



Get into the Net!

Take profit of Marketing 2.0

GET INTO THE NET - The profit of Marketing 2.0 in EU Projects

Dissemination conference and project fair on 22 March 2012 in Bilbao (ES)!

Register now at:

www.ffeuskadi.net/GET%20INTO%20THE%20NET/Getintothenet_mailing.html

FONDO FORMACIÓN EUSKADI has the pleasure of inviting you to the thematic dissemination conference in the framework of the European project C-E.N.T.E.R.

If you want to show your EU projects results, take part in our project fair!

DATE: 22nd of March 2012

PLACE: C/ Barraincua 5 48009 Bilbao (Spain)

PROGRAMME

09:30-10:00

Registration and display of products for project fair

10:00-10:15

Introduction by Petra Kampf, Coordinator of C-ENTER project

10:15-11:00

Marketing On Line actions, reference and benefits

Adolfo Ramirez. Marketing Director of Teka Group. Teacher in the University of Basque Country. Collaborates in the MBA master

11:00-11:30

Coffee Break

11:30-12:15

Social Media

Arantxa Sainz de Murieta. Professional in the field of Social Media Marketing, wich offers consultancy to enterprises and training in traditional marketing and marketing 2.0

12:15-13:00

Success cases in Marketing 2.0

Diego Perez Urruchi. CEO of Mediatag Crossmedia, video content production agency for the Internet. BikeZona TV and StereoZona TV developer. Audiovisual producer

13:00-13:30

Questions and discussion

13:30-15:30

Lunch and project fair