

2-Day Conference on

Save \$300
If you pay by 9 June 2010
Additional 10% Discount for
Groups of 3 or more!

MEDIA RELATIONS:

Integrating Social Media & Traditional Media

Harnessing the Potential of Cross Media Platforms for Maximum Advantage

IN 2 LOCATIONS!

▶ **12 - 13 July 2010**
Grand Copthorne Waterfront,
Singapore

▶ **15 - 16 July 2010**
The Excelsior,
Hong Kong

Revitalise & Keep Up With the Times
with Insights from:

PHILIPS
sense and simplicity

BOEING

DOWJONES

sph

TIME

RTHK
香港電台

cei

The Corporate Observer
www.corporateobserver.com.sg

Burson-Marsteller

The Hoffman Agency

global public relations
TEXT100

MEDIA MONITORS

Including case studies from:

HSBC, Cisco, Paypal, Sandisk and the Automobile, FMCG
and other Industries

Live Panel **Getting Media Attention**

Get into the minds of editors & journalists and hear
their opinion of what makes news for them!



INDEPTH SESSIONS ON

- Media Environment in Asia** : Capitalising on the **rise of intermediation** across new & mainstream media
- Corporate Branding** : Developing robust **integrated media plans** across **Asia** to boost corporate brand
- Corporate Reputation** : Leveraging on **cross media platforms** to enhance corporate image
- Opinion Leadership** : Achieving **media coverage** through **opinion leadership**
- Crisis Management** : Managing **social media backlash** through a mix of traditional & digital channels
- PR Measurement** : **Quantifying** efforts in blogs, twitter & other digital platforms

Researched & Developed by:

pacific conferences
adding value to your business

www.conferences.com.sg

Endorsers

prca
malaysia

10% discount for members of the above endorsers

PRPA
PUBLIC RELATIONS PROFESSIONALS ASSOCIATION OF SINGAPORE

Strategic Partners

MediaBanc
Be Informed

The Hoffman Agency

Media Partners

ACNNEWSWIRE

irasia.com
Greater Resources Asia Pacific

TID
Telecom India Daily

The Corporate Observer
www.corporateobserver.com.sg

Mashable
The Social Media Experts

Do You Know how to Engage the Media in this Digital Age?



An overwhelming majority of journalists now depend on social media sources when researching their stories. From blogs, forums, Youtube to Twitter, reporters and editors are picking up news from these sites to have a fresh take on things. Traditional media, however, is still not dead and remains as a significant and reliable communication platform. Increasingly challenged to find the optimum mix of media platforms, PR professionals need to re-evaluate classic ways of fostering relationships with the media, and be armed with compelling strategies that harness the best of both new and mainstream media.

This 2-day conference will furnish PR practitioners with current media relations strategies that leverage on social & traditional media to achieve communication objectives, bridge relations and enhance positive coverage. Learn how **HSBC** obtained greater audience reach, and how top B2B and B2C companies integrated new media tools for an all-rounded approach. Engage in a dynamic panel discussion comprising of editors and journalists from various media, and unravel new rules in fostering relationships with them. Unearth the myths and realities of social media measurement and be equipped with practical advice on minimising risks of new media engagement, with case studies from **Automobile, FMCG** and other industries.

Benefits of Attending

Sign Up Now to Drive Action & Publicity with the Synergies of Offline & Online Media Today!

- **Determine** the **top 20** most active **online & offline media** in Asia
- **Be updated** with the latest **social media & blogger statistics**
- **Unearth** the new essential rules of **media engagement**
- **Compare** how the media in different Asia Pacific regions covered **Global Financial Crisis & President Obama's inauguration**
- **Grasp** winning strategies on how **Paypal** forged **positive relationships** with regional media
- **Gather insights** on how **Cisco Consumer** aligned **media relations strategies** with corporate strategy
- **Identify** and understand the **new influencers** in this digital age
- **Learn** how **top corporations** in Asia Pacific represent themselves with **social media releases**, news sites and **Twitter**
- **Unravel** how **HSBC** elevated their message with insights from **Expat Explorer Survey**
- **Use dialogue** to effectively deal with media & public during crisis
- **Measure** online conversations and **social media ROI** for management buy-in
- **Discover cost effective measurement** tools & applications
- **Broaden** your business network from interaction with industry peers and experts across the region

Who Should Attend

CEOs, Vice-Presidents, Directors, Heads, Managers, Key Specialists and Consultants with responsibilities in:

- **Media Relations**
- **Public Relations**
- **Corporate Communications**
- **Public Affairs**
- **Corporate Affairs**

Day 1

Monday, 12 July 2010 (Singapore)
Thursday, 15 July 2010 (Hong Kong)

8.15 Registration & Morning Coffee
9.00 Chairperson's Welcome & Ice Breaking Session



Singapore Venue

Maureen Tseng, Director of Client Services, The Hoffman Agency



Hong Kong Venue

Chris Tang, Managing Director, Asia-Pacific, The Hoffman Agency

MEDIA ENVIRONMENT IN ASIA

9.30 Updates on the Media Landscape & the Implications on Media Relations Professionals



- Evolution of media landscape: Rise of intermediation (across new and mainstream media) and how companies can capitalise on this
 - Top 20 most active online & offline media outlets in key countries in Asia: Singapore, Hong Kong, China, Malaysia, Thailand, Indonesia etc
 - Comparison of the effectiveness of new & traditional media outlets in each country
 - Important social media & blogger statistics that have an impact on companies' media relations strategy
 - How to deal with media setting in each key Asian country, taking into consideration the peculiarity of local culture and regulations
 - Case studies on the Global Financial Crisis, President Obama's inauguration, etc., and how the media in Asia-Pacific covered it
- Brendan Swale, Executive Director, Product and Innovation, Media Monitors*

10.45 Morning Refreshments & Networking Break

CORPORATE REPUTATION

11.15 Integrating New & Traditional Media Relations Strategies to Strengthen Corporate Reputation

The Hoffman Agency



- Integrating social media tools with traditional PR: Key considerations when incorporating new media to boost corporate reputation
- Tips on planning and identifying the right online medium for communication
- How B2B and B2C companies effectively leverage and represent themselves with new media tools like social media releases, news sites, Twitter and blogger relations
- How to foster effective relationships with the media on traditional & online platforms to enhance corporate reputation
- Practical advice and tips when responding to obstacles and difficulties during the implementation stages
- Case studies from top corporations and organisations in Asia Pacific

Singapore Venue

Maureen Tseng, Director of Client Services, The Hoffman Agency

Hong Kong Venue

Chris Tang, Managing Director, Asia-Pacific, The Hoffman Agency

12.30 Lunch & Networking Break

CRISIS MANAGEMENT

1.50 The New Issues and Crises Management: An Integrated Approach



- Operational, channel and other considerations when preparing for potential crises
- Key considerations when responding to crises with a mix of traditional and digital channels
- How to use dialogue when dealing with the media & the public in crisis situations
- Principles for minimising and managing reputational risk
- Framework for responding to negative posts on social media platforms, and how to achieve better control
- Turning damaging news into favourable coverage
- Updated in-depth case studies from Automobile, FMCG Industries and more will be shared

Case Studies

Charlie Pownall, Lead Digital Strategist, Asia-Pacific, Burson-Marsteller

3.20 Afternoon Refreshments & Networking Break

OPINION LEADERSHIP

3.45 Leveraging on Opinion Leadership to Gain Positive Coverage: Case Study of HSBC Expat Explorer Survey



- HSBC's critical considerations in implementing the Expat Explorer Survey & evaluating the right news to pitch
- How HSBC used Expat Explorer Survey to elevate their message & achieve media attention as opinion leaders
- How HSBC effectively tapped on cross platform media relations to reach target audiences & generate discussions from survey results
- Challenges faced and how HSBC responded to its advantage

Case Study

Laine Santana, Senior Corporate Communications Manager, Group Communications (Asia), The Hongkong and Shanghai Banking Corporation Limited

5.00 Chairperson's Insights & Analysis Of The Day's Proceedings

5.10 End of Day One

Day 2

Tuesday, 13 July 2010 (Singapore)

Friday, 16 July 2010 (Hong Kong)

9.00 Chairperson's Opening Remarks & Interactive Charge-Up Session



Singapore Venue

Maureen Tseng, Director of Client Services, The Hoffman Agency



Hong Kong Venue

Chris Tang, Managing Director, Asia-Pacific, The Hoffman Agency

CORPORATE BRANDING

9.15 Enhancing Corporate Branding with Effective Cross Platform Media Relations



Singapore Venue

Case Studies of Cisco Consumer & Paypal



Hong Kong Venue

Case Studies of Cisco Enterprise & Sandisk

- The role of new & traditional media in enhancing corporate branding
- How to align media relations strategies with corporate strategy for consistent, impactful branding
- How brands can leverage on positive relationships with the regional consumer media in Asia to improve corporate image
- Key considerations and case studies in developing robust integrated media plans across Asia
- Practical insights for delegates to implement new & traditional media into their media relations strategies

Case Studies

Singapore Venue

Anne Costello, Senior Vice President, Text 100 APAC

Hong Kong Venue

Rowan Benecke, Regional Director, Asia Pacific, Text 100 APAC

10.30 Morning Refreshments & Networking Break

GETTING MEDIA ATTENTION

11.00 Engaging the Media Players in the Current Media Revolution

Panel Discussion

- What makes news for bloggers and journalists?
- Bloggers vs traditional journalists: Who makes a better media source in terms of reach & quality?
- Media Engagement: Which rules are still valid and what are the new essential rules today?
- Using social media to pitch: Innovative or Invasive?
- Traditional vs social media press release: Which is more appealing and how has the usage changed overtime?
- How are traditional journalists moving online? How should companies reach out to them?

Singapore Venue



Moderator:
Raymond Francis, Director of Communications, Boeing International Corporation



Panellists:
David Chieng, Editor, HWM Singapore



Loh Chee Kong, Editor, The Corporate Observer 
Plus editors & journalists from the local media scene

Hong Kong Venue



Moderator:
Sajin Varghese, Regional Director, Corporate Communications, Philips Electronics



Panellists:
Zohar Abdoolcarim, Asia Editor, TIME



Lee Kin Yu, James, Assignment Editor, English News and Current Affairs, Radio Division, Radio Television Hong Kong



Shannon Sweeney, Editor, CEI Asia
Plus editors & journalists from the local media scene



12.30 Lunch & Networking Break

PR MEASUREMENT

1.50 Measuring the Effectiveness of PR Efforts: Are You Busy or Indispensable?

DOW JONES



- Aligning measurement with business objectives:
 - Managing what you measure, identifying the right objectives & setting smart goals
- Basics of measurement: Key approaches that give you the right kick-start
 - Input vs Output vs Outcomes
 - PR is always comparative: What's your benchmark?
 - Field studies, media content analysis, etc
- PR measurement of new and traditional media: Differences, challenges, and the right approach to take
- Social Media ROI: Measuring your online success
 - Myths and Realities
 - How to quantify efforts in blogs, twitter, etc.
- Measuring with a tight budget: Cost effective tools & applications
- Post evaluation: Leveraging results for management buy-in and strategic improvements

*Recent supporting case studies and hands-on exercises will be shared during the conference

(3.20 - 3.45 Afternoon Refreshments & Networking Break)

Lars Voedisch, Regional Head - Media Intelligence, Asia-Pacific, Dow Jones & Co.

Extended Session

5.00 Chairperson's Insights & Analysis Of The Day's Proceedings

5.10 Close Of Conference

MEDIA RELATIONS: Integrating Social Media & Traditional Media

5 Ways to Register or Enquire

(Please photocopy for more delegates)
FOR OFFICIAL USE
Code: S1366 / H2262 J

Contact Ms Adrielle Ting via:

- 1 Tel : (65) 6372 2202
- 2 Fax : (65) 6227 1601
- 3 Email : adrielle@conferences.com.sg
- 4 Web : www.conferences.com.sg
- 5 Post : Pacific Conferences Pte Ltd, 5 Shenton Way, #26-08 UIC Bldg, Singapore 068808

Please register the following delegate(s) for the event

- 2-Day Conference: Singapore, 12 - 13 July 2010 Hong Kong, 15 - 16 July 2010
 I would like to claim a 10% discount as a member of PRCA Malaysia PRPA
 I am unable to attend but please put me in your mailing list
 I am interested in sponsorship opportunities

	Delegate 1	Delegate 2	Delegate 3
Name (Dr / Mr / Mrs / Ms)			
Job Title / Department			
Mobile			
Email Address			
Approving Manager			
Name	Job Title / Department	DID	Email
Registration Contact			
Name	Job Title / Department	DID	Email
Billing Information			
Full Company Name	Nature of Business		
Address			

Conference Fee	Early Bird (Payment Before 9 June 10)	Regular (Payment After 9 June 10)
2-Day Conference	S\$1,795	S\$2,095

Important Note

1. For Singapore location, Singapore registered companies need to pay fee with additional 7% GST.
2. Only corporate registrations will be accepted.
3. **Group Discount:** Groups of 3 or more booking at the same time from the same company and of the same billing source will receive a 10% discount off the total delegate fees.
4. **Early Bird Promotion:** Fees will only be valid if payment is received by 9 June 2010, after which Regular fees will apply.
5. **Full payment is mandatory upon registration for admission to the event.**
6. Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
7. Fee includes lunch, refreshments and documentation.
8. The organiser reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

Cancellations & Replacements

A replacement is welcome if you are unable to attend. A full refund less 10% administrative charge will be made for cancellation received in writing by **16 June 2010**. A 50% refund and a set of conference documentation will be given for cancellation received by **30 June 2010**. Regrettably, no refund can be made for cancellation received after **30 June 2010** or for "no show" participant. You will however receive a set of documentation.

Upcoming Conferences & Workshops Visit us @ www.conferences.com.sg

Please send me the brochures for the following conferences and workshops as ticked below (Please fill in contact details above and return via fax)

- | | | |
|--|--|--|
| <p>May 2010</p> <p><input type="checkbox"/> Effective Strategic Distributor Management in Asia, <i>S'pore & Hong Kong</i></p> <p><input type="checkbox"/> Public Relations in Vietnam, <i>Ho Chi Minh</i></p> | <p>July 2010</p> <p><input type="checkbox"/> New Dynamics of Luxury Marketing in the Digital Age, <i>S'pore</i></p> | <p>August 2010</p> <p><input type="checkbox"/> Mobile Marketing with Social Media, <i>S'pore & Hong Kong</i></p> <p><input type="checkbox"/> Best Practices in Integrated Marketing Communications, <i>S'pore & Hong Kong</i></p> |
|--|--|--|

Payment Methods

All payments to be made payable to **Pacific Conferences Pte Ltd** in **S\$** and are nett of bank charges. **Bank charges are to be borne by registrants.**

Please tick and fill in the following:

- Cheque / Bank Draft No.**
 Please mail payment in S\$ with registration form to
5 Shenton Way, #26-08, UIC Bldg, Singapore 068808
- Overseas delegates may pay by **Telegraphic Transfer to Pacific Conferences Pte Ltd**
 A/C: 201-328-051-9, United Overseas Bank, Anson Rd Branch,
 10 Anson Rd #01-01 International Plaza, Singapore 079903

Please fax confirmation of bank transfer to Adrielle Ting at (65) 6227 1601 **quoting your company's name, delegate's name and invoice number** on your fax and bank transfer.

Credit Card Payment **Visa** **MasterCard**

Card Number:

Expiry Date: / CVV:

Card Holder's Name: _____

Conference Venue & Hotel Reservation

<p>Grand Copthorne Waterfront Hotel, Singapore 392 Havelock Road Singapore 169663 Tel: (65) 6733 0880 Fax: (65) 6737 8880 Email: mohd.azhar@grandcopthorne.com.sg Attn: Mohd Azhar - Assistant Events Manager</p>	<p>The Excelsior, Hong Kong 281 Gloucester Road, Causeway Bay, Hong Kong Tel: (852) 2894 8888 Fax: (852) 2895 6359 Email: talee@mohg.com Attn: Tammy Lee - Banquet Coordinator</p>
---	--

Hotel room reservation and hotel billing are to be made by delegates directly with the Hotel. To enjoy applicable corporate room rates, please quote "**Media Relations: Integrating Social Media & Traditional Media**". Hotel reservation and travel arrangements are the responsibility of the registrant.