



**24-25th November, 2010
Sydney, Australia**

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How social is your business in the biggest emerging market?

Social media is about people accessing information anywhere and anytime and it's a fast evolving market. How well is your company navigating the multi-layered sectors of this engaging form of marketing and is it responding fast enough to this dynamic, changing environment? If you think you've achieved your social media marketing goals by having a Facebook and Twitter account then think again.

iStrategy Sydney 2010 brings together leading speakers in social media marketing, from companies such as LinkedIn, Commonwealth Bank and PepsiCo, creating the premier Australian forum for learning about emerging trends, creating value through digital assets and how to lead the market online.

Connectivity has become crucial to big business. The global recession impacted the advertising budgets of many global businesses. Australia did not escape unscathed but has managed to maintain steady growth. Companies need to look for new and innovative ways to survive and promote their products. Social media provides a whole new way of collaboration and communication allowing businesses to reach millions of people, anytime and anywhere.

In Australia, now is the time to truly embrace new technology. Plans to roll out broadband Internet all over the country have been implemented. As of December 2009, 62 percent of all Australian households have broadband Internet with the Australian Capital Territory continues to have the highest proportion of broadband connections, with nearly three-quarters¹.

According to data from March 2010, approximately 5.2 million Australians use some form of online social media with social networks like Facebook and MySpace dominating with 24 percent of users. However, streamed video, blogs, forums and business networking were all popular proving that the social media has truly been embraced in Australia.

This alone is an enormous potential customer base, approximately 6.4 million household computers, not to mention the power of the mobile. If you are not taking advantage of the marketing capabilities that this new digital era will provide then someone else will.

¹ 'Household Use of Information Technology, Australia 2008-09' released 16/12/2009 – Australian Bureau of Statistics

If you require any further information about this topic or inquire about interview opportunities please contact Emma Naylor on 0117 921 2764 or email at emma@ngonlinenews.com

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Social media allows a two way conversation between a company and its clients, creating stronger customer engagement and increasing brand awareness. Products can be adapted as needs change and this typically translates to higher customer satisfaction and brand loyalty. Secondly, brands benefit because they are gaining real-time information about their customers, whether mining conversations and looking to gain customer insight, or actively soliciting direct input through polls, surveys or one-to-one questions.

Conferences such as [iStrategy Sydney 2010](#) and its attendees the Commonwealth Bank and LinkedIn Australia will be the first to truly take advantage of the new online buzz, with millions now logging on to their social accounts such as Facebook, YouTube and twitter, which companies viral we will be sending as our 'next must watch clip'?

iStrategy Sydney is a must attend conference for the following executives:

- CMOs
- VP Marketing
- VP Digital Marketing
- Marketing Director
- Director of Digital Media
- Director of Digital Marketing
- Global Brand Director
- Global Digital Media Director
- Head of Marketing
- Head of Digital Media
- Head of Ecommerce
- Brand Manager
- Strategy Director
- Creative Director/Manager
- Head of Communications
- Commercial Director/Manager
- Business Development Director/Manager
- Operations Director/Manager
- Online Marketing Director/Manager
- Business Owners, CEOs, MDs

<http://www.youtube.com/watch?v=Dv7gwoAUky4&feature=related>

For more information about attending iStrategy 2010, Sydney, visit <http://www.istrategy2010.com/contact/>

Or enquiries directly to Richard West:

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