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# Understanding print media auditing

4 June, 2006 - Four Seasons Hotel, Riyadh  
6 June, 2006 - Crowne Plaza Hotel, Dubai

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Gain cutting-edge insights into trends in media buying and the growing importance of media audits.

Learn about the growing client demand for transparency and increased reporting in media use.

Stay ahead of the curve by preparing now for auditing's next generation: readership surveys, agency and campaign auditing.

**Colin T. Kennard**  
Publisher, The Financial Times  
CEROW, Frankfurt, Germany

**Stuart Wilkinson**  
Regional Director  
BPA, London, UK

**Richard Windle**  
Global Research Director  
Ipsos Media, UK

**Ron de Pear**  
CEO Continental Europe  
and Asia, billets International  
London, UK



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## INTRODUCTION

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With the growing interest in the auditing of print media and media expenditure within the Gulf, *Gulf Marketing Review* is organising a seminar to help media planners, media buyers and client-side marketers better understand the complexities surrounding this important issue.

The seminar takes the form of a one-day workshop which will be participative and educational to all key players within the advertising partnership; clients, agencies, MBUs, planners and publishers.

International experts will present four sessions which are carefully constructed to ensure all delegates at this high-profile seminar understand the intricacies of media auditing and are suitably qualified to take a holistic approach to their future media selection.

### Why you should attend

- Learn about the detail behind an audit certificate
- Understand the relevance of readership types
- Gain insights into the future of media buying
- Influence the media buying habits of your company
- Network with your peers

### Who should attend

- Anyone using or buying advertising in print media
- Publishers and circulation managers
- Advertising and marketing managers
- Media planners and buyers
- Media and advertising agency professionals

## SPEAKER PROFILE

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*Colin T. Kennard, Publisher, The Financial Times CEROW, Frankfurt, Germany*

Colin Kennard was appointed Publisher for the Financial Times CEROW region in April 2005. Based in Frankfurt, he is responsible for all commercial operations within this area and was instrumental in launching the *Financial Times* into its now dominant position within continental Europe. Colin has held a number of senior roles within the *Financial Times* and prior to this was responsible for Thomas Cook Bankers Travellers Cheque business in Austria, Germany and Switzerland.



*Stuart Wilkinson, Regional Director, BPA, London, UK*

Stuart Wilkinson is responsible for business development across all BPA's portfolio of services in Europe and the Middle East. Stuart joined BPA as an auditor in July 1997, and in July 1998, was named regional service coordinator New Accounts. Prior to joining BPA Stuart received a Masters degree in Social Anthropology from the School of Oriental and African Studies, London University, and a Bachelor of Arts degree in French, Economics and Politics from Kingston University, Kingston Upon Thames.



*Richard Windle, Global Research Director, Ipsos Media, UK*

Richard Windle has more than 25 years experience in market research specialising in media and the public sector. Since June 2004 he has been closely involved in the British National Readership Survey and the RAJAR radio audience measurement survey. Ipsos is responsible for the management of industry sponsored readership research in a number of European markets while Richard also has responsibility for the technical development of media research on a worldwide basis.



*Ron de Pear, CEO Continental Europe and Asia, billets International, London, UK*

Ron de Pear is chief executive of billets International, a leading communication performance monitoring company working with many of the world's leading brands. Prior to this, he was managing director of Mediaedge:cia International and chairman of CIA International. Before joining CIA, Ron had a distinguished career within the WPP group and was one of the main movers in the formation of Mindshare; after launch he was appointed its worldwide client services director. Ron is also a director of Coast, a leading content programme company.

## PROGRAMME

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09:00 – 10:30	<b>SESSION 1</b> <b>So what's important about circulation?</b> <i>Colin T. Kennard, Publisher, The Financial Times CEROW, Frankfurt, Germany</i> As audit certificates increasingly become the accepted currency within media buying in the Gulf, as important (some may say, more so) is the profile of the readership. Colin will explain how circulation is achieved, the distinct attributes of specific readership groups and what advertisers should look for when buying print media.	2:00 – 3:30	<b>SESSION 3:</b> <b>It's not just the numbers that count</b> <i>Richard Windle, Global Research Director, Ipsos Media, UK</i> As the requirement for media auditing intensifies, so will the attraction of knowing the profile of readership for a particular publication. Independent readership surveys will carry as much weight as audit certificates in some situations. Richard will explain the value-added insights that research provides.
10:30 – 11:00	Refreshments break	3:30 – 4:00	Refreshments break
11:00 - 12:30	<b>SESSION 2</b> <b>Reading an Audit Certificate</b> <i>Stuart Wilkinson, Regional Director, BPA, London, UK</i> Understanding the detail behind the figures in a print media audit certificate is not for the faint-hearted. Understanding the differences in circulation, the implications between the bewildering array of categories. Stuart will present and discuss how a certificate is compiled, the data behind the numbers and the relative attractions of specific categories of circulation from an advertiser's perspective.	4:00 – 5:30	<b>SESSION 4</b> <b>Closing the audit circle – a case study on campaign auditing</b> <i>Ron de Pear, CEO Continental Europe and Asia, billets International, London, UK</i> What happens after the circulation audit? While buyers and clients can expect to have the audit information from an individual publication within their media campaign, what is the overall ROI they can expect from their complete campaign? Have they received the best bang for their buck across the whole campaign? Campaign auditing is the next step. Ron will explain what comes after the media audit.
12:45 – 2:00	Business lunch		

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Cancellations cannot be made less than 14 days prior to the conference date but a substitute delegate can be nominated.

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Delegates are responsible for their own accommodation.

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### TRAVEL ARRANGEMENTS

Delegates are responsible for their own travel arrangements.

## IAA MEMBERSHIP DISCOUNT

Employees of IAA member companies based in the GCC are eligible to a 35% discount on the delegate fee provided bookings are made with a formal, company purchase order at least 14 days prior to the event. This offer is net and not eligible for any further price offers.

For more information contact:

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