

Author: Diana DERVAL, *Wait-Marketing* and Contextual Advertising Guru  
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## PROPOSED CONFERENCE TOPICS

### **A – *Wait-Marketing*: How to save half of your communication budget in 6 steps?**

Explains how to save half of a communication budget in 6 steps. This practical and effective approach is based on Kotler's 5Ms (Mission-Means-Message-Media-Measurement) enriched by a missing M: the right Moment! Various business cases coming from the US, Japan, Africa and Europe will help the audience to quickly turn the *Wait-Marketing* approach into successful and affordable communication campaigns.

### **B - Communicate with your consumers at the right place and at the right moment!**

Proves the effectiveness of communicating with consumers at the right place and at the right moment, through the success stories of *GoogleAds* and the newspaper *Metro*, conveniently placed at the disposal of the consumers while they are waiting in public transport.

### **C - Advertising 2.0: A new approach to advertising**

Describes the changes advertising is encountering thanks to web 2.0: more interaction, more consumer control, more mobility, more contextual information, more knowledge sharing between consumers themselves.

## AUDIENCE

Diana Derval's conferences are aimed at:

- Advertisers, in large companies and agencies, who regularly invest in traditional media and are in search of innovative and effective modes of communication,
- Small companies and start-up executives, who dedicate their communication budget to sales promotion or direct marketing and are looking for affordable advertising solutions,
- Marketing professionals, teachers and students willing to keep updated on advertising and marketing best practice.

## BIOGRAPHY



Photo: Muriel Berthelot

Inventor and guru of *Wait-Marketing*, Diana Derval has gained a 360° advertising expertise from 15 years working with advertisers, agencies and broadcasters.

Author of the book "*Wait-Marketing*: affordable advertising at last!" published by Editions d'Organisation, Harvard Business School Press partner in Europe, Diana Derval gives lectures on Marketing, Innovation and Advertising at prestigious Business Schools and leading professional associations.

Diana has a Masters Degree in Marketing & Communications and holds an Executive MBA from ESSEC-Mannheim Business School.

Diana Derval led strategic projects in the field of business intelligence, e-business and CRM within major companies - ALD Automotive, Système U and TF1 Advertising -

before participating to the creation of ViaMichelin as Marketing & Business Development Manager. She successfully developed the European activities of this Michelin subsidiary, specialized in online travel solutions.

A born entrepreneur, Diana decided to start her own business by founding Manalee - a rich media advertising solutions provider- now part of RealNetworks offering.

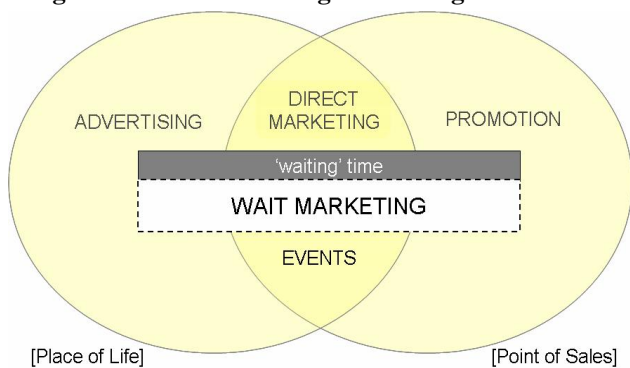
Today, Diana Derval is using her strategic thinking and vast experience in marketing & business development to expand TomTom's acclaimed navigation products at an International level by managing strategic and technological alliances with major players like HP, Palm and Nokia.

### **ABOUT *WAIT-MARKETING***

Companies can at last benefit from affordable advertising rates by grabbing opportunities offered by a new form of contextual advertising called *Wait-Marketing*.

The principal tenet of *Wait-Marketing* is valuing the privileged context of 'waiting'. Consumers have proved extremely receptive to advertising while waiting - with outstanding memorizing coefficients sometimes exceeding 50% whereas traditional advertising (television, Internet, outdoor), which requires considerably larger budgets, seldom reaches 15%.

**Figure 1 - Wait Marketing Positioning**



*Wait-Marketing* maximizes the communication budget efficiency by turning consumers' 'waiting time' into the perfect communication opportunity for brands.

*Wait-Marketing* campaigns take place at Points of Sales as well as at Places of Life. Wherever a consumer is waiting (in shops, in traffic jams, while downloading a file on the Internet ...).

With *Wait-Marketing* Diana Derval makes the most of advertising, point of sale promotion and direct marketing best practices, in order to enable every company to implement effective and efficient advertising campaigns.

### **KEY WORDS**

*Wait-Marketing*, contextual advertising, media planning, communication, advertising campaign, direct marketing, target, behavioral marketing, promotion, advertising impact, marketing budget optimization, advertising 2.0.

### **YOUR CONTACT**

Diana Derval  
Prinsengracht 320A  
1016 HX Amsterdam – The Netherlands  
E-mail : [diana.derval@gmail.com](mailto:diana.derval@gmail.com)  
Mobile : + 31 629563152  
Visit my blog! <http://wait-marketing.blogspot.com>