE

Where to invest in the Screenmedia marketplace

FORUM TOPIC

In every vertical in every country, the Screenmedia market is growing. So is the interest in investing in digital 'real' estate, hardware, software, service, solution or production companies or creating new networks. In order to answer "where to invest", the question is "what's growing, where and why?"

The format .

In order to provide the best quality knowledge and insight, no more than 3 expert panellists per session will be invited to participate by independent Screenmedia development specialists, the Imperative Group, who working in partnership with Screenmedia magazine will facilitate the forums to ensure editorial balance.

The forums will take place at venues co-located with trade shows, or at the head office of Screenmedia magazine in central London on the third Thursday of every month (unless otherwise specified). They will be primarily audio over the internet with the addition of visual materials presented online and available for participants to download after the online event.

Each forum will last for 45 minutes, with a further 15 minutes of Q&A.

Participants will be invited to put questions to the forum in advance and on the day in order to create an interactive experience for participants to enable additional business specific questions that can be captured for business development and advertising purposes.

HIGH VALUE, LOW COST – YOU'LL RECEIVE MARKETING SUPPORT ACROSS THE SCREENMEDIA BRAND WORTH £8,000

Powered by the marketing muscle of Screenmedia magazine, these expert forums will provide your business and brand with excellent exposure pre and post event, specifically sponsors will benefit from:

1. Exclusivity - you will be the only commercial partner for your specific forum
2. Pre-and post-event marketing to our database of 54,000 industry professionals, including:
 - a. Marketing emails
 - b. Support in Screenmedia magazine
 - c. Advertising on screenmediamag.com
3. Participation in the forum - opportunities to introduce your business and its capabilities, participate in the discussion, answer questions and close the session
4. Lists of registrants, and participants, detailing names, address, email and telephone contact information to use for follow-up business development purposes
5. Transcript and/or video of the session

**NOT ONLY DO YOU RECEIVE
EXCEPTIONAL EXPOSURE
AND THE ABILITY TO
PARTICIPATE, BUT YOU
ALSO ENABLE YOUR
BUSINESS AND YOUR
BRAND TO BE ASSOCIATED
WITH INDUSTRY
RECOGNISED EXPERTS,
ENABLING YOU TO GIVE
BACK INSIGHT,
KNOWLEDGE AND
EXPERTISE TO POTENTIAL
CUSTOMERS AND
PARTNERS.**