

Social Media Summit, Melbourne 2009

Wed 12th & Thursday 13th AUGUST 2009
RACV Club, 501 Bourke Street, Melbourne

Get social

*How the social media revolution
is changing communications*

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

**9.00 Opening keynote address:
Social Media case study: Bebo
Turn social media chaos into order**

- How is social media evolving?
- Are social media platforms like nightclubs, where fashions come and go?
- How do social media sites develop communities?

Francisco Cordero, Vice President, Bebo

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

9.55 Social media and online engagement

- What can we learn from MyBarackObama about engagement and web content?
- What role does campaigning play in communication?
- How can social media be used to motivate people into action?

Stephen O'Farrell, Managing Director, Sputnik Agency

10.35 Morning break

11.10 Social media: case study: 1 Million Women

- How is online audience engagement different from traditional media?
- How do you engage women online?
- Using platforms like Facebook to drive traffic to your social media website
- Blogger outreach; handle with care
- What is the future of social media; do you have to own a niche topic or can you appeal to a mass audience?

**Sarah Stokely, Social Media Strategy Advisor
to the 1 Million Women project, Keep Left PR**

11.50 PANEL: Effective social media & social networking strategies

The panel will discuss the challenges facing public and corporate organisations in developing and implementing social networking strategies. All organisations are cautious about using social networks and face real barriers to secure buy-in within the wider company. What content works and why? Best practice on blogger outreach and more...

**Clinton Bown, Communications Manager,
Hawthorn Football Club**

Liza Boston, Founder & CEO, Cracked Pepper

**Sarah Stokely, Social Media Strategy Advisor
to the 1 Million Women project, Keep Left PR**

12.40 LUNCH

Social Media

1.40 Select Stream A or B

Stream A: Tapping into the Twitter-stream

- How does "the media" view social media?
- Is everything online forever, or can content be removed?
- How can you trust what you can't substantiate?

Paul Colgan, Managing Editor, The Punch

OR

Stream B: What are the skill sets of the communication pro of the future?

- The new media skills required of all PR practitioners (ability to set up "Listening posts", know all about SEO, define and provide "engagement value" vs. deliver messaging)
- How has the use of social media evolved over the past year and what's coming next?
- Another year, another platform? What comes after Twitter? This platform has captured a tremendous amount of attention but what's next....

Matthew Gain, Head of Digital, Weber Shandwick

(Matthew recently returned from UK/USA where he was a social media strategist for Microsoft)

User Generated Content and selling to the CEO Director Secretary Minister

2.15 You select Stream A or Stream B

2.15 Stream A: The Role of Social Media in PR, and selling it to the CEO

Is social media the best thing to have happened to the public relations industry since the advent of television? Or is it a simply an unwanted distraction?

Trevor Young (aka PR Warrior) will present an argument for why the emerging media landscape is more than just an explosion of new technology, and why it's critical the PR industry fully understands and embraces social media and all it stands for.

Trevor Young, principal partner, parkyoung

Trevor's blog – PRwarrior.com – has been recognised by Smartcompany.com.au as one of Australia's top 15 business blogs and is in the B&T's Top 50 Marketing Blogs 2009.

OR

2.15 Stream B: User Generated Content: Web 2.0 and the Collective Intelligence

- Why is UGC so powerful?
- Where do we get our stories? How do people get involved?
- What is the Editorial process? How can we check quality and verify statements?
- How does citizen journalism fit with PR?

Bronwen Clune, CEO, Norg Media

Norg is internationally recognised as a significant news 2.0 site. Norg received a "Webby" honoree along with aol.com, yahoo.com and the nytimes.com in 2008

3.00 Afternoon tea/coffee

Get to grips with social media

3.30 The Connected Communicator

Using vivid case studies and drawing on Forrester's research and analysis, Steven Noble shows:

- How Australians are using social media
- How government, business and the third sector should respond
- The roles of data and strategy in this process

Steve Noble, Senior Analyst, Forrester Research Inc

OR

Effective social media & social networking strategies for large corporates and the public sector

In this presentation, Richard discusses the challenges facing large public sector and corporate organisations in developing and implementing social networking strategies. Richard's experience shows that these organisations tend to be more cautious about using social networks and face real barriers to secure buy-in within the wider company. How can you overcome issues like reputation management (and risk minimisation), ROI and cost-benefit analysis? *Richard is a digital strategy consultant for a number of Australian Government departments and/or agencies. Richard will present both real case studies and also a hypothetical example of how social networking strategies can work.*

Richard Spencer, CEO, Daemon Group

WORKSHOP SESSIONS:

THE TECHNOLOGY, THE PLATFORMS, THE GADGETS

- 3.30 Workshop session 1
- 4.00 Workshop session 2
- 4.30 Workshop session 3

Select a different topic for each workshop

Select from the following:

- YouTube and video/virals
- Podcasting
- Twitter for business/PR
- Building your online community (DIY model)
- User generated content
- RSS/media monitoring
- Blogs: from Blogger to Ning

Breakout room: Building your online community (outsourced model):

Vanessa Stoykov, MD, Evolution PR and Founder, Evo-TV

Day 2: Thursday 13th August 2009

9.00 Opening remarks from the Chair

Media consumers are now also media producers

9.00 Opening keynote presentation: Here comes everybody!

- Media consumers are now also media producers! (Armed with mobile phones, video cameras and YouTube, we are all content producers)
- Chk-chk-boom? What makes a great viral video?
- Safe vs edgy? What content excites people and how do you promote your YouTube video?
- Understanding how an online conversation works (and why online cakes can create feeling)

Dan Ilic, Founder, Downwind Media

9.50 Delegate Discussion Session

Your staff will blog about your company, so what can you do?

10.00 Who's blogging about you?

Twitter case study: My life as Stephen Conroy

- How is Twitter different to other blogging sites?
- What was the idea behind the fake Stephen Conroy Twitter account?
- What rates on Twitter and how to build a following
- Can you control your staff? Corporate blogging policy: some thoughts/suggestions

Leslie Nasser

11.00 Tea/coffee break

11.30 Social Media for Social Change

In this case study, Belinda will discuss how City of Port Phillip's online media campaign (including viral video and a YouTube account) is changing behaviour and influencing opinion in the hard to reach and impress youth category

Belinda Hayes, Online Communications, City of Port Phillip

12.30 LUNCH

1.30 Select A or B

Stream A: PANEL: Online media: trends in online media

Online mass media vs online niche media: what are the trends and the new rules of engagement? Are traditional media outlets creating new online brands? Will they keep their audiences?

Wendy Hogan, Managing Director, CDnet

Melissa Pye, Founder, www.hercar.com.au

Chair: Ross Monaghan

OR

Stream B: Social marketing & social media for behavioural change

Case studies/presentation and ideas workshop: David will present on behaviour change/social marketing case studies managed by Fenton Communications, then work with participants on looking at their potential or current campaigns to see where online could be incorporated. David's focus is incorporating new media into traditional campaigns (especially media campaigns) rather than seeing online as a stand-alone; case studies include Family Violence (Department of Justice, Victoria) and Premier's Active Families Challenge (Department of Planning and Community Development).

David Micallef, Social Media Director, Fenton Communications

2.10pm Select A or B

Stream A: New media and crisis communications

In this presentation, Rhys Ryan, CEO, Edelman discusses the use of new media for crisis communications, using the recent Victorian bushfires as an example

Rhys Ryan, CEO, Edelman

OR

From RSS to online media evaluation: Monitoring online media

Stream B: Online media monitoring and news analysis

- Do you know what's being said about you in the bloggersphere?
- How can you monitor the 24x7 online media effectively?
- Understanding the free tools like RSS and Google versus subscription tools

Warren Weeks, CEO, Cubit Media

FINAL SESSION:

2.50 Wrap up Q&A with delegates

- Final questions and comments
- Lucky Prize draw
- What to do when you get back to the office?

Chair: Ross Monaghan

Close of conference

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\$995 (+gst) = \$995 + 99.50 gst = \$1094.50

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GENERAL INFO

Your registration includes notepad and pen.

Lunch/morning & afternoon tea included. Delegates are responsible for travel to/from the venue and accommodation if required.

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. 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.