

BUZZ THE BRAND

THE FIRST CONFERENCE ON VIRAL MARKETING IN FRANCE

In Paris, on Wednesday, October 17, Stratégies magazine, together with vanksen|culture-buzz, organises the first conference entirely dedicated to viral marketing and its mechanisms.

In times of web 2.0, consumers' practices and expectations are changing and it is not always easy to keep up with them

That is why Stratégies magazine offers everyone who is interested to participate in a one-day conference dedicated to buzz and the new marketing methods.

THE PARTICIPANTS

Anyone can meet and discuss with **experts on the subject and active members**, among them **Thierry Maillet**, the author of "Génération Participation", **Emmanuel Vivier**, CEO of Vanksen//Culture Buzz, **Thomas Clément** from Publicis Net, **Georges Mohammed-Chérif**, president of Buzzman, **Arthur Kannas**, associated director of Heaven agency, **Christophe Ginisty**, CEO of Rumeur Publique, **Laurent Valembert**, CEO of TriBeCa as well as participants from **Renault**, **Celio**, **20th Century Fox** and many others.

THE PROGRAMME

On the morning of Wednesday 17 the changes in consumer society and their repercussions on communication strategies will be analysed. Afterwards the **mechanisms of buzz will be explained** and there will also be a focus on co-creation and the means to give consumers.

In the afternoon conferences will be held on different topics such as **buzz monitoring**, **influence marketing**, **360°-actions** and **the best means to avoid bad buzz**.

For the complete information on the day's programme and the different possibilities to register, just have a look at [the blog Buzz the Brand](#)...

