



Wired Women Salon

#71

TECHNOLOGY +
COMMERCE SERIES

Catalina Briceño
Marie-France Laval

Feb. 25, 2009, 6pm



Catalina Briceño and Marie-France Laval

Technology + Commerce Series From e-Marketing to Electronic Commerce

Guest Speakers:

Marie-France Laval
President, Alliances Telesoft Inc.

Catalina Briceño
Director of Operations
Salambo Productions Inc.

Wednesday, February 25th, 6:00 pm to 8:00 pm

Venue: **4001 Berri, Suite 200**

Sherbrooke Metro

info : 514-845-7934

Entrance Fee: \$10.00

Students and Artists: \$5.00

Free for Members of Studio XX

The arrival of Web 2.0 transformed the Internet into a communal space where every day, more and more of people circulate and contribute. The past several years have witnessed the arrival of a multitude of content and participative Web sites ranging from personal archives (Flickr, YouTube, Vimeo) to social networks (Facebook, MySpace), to video game productions especially conceived for the Web (Têtes à claques). Content initially created for other platforms such as television or film, have now found a second life on the Internet. Statistics point to over a billion video and content-driven sites currently online.

The Internet can also be a powerful promotional tool. Most people perceive a Web site as a calling card. We've grown accustomed to seeing our names indexed alongside multiple addresses on a Google search. But how much do we really know about the Internet's full potential for promoting and commercializing goods or services?

The Internet can be used for promotional ends, to create a community, to give notoriety to a product or service and finally, to sell either. Do you have all the keys at your disposal to draw maximum traffic to your site? Do you know how to use social utility and networking websites to their fullest advantage? Do you fully understand what is meant by and involved in Electronic Commerce? It doesn't matter who you are or what you wish to promote, the core question is: who is your target market and how can you reach it?

Our guests, Catalina Briceño and Marie-France Laval, are renowned observers and participants in this realm. They will present strategies and tools each has developed in her respective field.

Marie-France will introduce e-marketing tools and Internet promotional strategies, while Catalina will present the facets and factors involved in Electronic Commerce through a case study of the popular Web and mobile run-away hit series **Têtes à claques**.

These passionate speakers will provoke your imagination while offering clear ideas on how to personalize your site, perfect your strategies in a knowledge-based economy and how to commercialize your product or service via the Internet, no matter the size of your resources.

Biographies

Catalina Briceño

In 1997, Catalina founded Caliope Communications inc. Interested in emerging digital technologies, 3D animation and Web-content creation, she worked in development, production and financing on a wide range of independent projects with her company until 2002.

Over the years, Catalina has worn many hats including digital film Producer, Content Analyst (Daniel Langlois Foundation, Telefilm and The Bell New Media Fund) and finally, in her challenging current role as Producer for the popular Web and mobile run-away hit series **Têtes à claques** and Director of Operations at Salambo Productions.

Catalina was responsible for negotiating the landmark deal with Bell Sympatico for TAC and oversaw all of the technical commercialization challenges that took this series from being an artistic success to being an international commercial phenomenon.

In 2008, Catalina was honoured with Women in Film, Television and New Media Montreal's Best Newcomer Award.

Marie-France Laval

Marie-France Laval is President of Montreal-based **Alliances Telesoft Inc.** She is a consultant specializing in Internet marketing strategy and strategic partnership recruitment for the arts and entertainment industry.

She has worked with content creators here in Montreal, across Canada and abroad. Her clients include Vivavision, Videographe and FICFA in New-Brunswick. She holds a seat on the Board of Directors of Women in Film, Television and New Media Montreal. Marie-France enjoys a close working relationship with Telefilm, SODEC and other key funding organizations across Canada.

While the conference will be in French, the question period will be bilingual.

Light fare and beverages will be served.

Information :: 514.845.7934 :: **by email**

StudioXX



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Founded in 1996, Studio XX is Montreal's foremost bilingual feminist digital resource centre. Through a variety of creative activities and initiatives, the Studio works with women to demystify digital technologies, critically examining their social aspects, facilitating women's access to technology and creating and exhibiting women's digital art.

Studio XX thanks its members and Partners for their generous support: The Canada Council for the Arts, The Conseil des arts et des lettres du Québec, Canadian Heritage, the Conseil des arts de Montréal, The City of Montréal, Emploi Québec and The Conseil québécois des ressources humaines en culture.



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