



the advertisers' voice...

## **EFFECTIVE DIGITAL MEDIA PLANNING**

### **What Happens When Consumers Write Your Media Plans**

04TH SEPTEMBER, 2015 AT PEARL CONTINENTAL HOTEL, LAHORE

#### **PROGRAM**

Digital media strategy, buying and creativity are central to marketing success and over the course of the day; you'll cover the ideas, principles and techniques that contribute to those areas. You'll learn:

- How and What has changed in the world of Media
- Consumer Initiated Media Interactions – what really is “Digital”
- How is “Creative Product” evolving in the age of new media?
- How is Media Buying Evolved on Digital
  - Biddable Media – PPC/Social
  - Online Video – what to look for, what to buy and how to evaluate
  - Display: Advertising Exchanges
  - Display: Programmatic Buying
- Setting the right KPIs and Measuring Success
- Syndicate Exercise and Presentations

#### **WHO SHOULD ATTEND?**

This course is ideal for those charged with acquiring customers online or building brand awareness via advertising campaigns.

Relevant job roles include Communications, Marketing, Digital Marketing and Social Media professionals.

#### **HOW WILL I BENEFIT?**

Upon completion of this course, you'll be able to:

- Understand the key marketing trends reshaping digital business
- Understand insights, strategy, planning and buying
- Organise your teams for success
- Understand how to set up the right testing methods and the appropriate team skills
- Brief creative teams and work with agencies to improve creative effectiveness over time

## ABOUT TRAINERS:



**Asad ur Rehman**  
**Director Media, North Africa & Middle East**  
**Unilever Gulf FZE**

Asad manages Unilever's media investments across the Middle East and North Africa region. He is also responsible for driving communication excellence and innovation as well as digital as a discipline across the region. Asad has been in this role since August 2013, prior to which he managed Global Media for Unilever's Foods business based out of Unilever's HQ in London. Prior to joining Unilever, Asad did various assignments for MindShare/Group M in various parts of the world. He managed local offices in Vietnam and Pakistan for them, did a global role in London, and managed regional projects in AsiaPac and LATAM. Asad is a technology enthusiast and an internationalist at heart, and considers himself fortunate to be working in the Middle East.



**Luca Allam**  
**General Manager PHD Dubai**

Luca's career in digital communication planning and media strategy started in London, back in 2005, when he worked for OMD International and Walker Media on accounts such as Sony Pictures, Hilton Hotels, Barclaycard and Dyson. After moving to the UAE in 2010 to take the digital lead for all of PHD Abu Dhabi's clients, Luca expanded his remit to manage the digital planning for clients such as Arla Foods, Estee Lauder Companies, Porsche, Mubadala, Virgin Atlantic, and Canon among others. For the last 12 months he has managed and strengthened the integration of digital with offline media thinking which led to his promotion to General Manager of

PHD Dubai where he oversees all accounts and leads on the Unilever digital business.

**DATE:** Friday, September 04, 2015  
**VENUE:** Pearl Continental Hotel, Lahore  
**TIME:** 10:00am to 5:00pm  
  
**FEES:** Rs. 16,500 for PAS Members  
Rs. 18,500 for Non-Members

Last day for registration **August 25, 2015**

**For details and registration contact:**

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