

WHAT AWAITS IN LONDON

27th-30th October 2010



Hello!

Thank you very much for booking your place at EADIM for the Certificate in Direct and Interactive Marketing.

It's now just a few days until we meet in London - and to be honest, I am getting really excited.

You will be among the far-sighted few who take part in something that we can now see is eventually going to be really big.

I just thought I should give you an appetiser of what's going to happen from 27th to 30th October - although my colleague Marta will tell you more when you arrive.

Here you'll find the agenda for the course and some helpful and practical information.

If you have any questions, please do email Chloe at Chloe@draytonbird.com.

Every year at EADIM new friendships and partnerships form



What happens when

Wednesday 27th October

18.00-18.15	Drayton Bird's welcome speech
18.15-19.00	Rory Sutherland
19.00-20.00	Drinks and nibbles

Thursday 28th October

08.30-09.00	Coffee and registration
09.00-11.00	Drayton Bird - <i>Direct And Interactive Marketing, The Basics</i>
11.00-11.15	Coffee break
11.15-13.15	Marta Caricato - <i>Planning, How To Make Sure It Happens</i>
13.15-14.15	Lunch
14.15-16.15	Drayton Bird - <i>How To Get People To Act</i>
16.15-16.30	Coffee break
16.30-18.30	Martin Chilcott - <i>How To Focus Your Business On Your Customers</i>

Friday 29th October

08.30-09.00	Coffee
09.00-10.30	Steve Harrison - <i>How To Do Better Creative Work</i>
10.30-10.45	Coffee break
10.45-12.30	Steve Harrison - <i>How To Do Better Creative Work</i>
12.30-13.30	Lunch
13.30-16.00	<i>Creative Workshop with Drayton Bird and Steve Harrison</i>
16.15-16.30	Coffee break
16.30-18.30	Dave Clabeaux - <i>How To Turn Over \$1m As An Affiliate</i>

Saturday 30th October

08.30-09.00	Coffee
09.00-11.00	Ales Lisac - <i>Direct Marketing In Practice</i>
11.00-11.15	Coffee break
11.15-12.15	Ales Lisac - <i>Direct Marketing In Practice</i>
12.15-13.15	Ben Hunt - <i>How To Get The Most Out Of Your Website</i>
13.15-14.15	Lunch
14.15-15.15	Ben Hunt - <i>How To Get The Most Out Of Your Website</i>
15.15-15.30	Coffee break
15.30-17.30	Michael Leander - <i>Where To Find Customers: New Media</i>

DRESS CODE: BUSINESS CASUAL. FREE WIFI IN THE CONFERENCE ROOM AND PUBLIC AREAS. FEEL FREE TO BRING YOUR LAPTOP. NOTEBOOK AND PENS SUPPLIED.

Creative Workshop

The workshop is entirely dedicated to you - to your business, your problems, and your development as a creative thinker.

There is only one thing in the world that can beat big money: and that is a big idea.

Please bring along any example of creative work: an email, an ad, your website, a landing page, a piece of direct mail - anything you would like an opinion or advice on.

Drayton Bird and Steve Harrison will comment and other people can join in, too.

Then, if time permits, we will also have a session where you do some creative. You will work in groups and will be asked to come up with a headline and/or an opening for a piece of creative work.

This means you will go away with two valuable assets.

First, you will get some of the best possible advice on the creative challenges you face.

Second, you will experience for yourself what is like to come up with ideas that are judged by two of the world's best creative directors.

And you'll also get a bonus: it's great fun!



Where it all happens



The Cavendish Hotel

All the lectures and events will be held at the Cavendish Hotel (near Piccadilly Circus).

Lectures will be held in the Alto Room, on the first floor, whilst all the social bits, drinks, coffees, lunches etc. in the foyer and restaurant, still on the first floor.

The hotel is in a very central location, a few minutes' walk away from some of London's most famous attractions.

Near the hotel you will find plenty of places to have a drink or dinner at the end of each day.

Here is a map that also shows nearby underground stations. You can find the map, with directions and nearby attractions at www.thecavendish-london.co.uk/location

The Cavendish address is: 81 Jermyn Street, St. James's, London, SW1Y 6JF



By underground:

The nearest stops are Green Park and Piccadilly Circus. To plan your journey, please go to www.tfl.gov.uk and use the “Journey Planner” tool on the homepage. You can also download underground and bus maps from the Transport for London website.

By train:

The nearest train station is Victoria.

By taxi:

If you are travelling within central London you can just flag a black cab (London’s traditional taxi). They are best for short distances.

If you want to book a taxi within London, you can use www.addlee.com, they are London’s largest private taxi company, and they charge a fixed fee depending on the distance they cover, not the time it takes to get there. They are best when there’s a lot of traffic or when you have a fairly long journey to make.

Transfer from the airport:

Heathrow: the best way to get to the hotel is by underground (Piccadilly line) and get off at Green Park. The hotel is just a short walk away.

Gatwick: the best way to get to the hotel is by train (Gatwick Express). The train gets you to Victoria Railway Station. Once there, go to Victoria underground station and take the Victoria Line (Northbound). Get off at Green Park.

Stansted: the best way to get to the hotel is by train (Stansted Express). The train gets you to Liverpool Street Railway Station. Once there, go to Liverpool Street underground station and take the Circle Line (Eastbound). Change in Victoria to the Victoria Line (Northbound). Get off at Green Park.

Luton: the best way to get to the hotel is by coach to Victoria Coach station (several companies operate services to Victoria and you can buy tickets at arrivals). When you get to Victoria Coach station, walk to Victoria underground station and take the Victoria Line (Northbound). Get off at Green Park.

Right in the centre of London and close to its many attractions



Been there, done that

What takes your fancy? Art galleries (some of them are open late)? Famous sights (they are really pretty at night with the lights on)? A spot of shopping (shops stay open late on Thursday nights)? A music gig? Theatre? A walk in the park?

The best way to see what's on and when is to check TimeOut. You can buy the magazine (£2.99) or, even better, see everything free online at <http://www.timeout.com/london/>. You can also check London's tourist website: <http://www.visitlondon.com>.

Eating

In London you can find something to eat pretty much at any time, day or night, from all over the world. What's maybe a bit trickier is finding decent food at a decent price.

You can find a list of London's best cheap eats here:

http://www.timeout.com/london/restaurants/features/5617/Londons_best_cheap_eats.html

You can also easily find money saving vouchers online. This site has a pretty good selection: <http://www.vouchercodes.co.uk/restaurant-vouchers.html>

Getting around

Getting around in London can be quite expensive. A single journey on the bus is £2; a single journey on the tube is at least £4.

The best thing is to get an Oyster Card. That's a pre-paid card, you can use on buses, tube, trams etc. You can either use it as a "top-up" card or as a "travel card".

Top-up: you add any amount. Every time you complete a journey, the fare is deducted from your credit. Fares when using an Oyster are half the standard single journey fare.

Travelcard: a one week travelcard cost about £25 and it allows you to make unlimited journeys, by underground and bus within a certain area (eg. zone 1 & 2). A one week bus pass is about £13. It allows you to make unlimited bus journeys.

To read more about Oyster Cards and how to buy it, go to

<http://www.visitlondon.com/travel/oyster/>



