



THE TAAN GLOBAL MEETING



COPENHAGEN 30 APRIL—2MAY 2009

TAAN
Transworld Advertising
Agency Network

HOSTED BY
THE DUFFY AGENCY

Business Meeting Agenda & Schedule

Time	Topic	Speaker/Location
Thursday, 30 April		
12.00 – 14.00	Governors Meeting <i>Discussion of network issues and opportunities.</i>	Restaurant Koefoed Landgreven 3 <i>(close to the hotel)</i>
14.00 – 17.00	Copenhagen Canal Tour <i>We will meet in the hotel lobby and together take a guided canal tour. The tour takes us through the harbor and the idyllic canals of Copenhagen. The tour is guided in English.</i>	Meet in the hotel lobby <i>DFDS Canal Tours, Nyhavn, Red Route</i> www.canaltours.dk
19.00 – 21.30	Welcome Reception <i>An official welcome to all. Wine, beer, cocktails, and hor d'oeuvres will be served. The bar is located just across the street on the side of the hotel.</i>	Vinbaren Dronningens Tvaergade 6
21.30.	Dinner <i>For those who wish a dinner, there are many choices within walking distance of the hotel.</i>	<i>(See suggestions in the Copenhagen guide)</i>
Friday, 1 May		
8.30 – 9.00	Member Breakfast <i>A light breakfast will be available before our meeting begins.</i>	Restaurant von Plessen in hotel
9.00 – 9.30	Opening of the Business Meeting <i>The official opening of the TAAN Global Meeting. A brief overview of the agenda, updates on the meeting, schedules, locations. A welcome and introduction of all attendees.</i>	Peter Gerritsen Sean Duffy John Reisky de Dubnic
9.30 – 11.30	A Vision for Building Brands in a Post-Branded World <i>Once we emerge from the global recession, marketing will be forever changed by the disintermediation of information. Societies will have lost the institutions and mechanisms by which authority, certitude, and truth were decided (and shared), and no friending, blogging, or crowdsourcing will come close to replacing it. We will be living in a "post-branded" world. How will we help our clients rebuild their brands, sell them, and sustain them? Baskin will propose 10 possible themes, each of which can and should be debated.</i>	Jonathan Salem Baskin <i>(guest speaker)</i>
11.45 – 12.30	A New Approach to Stock Photography <i>Masterfile has developed an intuitive new interface that offers more powerful tools to search and purchase that perfect stock image for your assignment. A demonstration of this new website. Plus, Masterfile and TAAN have developed a mutually beneficial resource agreement that should help everyone.</i>	Tomas Speight SVP, International Masterfile <i>(guest speaker)</i>
12.30 – 14.00	Member Lunch <i>We will enjoy a lunch together in the hotel restaurant. Hopefully you will have a few minutes to check in with your office before we continue with the afternoon session.</i>	Restaurant von Plessen in hotel

Business Meeting Agenda & Schedule

Friday, 1 May (continued)

14.00 – 15.00	<p><i>The Mobile Phone as a powerful tool in Marketing Campaigns</i></p> <p><i>Use of mobile communications as an advertising media. Some tools and techniques.</i></p> <p><i>The mobile phone is not just a new advertising space but provides unmatched possibilities to create brand-customer interaction. We will gain a basic understanding of different mobile technologies and how they can be used in a marketing campaign. The technology is maturing. The next phase is to get widespread use in creative campaigns.</i></p>	Lars Halling Crossmedia Avenue (Guest Speaker)
15.15 – 16.45	<p><i>Member Presentations and Discussions</i></p> <p><i>We traditionally go around the room and have each agency give a short update on the state of their agency. With about 34 agencies in attendance, this would fill more than entire day.</i></p> <p><i>For this meeting, we are going to have just four members speak to the issues and opportunities they each have encountered at their agency. Each of these four members will share some interesting developments and perspectives that we all can relate to in our own agencies.</i></p> <p><i>We are going to give our presenters about 15 minutes for each update.</i></p>	Bob Goranson Nacho Rufin Rodrigo Rodrigues Peter Colee
16.45 – 17.30	<p><i>What are your “economic stimulus” ideas?</i></p> <p><i>Member roundtable discussion about ideas, opportunities, failed attempts, and interesting views on what we all could be doing to improve our business. There is much we can learn from each other. Now is the time to ask and answer.</i></p>	All Attendees
17.30.	<p><i>Business Meeting adjourned for the day</i></p>	
19.30 – 20.30	<p><i>Cocktail hour</i></p> <p><i>An informal gathering in the hotel bar to share a drink and discuss the day.</i></p>	<i>Murdoch Books & Ale in the Phoenix Hotel</i>
21.00.	<p><i>Group Dinner</i></p> <p><i>It will be a fun and tasty Mexican evening. As spicy and hot as you would like. Just a short walk to the cantina from the hotel. We will be making a special Beer-Stop along our walk to the restaurant.</i></p>	<i>Chico’s Cantina</i>
Late Night	<p><i>Hotel Bar or local Establishment</i></p> <p><i>For anyone looking for a late evening drink and lively conversation, we will find the best location to meet after dinner.</i></p>	All Attendees Invited

Business Meeting Agenda & Schedule

Saturday, 2 May

8.30 – 9.00	<p>Member Breakfast</p> <p><i>A light breakfast will be available before our meeting begins.</i></p>	Restaurant von Plessen in hotel
9.00 – 10.00	<p>New Member/Guest Agency Presentations</p> <p><i>The short introductory presentations from three countries. MSTF Partners in Portugal, and Lemon Studio in Romania are provisional members. Francesco Miscioscia Advertising in Italy is a guest agency that will be applying for membership..</i></p>	Tomas Froes Ana Iorga Silvia Sultan Francesco Miscioscia Roberto Miscioscia
10.15 – 12.30	<p>Storytelling as the Ultimate Communications Tool</p> <p><i>Storytelling is essential to the art of communicating. Svend-Erik will lead an interactive workshop on how to use the art of storytelling to engage the advertising audience. You will learn:</i></p> <ul style="list-style-type: none"> • How to craft and perform a story suited for your purpose • How to interact with every single member of the audience in a meeting or presentation • How to activate your listeners to create solutions 	Svend-Erik Engh (guest speaker)
12.30 – 14.00	<p>Member Lunch</p> <p><i>We will enjoy a lunch together in the hotel restaurant. Hopefully you will have a few minutes to check in with your office before we continue with the afternoon session.</i></p>	Restaurant von Plessen in hotel
14.00 – 15.00	<p>The Consumer after the Crisis</p> <p><i>The global economic crisis has been transformed from an isolated and mainly financial crises to a full blown global recession of historic magnitude.</i></p> <p><i>Consumers around the world are affected by the crises. Unemployment, insecurity, the general zeitgeist are changing shopping behaviour and consumer preferences.</i></p>	Carsten Beck Copenhagen Institute for Future Studies (guest speaker)
15.00 – 15.30	Coffee Break	
15.30 – 17.00	<p>TAAN Business</p> <p><i>New Member voting. TAAN By-Laws discussion. TAAN Brand and positioning. Network usage. Interactivity. Goals for the network. Upcoming meetings (Milwaukee – Sept. 09, Freiburg – Oct. 09, Winter Meetings)</i></p>	For Members Only
17.15	Adjourn Business Meeting and Conference	
18.15 – 19.00	<p>Rickshaw Bicycles to Dinner</p> <p><i>Drinks will be served at the restaurant for the early arrivers. Please bring a jacket or sweater.</i></p>	Meet in Hotel lobby
19.00 – 20.00	<p>TAAN Global Titan Creative Awards Presentation & Reception</p> <p><i>We will be announcing our 1st annual Titan Award winners during our cocktail hour, prior to dinner.</i></p>	Sören K In the Black Diamond Library building by the harbor.
20.00 —	<p>TAAN Final Night Dinner</p> <p><i>Immediately following the Awards. Our final official celebration for this global meeting. Our chance to dress up a little and enjoy a gourmet meal together.</i></p>	Sören K
Late Night	We will find the perfect spot to gather and have a few final toasts to each other's success!	

Meeting Attendees

Belgium

Vandekerckhove & Devos
Michel Devos
Nicholas De Winter

Brazil

Opus Multipla
Rodrigo Rodrigues
Maria Fernanda Telma
Talita Telma

Denmark

brandCreators A/S
Dan Borup Jørgensen
Birgitte Jørgensen
Dagh Schwartz-Kristensen
Christina Schwartz-Kristensen

Finland

Mainostoimisto Linnunrata
Wisa Salokangas
Kaisa Salokangas
Hanna Autio

Finland

Tasku
Kaija Juden
Leena-Kaisa Simola
Antti Leskinen

France

Mr. Joe
Bruno du Teilleul
Thierry du Teilleul

France

Opinion Valley
Donovan Hawker
Laurence Coyard
Marylene Vicari

Germany

Doerfer Partner
Andreas Kolberg

Germany

Kiesewetter
Bernd Loschenbrand

Hong Kong

CCAA
Bill Ling

Iceland

ENNEMM
Hallur Baldursson

Luxembourg

COMED
Claude Muller
Thierry Wunsch

Netherlands

X-Ingredient
Peter Colee
Gregor Lof
Guus Tesser

Norway

Aptum
Tulla Wahlstedt

Poland

Oskar Wegner
Tomek Burdzinski
Kris Nowak

Portugal

MFTS Partners
Tomas Froes

Romania

Lemon Studio
Ana Iorga
Silvia Sultan

Scotland

Levy McCallum
John McCallum

Singapore

Tropical Communications
Chiu Liu Chian

Spain

The Partner
Nacho Rufin

Sweden

The Duffy Agency
Sean Duffy
John Reisky du Dubnic
Asif Ansari
Anne Richardsson

Turkey

Ilancilik Reklam Ajansi
Yakup Barouh
Dolly Barouh

US – California

Maricich Brand Comm.
David Maricich

US -Delaware

Aloysius Butler & Clark
Michael Gallagher
Anne Gallagher

US – Florida

Push
Rich Wahl

Meeting Attendees

US – Georgia

Freebairn & Company

John Freebairn

US – Illinois/Chicago

Mobium

Bob Goranson

US – Illinois/Peoria

Hult Fritz Matuszak

Jim Flynn

US -Missouri

MediaCross

Mark Travers

Ann Travers

US – Oregon

Cappelli Miles [spring]

Bruce Cappelli

Natalie Anderson

US – Ohio

Digital Day

Mark Vitullo

Barbara Vitullo

US – Pennsylvania

Krome Communications

Bob Neville

US -Wisconsin

Charleston/Orwig

Mark Gale

Guest Agency – Italy

Francesco Miscioscia

Advertising

Francesco Miscioscia

Roberto Miscioscia

Guest Speaker

Jonathan Salem Baskin

Author, Columnist,

Brand Blogger

Guest Speaker

Carsten Beck

Copenhagen Institute for

Future Studies

Guest Speakers

Lars Halling

Crossmedia Avenue

Guest Speaker

Svend-Erik Engh

Storyteller

Guest Speaker

Tomas Speight

Masterfile

TAAN President

Peter Gerritsen

Boston, USA