

# Global Dynamics



**One day Conference  
with an evening cocktail party**

**Friday, 2nd November 2007  
Hyatt Regency Istanbul,  
Turkey**

Marcoms businesses are constantly looking for new ways to serve their clients, and to grow and develop. The Results International 2007 Global Conference explores the latest trends and practices in successfully funding and managing these new opportunities. Some businesses have chosen the route of targeting new technologies within the digital space, others choose international expansion into new or high growth markets. Some are doing both and everyone is on the steep learning curve. We live in challenging but exciting times.

Leading experts in the industry will provide insights into:

- Trends in gaining a digital advantage
- Recent developments in search marketing
- Routes to international expansion
- A private equity view
- Funding growth and expansion
- Maximising shareholder value

Keynote speakers:  
Richard Pinder, COO, Publicis Worldwide  
Name TBC, Isobar

Media Partner



Digital partner



resultsINTERNATIONAL

**One day Conference  
with an evening cocktail party**

- 8:30 Registration**
- 9:00 Introduction and overview of conference theme**  
Conference chairman: Chris Jones, Non-Exec Chairman, Results International
- 9:20 Morning keynote speaker:**  
*Managing the options for growth*  
A network's view: Richard Pinder, Chief Operating Officer, Publicis Worldwide
- 9:45 Creating opportunities in emerging Markets**  
A consolidator's view: Greg Thain, Chairman, IMSG
- 10:10 A client's perspective on emerging trends**  
An international client's view:
- 10:35 Coffee break**
- 11:15 Recent trends in search marketing**  
A digital view: Nick Jones, Director, I-SPY SEARCH
- 11:40 Managing international expansion**  
A global perspective: Richard Glasson, COO, Gyro International
- 12:05 Is mass marketing dead or just reinvented?**  
A media view: Barry Cupples, CEO of Central Eastern Europe, OMG (Ominicom Media Group)
- 12:30 Lunch**
- 2:15 M&A trends and maximising shareholder value within digital**  
An advisor's view: Andy Collins, Senior Partner, Results International LLP
- 2:40 Trends in gaining a digital advantage**  
A global view: Nigel Morris, Global CEO, isobar
- 3:05 Private equity – an emerging trend**  
A private equity view: Geoffrey L Hamlin, Partner, Cartesian Capital Group LLC, New York
- 3:30 Coffee break**
- 4:00 Gaining a digital advantage in PR**  
A PR perspective: Andres Wittermann, Vice President Europe, Lewis PR
- 4:25 Taking the AIM route to growth**  
A stock market view: Alex DeGroot, Media Analyst, Panmure Gordon (UK) Limited
- 4:50 Q & A**
- 6:00 Close**
- 7:30 Cocktail Party – all delegates & speakers, The Marmara Istanbul**

**GLOBAL DYNAMICS**

Hyatt Regency Istanbul,  
Taskisla Caddesi, Taksim, Istanbul, Turkey 80090  
2nd November 2007

Please register ..... delegates for this conference.

**FIRST DELEGATE:**

Name  Surname   
 Position   
 Company   
 Address   
  
  
 Phone  Fax   
 E-mail   
 Website

**SECOND DELEGATE:**

Name  Surname   
 Position   
 Company   
 E-mail

**BOOKINGS ONLY ACCEPTED WITH FULL PAYMENT**

- I would like to pay by credit card
- I would like to pay by bank transfer

**Easy ways to register:**

hwebb@resultsinternationalgroup.com  
www.resultsinternationalgroup.com

Please complete and return the registration form with payment details to:  
Results International Group  
24/25 New Bond Street London W1S 2RR

+44 (0)20 7629 7575

**WHO SHOULD ATTEND**  
**Chief Executive Officers, Chief Financial Officers,**  
**Agency Principals, Marketing and Strategy Executives**  
**and Regional Management.**

|                             |   |
|-----------------------------|---|
| <b>Date:</b>                | 2 November 2007   |
| <b>Venue:</b>               | Hyatt Regency, Istanbul   |
| <b>Cost:</b>                | €1,100 & includes attendance to all presentations, coffee breaks, lunch, evening cocktail party and all conference materials. The conference fee does not include accommodation or transportation costs. Room bookings to be made directly with the hotel. Hyatt Regency Istanbul, Taskisla Caddesi, Taksim, Istanbul, Turkey 80090 |
| <b>Timing:</b>              | Payment to be received by the 1st October 2007. Invoices will be issued.  |
| <b>Early bird discount:</b> | Please note that a discount of 10% will be provided for two registrations and 20% for three or more. This discount will be valid until the 1st October 2007.  |
| <b>Cancellations:</b>       | Cancellations received in writing before the 1st October will be refunded in full less an administrative charge of 25%. We regret that cancellations cannot be accepted thereafter. Substitutes are accepted at any time.   |
| <b>Note:</b>                | It may be necessary for reasons beyond our control for the organiser to alter the content or the timing of the programme.   |