

According to **recent statistics**, it is highly likely that you own a smartphone and if you do not you will in the next 18 months. It is also highly **probable that you use that smartphone to shop and access information on services**.

We are reaching a time where **it will be unthinkable for most companies and organisations to not have their own smartphone app**. In a matter of **just a couple of years** it has become an integral part of the marketing mix.

But is having an app in line with the company's overall strategy? What information do your customers want? What kind of information would your app provide? How would you measure the ROI of the app? How could you ensure the quality of the data capture?



# Turning Smartphone Apps into a Marketing Tool

According to recent statistics it is highly likely that you own a smartphone and if you do not you will in the next 18 months. It is also highly probable that you use that smartphone to shop and access information on services.

One Day Study Group  
31 January 2012  
Sebel Surry Hills, Sydney, Australia

**This workshop will show you what the marketing benefits of launching a smartphone app are, and what you need to do to ensure that your app is a success.**



**During the day you will gain:**

- \* An insight into what we mean by 'mobile business' and its impact on business practices
- \* An understanding of the social dynamics enabled by the mobile environment
- \* Internal and external use cases for mobile apps in companies
- \* Thoughts on the integration of mobile apps into key processes and the transformations these can bring to the company
- \* Views on how to manage the strategic introduction and KPIs of mobile apps

**Anne Bartlett-Bragg**  
Managing Director – Asia Pacific  
Headshift | Dachis Group



**James Dellow**  
Senior Consultant  
Headshift | Dachis Group

## About Dachis Group

Founded in 2008, Dachis Group was created to unlock the value of social technologies and has brought together leading global companies who have worked in the area since as early as 2003.

They have developed mobile apps for companies such as The Economist - World in Numbers iPhone app and Red Bull Stash mobile app, with accompanying marketing game. They are now also the world's leading social business consultancy, having completed over 500 social programs and maintaining the largest preferred Facebook developer group on the planet.

Our team is made up of digital pioneers and some of the foremost thinkers in social media. We bring to the table an unmatched mix of proven expertise and forward-looking vision.

Dachis Group is able to service large multi-national companies through its operations in the North American, European, and Asia/Pacific regions.

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AGENDA - Tuesday, 31 January 2012

## 9.00 Registration and refreshments

## 9.30 Introduction to mobile apps for companies

- ☞ What do we mean by mobile apps for companies?
- ☞ How do they fit into the bigger picture of the social web?
- ☞ How is mobile technology impacting on enterprise IT generally?

## 10.00 Overview of mobile apps in companies

- ☞ Survey of the state of play: who's using what today?
- ☞ What information and service are being delivered to customers via mobile apps?
- ☞ Examples of mobile apps and their use: the good, the bad and the ugly

## 10.45 Morning refreshments and networking

## 11.15 Where do mobile apps fit in your business strategy?

- ☞ What information do your customers want?

- ☞ What tools do your staff need (to make them more productive)?
- ☞ What are the pros and cons of mobile app use inside and outside the firm?
- ☞ How do you ensure that your app is a success?

## 12.30 Networking lunch

## 1.30 Example use cases

- ☞ Mobile websites
- ☞ Productivity apps

## 2.15 Getting started

- ☞ Finding where to start
- ☞ Establishing a business case

## 2.45 Afternoon refreshments and networking

## 3.15 Managing and evaluating mobile apps

## 4.00 Discussions and questions

## 4.30 Closing remarks and end of the workshop

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## About your workshop leaders



**Anne Bartlett-Bragg** is Managing Director of Headshift | Dachis Group Asia Pacific, a leading social business consultancy company with offices in Europe, USA, and Australia. She specialises in the creation of innovative communication networks with social media.

Anne is also a sessional academic at UTS in the Faculty of Arts & Social Sciences where she researches, develops and lectures in organisational learning. She uses her research and studies in the communication aspects of social media to provide an informed backdrop to understanding how people are using new tools and changing traditional models of communication. She constantly challenges organisations to reframe their models of communication, service design, and workforce engagement.

Anne is currently in the final stages of completing her PhD which has explored the adult learners experiences of developing learning networks through self-publishing technologies such as weblogs. She has a MEd (Adult Ed), BEd (Adult Ed), Dip HRM, Dip e-Learning and Cert IV Training and Assessment.



**James Dellow** As Senior Business & Technical Consultant of Headshift | Dachis Group, James is responsible for managing the strategic, technical and organisational aspects of all social business implementations. This encompasses helping organisations maximise the value of social business technologies (social media, social networks and social intranets) to meet business objectives, providing expertise on strategies and integrating social technologies with current IT systems. He is also an expert workshop facilitator, specialising in visual thinking techniques.

James brings over a decade of experience working in information and knowledge management roles and as a consultant with a wide range of government, professional and blue chip companies including Ausgrid, the Australian Government Information Management Office, the Australian Law Reform Commission, the Australian Red Cross Blood Service, the Australian Securities & Investments Commission, BHP Biliton, Blue Scope Steel, the Children's Hospital at Westmead, CSC, Department of Immigration and Citizenship, NSW Legal Aid, Ernst & Young, Rio Tinto and Sydney Water.

With a thorough understanding of emerging web 2.0 technologies and user-centred information workplaces, James is a well regarded business and technology expert in the social media landscape. He completed a Master of Business and Technology at the University of New South Wales in 2005.

*'Very easy flowing & informative session. Enjoyable and interactive'* - Hostplus

*'Great. Enjoyed James' enthusiasm and passion'* - Telstra

*'Lively. Lot of energy'* - Charles Sturt University

*'Great session, lots of useful questions and ideas and how to implement'* - Austrade

*'Very well presented - dynamic, interesting'* - Department of Health NSW

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## 4 ways to book



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- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.  
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  - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
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### Event Venue and Accommodation

Preferential rates are available at Sebel Surry Hills  
Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

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