

New Media Summit Melbourne 2008

How the new media revolution is changing PR and communications

2nd & 3rd September
(Pre-conference briefing 'New Media 101' on 1st September)
RACV Club, 501 Bourke Street, Melbourne
Price \$995 (+gst)
www.frocomm.com.au

Media Partner:

DIGITALMEDIA
ACQUISITION CHANNEL OF THE NEW MEDIA REVOLUTION

Organised by

frocommaustralia

KEYNOTE SPEAKERS



A new media revolution for Government communications?

Tom Martin, Director, Strategic Communications
Department of Premier & Cabinet, Victoria



How the web is changing communication strategy for companies, Governments, charities and those that want to campaign against your organisation

Laurel Papworth, Director, World Communities
and Social Networks Blogger



SPEAKERS INCLUDE:

The Age
Herald & Weekly
Times
ABC
3AW

Victoria Police
CSIRO
Fairfax Digital
Whirlpool
Burson-Marsteller



6PM ON 1ST SEPTEMBER

NEW MEDIA "UNCONFERENCE" - presentation and Q&A session with no formal agenda:

The A to Z of New Media

- New to new media? Attend this pre-conference session to get an overview of the topic:
- Why is New Media so important for PR practitioners?
- What is web 1.0, 2.0 and 3.0?
- What's being said about you online? Are you part of the conversation?
- De-mystifying new media: what are blogs, podcasts, vodcasts, RSS, social media sites like Facebook, Wikipedia, Twitter, YouTube and how can you use them?
- Understanding the business uses for new and social media

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

Plus: panel for Q&A:

Laurel Papworth, *Founder, World Communities*

Con Frantzekos, *Head, Edelman Digital*

Kylie Johnson, *Head of Multimedia, CSIRO*

\$100
+GST

Day 1: Tuesday 2nd September, 2008

Theme: You the Media

How the new media revolution is changing PR and communications:

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

9.00 Opening presentation: the new media revolution

- How the web is changing communication strategy for companies, Governments, charities and those that want to campaign against your organisation
- How can you use social and online networks to achieve your organisation's goals?
- Who's doing what and why are they successful? Case studies and strategic comment for different sectors (Government, companies, NFP/NGO)
- Is Australia part of the global trend and can we learn anything from overseas?

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

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.

9.55 Why new media? The CEO and Board perspective

Controlling the message vs free-flowing debate
User-generated content enables viable social enterprises
Online niches can deliver a mass media audience
Why IT matters; but what other issues do CEO's consider?

Phil Burgess, *Group Managing Director,*

Public Policy and Communications, Telstra

Richard Lord, *Chief Marketing Officer and COO, Hyro*

Mary Henderson, *Founder/CEO, Geek IT Group*

10.35 Morning break

11.10 KEYNOTE: A new media revolution for Government communications?

- Can new media improve the communication of Government policy, information on implementation and service delivery?
- In what way can Government departments harness the benefits of new media?
- Understanding the unique challenges to Government communications

Tom Martin, *Director, Strategic Communications, Department of Premier & Cabinet*

11.50 KEY ISSUE:

Legal issues to consider for the (new) media

- Every comment is open to public scrutiny: ethics, defamation and copyright - what to consider?
- Getting others involved: developing a corporate policy for internal/external bloggers who work for your organisation, including the "style" of your site and the "tone" of your commentary
- Understanding content issues (language, moderation/editorial policies, dissent)
- How should you use freelance writers and/or PR agencies?
- Case studies: Joseph Gutnick vs Dow Jones and others
- What can go wrong and what action to take

Michael Park, *Senior Associate, Deacons' Technology, Media & Telecommunications Group*

12.40 LUNCH

KEY ISSUE: CONTENT & SEO

1.40 LUNCHTIME IS THE NEW PRIMETIME

- How has the digital revolution changed the news?
- It's all about SEO: what does SEO or search leveraged media mean?
- Getting a #1 ranking on Google
- How have established media brands developed their online presence?
- Is lunchtime the new primetime? Looking at the stats to tell us who's online

Pippa Leary, *Marketing Director, Fairfax Digital*

**Q&A SESSION:
Whirlpool: the largest and most influential online forum in Australia**

2.15 The most influential online forum in Australia for it's sector

Case study: Whirlpool and the telecommunications sector

- Is Whirlpool an online forum, pressure group, a social network or all of these?
- How Whirlpool influences the telecoms sector
- Did Telstra start Now We Are Talking to counter Whirlpool?
- The future of social media: is the Whirlpool "model" the future for every sector?

Simon Wright, *Founder & Editor-in-Chief, Whirlpool*

Q&A with Ross Monaghan

3.00 Afternoon tea/coffee

3.30 PANEL SESSION: THE (NEW) MEDIA VIEW

- How has the digital revolution changed journalism?
- Will all online news be free?
- Editorial direction: how is online content different?
- How can new media reach new audiences and build loyalty?
- What is the opportunity from podcasts and video on websites?

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

Simon Johanson, Online Editor, *The Age*

Brian Semmens, Night Editor, *Herald & Weekly Times*

Ben Wise, Online Editor, *3AW*

4.10 Integrating new media into your communications strategy

- How to integrate new media into your communications strategy
- Case studies from Australia and overseas
- Search leveraged PR
- Getting a #1 ranking on Google
- Q&A time with delegates about starting and sustaining a conversation

Alan Parker, Digital Media Specialist, *Burson-Marsteller*

4.50 New media insights panel session: Q&A discussion session

- This panel session will wrap up the day's top issues and explain anything that needs explaining... moderated by Ross Monaghan

Scott Rhodie, Media Manager and Digital Strategist, *Pulse Communications*

Graham White, Managing Director, *Howorth Communications*

Corrie McLeod, Managing Director, *Espresso Communications*

Alan Parker, Digital Media Specialist, *Burson-Marsteller*

5.00 – 7.00 Drinks reception and networking

Day 2: Wednesday 2nd September, 2008

9.15 Opening remarks from the Chair

9.20 OPENING KEYNOTE PRESENTATION: From YouTube to BlueTube

If new and social media is the digital "town square" then surely the legal and law enforcement services would need to be there, but in what form should this presence be and what safeguards need to be in place? In this presentation Ben Edwards discusses the reasons behind the Victorian Police's decision to move into social media, the technical considerations involved, and how the organisation has developed its very own "BlueTube"

Ben Edwards, PR & Communication, *Victoria Police*

10.10 The Authentic Corporation

Driven by the digital revolution, organisations are increasingly engaging in fierce competition over their identities and the relationships they have with all stakeholders; how will they adapt? A 2007 survey of Chief Executive Officers by the Arthur W. Page Society examined the drivers and implications of the digital revolution. Walter Jennings, a member of the Arthur W. Page Society, has researched the Australian perspective and will present his findings in this session.

Walter Jennings, CEO, *Jennings Advisory*

11.00 Tea/coffee break

11.30 Blogging and Podcasting Workshops

- A practical 'how to get started' session including:
- How to write a blog for different audiences
- Where's the "talent" in your organisation?
- How to think like a journalist within the constraints of your organisation
- How to launch your story on the web and publicise it
- Case studies that made the news
- Who's watching or reading? Who's commenting?
- Replacing a "press release" with a new media release
- How to use links, social bookmarking and tagging

Select your workshop leaders from the following:

• **Kylie Johnson**, Head of Multimedia, *CSIRO*

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

• **Con Frantzekos**, Head, *Edelman Digital*

• **Scott Rhodie**, Media Manager and Digital Strategist, *Pulse Communications*

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2.30 Q&A with delegates

- What is the real impact of social media?
- What to do when you get back to the office?

Chair: Ross Monaghan

Closing remarks from the Chair and close of conference

