

# MARKETING AND MEDIA GROUP

At London Chamber of Commerce, 33 Queen Street, London EC4R 1AP  
On Wednesday 8 July 2009, 5.45pm-8.00pm



With guest speaker **Simon Devonshire**  
Head of SME Marketing  
O2

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# About the Marketing and Media Group

The London Chamber of Commerce's Marketing and Media Group (M&MG) has been set up in response to member demand. The M&MG programme of events consists of four briefings each attracting around 30 members of the London Chamber of Commerce. Each event will feature a keynote speaker who is an elite and influential figure within the Marketing and Media industry. Following the briefing there will be a networking reception where guests will have the opportunity to network with their peers and meet with the guest speaker on a more informal basis.

These topic-based events are designed to:

- Provide an environment where you can network with industry peers
- Give you access to some of the UK's finest Marketing and Media professionals
- Enable you to make new business contacts
- Encourage personal development
- Inform
- Inspire

## Who Will You Meet?

This event is exclusively open to our Premier Plus members and is targeted at marketing and media agencies, consultants, marketing professionals and those with marketing responsibility within their organisation. Please note these events are not a forum for selling to member companies.

## Event Format

5.45pm Registration, tea and coffee

6.00pm Briefing begins followed by Q & A session with the guest speaker

7.00pm Networking over cheese and wine

8.00pm Finish

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# Discover the Marketing Behind the iPhone Phenomenon

- What makes the iPhone stand out amongst all other phones
- Why did Apple choose O2 to partner with
- The role of the iPhone in driving the tipping point in the adoption of mobile email and internet
- Delivering the iPhone message in an age of fragmented media

## The iPhone 3G – One Million in Three Days, How Did They Do It?

The original Apple iPhone took 74 days to sell one million, a major achievement for a company that has little experience in this area. However, the computer giant's follow up to the original, the iPhone 3G sold one million in just three days when it launched in July 2008.

On the day of the launch queues were seen stretching out of shops as customers swarmed to get their hands on the highly anticipated iPhone 3G. And since then it has continued to be O2's most popular handset.

This remarkable success has a lot to do with the way in which O2 and Apple launched and continues to market the iPhone 3G. The marketing created unprecedented hype and demand for the device, resulting in exceptional sales.

## So, wouldn't it be great if you could discover what steps were taken to create the hype surrounding the iPhone 3G, and the exceptional resulting sales?

Simon Devonshire, head of SME marketing at O2, is responsible for defining and delivering the marketing strategy to target small businesses, and is perfectly placed to divulge the secrets that made the iPhone such a phenomenon.

Simon has over 14 years experience in marketing consultancy, working for household named brands such as Heinz, Thomas Cook and the Post Office. In his personal time Simon created a brand of bottled water, One Water, the profits of which have transformed the lives of more than 100,000 African children.

# Our Sponsor



- Telefónica O2 UK Limited is a leading communications company for consumers and businesses in the UK, with 19.5 million mobile customers and over 340,000 fixed broadband customers as at 31 December 2008
- O2 is the naming rights partner of The O2, the world-class entertainment venue
- O2 was ranked highest in customer satisfaction for both UK mobile and fixed broadband customers according to the J.D. Power and Associates UK Mobile and Fixed Broadband Studies 2009
- In February 2009 O2 became the first UK mobile operator to be officially certified with the Carbon Trust Standard in recognition of O2's commitment to reduce its carbon footprint and the 15% reduction in energy consumption achieved over the past three years
- O2 was launched on 1 May 2002 and now has more customers than any other UK mobile network

For further information about O2 go to [www.o2.co.uk](http://www.o2.co.uk)

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# FREE FOR MEMBERS OF LONDON CHAMBER OF COMMERCE

Online Business Marketplace

[www.londonchamberb2b.co.uk](http://www.londonchamberb2b.co.uk)

**WIN BUSINESS** through tenders and business opportunities sent straight to your inbox

**NETWORK** online to build your organisation's profile

**CONNECT** with top-quality suppliers and secure exclusive deals

**SELL** your products and services directly to thousands of London businesses

**MARKET** your business to source new customers

How does [www.londonchamberb2b.co.uk](http://www.londonchamberb2b.co.uk) work?

Our online marketplace works by matching up business opportunities with companies registered on the database who have identified that they can supply that particular product or service. As opportunities or tenders that match your profile are posted on the website, you will receive an email or SMS text alert.

To find new suppliers or partners you can submit a request for a quotation which is sent to fellow members who may be able to help. You can choose the companies you would like to target and limit the number of responses you would like to receive.

In addition, you can use [www.londonchamberb2b.co.uk](http://www.londonchamberb2b.co.uk) to communicate with fellow members, share knowledge and refer business.

Join the online business marketplace today:

- Speak to a member of staff at the event, email [membersupport@londonchamber.co.uk](mailto:membersupport@londonchamber.co.uk) or call [+44 \(0\)20 7203 1713](tel:+442072031713) to register your interest

Any questions?

Contact the Member Relationship team on [+44 \(0\)20 7203 1713](tel:+442072031713) or [membersupport@londonchamber.co.uk](mailto:membersupport@londonchamber.co.uk)

# MARKETING AND MEDIA GROUP, WEDNESDAY 8 JULY 2009

At: London Chamber of Commerce and Industry, 33 Queen Street, London EC4R 1AP

TO REGISTER: Please complete the booking form in BLOCK CAPITALS and fax/post to the Events Team, London Chamber of Commerce, 33 Queen Street, London EC4R 1AP,

T: +44 (0)20 7203 1700; F: +44 (0)20 7203 1893, E: [events@londonchamber.co.uk](mailto:events@londonchamber.co.uk)

Book Online at [www.londonchamber.co.uk/events](http://www.londonchamber.co.uk/events)

## These events are open to Premier Plus members only

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Premier Plus member: £41 inclusive of VAT

If you are unsure about your membership status please contact the Member Relationship Team on +44 (0)20 7203 1713 or email: [membersupport@londonchamber.co.uk](mailto:membersupport@londonchamber.co.uk)

Cheques should be made payable to: London Chamber of Commerce and Industry. Alternatively, please complete your credit card details below. All bookings must be made in writing using the application form together with full payment to secure your place. **Please note we do not invoice.** All cancellations must be made in writing. Cancellations received six weeks prior to the event date will be given a full refund. All cancellations after that date will be subject to the loss of the full fee. We are unable to transfer bookings to future events.

Named substitutes are welcome at any time and must be made in writing. *I have read and agree to the terms and conditions above:*

Signature	I attach payment for	place(s) in the sum of £	Debit card/Mastercard/Maestro/Visa/Solo/Visa Electron/JCB/Amex
Start date	Exp. date	Issue no (maestro only)	Name on card
House number/name	Postcode		
Card no	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Card security code	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

## APPLICATION DETAILS - if attending with a guest please photocopy and complete this form

Title	First name	Surname
Your job title	Company name	
Company address		
	Postcode	Email
Tel	Fax	
Description of business (for guest list)		
Please indicate if you have any requirements e.g. access, dietary or information in an alternative format		

PRIVACY AND DATA PROTECTION: We are committed to protecting your privacy and will only use the information we collect about you in accordance with the reasons stated when we collect the information. The information supplied by you will be held on the database by London Chamber of Commerce and used to notify you of future events and services

Please register me for londonchamberb2b, London Chamber of Commerce's online marketplace

If you do NOT put a CROSS in the box(es) provided:

- your name, job title, company and business activity will be displayed on the printed guest list
- your full contact details may be shared with an external sponsor of the event who may contact you about their services

