



Super Content Marketing

SWEDEN'S BIGGEST CONTENT MARKETING EVENT
5TH ANNUAL

11 APRIL 2019
BERNS, STOCKHOLM

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UNTIL 20 DECEMBER

KEYNOTE SPEAKERS



Rosie Kropp
Bisnode



Carla Johnson
International Speaker &
Bestselling Author



Michael Brenner
Forbes Top CMO
Influencer

KEY TOPICS

- ✓ Creating an effective brand strategy and how to be relevant to your audience
- ✓ Storytelling and how to use engaging content to raise brand awareness
- ✓ Measuring content marketing ROI success in business terms
- ✓ What GDPR really stands for and how it has transformed the marketing landscape a year later
- ✓ Game-changing innovation that breeds unstoppable creativity

SPEAKERS

Bisnode
Rosie Kropp
Sweden

Carla Johnson
International speaker &
Bestselling Author
USA

Climeon
Pontus Staunstrup
Sweden

Michael Brenner
Forbes Top CMO Influencer & Author
USA

Dr. Tim Walters
Customer Experience & Privacy Expert
USA

Organised by



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SWEDISH
CONTENT
AGENCIES

WELCOME



WHERE MARKETERS, BRANDS, CONTENT STRATEGISTS AND STORYTELLERS GATHER - TO GET SERIOUS ABOUT CONTENT MARKETING

WELCOME

Super Content Marketing 2019 is the fifth annual conference for marketers and content creators who are serious about using content to build business and increase revenues in an evolving marketing landscape. Join the inspiring brands, marketers and industry thought-leaders as they converge in Stockholm, to provide you with the cutting-edge knowledge and advanced skills you need.

WHY ATTEND?

Content marketing is no longer an option or nice to have. You need content marketing to reach and engage your target market regardless of whether you're a small/midsize/large company. If marketing is in any way part of what you do, you will come away from Super Content Marketing excited, inspired, and ready for action.

KEY BENEFITS TO ATTEND

- ✓ Learn best practice from content marketing thought leaders
- ✓ Build the business case for content marketing and get the budget
- ✓ Learn how to create content for today's digital channels
- ✓ Find out what GDPR really stands for and how it has transformed the marketing landscape a year later
- ✓ Understand how to use great brands as inspiration for your own work

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WHO SHOULD ATTEND?

Directors and managers of marketing, communication, e-commerce, social media, content creation, branding, storytelling and public relations.

RATING:

Previous events got an average 4,2 rating out of 5.

TESTIMONIALS:

"What an inspiration to hear such great speakers"
Jessica Tönnesson

"I'm full of great new ideas of improving our content marketing ambitions and overall strategy"
Hilda Ovander

"Excellent insights into content marketing via real-world success stories"
Gary Franklin

"Super Content Marketing is Sweden's best content marketing event. Well done"
Thomas Barregren

WWW.SUPERCONTENTMARKETING.COM

8:15 Registration and refreshments

9:05 Welcome and introduction

9:10 Start showing your content marketing ROI today

So many marketers still struggle with the question of how to demonstrate marketing ROI overall, let alone for their content efforts. But in today's digital world, we don't have to put up with marketing that doesn't produce measurable results. We have content marketing to attract people instead of trying to buy our way into their hearts and minds through interruptive ads.

Whether your business goal is brand awareness, leads, or sales, you can start showing content marketing ROI today. Join best-selling author and content marketing pioneer Michael Brenner to learn the actual formulas and calculations anyone can use to measure content marketing ROI.

- How to build the business case for content marketing and get the budget
- How to measure content marketing ROI success in business terms
- Actual calculations any business can use to show real content marketing ROI

Michael Brenner, Forbes Top CMO influencer & author, USA

10:15 Morning networking

11:00 Creating content for the different stages of the B2B buyer's journey

In B2B marketing, content is king. But it's no longer enough to just create blog posts, dangle lead magnets or offer webinars. Today's B2B content marketing is a combination of deep research, the right marketing technology and understanding the power of digital channels.

Climeon is a cleantech company that is at the forefront of complex B2B marketing. During this session you will learn essential topics like:

- Charting the buyer's journey in complex B2B content marketing
- What kind of content is needed at the different stages of the journey?
- Creating content for today's digital channels

Pontus Staunstrup, Head of customer marketing, Climeon Sweden

12:00 Lunch and networking

13:00 Marketing after GDPR - The era of beg data: Moving trust 'upstream' with content marketing

The combination of regulations (e.g., GDPR), technical innovations (e.g., browser tracking protection) and consumer resistance (e.g., ad blockers) is powering a shift from freely available Big Data to an era of "beg data" – where valuable personal data is available only with the permission of the consumer.

To adapt to this new environment, marketers need to move trust "upstream," i.e., to create trust-based relationships at or near the beginning of the customer-engagement, in order to get access to precious personal data.

- What GDPR really stands for and how it has transformed the marketing landscape a year later
- Using content marketing and customer journey management to nurture trust in consumers before the sales engagement
- The role of trust in data exchanges

Dr. Tim Walters, Customer experience & privacy expert, USA

14:00 Afternoon networking break

14:40 Bisnode's transformation journey and how to differentiate for growth

In this competitive global world, where thousands of brands are trying to outdo each other to attract people's attention and interest, brand positioning is essential for making a lasting impression in your customers' minds. Join us on this exciting session in Bisnode's transformation journey from 70 different brands into one single powerful brand, One Bisnode.

- Storytelling and how we use engaging content to raise brand awareness
- Creating an effective brand strategy and how to be relevant to all your audiences

Rosie Kropp, Chief marketing Officer, Bisnode, Sweden

15:30 RE:THINK Content Marketing

It's time to rethink our approach to content marketing. In this captivating presentation, best-selling author Carla Johnson shows you how recognizing inspiration everywhere and iterating ideas breeds unstoppable creativity and game-changing innovation for you and your company. After this session you will:

- Understand how to use great brands as inspiration for your own work
- Be armed with the five simple techniques to fast-track great ideas into killer execution
- Learn how small, habitual steps add up to massive creativity
- Know how to overcome the fear of innovation with a tried-and-true process
- Walk away ready to jump-start inspiration that delivers exponential outcomes for your brand

Carla Johnson, International speaker & bestselling author, USA

16:45 End of conference

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3 WAYS TO REGISTER



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info@supercontentmarketing.com



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BUY 1 GET 1 FREE ON EARLY BIRD
USE "2FOR1" AS BOOKING CODE
VALID UNTIL 20TH DECEMBER

PRICE

Early Bird - valid until 20th December

4990 SEK

Standard

6990 SEK

Lunch, coffee and documentation is included in the price.
All prices are excluding VAT.

The event is organised by MindVision



TERMS AND CONDITIONS

Visit our website www.supercontentmarketing.com/terms-and-conditions

11TH APRIL 2109

VENUE

Berns
Berzeli Park
Stockholm

+46 (0)8 566 322 00

Berns is one of the oldest entertainment culture establishments and most prestigious hotel in Stockholm City. Since its doors opened in 1863, Stockholmers consider it their very own living room.

WHAT WILL YOU GET?

- ✓ The brightest content marketing experts.
- ✓ Best case studies in the world.
- ✓ Amazing networking opportunities with 400 other marketing, content and communication professionals.

ABOUT SUPER CONTENT MARKETING

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