

PR & New Media Summit 2008

You the media:

how the new media revolution
is changing communications and PR

4th & 5th March, 2008

Watersedge, Walsh Bay, Sydney

Price \$995 (+gst)



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Speakers from: Google, Ninemsn, News Digital, Fairfax, Dell, Telstra, ABC, MySpace, Edelman



PR & New Media Summit 2008

Dates: Tuesday 4th & Wednesday 5th March 2008

Venue: WatersEdge, Pier One, 11 Hickson Road Walsh Bay, Sydney

Theme: You the Media

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

9.00 **New Media 101:**

New media, new rules >> New results

Why is New Media so important for PR practitioners?
What's being said about you online? Are you part of
the conversation?

De-mystifying new media: what is Web 2.0, blogs,
podcasts, vodcasts, facebook, MySpace, Wikipedia,
Twitter, YouTube, RSS and instant messaging
Understanding the business uses for new media:
customer affinity programs, internal
communications, reputation management, brand
building, public relations, product development, and
even recruitment – and why PR people are suited to
own this activity in their organisation

**Ross Monaghan, Deakin University and Founder,
The MediaPod**

9.40 A 15 minute session designed to enable delegates to
discuss the Top 5 issues they face with social media.
These issues will be collated and the results used by
the Chair to guide the Q&A for the following sessions.

KEYNOTE ADDRESS:
You the media

9.55 **Keynote address: You the media**

- The changing nature of communications: how the web is influencing us
- From CEO posts on YouTube, to the formation of online communities, to campaigns to raise awareness of social issues, new media is a powerful force shaping opinion
- What lessons can Australian businesses learn from our politicians' embrace of online campaigning?

Rob Shilkin, Head of Corporate Communications & Public Affairs, Google Australia & New Zealand

10.35 **Morning break**

PANEL SESSION

11.10 **Panel session: Technology-to-English and strategic thinking**

What are the key issues to consider? How do you start a conversation?

Ensuring new technology is used to meet communications strategy

Producing interesting content: what works and why
The CEO worries about productivity, the CIO worries about IT security and the CFO worries about bandwidth costs: know how to address their concerns

Top Ten tips for implementing a new media strategy

**Adrian Christie, Head of Public Relations,
Sony Computer Entertainment**

**Rod Bruem, Founding Editor, Now We Are Talking,
Telstra**

Trevor Cook, Director, Jackson Wells Morris

Kylie Johnson, Head of Multimedia, CSIRO

Ross Dawson, CEO, Advanced Human Technologies

PANEL SESSION

11.50 **Panel session: the (new) media view**

How has the digital revolution changed the news?
How have established media brands developed their online presence?

Editorial direction: how is online content different?
When will internet video usage be greater than TV?

Max Uechtritz, Editor-in-Chief, ninemsn

Bruce Belsham, Editor, abc.net.au, ABC

David Higgins, Editor, News.com.au

Mike Van Niekerk, Editor-in-Chief, Fairfax Online

12.40 **LUNCH**

CASE STUDY:

the PR value from online collaboration

1.40 **RTA's "Pimp Our Ads" online campaign**

The challenge facing the RTA and why online collaboration worked

How the campaign caught the attention of the traditional media

Achieving the numbers: Evaluation and ROI: the amazing response

**Tracey Arthur, General Manager Communications,
Roads and Transport Authority NSW**

Background: In 2007 the NSW Roads Minister Eric Roozendaal decided the NSW Government's road safety campaign targeting young drivers would be designed by young drivers.

The campaign, "Should Have Crashed at a Mate's", was designed by 23-year-old Samantha Morris from Cooranbong on the NSW Central Coast. It was the winning entry from more than 7900 in the RTA's Pimp Our Ads competition, which gave young drivers the chance to design a road safety campaign.

2.15 **New media and the impact on brands**

Benefits of new media for communicating causes, products, services and brand values

Creating a buzz and knowing your ROI: how effective is online media?

Let your customers help you

Case studies: who's doing what around the world?

**Paul McKeon, Corporate Communications,
Dell Computer Australia**

Pippa Leary, Marketing Director, Fairfax Digital

Matt Jones, Creative Strategist,

Jack Morton Worldwide

Ant Kelaher, Marketing Director, MySpace

3.00 Afternoon tea/coffee

CASE STUDY

3.30 Case study;

The Church of Scientology & BBC Panorama

The web allows any organisation to be a broadcaster. This case study looks at the BBC's Panorama program that covered the Church of Scientology – including the BBC Reporter's "meltdown moment" which was later broadcast on YouTube. This session will cover how and why The Church of Scientology made their own documentary about the BBC and used their website to host the program. Virginia Stewart was in London, England, at this time and had first hand experience of dealing with the BBC Panorama journalists.

*Virginia Stewart, Public Affairs,
Church of Scientology*

Think like a broadcast journalist

4.10 What's the story? What's the hook? What's the human interest angle?

Where's the "talent" in your organisation? (apart from the CEO of course!)

How to think like a broadcast journalist

How to launch your story on the web and publicise it
Practical session: Kylie will interview Ross Monaghan and edit the interview on stage, uploading the interview to a blog; this will demonstrate how easy podcasting is

Kylie Johnson, Head of Multimedia, CSIRO

4.40 Telling the "corporate story" - engaging audiences with new media

Case studies: Unilever AXE Ride – Edgy deodorant brand entices young men to explore and win the ultimate hook-up vehicle!

Microsoft Xbox and Microsoft Game Studios
Ambassador program gives Microsoft a voice in the online gaming community

Australian Focus: Woolworths National Drought Action Day – Engaging stakeholders and communities using New Media

Con Frantzeskos, Head, Me2Revolution, Edelman

WORKSHOP IDEAS AND GET READY FOR DAY 2

5.10 Delegates form groups and work on ideas for Day 2

Delegates can select an idea for their organization or work with others on their idea: your examples will be used for a discussion session on day 2 at 11am

Moderated by Ross Monaghan

5.20 Closing remarks from the Chair & close of Day One

5.20 Evening drinks reception and networking
function

Day 2: 5th March 2008

9.00 Opening remarks from the Chair

9.10 **Opening keynote presentation: Convention,
disruption, vision**

How the web is changing communication strategy for companies, Governments, charities and those that want to campaign against your organisation
If PR and traditional media is about controlling the message, do organisations fear the unfiltered chaos of the web? What can you do to calm their fears?
Is there a happy balance between creating a conversation (and letting it go in any direction) and controlling the conversation?

*Laurel Papworth, Director, World Communities
and Social Networks Strategist*

10.00 **You get ready (working in teams)**

Delegates discussion session

Share ideas; prepare for the upcoming session

10.30 **Tea/coffee break**

11.00 – 12.10: **Integrating new media into your
PR/comms strategy**

How to integrate new media into your PR strategy
The AWI internal communication case study
Search leveraged PR

Getting a #1 ranking on Google

Case studies including the Collective Conversation case study

Q&A time with delegates about starting and sustaining a conversation

Matt Overington, Digital Director, Hill & Knowlton

Wrap-up

12.10 – 12.40: **Q&A with delegates**

How is the media changing? What is the real impact of social media?

What to do when you get back to the office?

Chair: Ross Monaghan

12.45 Closing remarks from the Chair and close of
conference

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GENERAL INFO

Your registration includes notepad and pen.
On Day 1: morning and afternoon tea/coffee, lunch and attendance to the drinks function; Day 2: morning tea/coffee.

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 \$200 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. Frocomm Australia undertake to ensure that this program is correct at the time of the summit. Due to circumstances beyond our control, we may need to alter the programme 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.

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