

MASTERCLASS SERIES

Wednesday 17th February, 2010 PricewaterhouseCoopers, Sydney

PRESENTED BY: MING CHAN
Emmy Award winning Founder and CEO of
The1stMovement (Los Angeles)



Creating an Award-winning Digital Advertising Campaign from Start to Finish.

The X|Media|Lab Masterclass series gives you unparalleled access to some of the world's leading digital media professionals who share with you their insights and knowledge over a structured three-hour and highly instructional elite course.

DESCRIPTION

Ming Chan will walk you through the entire process, from start to finish to show you how The1stMovement created one of the most successful digital campaigns in the music and action sports lifestyle industry in 2009 – Unsigned Hero – Road to Austin.

The only competition of its kind, leading action sports lifestyle brand Airwalk created this an online, viral competition which offers music bands the chance of a lifetime to compete and play at one of the largest, most influential, music festivals in the world - SXSW in Austin, TX. With over 500 bands entering (4 times that of the previous year), 86,000 votes cast and 7x overall impressions and visits to the campaign than that of the previous year, 2009 Airwalk Unsigned Hero online campaign was the most successful campaign of its kind in 2009.

Ming Chan, CEO/CTO of The1stMovement, as the digital partner of the program, will walk through the entire process of strategy conceptualisation, design, to development and deployment.

MASTERCLASS OUTLINE

1. Introduction
2. Business/Marketing Objectives
3. Defining Digital Strategy
4. User Experience and Design
5. Technical Consultation
6. Creative/Technology
7. Putting it all worst-best case scenario
8. Deployment - Preparing for the worst-best case scenario
9. Results
10. Tips & Tricks

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MING CHAN

As CEO/CTO of The1stMovement, Ming Chan brings a passion and dedication to digital advertising technology rarely seen in the industry today. Winner of many industry-leading awards including the Emmy®, ADDY, and the Webby awards, his experience leading innovative digital assignments for some of the world's most renowned brands such as Apple, Cisco, Disney, Microsoft, Nike, Universal Pictures and many others, led him to start the award-winning digital agency in 2006. With offices in California and Colorado, Ming is responsible for growing the agency into a nationally recognized, full-service digital agency boasting many long-standing partnerships with some of the world's most recognizable brands.

Ming started his career as a software engineer in the Silicon Valley and moved into web design/development and served as the Director of Flash Platform development for Design Reactor, a leading digital marketing agency. His work for clients such as 20th Century Fox, AMD, Apple, HP, Intel, PayPal, Universal Pictures, and many more has been recognized by numerous awards and publications including the Emmy® Technical Excellence Award, Webby Award, FWA awards, KeyArts Awards, ADDY, Omni awards and Horizon Interactive awards. He is also very active in both the local and national Interactive community, and currently serves as a mentor in the American Film Institute's Digital Content Lab, and an Interactive member for the National Academy of Television Arts & Science. A proven thought-leader in the digital media industry, Ming speaks regularly at both local and international conferences in North America and Asia.

www.the1stmovement.com

DATE Wednesday 17th February, 2010

VENUE PricewaterhouseCoopers,
201 Sussex Street,
Sydney NSW 2000

TIME 1.00pm – 4.00pm

For further information please contact:

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\$200 + GST

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