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Huddle

Word of Mouse

Telling your Brand story online



Venue: Centre for the book, Cape Town

Date: 11th September

Time: 8.30am - 12:00pm with Optional lunch after

Price: R850 Inc VAT

Delegates: Limited to 40 bright minds

Bookings: Please call Sandy on 021 433 0886 or email Sandy@huddlemind.com

Synopsis

Online conversations, recommendations and stories about brands, products and services are influencing buyer behaviour every day in South Africa.

In the Word of Mouse workshop, you will learn how to make the most of not only the web, but to use traditional channels in a way that compliments it too. Specifically, you will learn how to:

- Engage your most influential and vociferous supporters online
- Shape these online conversations and ensure that your brand story is told positively
- Ensure that your branded offerings are well represented on Search Engines
- Learn which online channels work best for various aspects of brand building and business development

Marketers who learn these fundamentals will reap the benefits for years to come, as the evidence of their success will remain online for people to discover via search engines or peer referrals.

Speakers

The workshop will be facilitated by Dave Duarte, an experienced course director, host and educator who has been active and successful in online and mobile marketing.

The speakers have all achieved extraordinary success in their Word of Mouse initiatives:

- Alex Van Tonder, Creative Group Head, King James RSVP
- William Mellor, AKA Seth Rotherham, 2OceansVibe.com
- Allan Kent, Group Head, Saatchi & Saatchi AtPlay

Speaker Profiles

William Rupert Mellor
AKA Seth Rotherham



William Rupert Mellor, 32, is the owner of 2oceansvibe and creator of the Seth Rotherham brand. After being schooled in Cape Town at Bishops, William studied for 4 years and acquired a degree in Marketing. This was followed by three years in the UK where he worked in web and the online marketing field for the likes of the BBC.

After returning to Cape Town in 2002, William created and owned a number of online luxury villa rental companies, marketing to well-heeled international clientele via the web. This kind of creativity and knowledge of the market has led to deep specialization in the nuances of search engines and internet marketing.

2oceansvibe was created at the same time and was quietly gaining momentum in the background. The monster grew and William realised that 2oceansvibe and Seth Rotherham needed his full attention. It finally became a full-time occupation in 2008.

With the Seth Rotherham brand, William has proved that money can be made from the web as 2oceansvibe has become a serious advertising medium in its own right – picking up six awards at the 2009 SA Blog Awards, including Best Overall Blog.

2oceansvibe was approached by the Online Publishers Association and is the first and only blog to be recognized by the OPA and is a member alongside the likes of Primedia, Mweb, Touchline and Associated Magazines.

Seven years in the making, Google has awarded 2oceansvibe with a higher “PageRank” than News24.com or iol.co.za allowing for higher search engine rankings.

Interests apart from the internet include sport, fashion, entertainment, technology, politics and travel, with William heading overseas twice a year to keep his finger on the pulse.

Speaker Profiles cont....

Allan Kent

Group Head at Saatchi & Saatchi AtPlay



Allan is currently Group Head at Saatchi & Saatchi AtPlay where he gets his kicks coming up with award-winning interactive campaigns for their clients.

He has been programming in various and diverse languages and on diverse platforms for more than 20 years, and along the way he has managed to co-author over ten books on the subject.

Allan is a born and bred South African and still lives and works in Cape Town.

Alex van Tonder

Creative Group Head, King James RSVP



Alex van Tonder is regarded as one of the most dynamic and creative players in through-the-line advertising.

She has worked on a wide variety of clients, including Levi Strauss, Johnnie Walker, Savanna, Microsoft Xbox, Musica, kulula.com, SABC 1, British American Tobacco, Parmalat, Nestle, Allan Gray, Sanlam, Ackerman's, Edgars and the Foschini Group, amongst others.

She started her career as a copywriter in an advertising agency and was approached by an international strategic consultancy to work on youth marketing strategy, new product development, word-of-mouth marketing and social media planning for local and international brands and businesses.

Alex is currently Creative Group Head at through-the-line advertising agency King James RSVP.

She writes a tongue-in-cheek blog inspired by her experiences in marketing called

www.mybrandedlife.com. She loves her job because it's constantly challenging, and she loves running for the same reason.

Speaker Profiles cont....

Dave Duarte

Marketing Geek, Founder of Huddlemind.



Dave Duarte is an internet and mobile marketing specialist, and holds several senior positions in the academic, commercial, and non-profit sectors.

He is founder and programme director of two Executive Education courses: Nomadic Marketing and Mobile Marketing at the University of Cape Town (UCT) Graduate School of Business. He also lectures on the Executive MBA programme at UCT GSB.

His popular module on Globalisation run through the Management Studies department at UCT attracts over 800 students each term.

He is MD and Partner at Huddlemind. The company consults to numerous multinational corporations to provide education and research as well as collaborative online learning platforms.

Dave's non-profit appointments include:

- Dean of the Digital Media Faculty at The Maharishi Institute of Management (a free university founded by Taddy Blecher, and endorsed by international icons such as Bill Clinton, Oprah Winfrey, Richard Branson and the Dalai Lama)
- He is Public Lead for Creative Commons (CC) South Africa (CC is a non-profit that offers a set of free customizable digital licenses that have been applied more than 200 million times globally)

His other projects include:

- Co-founder of the 27dinner (a free monthly event that runs nationally on the 27th of every month)
- Co-owner of Muti.co.za (Africa's most popular online social bookmarking application)

Dave won the "Best Business Blog" category at the 2009 SA Blog Awards.

He was runner-up in the 2007 African ICT Achiever Awards.

He is rated as one of the Top 100 Most Influential Media and Advertising people in South Africa by Jeremy Maggs in "The Annual".

**For bookings please call Sandy on 021 433 0886 or
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