

## SPECIAL REPORTS APRIL - DECEMBER 2009

(All synopses will be added to this document when they are ready....)

### Features

Apr-09

02.04.09	Market Research	COMPLETED
09.04.09	Motivation Incentives	COMPLETED
		COMPLETED
16.04.09	Direct Marketing	COMPLETED
23.04.09	Digital - Affiliate	COMPLETED
30.04.09	Corporate Hospitality	COMPLETED

May-09

07.05.09	Market Research	COMPLETED
		COMPLETED
14.05.09	Vouchers	COMPLETED
21.05.09	Direct Marketing	COMPLETED

### E-tail

This will comprise two sections:

#### 1. Online retailing - combating fraud

If you buy in a physical shop, you can hand over cash without revealing any personal information. But online, shoppers must hand over their data and payment details. The risk of online fraud is ever present and this puts some shoppers off saving money through using the internet to buy. While online shopping has the potential more than ever before to save consumers money when times are tight, just how are retailers using strategies, tactics and new software to beat online fraud?

Author: Steve Hemsley  
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Deadline: 13 May 2009

#### 2. Individualising online retailing services through technology

28.05.09 E-tail

John Lewis said that personalisation through technology is going to be the "key" factor that makes

online shopping come alive for consumers. Just because the economy is gloomridden doesn't mean shoppers want less attention from retailing brands. In fact, they are even more unwilling to spend unless they feel retailers are really working for their cash and appreciate that it is now a big deal for them to spend their money. What new technologies and strategies are helping marketers behind the scenes to make sure that online, retail customers are receiving a deeply individual service?

Author: Morag Cuddeford-Jones  
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Deadline: 13 May 2009

Jun-09

Online research can help brands get fast data from millions of customers or potential consumers. Now the industry is using innovative techniques to solve client issues. With a value of £600m last year, how will these help the industry grow despite the economic challenges ahead?

We look at the companies using some of the most innovative methods of online research, which of these are likely to be most valuable and how they are responding to changing client demands. What are companies likely to want in future to beat the recession and how can online market resesarchers make sure they capture this spend?

Author: Joe Fernandez  
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Deadline: 22 May 2009

04.06.09 Online Research

Gift, retail or experience vouchers are sometimes seen as a customer reward. But they have wider applications and can be used in more strategic ways for both firms and end users to get the most out of them.

We look at how companies are using vouchers tactically to motivate staff, reward partners, encourage loyalty among regular customers or attract new buyers to the brand. Who is best doing this and how?

11.06.09 Vouchers and gift vouchers

Author: Maeve Hosea  
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Deadline: May 26 2009

A round-up of all the great content that marketers can expect to find at the flagship event in its first year. With profiles of the senior marketers speaking on the Centre Stage and what attendees can hope to find out at the Online Marketing Show, Insight Show, Data Marketing Show and In-Store Show, it will lay out why this is an unmissable event for anyone in marketing or marketing services.

Author: Ruth Mortimer  
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Deadline: 1 June 2009

18.06.09 Marketing Week Live Preview  
25.06.09 Direct Marketing

Jul-09

02.07.09 Market research  
09.07.09 Field Marketing  
16.07.09 Direct Marketing  
23.07.09 Promotional Merchandise  
30.07.09 Training

Aug-09

06.08.09 Market Research  
13.08.09 Digital - User Centre Design  
20.08.09 Direct Marketing  
27.08.09 Promotions and Incentives

Sep-09

03.09.09 Market Research  
10.09.09 Brand Licensing  
17.09.09 Direct Marketing  
24.09.09 Vouchers

Oct-09

01.10.09 Market Research  
08.10.09 Promotions and Incentives  
15.10.09 Direct Mail  
22.10.09 Training  
29.10.09 Digital - Affiliate

Nov-09

05.11.09	Market Research
12.11.09	Print Management
19.11.09	Direct Marketing
26.11.09	Digital - Search

Dec-09

03.12.09	Market Research
10.12.09	Outdoor
17.12.09	Direct Marketing