



New Life Communication

Tracy Jones Creative Territory



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Think back just 10-12 years ...



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- A mobile phone was a phone - not a camera, music player, computer or diary.
- It didn't fit in your handbag, let alone your pocket.
- Only grown-ups had them.
- Only rich people owned them.
- You never rang one – it cost too much.



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- You listened to cassette tapes on your walkman. You needed a separate bag to carry it in when you went jogging.
- You bought things with real money. You still needed 1c and 2c coins.
- Two-hour photo processing was **REALLY** fast.



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- You wrote letters to friends on paper.
- Mailboxes were outside next to your gate, not in your computer.
- You were finally able to send emails outside your own organisation by putting @SMTP on the end.
- What's an attachment?
- Rich people got dial-up.



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- The office geek built the company website, mostly in his own time.
- Websites were built with “Hotdog” downloaded free from the internet.
- There were five standard templates that came with Hotdog and most websites used one of them.
- When the office geek moved on to another job no-one knew what to do with the website.



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The landscape has changed ...

Technology is no longer
the province of the geeks.



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Today ...

- What is “New Life Communication”?
- Test drive some cool tools
- Look at how technology has changed the communication landscape
- Look at some of the opportunities for the convention business



About Us

- Creative Territory is a communication company, not a technology company
- We integrate technology extensively into communication campaigns
- Michael Hawkes from Captovate has partnered with us on many campaigns because he understands that we don't want technology for technology's sake



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What is **New Life Communication**?



Address <http://www.google.com/search?q=new+life+communication&hl=en&rls=SUNA,SUNA:2006-26,SUNA:en&start=10&sa=N>Google Go Bookmarks Popups okay Check AutoLink AutoFill

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Web Results 1

[Sadomasochism offers new twist to sex life; communication, safety ...](#)

"People who do S&M and do it right have very clear **communication**," Manhattan psychologist Marcia McCoy said. "What makes it OK is trust, respect and consent ..."
collegian.ksu.edu/collegian/article.php?a=831 - 17k - [Cached](#) - [Similar pages](#)

[Precedent Communications | Giving new life to Age Concern](#)

Giving **new life** to Age Concern. Age Concern England wanted a website that was a friendly, inviting and engaging environment for their key target audiences. ...
www.precedent.co.uk/our-work/age-concern - 12k - [Cached](#) - [Similar pages](#)

[The Communication Initiative - impact data - New Home, New Life ...](#)

The AED estimate that up to 80% of Afghan adults listen to 'New Home New Life'. In 1997, 83.5% of families were found to either own or have access to a ...
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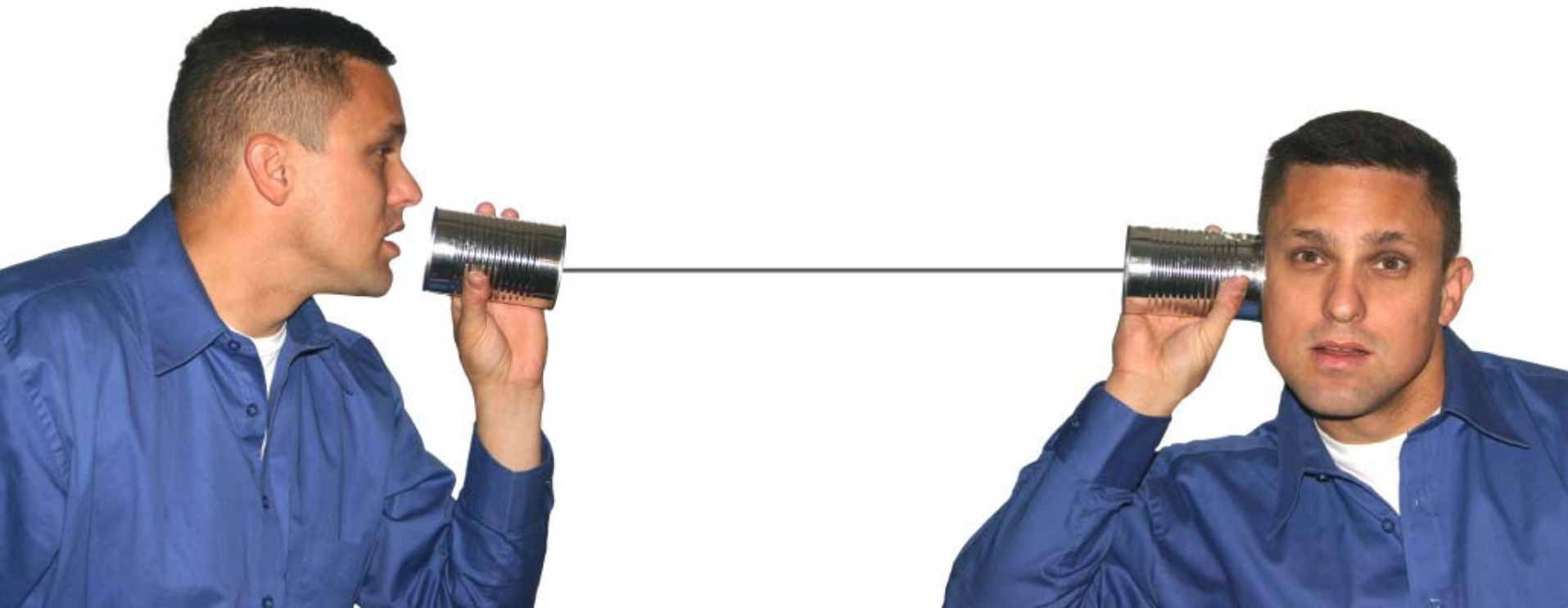
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New **Life** Communication

Talking with people in a way that recognises their way of life and the tools they use

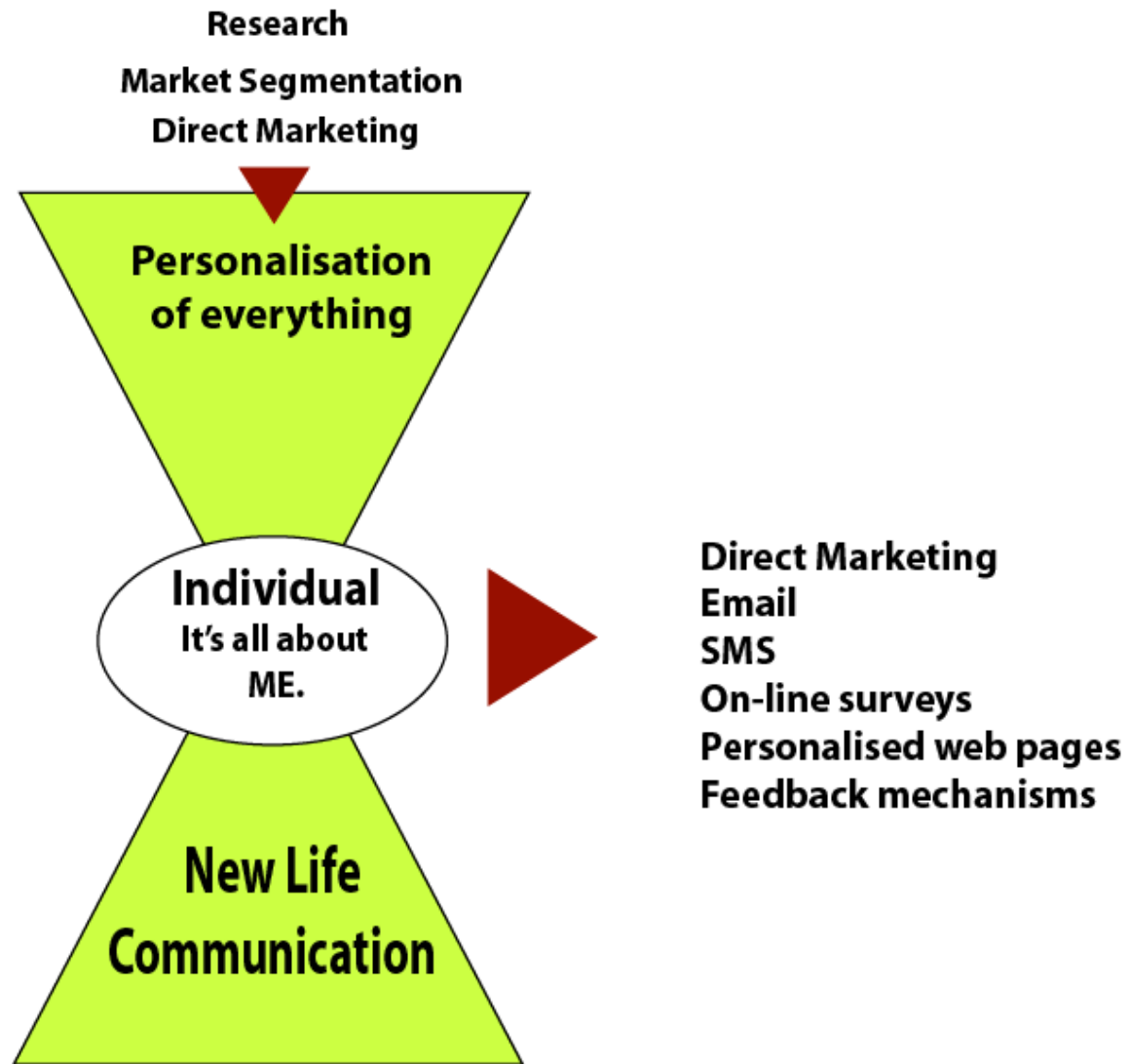


Individual
It's all about ME.

**New Life
Communication**

World View
I'm not confined to
my neighbourhood

Trust
I trust people, not
institutions



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From: Simon Nathanael [payable@sbadistributors.com.au]
To: tracy@creativeterritory.com
Cc:
Subject: Special Deals from SBA Office National

Sent: Thu 06-Sep-07 10:02 AM



September 2007 Special Offers

Dear Tracy,

Did you know that SBA Office National is 100% Territory owned and operated. At SBA Office National, we consider our role in your business as much more than a service provider. SBA Office National has already earned a solid reputation for providing reliable office supplies, technology, furniture and now we'd like to join you in building your business.

Office National Stationery Cupboard



Lockable stationery cupboard suitable for a multitude of low security storage applications.

Comes with 3 adjustable shelves. Extra shelves can be purchased for \$29.00 inc GST each.

Available in Grey and Beige.

1800mm (H) x 915mm (W) x 457mm (D)

For more information please contact
SBA Office National Furniture



New people on Friends Reunited

Hello Tracy

You wanted us to let you know when there are **new people** or **new profiles** at one of your places

Your Places

[Tamworth High School 1981](#)

<i>New</i> People	<i>New</i> Profiles
1	1

Your Profile

Living in Darwin and loving it - the best lifestyle in Australia! I am married to JJ with two boys, Byron 14 and Dylan 10....

Is this up to date?

[Click here to write something new](#)

Places you haven't looked at yet:

Click on a link below to find a place and more old friends

[Primary School](#)
[Secondary School](#)
[College/University](#)
[Teams](#)
[Streets](#)

Discover the **Chamberlain** Family History with Genes Reunited

[Search Now](#)



- FREE to search
- Results in seconds
- 61+ million ancestors

You can easily change which emails you receive from us on the "My details/profile" pages once you've signed-in to www.schoolfriends.com.au. As a reminder your sign-in email address is thejones.family@bigpond.com and your password is *****mbo.

Request a full password reminder here:

<http://www.schoolfriends.com.au/FriendsReunited.ASP?WCI=forqotton>

Please do not reply to this email. You can contact our customer support team and see our Help/FAQ pages here:

<http://www.schoolfriends.com.au/FriendsReunited.ASP?WCI=Faqs>

Personalised **Websites**

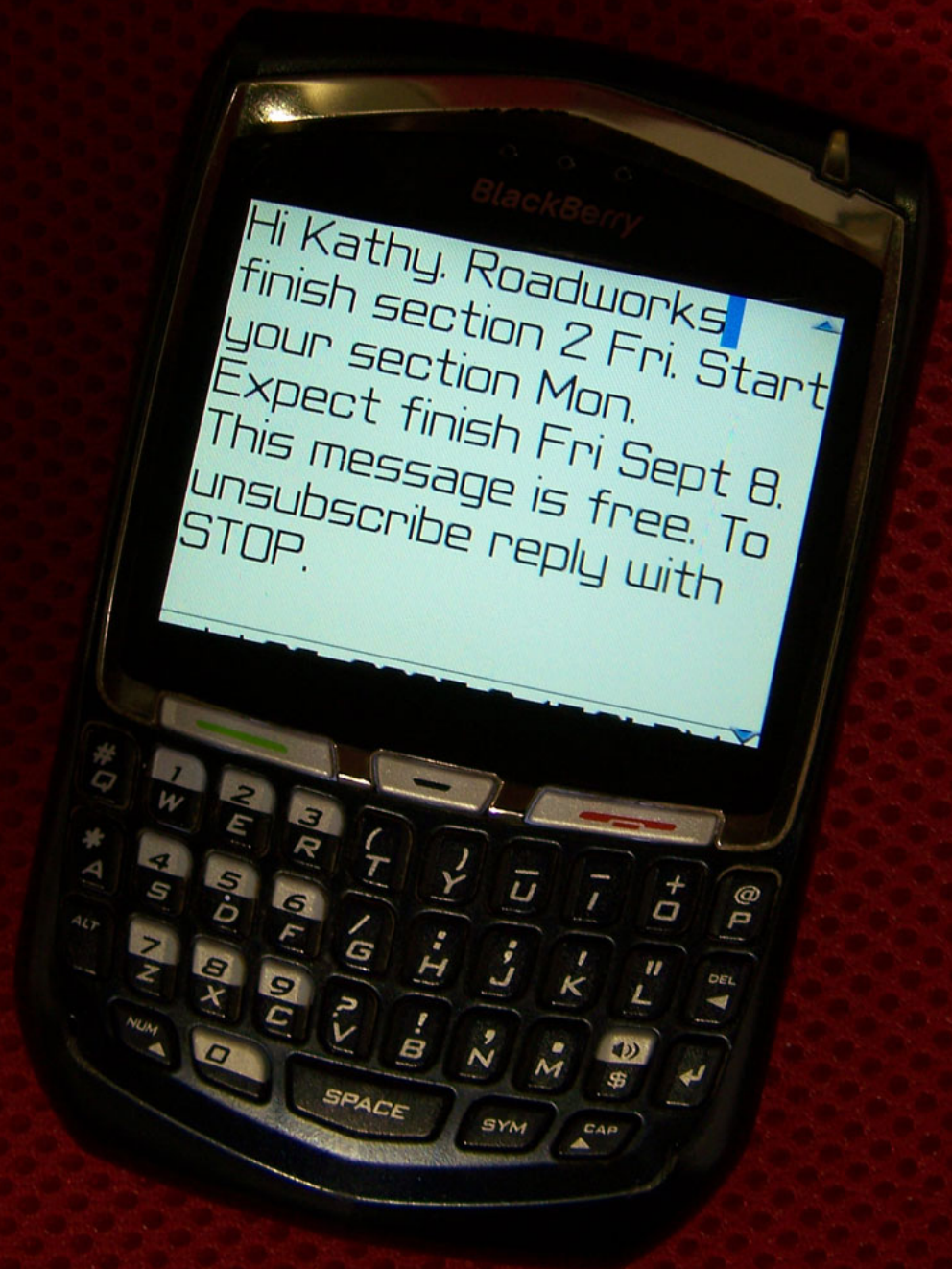
eg: abc.net.au



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sms campaigns



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The power of the **Mobile Phone**



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Is technology a DRIVER of new life communication or an ENABLER?

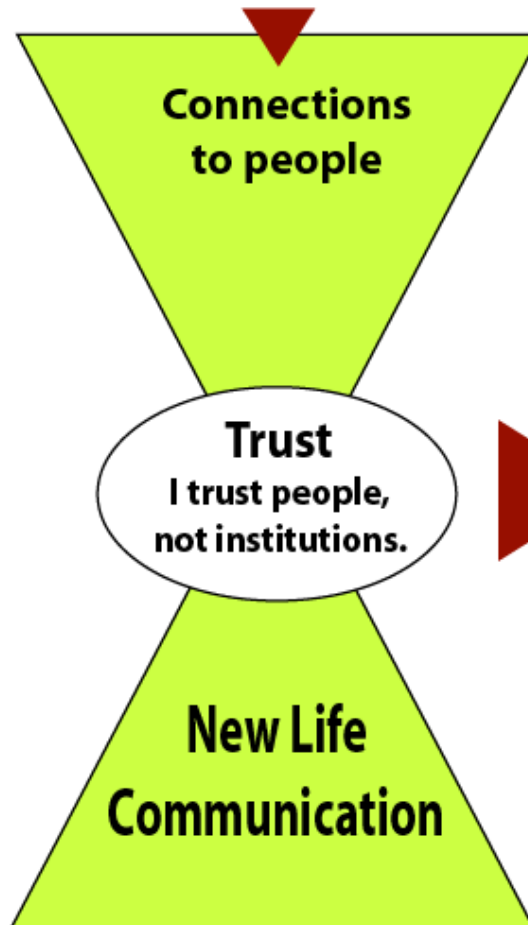
- DRIVER – 20
- ENABLER – 18



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Improved education
Ability to access new sources of information
Loss of trust in traditional sources



Message Boards
MySpace
Viral marketing
Wikipedia
Blogs
YouTube
Peering
Second Life
Chat Rooms



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Planning a **Holiday?**

- Plantation Island Resort
 - [hotel webpage](#)
 - [Yahoo Reviews](#)



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Viral Marketing

Works because it comes from a personal trusted source.



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YouTube

Citizen led.
Easy to Access.
Huge Audience.



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Cheap Air Travel
Globalisation
"Now" News

**Access to
everywhere**

World View
I'm not confined to
my neighbourhood

**New Life
Communication**

Websites
Broadband
News sites
eBusiness
Google Earth
Search Engines
Information Access



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The power of the Search Engine

Makes sense of the Internet for us.



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Buying and selling has changed with eBAY



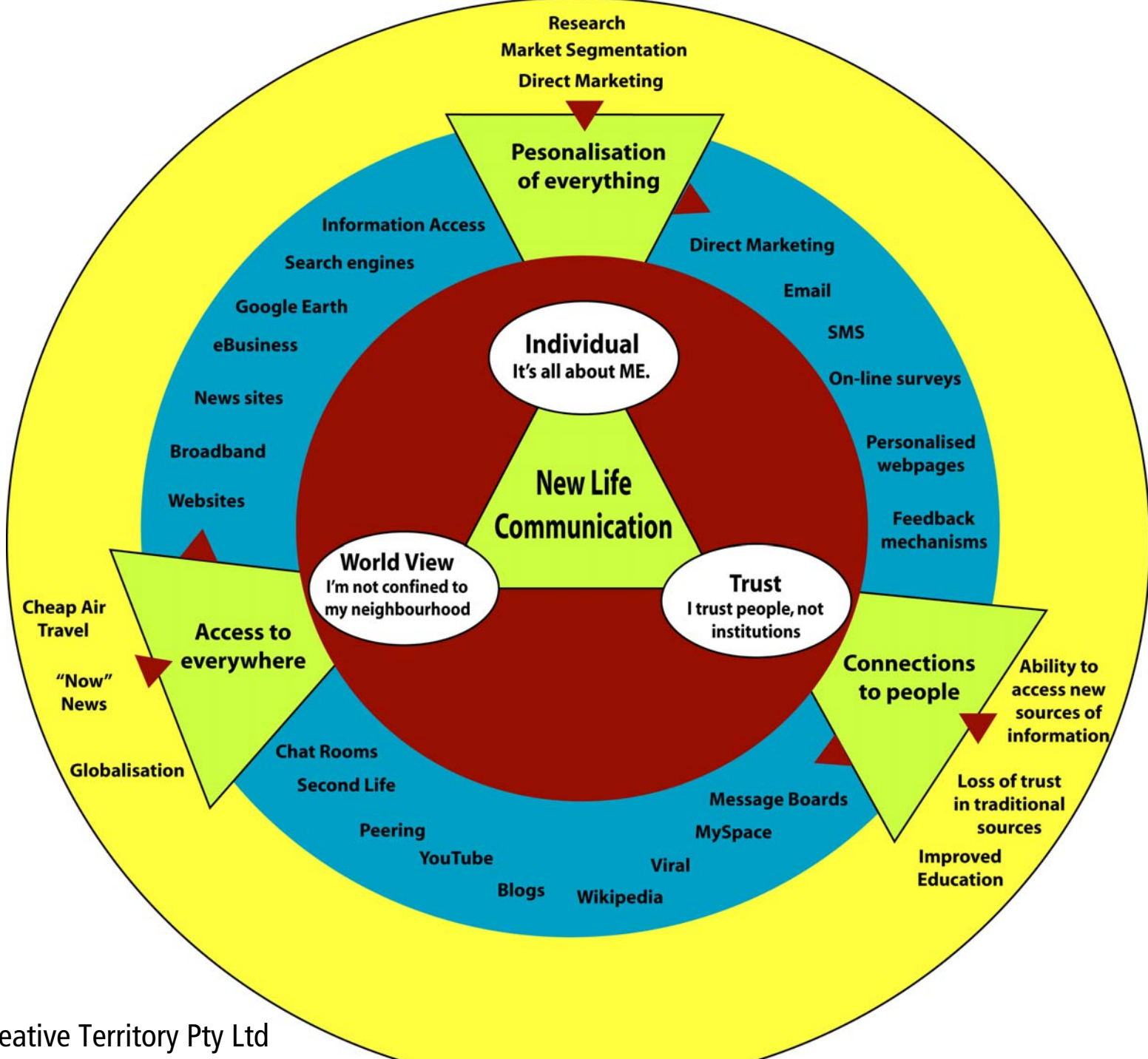
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Google Earth



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Challenges for communicators

- Need to know what the tools are and what you can do with them
- Need to choose the right tools for the right audience at the right time

At the end of the day, it's still about people talking to people.



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Opportunities for Bureaux

- **Marketing:** the ability to personalise communication with your target audiences
- **Positioning:** give target audiences an “experience” of what they can expect
- **Product:** new offerings in virtual as well as physical conferencing (before someone takes away that market)
- **For conventions centres:** sms, iPod downloading, wireless on-site communication with delegates



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Check yourself out on **YouTube** ...

www.youtube.com/AACBConference



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Creative Territory www.creativeterritory.com

Captovate www.captovate.com



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