

Social Media Conference 2009

A one day conference exploring how social media is changing communications and public relations

Wednesday 25th November
Rydges Hotel, 186 Exhibition Street, Melbourne, VIC
\$550 (+gst) www.frocomm.com.au t: 02 9489 9010



The new tools of the (social media) trade
Lucinda Barlow, Head of Corporate Communications and Public Affairs, Australia and New Zealand, Google

SlowTV



Social Media and the big issues
Nick Feik, CEO, SlowTV



Inspiring millions with social media
Wilson da Silva, Editor-in-Chief, COSMOS Magazine

Social media for new revenue, new ideas and improved services
Rob Findlay, Founder, The Bank Channel.com



SourceBottle

How the web is changing media relations
Rebecca Derrington, Founder, SourceBottle

Carbon Planet



"Anti-social" media?
Dave Sag, Founder & COO, Carbon Planet

Get started on social media; speakers include:

(From left to right)

David Trewern, Founder, DT Digital Ogilvy Interactive
Cameron Reilly, Digital Director, The GDP Group
Liza Boston, Founder & Chief Executive, Cracked Pepper

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Researched & Organised by
frocommaustralia

Social Media Conference 2009

A one day conference exploring how social media is changing communications and public relations

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

9.00 – 9.40 The new tools of the (social media) trade: The role of the in-house PR practitioner is changing dramatically as people consumer information in new ways; we need skills in new and social media. Social media tools and platforms are mostly free and provide you and your employees the opportunity to have direct conversations with your stakeholders. What tools should PR practitioners use? In this presentation, Lucinda will discuss her day-to-day PR activities, from blogging, keeping track of the news, analysing web insights, posting videos to YouTube, and much more.

Speaker: Lucinda Barlow, Head of Corporate Communications and Public Affairs, Australia and New Zealand, Google

A 10 minute delegate discussion session (delegates discuss their top 3 issues in social media)

9.50 – 10.30 Social media for new revenue, new ideas and improved services: Information and ideas from online networks provide powerful insights for communications practitioners; how can you tap into the power shift to online communities, and what does it mean for your organisation?

Speaker: Rob Findlay, Founder, The Bank Channel.com, and Head, Customer Experience & Innovation, National Australia Bank

10.30 – 11.00 Break

SlowTV

11.00 – 11.40 Social Media and the big issues: TV news is only interested in a 7-second "sound bite" and if you feel the debate on big issues is being "dumbed down" by the mainstream media, you now have an alternative

Speaker: Nick Feik, CEO, SlowTV

THE SCIENCE OF EVERYTHING
COSMOS

11.40 – 12.20 The power of a good idea - Inspiring millions with social media: In August Wilson created the site "Hello From Earth" to get Australians interested in Science Week 2009. With no advertising, and within just 13 days, the site generated 1.25m page views, was linked to by 9000 blogs and was reported in over 1000 articles in traditional media worldwide. How did Wilson do it?

Speaker: Wilson da Silva, Editor-in-Chief, COSMOS magazine

12.20 – 1.20 Lunch

Afternoon sessions: delegates can choose from Stream A, B or C

Stream A

Ross to chair Stream A

1.25-2.00

How should brands engage online? What is the key to online branding strategy?

David Trewern, Founder, DT Digital Ogilvy Interactive



Stream B

Get started on Twitter: Tweet 4 change: how the iPhone and a \$5 app is revolutionising communications

Leslie Nassar, Freelance

Stream C

Get started with Digg: How can PR benefit from online crowd-sourcing?

Fiat, Starbucks and Dell use online crowd-sourcing to make better products / services; how can you use sites like Digg to improve your products and services?

Daniel Young, Director, Digital, Burson-Marsteller

2.10-2.50

Case study: Tourism Victoria and "Melbourne Match" - the online (and viral video) campaign encouraging NSW females to visit Victoria (warning; presentation may contain images of semi-naked men)

Laura Cavallo, Group Manager, Corporate and Destination Communications, Tourism Victoria

Get started on social media strategy: Liza will explain the power of social media applications to drive impressive ROI and whole of business outcomes - PR, Marketing, HR, Market Research etc. Learn how to make a smart social media play for your brand.

Liza Boston, Founder & Chief Executive, Cracked Pepper



Get started on podcasting, viral videos and more. It's all about the content: It's online content that draws audiences: how to add YouTube and podcasts to your website and/or blog

Cameron Reilly, Digital Director, The GDP Group

2.50-3.30 Break

3.30-4.10

"Anti-social" media? Case study: crisis communications and social media: In this session, Dave will discuss his own experience of how online rumours can damage your brand and what you can do to get your reputation back

Dave Sag, Founder & COO, Carbon Planet



How the web is changing media relations and improving access to journalists for PR practitioners and businesses

Rebecca Derrington, Founder, SourceBottle



4.10-4.20

Final Q&A
Lucky door prize

Social Media Conference, Melbourne 2009

Wednesday 25th November

Rydges Hotel, 186 Exhibition Street, Melbourne, Victoria

Pricing: \$550 (+gst) = \$605

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 invoice me (please circle)

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 9489 9016

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.