

Researched & Organised by **frocomm**australia

Health Communication, Marketing & Media Conference

Wednesday 24th March 2010. Venue: Watersedge, The Rocks, Sydney

Delegate price: \$595 (+gst) Early bird rate: \$495 (+gst) Charity/NFP rate: \$350 (+gst)



Keynote presentations include:



Engaging audiences online
Adam Roach, Johnson & Johnson

Creating online communities
Simon Marks, Blackmores
Jason Davey, Bullseye

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bullseye
creative ideas, serious technology

**Using Facebook:
The FaceSpace Project**
Dr Mark Stoové,
Burnet Institute



Burnet Institute
Medical Research. Practical Action.

Agency perspectives:
Fleishman-Hillard,
Cube, Ethical
Strategies

Ethical Strategies
Public Relations Counsel



**Online media
perspective: Melissa
Sweet, Crikey blogger
"Croakey"**

Social media case study
Dr Rachel David, CSL and
Dr Michael Wooldridge

Networking Drinks Sponsor:

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Health Communication, Marketing & Media Conference

Theme: New media, new frontiers

9 – 9.45am

Chair: Ross Monaghan, Lecturer, Deakin University and Founder, The Media Pod

New media, new frontiers: the power of online social networking

Researchers at Melbourne's Burnet Institute have created "The FaceSpace Project" – a unique online campaign that uses fictional characters (like a soap opera) on social networking website Facebook, and using other sites and tools such as; MySpace, Twitter, YouTube and Flickr to engage online audiences with health messages. Mark will discuss the strategic issues considered, including "why social media?", how content was developed, how the project is being tracked and evaluated. Mark will answer the question: Can social media deliver greater utility for health promotion than traditional media like TV and radio?

Dr Mark Stoové, Head, HIV/STI Research Group, Centre for Population Health, Burnet Institute

9.45 – 10.30

Keynote case study: The power of online: creating communities and delivering personalised content

In this case study, both Bullseye and Blackmores will discuss the strategic and tactical issues facing online communicators: from understanding strategic positioning, targeting specific groups, developing campaigns for targeted groups, website design, tools to use (such as video and podcasts) and evaluation from both the agency and client perspective

**Simon Marks, Strategic Business Communications Manager, Blackmores
Jason Davey, Managing Director, Bullseye**

10.30 – 11.10

Tea/coffee, networking

The power of digital media: social media or anti-social media?

11.10 – 11.50

Engaging audiences with new media: education vs promotion

Adam will discuss how the code of conduct can be understood by communicators wanting to use social media to engage with stakeholder online without being accused of "disease mongering"

- Changes to the Industry Code of Conduct
- What are the Code implications – do the same rules apply?
- How can we use new media as a communication channel?

Adam Roach, Johnson & Johnson

11.50 – 12.30

Panel discussion: Key trends for health communication: online and connected

The panel will discuss a number of key trends in health communication, such as the rising levels consumer power and education on health matters, the increase in global sharing of knowledge of different products/medicines via professional and consumer health "communities" on the web.

The panel members will give their perspectives on the use of digital/online media by their own organisations: what tools they use and why (and also if they don't use certain online tools, and why), and what results they have achieved by using the web as a communications channel:

**Dr Deon Schoombie, Scientific Director, Australian Self-Medication Industry (ASMI)
David Tunnicliffe, Director, Polinate
Richard Smith, Managing Director, Big Pink
Peter Waterman, National Public Affairs Director, Pharmaceutical Society of Australia
Professor Clare Collins, Associate Professor in Nutrition and Dietetics, School of Health Sciences, Faculty of Health, The University of Newcastle**

12.30 – 1.30

Lunch

1.30 – 2.10

KEYNOTE: no regulation media in the new media frontier?

Experiences in dealing with the first pandemic of the internet age: a discussion on the topic: is “social media” really “anti-social media” ?

Case study: Immunisation in Australia. Dr Wooldridge has argued that immunisation is the single greatest advance in public health in the last 200 years and is threatened by the online anti-vaccination opinions of bloggers and web commentators. In this case study Dr Wooldridge and Dr David from CSL discuss their experiences of communicating key health messages.

A discussion between Dr Rachel David, Director of Public Affairs for CSL and Dr Michael Wooldridge

2.10 – 2.50

Online Health communication challenges

In this session Martin Palin will explore issues related to health-focused online promotions and education, but with an eye to the management of third parties and other opinion leaders. It is almost a truism that good PR is driven by what others say about your brands and issues more than it is driven by what you say about them. And this is never more true than in the online sphere.

He will use examples from healthcare case studies which help demonstrate how communities of people interested in a particular health condition are harnessed, built and retained - and what role is played by opinion leaders and third parties in these campaigns.

Then he'll try to drill all that down into Five Top Tips for medical marketing online that you can pack into your conference satchel and take home with you.

Martin Palin, Managing Director, Palin Communications

2.50-3.20

Tea/coffee, networking

3.20 – 4.00

Agency perspectives: Telling and sharing the healthcare story: is it possible to achieve “The Holy Grail” of healthcare communication?

Positive and honest stories of how products and services have changed people's lives, with third party endorsement from Healthcare Professionals. Each delegate will give a 10 minute overview of their agency case studies and perspectives followed by Q&A with delegates:

Anne-Marie Sparrow, Managing Director, Cube
John Morton, Managing Director, Ethical Strategies
Meredith Lill, Director, Healthcare Communications, Fleishman-Hillard

4.00 – 4.30

Media perspectives: Honesty and transparency in health communication;

Does the web make investigating healthcare and pharmaceutical companies easier? Is “leaking information” easier with the web? Is the public becoming more confused by the growing ranks of online experts and commentators? Are important health debates easily diverted?

Melissa Sweet, Freelance Journalist and Moderator, Crikey health blog “Croakey”

4.30 – 5.00

Media panel discussion: Trends in health media:

What media is best to get “the health message” to stakeholders? Is the trade media able to cover issues in greater depth? How do journalists feel about social media and health blogs? Are some companies “sailing close to the edge” with their marketing? Do some organisations tell their “health stories” well, whilst others struggle? Are we missing some big health stories? Hear the different experiences and perspectives from the panel:

Melissa Sweet, Freelance Journalist and Moderator, Crikey health blog “Croakey”
Paul Smith, Political Editor, Australian Doctor
Nick Lush, Editor, Pharma in Focus
Kellie Bisset, Co-Editor, Medical Observer

5.00pm

Closing remarks and Vote of thanks by Walter Jennings, SVP, Fleishman-Hillard

Networking and drinks

5.10 – 7.00pm

“AFTER WORDS” – Networking Drinks Sponsored by Fleishman-Hillard

Registration Form: Health Communication, Marketing & Media Conference

Date: Wednesday 24th March 2010

Venue: Watersedge, The Rocks, Sydney

Prices: Early bird (book before 1st March) \$495 (+gst), Standard rate after 2nd March \$595 (+gst)

Special Charity/NFP rate: \$350 (+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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WEB: www.frocomm.com.au

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

Enquiries: Glen Frost on Tel: 02 9489 9010

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.