

From Christophe Xavier Clivaz, Director
To Swiss Schools
Date October 2009
Subject E-Marketing Workshop

Dear All,

Please find below the programme regarding the E-Marketing Workshop.

This meeting will be conducted by the company "TouchMind"

- TouchMind is a Swiss company specialized in Customer Relationship Management, Website Development and Optimization and result driven Online Marketing.
- Their products, services and methods are designed to help you identify and reach customers and to improve their satisfaction and loyalty.
- Their team of specialists concentrates on optimizing your online results and ensures that you get more output from your website.
- They have clients such as; Rolex, Orange, P&G, Groupe Mutuel, BCV etc
- This conference is tailored to managers of private schools and marketers.
- The conference/workshop will be given in English

The meeting will take place at:

Leysin American School
Wednesday 25th November 2009

The schools must register by Friday November 13th.

PROGRAMME

Wednesday 25th November 2009

1. E-Marketing conference presented by TouchMind from 8:30AM to 3 PM

• Agenda

- ∅ Presentation of E-Marketing
 - Online Marketing
 - Search Engine Marketing (SEM)
 - Search Engine Optimization (SEO)
 - Affiliate Programme
 - E-mail Marketing
- ∅ Affiliate Marketing
- ∅ Use of social networks
- ∅ Improvement of the marketing budget
- ∅ Examples of an E-Mail Marketing campaign
- ∅ Demonstration of CRM (Customer Relationship Management) Client fidelity

• Miscellaneous

- During the day we will need internet access to show live examples
- Everyone should bring their **own computer**
- The cost will be CHF 205—per participant

Geneva October 2009