

Frocomm's 4th Annual

New Media Summit 2011

Tuesday 22nd & Wednesday 23rd March 2011
Watersedge, Hickson Road, The Rocks, Sydney
Early-bird rate of \$995 +gst



Speakers from the following organisations:

AMERICAN EXPRESS

CISCO SYSTEMS

HILL & KNOWLTON

KLICK COMMUNICATIONS

LOWY INSTITUTE

MEDTRONIC

MOTION PICTURE COMPANY

NAB

NEWS MAGAZINES

NSW POLICE FORCE

PEOPLEBROWSR

RADICAL LOVE

REPUBLIC OF EVERYONE

SR7

TOURISM QUEENSLAND

VICROADS

VOGUE.COM.AU

WEIGHT WATCHERS

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Researched & Organised by
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Frocomm's 4th Annual New Media Summit 2011

Digital PR: new opportunities, new challenges. This conference covers the key digital trends in the PR industry, and offers fantastic case studies: if you only attend one conference in 2011, make sure it's this one!

9.00-9.10	Chair, Ross Monaghan, Deakin University	Conversation Starter ↓
9.10 – 9.50 Mandi Bateson, Digital Director HILL & KNOWLTON	Opening keynote: Welcome to the new media world. The top 5 opportunities from social media for PR practitioners The top 5 ways to generate value for your organisation from social media: Community Building - Product Research - Customer Service – 2 way Communication – Transparency	Will PR own social media?
9.50 – 10.30 Jodee Rich, Founder PEOPLEBROWSR	Conference keynote: Go where the crowds are Social networks offer huge audiences, but eyeballs are not the same as engagement	What's the strategic business case for social media?
10.30 – 11.10 Wing H Cheung, Senior Manager, Digital Strategy NAB	Listen, engage, Influence: Defining your Digital Strategy How will digital engagement and communication drive your organisation? How can you define and plan digital into your strategic communications?	What is my digital strategy?
11.10 – 11.40	Morning Break	
11.40 – 12.10 Gerry McCusker, Author of "PR Disasters" & Founder ENGAGE ORM	Cleansing your online reputation with "Search Suppression" One bad blog review can attract huge visitor numbers, pushing "bad news" to the top of search engine finds. But what if you could keep negative commentary off the first page of Google? Is creating positive content and buying search terms to bury negative stuff fair play? Gerry will explain the ethical ways to create positive digital assets and equity and the pros and cons of Search Suppression. And he'll discuss the underhand tactics and negative consequences of laundering social media and search engine finds. Search suppression is a new and controversial digital PR practice; don't miss this compelling session.	Can people cheat the system?
12.10 - 12.40 Mandi Bateson, Digital Director, HILL & KNOWLTON Thomas Tudehope, Director Strategy and Engagement, SR7 Strath Gordon, Director, Public Affairs, NSW POLICE FORCE	PR and ethics in the age of Twitter Be honest, and get fired. Be open, and lose a sponsorship. Is Twitter worth the hassle? How can PRs engage with social networks effectively and ethically?	What are the risks?
12.40 – 1.35	Lunch	
1.35 – 2.20 Reichel Cheslett, Head of Digital WEIGHT WATCHERS AUS	Are you a healthy part of your online community? Weightwatchers case study: in this presentation Reichel discusses the challenges and opportunities of building an engaging, supportive and caring online community	what role for online communities?
2.20 – 3.00 Nic Frankham, Director of Public Affairs, Australia and New Zealand, AMERICAN EXPRESS	Case study: American Express' Facebook "Oprah" Make a Difference campaign In this case study of online engagement, Nic will discuss the American Express digital journey, covering online activation in USA and Asia Pacific. Nic will showcase American Express Australia's use of a Facebook centred campaign offering \$100,000 in grants and tickets to The Oprah Winfrey Show at The Sydney Opera House	What does Facebook offer?
3.00 – 3.30	Afternoon tea/coffee	
3.30 – 4.10 Fergus Hanson, Research Fellow & Director of Lowy Polling, Lowy Institute for International Policy LOWY INSTITUTE	Digital communications: the opportunity for Government Drawing on primary research from Governments in the US, UK and Canadian foreign ministries, Fergus argues that there are huge opportunities for Government departments and Ministries when it comes to the web based communication: what are the lessons learnt from the overseas experience?	How can Government engage online?

4.10 – 4.20

Delegate discussion session; delegates prepare questions for the upcoming panel

4.10 – 4.50

Fergus Hanson
LOWY INSTITUTE

Craig Shim, Manager of Market Activation
TOURISM QUEENSLAND

**The trials and opportunities of cyberspace:
Panel session Q&A discussion:**

The panel members will discuss their online communications experiences, research and campaigns, and share their ideas and suggestions for best practice.

Kerryn Burke, Corp Comms & Brand Mgr
MEDTRONIC AUSTRALASIA

Linda Horiuchi, Senior PR Manager APAC
CISCO SYSTEMS

What can I learn from others?

5.00 – 6.30

Karen Eck, Founder of
ECKFACTOR

Kim McKay AO, Founder of
MOMENTUM2

Join us for a drink, and listen to Karen and Kim discuss their amazing experiences with Oprah's visit to Australia

Oprah's Ultimate Australia Adventure: the future of media relations in the digital age

Karen and Kim will discuss the amazing adventure they had managing Oprah's PR, media and stakeholder relations during Oprah's Ultimate Australian Adventure: from the intensive travel itinerary to the online content website designed by Karen/Kim for the global media relations activity. Having managed many PR campaigns and projects in Australia and overseas, Karen and Kim will share their thoughts on the key success factors for the Oprah project, including how to pitch and collaborate effectively and offer suggestions for the future of media relations in the digital age.

Day 2: Wednesday 23rd March 2011 Different perspectives on digital communication & online media

9.00

Opening remarks from the Chair

9.00 – 9.35

Dan Ilic, Founder,
MOTION PICTURE COMPANY

Opening keynote: The written word is failing, the basic unit of communication will be video

In his presentation Dan will suggest that PR practitioners will need to re-think the way they communicate as people are using the written word less and less to communicate their message, and begin to use video as the preferred communications medium.

Why should I use video?

9.35 – 10.10

Jarod Green, Director, Radical Love & Creator of
"BEACHED AZ"

Thinking beyond the viral video

The web is an affordable communication solution and you control the content. But, how can you build an audience, and how can you move beyond the "viral video" mindset that seems so alluring but has so many challenges? Jarod will discuss strategies for creating, distributing and publicising online content

How can I spread the message online?

10.10 – 10.40

Dionne Lew, Director, Communications,
VICROADS

Putting the consumer at the centre: using technology to create a consumer-focus

How can I get internal stakeholders to support digital PR?

10.40 – 11.10

Tea/coffee break

11.10 – 11.50

Kim McKay, Founder,
KLICK COMMUNICATIONS

How media companies are embracing Social Media and what PR practitioners need to know?

The web offers many opportunities for engaging with online publishers; in this presentation Kim will discuss a number of recent case studies and set the scene for the panel discussion that follows

How is the web changing the established media?

11.50 – 12.30

Kim McKay, Founder,
KLICK COMMUNICATIONS

Mark Kelly, Group Publisher - Lifestyle,
NEWS MAGAZINES

Damien Woolnough, Editor,
VOGUE.COM.AU

What's new about new media?

How is the traditional media reaching out to a new generation of online readers and making the experience more interactive and engaging? What is new about new media, and what are online editors looking for?

What interests Online Editors?

12.30 – 1.30

LUNCH

1.30 – 2.00

Quentin McDermott, Reporter & Producer,
FOUR CORNERS

AUSTRALIAN BROADCASTING CORPORATION

How WikiLeaks changed the news

WikiLeaks has changed the media industry and the news dynamic by publishing secret, classified documents and videos; if WikiLeaks publishes classified US Military material, will every organisation need to understand that every document (or video) has the potential to be a public document?

Will my organisation appear on WikiLeaks?

2.00 – 2.30

Ben Peacock, Founder,

REPUBLIC OF EVERYONE

Ben's social media challenge!

Ben's company, Republic of Everyone, won an award on The Gruen Nation for a party political video they created to encourage people to vote for The Greens; the video has clocked up over 100,000 hits on YouTube. Ben will discuss the opportunities and challenges of social media and offer the lucky door prize winner a strategy session to discuss how you can get smart with social media!

How can Ben help me?

2.35 – 3.15

Group genius social media experiment

Be part of our social media experiment and tap into the potent world of group genius, using speed thinking to extract those ideas residing in your sub conscious.

Facilitated by the founder of speed thinking Prof Ken Hudson, this experiential event will be fast, furious and fun, producing a frenzy of ideas, one of which, will be chosen as the lead social media campaign for Cancer Council.

Witness social media history in the making, and contribute your very own inner genius towards this innovative approach to the creation of a national social media campaign that will ultimately help thousands of Australians. An event not to be missed.

3.15

Luck door prize and networking

Speaker Profiles

Day 1



HILSKNOWLTON
Mandi Bateson



People Browser
Jodee Rich



engage | orm
Gerry McCusker



 **Strath Gordon**



SR7
Thomas Tudehope



AMEX
Nic Frankham



Fergus Hanson



Craig Shim



Kerryn Burke



Karen Eck, Founder, eckfactor & Kim McKay AO, Founder, Momentum2

Day 2



RADICAL LOVE
Jarod Green



vicroads
Dionne Lew



Klick
Kim McKay



REPUBLIC OF EVERYONE
Ben Peacock



Dr Ken Hudson

THE TOP 20 PR TRENDS FOR 2011

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The top 20 PR Trends for 2011 & the Report on Social Media and Crisis Communications Conference are available free to subscribers of The PR Report

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Registration Form: Frocomm's 4th Annual New Media Summit 2011

Dates: **Tuesday 22nd & Wednesday 23rd March 2011**

Venue: **Watersedge, Hickson Road, The Rocks, Sydney**

Early-bird rate of \$995 +gst (rate valid until 7th March) = \$1094.50 (incl of gst)

Rate after 8th March \$1195 +gst

Delegate details:

1. Name _____ Email _____

Position/Title _____ Tel _____

2. Name _____ Email _____

Position/Title _____ Tel _____

3. Name _____ Email _____

Position/Title _____ Tel _____

Organisation/Company Name: _____

ADDRESS _____

STATE _____ POSTCODE _____

Payment: Visa MasterCard American Express Diners Bankcard (please circle)

Please invoice me

Card holder's name _____

Card No _____ Expiry Date _____

(your card will be debited by Frocomm Australia P/L)

Amount \$ _____ Signature _____

How to register:

FAX: FAX back this form to: 02 9476 3444

WEB: www.frocomm.com.au

EMAIL: Send your details to glenfrost@frocomm.com.au

Enquiries: Glen Frost on Tel: 02 9476 3333

Cancellation policy: If you are unable to attend this conference another person can take your place. If you cancel your place we will refund the amount you have paid less an administration fee of \$100 per person; please notify us in writing at least 15 days prior to the event. Cancellations received in writing within 15 days of the event will receive a 50% refund. FrocommAustralia undertake to ensure that the program is correct at the time of the summit. Due to circumstances beyond our control, we may need to alter the program prior to the event and reserve the right to do so without notice. We also reserve the right to cancel or postpone the event, in which case you will receive a full refund.