



THE BUSINESS VALUE OF THE ONE SHOW CREATIVE UNCONFERENCE

The Internet has accelerated change in many fields. In the creative industries the pace has accelerated with the development of online video, interactive media, search based advertising, e-commerce and other areas of digital marketing.

UnConferences arose in the technology industry to help professionals get the most out of their meetings. Because of the constantly changing nature of digital media, presentations that are prepared six months in advance are sometimes no longer relevant by the time they are given.

UnConferences – where the agenda is created live – support exchanges for participants that are up-to-the-minute and always relevant. Most of the sessions are not presentations but rather dialogues and conversations about emerging trends, issues and industry projects.

At the One Show Creative unConference, attendees will have the opportunity to:

1. Build new collaborative networks and partnerships across disciplines.
2. Learn something new from others in the field.
3. Find answers to the questions that matter to you.
4. Consider business issues related to the advertising industry.
5. Be exposed to new ideas for making and keeping advertising relevant.

While session topics are set the day of the event by the group assembled, space will be reserved for sessions on two separate tracks: **Digital Advertising** and **The Independent Agency Forum**.

The Digital Advertising track, produced in association with The Society of Digital Agencies, will focus on sparking a dialogue about the effects of new technology and the current economic environment on the business and creative aspects of digital advertising.

The Independent Agency Forum will be an opportunity for the founders and chief creatives of smaller and independent agencies to exchange ideas and discuss the business and creative issues they have in common.

WHO IS COMING?

Participants for The One Show Creative unConference include: Michael Ferdman, Firstborn, New York; Jason Koxvold, Perfect Fools, New York; Jan Leth, Ogilvy, New York; Susan Credle, BBDO, New York; Scott Goodson, StrawberryFrog, New York; Steve Mykolyn, TAXI, Toronto, Michael Lebowitz, Big Spaceship, New York; David Angelo, David & Goliath, El Segundo; Mike Geiger, Goodby, Silverstein & Partners, San Francisco.

We are also bringing together leaders from:

- * Traditional agencies
- * Interactive agencies
- * Clients from a broad range of industries
- * Production companies
- * Internet media properties

And people in diverse roles including creative directors, digital artists, CMOs, media planners, copywriters, art directors, futurists, geeks and technical people.

WHAT WILL BE TALKED ABOUT?

We expect questions like these to be addressed:

- * What shifts are happening in the media landscape and how are they changing the creative process?
- * What are the shifts in business models?
- * How are new technologies like smartphones, netbooks, GPS devices going to change advertising in the near term?
- * Will online publications kill print? And if so, what then?
- * As a traditional creative, what are effective strategies for expanding into the digital media ecology?
- * As a digital native, how can I work more effectively with traditional creatives and weave our different skills/life experiences together?

All the sessions will have notes taken at them and a book of proceedings will be compiled—so those sessions you can't make, you won't completely miss. We will be sending out via e-mail the following week a summary of the events so that you can read up on all the other interesting topics discussed.