

➤ **March 28.07**  
Vancouver Convention & Exhibition Centre



➤ **Highlights**

- Visit Peer 1 & friends in the **Peer 1 Pipeline** and receive a gift!
- **Technology Feature Stage** on the tradeshow floor
- [Staples Business Centre](#) - Booth 158
- BCTIA Industry Association Lounge

**MASSIVE Blog**  
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**Speakers**

To attend the speaker conference you must purchase an all access pass, available [here](#).

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**Cybele Negris** Chief Operating Officer, [Webnames.ca](#)

**.MOBI: BRANDING THE MOBILE INTERNET**

With the mobile market growing fast and furious, a mobile optimized web presence is becoming increasingly important to all manners of business - small, large, local and global. The recently launched .mobi extension is the first top-level domain dedicated exclusively to delivering the Internet to mobile devices. With more than two billion mobile phones in use world wide, not to mention countless other mobile devices, .mobi has the potential to bring your website to millions more potential consumers than a conventional desktop computer. [\[more\]](#)



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**Andre Charland** President & CEO, [Nitobi](#)

**BLOGGING FOR BUSINESS**

While "blogs" (short for "web logs") are often associated with personal commentary or news on a particular subject, such as food, politics, or local news, many businesses are learning how blogging can improve their bottom line.

Explore a new ways for your business to use blogging to improve marketing efforts and create better customer relationships. [\[more\]](#)



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**Brent Stafford** President & CEO, [Shaky Egg](#)

**USING VIDEO GAMES TO DRIVE SALES**

Video games have become the most popular, compelling and significant form of entertainment in the lives of many target audiences. Regardless of the type of product you supply, new media outlets have created a largely untapped opportunity for brand recognition and marketing. Marketers from Coca-Cola to smaller brands are realizing the power and benefits of video gaming. [\[more\]](#)



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**Kate Trgovac** President, [reInvent! Communications & Digital Marketing Consultant](#), [Uniserve Communications](#)

**CONNECTING WITH YOUR CUSTOMERS: A SOCIAL MEDIA PRIME**

In 2006, Time Magazine declared "you" the person of the year. Ad Age announced that their pick for Agency of the Year was "the consumer". And don't forget the buzzwords we all keep hearing: Web 2.0, blogging, vlogging, podcasts, social networking, tagging, mashups, metaverses. [\[more\]](#)



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**Stephen Ibaraki** National President-elect, [CIPS](#)

**IT AS A STRATEGIC ASSET**

Due to the constant need for businesses to be agile, and support continued growth and innovation, companies must treat IT as a Strategic Asset. What does this mean? How is this enabled? Why is there is disconnect between IT and business performance in 80% of businesses and what simple steps can be done to take IT and business alignment to the next step? [\[more\]](#)

**David Iverson** [Investigations and Forensic Services.](#)

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PricewaterhouseCoopers LLP

### WIRELESS WARNINGS: FORENSIC RECOVERY OF ELECTRONIC DOCUMENTS

**Computer forensics** involves investigating computer systems to determine whether they are or have been used for illegal or unauthorized activities. The storage devices most commonly targeted for forensic review are computer hard drives, network servers, and backup storage media. However as people rely on more portable forms of data storage, such as iPods, BlackBerrys, USB thumb drives, and building swipe cards, these items all become key pieces of evidence in any investigation. [\[more\]](#)


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**Martin Byrne** National Director, Yahoo! Search Marketing Canada

### How to Sell a Delorean? Using search engines to find your client in a haystack

There's no question that search engines play a critical role in consumer purchasing decisions, both on and off line. Canadians submit more than 33 million words a day to search engines in Canada and internationally. Accordingly, Canadian businesses are starting to realize how this channel has become a critical component in both their on and off line marketing strategies. [\[more\]](#)


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**Lynda Brown** President, New Media BC

### The Vancouver Magnet: Digital Media Present and Future

The digital media industry is projected to be a \$65billion sector by 2010. Vancouver can be a leader for the world's digital media industry, attracting international investors, business and people to capitalize on our unique combination of talent, creativity, collaboration and diversity - all in a place like no other. [\[more\]](#)


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**Duane Nickull** Senior Technical Evangelist, Adobe Systems

### \*Special Workshop\* Adobe Flex and Apollo Seminar

This special workshop will be presented by Duane Nickull of Adobe, and will introduce Flex and Apollo to attendees. The option will be available to bring your own laptop and install the software and build your first Flex Application. Programming experience is not necessary and anyone can attend.

**Note: You do not have to purchase an All Access Pass to attend this conference**



**Special Workshop** [\[more\]](#)

Seperate Registration Required

**Massive Events Co.**

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