



ICMA BERLIN CONFERENCE 6-8 May 2015

SPEAKER BRIEF

TITLE: Analytics to Drive Your Business Boot Camp

FACILITATOR: Heinz Schwyter

SPEAKERS: Patrick C. Price, Thomas Hertkorn, Dominik Schaetz

DATE/TIME: Wednesday 6th May 2015 at 13:00-17:00

LENGTH: The session is 4 hours long. Programme details:

13:00 – 13:30 General Analytics Overview: Introduction and simple and quick overview of current trends and developments. Definition of boot-camp outcome with all participants.

13:30 – 14:30 Growing & Measuring your organic traffic: Want to increase your organic market share? Patrick C. Price will show you how to grow your current organic traffic and implement state of the art tracking, so you can reliably measure and improve your organic growth.

14:30 – 14:45 Coffee-Break

14:45 – 15:45 Growing & Measuring your paid traffic: How to measure and grow your paid traffic. In this segment, Thomas Hertkorn will show you how to grow your paid traffic and address any issues you might be struggling with.

15:45 – 16:30 Overview of best practice analytics & conversion optimization: Learn the best practice approaches to measuring and optimizing your online success. Learn about new tools as well as optimal settings. Dominik Schaetz will show you how to increase conversions on your site.

16:30 – 17:00 Q&A, open discussion, ideas exchange Open panel for anyone within the boot camp to exchange views, experiences and/or discuss questions in public about any of the said.

AUDIENCE: ICMA delegates are publishers of classified advertising products, originally via the print channel but now increasingly online through digital channels and this is their main focus. Most of the publishers come from the print free-ads classifieds-only background (e.g. LOOT) due to our FAPIA origins, but since opening up we have publishers of vertical products (e.g. Autotrader), online only (e.g. eBay) and free-distribution (e.g. Friday-Ad). There will be approximately 25 delegates attending the boot camp, about 70% will be senior management (publishers, general managers, CEO's, MD's etc.), 20% middle management (sales, marketing, circulation and business development managers) and the remainder will be more operational (IT, finance, sales people etc.). The company types range from independent entrepreneurs, to regional players, from classified

specialists, to business units of major newspaper groups and young internet start-ups. We expect to have 25 countries represented and whilst English is the Association language, speaking clearly and not too quickly is always appreciated.

SOME ISSUES: Best practice, worst practice, technology, mobile, competition, SEO

QUESTIONS: For any questions regarding the content of the presentation, please contact Hannah Worrall on hannah@icmaonline.org