

# MI EXPO

Marketing Innovation

7th April 2011 at The Delfina, London

Produced by



# The Facts

[www.marketinginnovationexpo.com](http://www.marketinginnovationexpo.com)

## Why MI EXPO?

MI EXPO is a new platform showcasing innovation within the marketing sector. This one day event aims to bring together the companies and individuals driving the industry forward for an educational and inspiring experience.

MI EXPO will be showcasing the latest developments and tools available in the marketplace to give marketers the edge over their competitors and instigate campaigns that deliver. The event will inspire and educate, whilst creating networking and new business opportunities for delegates and speakers.

## What is MI EXPO?

MI Expo is made up of 3 elements:

**Conference** – With a mixture of presentations, case studies, panel discussions and Q&A, the agenda will feature futurologists and visionaries discussing the future of technology and consumer behaviour and how this impacts on innovation.

**Start-up Zone** - Discovering the next generation, this designated zone will highlight cutting-edge innovation coming from outside the normal channels – highlighting the best marketing-led start-ups. Shortlisted Start-ups from the Marketing Innovation Award – Best Start-up 2011 will be invited to present their products to a panel of experts within the main conference receiving expert advice and tips, with scores from the audience going towards to overall total to select the winner of the Best Start-up 2011 award.

**Marketing Innovation Awards** - An awards drinks reception held at the end of the conference, to recognise and reward the innovative companies and people in the industry. All awards are nominated through [UTalkMarketing.com](http://UTalkMarketing.com). For full details on the Marketing Innovation awards visit – [www.marketinginnovationawards.com](http://www.marketinginnovationawards.com).

## When & Where is MI EXPO?

MI EXPO is being held on the 7th April 2011, kicking off at 9am.

The event is being held at The Delfina, London.

## Who should attend?

CEO / MD / Founders, Marketing Directors/ Managers, Brand Directors / Managers, Media Agencies, Innovation Leaders & Emerging Companies, PR Agencies, Technology providers, Venture capitalists, Entrepreneurs, Starts-ups

## Why should I attend?

1. Discover new technologies & best practices
2. Gain new ideas and try new concepts
3. Hear from leading Innovative speakers and be inspired
4. Networking – develop a personal and direct relationship with your current clients and meet and connect with new clients
5. Be a part of a marketing event leading the way in Innovation

## Who will I hear from?

- Peter Fisk, Innovation Guru & Author – [www.genuisworks.com](http://www.genuisworks.com)
- Ashley Highfield, MD Microsoft UK
- Mark Balabanovic, Innovation Director, Lastminute.com
- Anna Bateson, Director of Marketing, You tube & Media Solutions, Google
- Cris Beswick, Leading expert on strategy, leadership & innovation
- Tim Dunn, Mobile Interactive Group
- Michael Smith, Deputy Director of Inactive Services, COI
- Mike Butcher, Editor, Techcrunch
- Shortlisted Start-up entries for the Best Start-up 2011 award

Full agenda is available here - <http://training.utalkmarketing.com/events/mi-expo/conference>

## How do I register?

To register for MI EXPO, simply visit [www.marketinginnovationexpo.com](http://www.marketinginnovationexpo.com), click 'register' and complete your details to make an online payment.

If you would like to be invoiced for the event please email [terri@utalkmarketing.com](mailto:terri@utalkmarketing.com)

## Can I receive a discount?

An early bird offer will run until the 28th Feb, providing a saving of £100 per delegate. We also have promotional offers for group bookings of 3 or more delegate passes, please email [melanie@utalkmarketing.com](mailto:melanie@utalkmarketing.com) to arrange your group booking.

## Contact the MI EXPO Team?

For all sponsorship and exhibition enquiries please contact:

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