

Frocomm Australia's 3rd Annual

New Media Summit 2010

16th & 17th March

Watersedge, Hickson Road, The Rocks, Sydney

The venue is next to The Sebel Pier One Hotel (Tel: 1800-780-485)

\$995 +gst



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Researched & Organised by
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New Media Summit 2010

Day 1: Tuesday 16th March: Registration from 8.30am – 9am

**9.00 Opening remarks from the Chair,
Ross Monaghan, Deakin University**

**9.00 – 9.40 Opening Keynote
Paul Borrud, General Manager, Facebook Australia**

**9.40 – 10.20 International Keynote:
Go where the crowds are**

Social networks now attract huge numbers of people (Facebook has 350million users); how and why are social networking sites good places for companies and organisations to network, build brands, advertise and communicate with people?

How can campaigns be created and run across social networking sites in a way that inspires users, turns them into word-of-mouth advocates and spreads your message?

Napoleon Biggs, VP Digital, Fleishman-Hillard Asia

10.20 – 11.00 Where are the crowds and what are they talking about?

- The media is a hungry beast; how can you analyse social networks, online media and blogs and discover the best place for you and your organisation to be communicating and campaigning?

- What are people talking about online and can you tap into the zeitgeist?

Nick Holmes a Court, Founder & CEO, BuzzNumbers

11.00 – 11.30 Morning break

11.30 – 12.10 The personal web is here: how side-wiki's and YouTube are changing communications on the web

- The web and web browsers are evolving fast; now you add your content and comments to other people's websites using a wiki on your browser.

- How might these personal wikis change the way organisations communicate?

- Using YouTube to create a home for your content, and a face for your organisation

**Lucinda Barlow, Head of Public Affairs,
Google Australia & NZ**

12.10 – 12.40 Legal issues for online communication

- Two legal hot topics: Misleading communication on the web (what will be caught/ who can be caught?); Brand protection on the web

- What are the risks for communicators (PRs, advertisers, bloggers) and their agencies in new media, in particular viral marketing, blogs, Twitter etc?

- Protecting brands and reputation in new media: What are the new challenges?

Sue Gilchrist, Partner, Freehills

12.40 – 1.35 LUNCH

1.40 – 2.15 Is video is the killer app for the web?

- Broadband delivers quality video on the web; how can you take advantage?

- Case studies of organisations using video

- What should you be saying to your CEO about the digital world?

Ian Gardiner, Founder & CEO, Viocorp

2.15 – 3.00 Tapping into the wisdom of crowds

- Dan will discuss a number of new media case studies, examining metrics used and business outcomes achieved, including:

- UK newspaper The Daily Telegraph broke the story on MPs rorting their expenses, but it was The Guardian that uploaded more than 400,000 scans of MPs expenses and asked their readers to examine them; The Guardian's "volunteer readers" enabled the newspaper to break many new stories on this issue and catch up on the competition

- The BBC UGC Hub: A team of editors who examine User-Generated-Content (text, photo, video) before publishing

- Ford's staff bloggers: How Ford empowers its workforce to "tell the Ford story"

Dan Young, Head of Digital, Burson-Marsteller

3.00 – 3.30 Afternoon tea/coffee

3.30 – 3.40 Delegate discussion session; delegates prepare questions for the upcoming panel:

3.40 – 4.10 Panel: Best practice for online engagement and let's be honest about digital campaigns!

- Why do some digital campaigns work and some fail? How can you use digital as an educational, collaborative two-way engager with stakeholders?

- How can you demonstrate to C-Suite Executives how PR fits into the digital space, what it's capable of, and the dynamics that exist with the relationships PR teams have with their stakeholders?

- Building a direct relationship with your audiences

**Brian Giesen, Director, Social Media,
Ogilvy 360 Digital Influence**

Dan Young, Head of Digital, Burson-Marsteller

Napoleon Biggs, VP Digital, Fleishman-Hillard Asia

4.10 – 4.50 Communicating with video

- What do you need to be in the broadcast business?

- How easy is it? Film – edit – upload to YouTube and other video sharing platforms

- Customising your YouTube channel

Lukas Picton, Social Media Strategist, Text100

5.00 – 6.30 Drinks reception and networking

New platforms = new audiences, new ways to campaign

Day 2: Wednesday 17th March 2010

9.00 Opening remarks from the Chair

9.00 – 9.40 Opening keynote: TV is dead, long live TV!

- Can you fool the Hungry Beast?
- Everybody's free (to make videos); the rise and rise of online TV

Dan will discuss the merging of TV and online media, how humour can be used to improve our understanding of serious issues (think Jon Stewart's The Daily Show), how the Hungry Beast fooled the media ("The Levitt Institute"), why viral videos work and why your internal lawyers want you to stop making viral videos

Dan Ilic, Presenter, The Hungry Beast, ABC TV

9.40 – 10.10 Can PR practitioners use iPhone apps to communicate their message?

- If you think apps are just for games, think again
- How easy is it to create and promote an iPhone app?
- Case studies of great apps that help people with information

Oliver Palmer, Founder & CEO, TigerSpike

10.10 – 10.40 Creating communities on Facebook

- How can PR practitioners use Facebook to create communities of interest and establish and grow engaging campaigns?
- Case studies: who's using Facebook?
- Should PR people be "the face" of their organisation on Facebook?
- What steps can you take to limit the risks of using Facebook?
- How can you keep the momentum going?

Matthew Gain, Director, Digital, Weber Shandwick

10.40 – 11.10 Tea/coffee break

11.10 – 11.40 Your staff are your best ambassadors

Case study: Telstra

- What value does online engagement offer?
- What rules do you need for staff who blog?
- How to educate staff in the basics of blogging and journalism

David Quilty, Managing Director, Group Communications, Telstra

11.40 – 11.50 delegate discussion session

11.50 – 12.30 Panel session: Building online communities: key issues, key trends

- What are the components of a successful online/digital strategy?
- Understanding the difference between business issues and creative issues
- Is digital media outreach any different from traditional media outreach?
- Measurement, influence and the key metrics

Panelists:

Matthew Gain, Director, Digital, Weber Shandwick

Kristen Boschma, Principal Corporate Relations Advisor, Telstra

Monty Hamilton, Head of Online, UBank

12.30 – 1.30 LUNCH

1.30 – 2.00 Going bananas over new media

- Is the cost of banana smoothies at all related to airfares?
- If your customers are online, then why aren't you?
- Yes, we make mistakes too; can new media help?

Simon Westaway, General Manager, Corporate Relations, Jetstar

2.00 – 2.30 Media keynote: Digital adventures and the value of news

A discussion about online media, politics, leaks, insights, business models and setting the media agenda.

Paul Colgan, Managing Editor, The Punch and David Penberthy, Editor, The Punch

moderated by Ross Monaghan

2.30 – 3.00 tea/coffee break

3.00 – 3.15 Setting the scene for the panel session:

Understanding online news and the new business models: today's media interview is immediately followed by blog post, a podcast, then a video; Adwords are bought, space is sold to advertisers, hits are tracked, ROI is measured

Jonathan Green, Editor, The Drum, ABC (formerly Editor, Crikey.com)

3.15 – 3.40 The power of online media: Panel session

- Are Editors influenced by online ratings?
- How online news is changing?
- How powerful are niche blogs?
- The role of "online media" to generate news and commentary for "big media"

Jonathan Green, Editor, The Drum, ABC (formerly Editor, Crikey.com)

Sam Roggeveen, Editor, The Interpreter: Weblog of the Lowy Institute

Duncan Riley, Publisher & Editor, The Inquisitr

3.40 Final Q&A with delegates

- Final questions and comments

Chair: Ross Monaghan

3.50 Lucky door prize draw and close of conference

Registration Form: New Media Summit 2010

Date: 16th & 17th March 2010

Venue: Watersedge, The Rocks, Sydney

Price: \$995 +gst

Delegate details:

1. Name _____ Email _____

Position/Title _____ Tel _____

2. Name _____ Email _____

Position/Title _____ Tel _____

3. Name _____ Email _____

Position/Title _____ Tel _____

Organisation/Company Name: _____

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