

Mastering Media Maximising Marketing

**Gloria Golf Resort
Antalya
Turkey**

7th September 2011

***Speaker:* Scott Wilson**

Mastering Media: Maximising Marketing

Building advocacy, driving preference

In the digital world, the age of information is fast giving way to a new age of recommendation. As students, patients, funders and wider stakeholders are confronted by ever-more choices and less time for decision-making, there has never been a better time to think about how to build profile and reputation or to understand how to drive advocacy and recommendation through marketing.

In this digital age, even experienced brand marketers, however, are having to learn new skills as the power of traditional (if expensive) TV and print advertising gives way to a new world of integrated marketing, social media, advocacy and peer to peer recommendation.

In these two sessions, looking at the media and marketing, you will have:

- Understood how journalists work and what they want
- Understood how to craft and deliver powerful media results through media relations and story-telling
- Learnt the fundamentals of communicating in a crisis and how to handle difficult situations
- Learnt the fundamentals of modern marketing and the key principles for promoting a dental institution
- Applied several 'quick win' tips to a real-life marketing opportunity

Your speaker: Scott Wilson

A former journalist, Scott was appointed Cohn & Wolfe's UK CEO and European Managing Director in May 2010. Today he runs C&W's largest office outside the United States, providing communications solutions to clients in the fields of consumer and ethical healthcare. His client experience covers work for leading international and UK clients.



At Weber Shandwick, Scott set up and led their award-winning Consumer Health practice and under his jurisdiction, WS Consumer Health was awarded some of the PR industry's most prestigious awards. An experienced communications practitioner, Scott has a passion and interest in devising complex integrated marketing campaigns for major brands and organisations.

Programme

Morning session

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| 9.30 | Registration and coffee |
| 9.45 | Opening remarks: Professor Mariano Sanz
Professor Nairn Wilson |
| 10.00 | An introduction to media relations |
| 10.30 | Handling and managing media enquiries |
| 11.00 | Workshop session: Putting it into practice |
| 11.30 | Coffee |
| 11.45 | Facing difficult media situations |
| 12.30 | Lunch |

Afternoon session

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| 13.30 | Presentation from European Dental Student Association |
| 13.45 | Making the case for marketing |
| 14.45 | A road-map to success |
| 15.15 | Coffee |
| 15.30 | Workshop session: Marketing on a budget |
| 16.15 | Closing remarks |