

2-Day Conference on

Social Media & PR

Save \$300
if you pay by 26 Jan 2011
Additional 10% Discount for Groups of 3 or more!

Integrating New & Traditional Media for Renewed Best Practices in PR

IN 2 LOCATIONS!

28 February - 1 March 2011
Sheraton Towers, Singapore

3 - 4 March 2011
Regal HongKong Hotel, Hong Kong

Learn Best Practices & Pitfalls to Avoid with Case Studies of:

Microsoft

BASF
The Chemical Company



KIA
KIA MOTORS

BOEING

BT

SAP

DOWJONES
A NEWS CORPORATION COMPANY

Also featuring case studies of **B2B, B2C, Consumer and Non-Profit Industries**

**Certain case studies will be specific to a single venue only.*

Programme Highlights

- Social Media PR Overview** Determining the business value of social media, trends & challenges in the next 5 years
- Issues Monitoring** Identifying relevant issues monitoring tools & building an issues monitoring team
- Social Media Tools** Achieving the right combination of social media platforms for greater resonance with target audience
- Boeing** Revitalising media relations with Twitter, Facebook & Blogs
- SAP** Building a social media model, harvesting exposure for better media engagement & coverage
- BT Global Services** Leveraging on social media to drive corporate & product PR for better reputation
- BASF** Incorporating social media with internal communications to cultivate employee identification with core mission and values
- HP, Kia, Edelman** Driving effective communication with the public through the corporate blog
- Crisis Communications** Dealing with crises with the help of social media before they spiral out of control
- PR Measurement** Applying basic & advanced social media analytics to measure campaign effectiveness

Interactive hands-on activity to successfully manage a crisis with social media & evaluate the effectiveness of your social media PR strategies!

Researched & Developed by:

pacific conferences
adding value to your business

www.conferences.com.sg

Endorsers:



Discounts are available for some of the members of event partners.

Media Partners:



Effective PR Engagement with Social Media

Exciting new PR approaches have been born with the influx of multiple social media tools. Today's PR practitioners cannot afford to ignore this trend. The thirst of today's social media-savvy public for engagement is growing exponentially, changing the landscape of PR forever. While all PR practitioners know that the way to go is online, they stumble at **how** they should venture into the digital world. The online era presents a double-edged sword which can help your corporate reputation but also exacerbate any negative brand chatter into a crisis. Only a well-conceived PR strategy integrating both offline and online channels effectively can withstand the test of time and engage stakeholders on all touch points.

Do you know how to harvest your efforts in one PR function to make it work for other functions?
Are you adept at handling the challenges that social media PR has presented in this age?
Can you seamlessly integrate both traditional and new media in your PR strategies?

Join us at this interactive two-day conference on "Social Media & PR" to acquire effective PR techniques for boosting your brand image and reputation. Find out how companies like **Boeing, BASF, BT Asia Pacific, SAP, Microsoft, HP, Kia, Dow Jones** and more have successfully grasped the intricacies of social media to make it work for them. Through in-depth case studies and real-world solutions, learn how to develop a relationship externally with journalists and the mediums that matter and internally with your employees. Be equipped with the skills to push the voice of your organisation out, handle a PR crisis by enlisting the help of social media and identify key ROIs to evaluate your communication effectiveness. By the end of the conference, you will be able to successfully integrate both new and traditional media into your PR strategies!

Sign up NOW & be at the Forefront of Tackling Social Media PR Challenges!

Benefits of Attending

- Analyse the new role of PR in today's social media age environment and how to integrate social media into your communication mix
- Learn how to choose the optimum mix of both traditional and new media for your organisation
- Delve into affordable solutions and see how Social CRM can help with issues monitoring
- Understand how to choose the various social media tools for better leverage
- Uncover how **Boeing & SAP** leveraged on social media in their media relations strategy to drive print media
- Acquire tips on how to build a good relationship with the media for better leverage
- Examine **BT's** success in communicating messages effectively through Facebook, YouTube, Flickr, Twitter and LinkedIn
- Discover how to engage business stakeholders successfully and monitor conversations for positive action
- Unravel **BASF's** internal crowd sourcing tool in empowering employees and influencing corporate culture to foster collaboration
- Find out how **HP & Kia** engaged their stakeholders effectively through their corporate blogs with a holistic approach
- Unearth today's corporate landscape and the new reality of reputations being on the line
- Obtain skills to set measurable objectives and track them by applying both basic and advanced social media analytics

Who Should Attend:

CEOs, Vice-Presidents, Directors, GMs, Specialists and Heads of Corporate Communications, Public Relations (PR), Public Affairs, Corporate Affairs, Communications, Investor Relations, Media Relations, Crisis and CSR from local and regional companies

Conference Agenda

DAY 1

Singapore: Monday, 28 February

Hong Kong: Thursday, 3 March

8.15

Registration & Morning Coffee

9.00

Chairman's Welcome & Ice-Breaking Session **Microsoft**



Stephen Forshaw, Corporate Communications Director, Asia Pacific Region, Microsoft Corporation

OVERVIEW OF SOCIAL MEDIA & PR

9.15

Establishing the Value of Social Media in Today's PR Practice **Microsoft**



- Defining the new role of PR in today's social media age environment and analysing what this means for your business
- Determining the business value of social media and how to persuade management buy-in
- How to integrate social media into other aspects of your communication mix
- Uncovering the best of both worlds: How to choose the optimum mix of both traditional and new media for your organisation
- The future of PR: Trends and challenges PR practitioners face in the next 5 years
- The challenge for communications professionals: adapt, listen, participate, lead and evangelise social media in your organisation

Stephen Forshaw, Corporate Communications Director, Asia Pacific Region, Microsoft Corporation

10.15

Morning Refreshments & Networking Break

SOCIAL MEDIA TOOLS



10.45

Using the correct platforms for Integrated PR **WAGGENER EDSTROM WORLDWIDE**



11.45

Rules of Engagement - How to Get Your Organisation Social-Media-Ready **DOW JONES A NEWS CORPORATION COMPANY**



- Choosing the right social media tools to resonate with your target audience
- Understanding platforms to create best content
- How various social media platforms can be employed as media relations platforms
- Best Practices in communicating with Media via Social Media
- How to track the effectiveness of your media relations strategies via social media platforms

Singapore Venue: Nathan Misner, Vice President, Studio D Asia Pacific, Waggener Edstrom Worldwide

Hong Kong Venue: Henry Wood, Senior Account Director, Studio D Asia Pacific, Waggener Edstrom Worldwide

CONSUMER ENGAGEMENT

11.45

Rules of Engagement - How to Get Your Organisation Social-Media-Ready **DOW JONES A NEWS CORPORATION COMPANY**



- Social media policies your organisation can adopt and what they entail
 - Adjust your processes: Are you on 24/7 alert?
 - What is your first line of defense; and engagement?
 - Is the customer always right? How do you choose to (re-)act?
- Lars Voedisch, Managing Media Consultant, Asia-Pacific, Dow Jones & Co.

12.45

Lunch & Networking Break

To Register: ☎ (65) 6372 2202 📠 (65) 6227 1601 ✉ adrielle@conferences.com.sg

■ MEDIA RELATIONS I ■

2.00



Engaging the Media in Revitalised Ways: How Boeing Innovated with Social Media Strategies to Relate to the Journalists



- How Boeing incorporated new media and the social media release into its media relations strategy
- Step-by-step considerations for using Twitter, Facebook, blogs and the purposes they serve
- Boeing on social media - How to follow the right media and leverage on conversations
- Building a relationship with the media - How can media relations move forward in this digital age
- Challenges Boeing faced when infusing both traditional and new media into its communication strategies and how they were overcome

Singapore Venue: Raymond Francis, Director of Communications, *Boeing International Corporation*

■ ISSUES MONITORING & MANAGEMENT ■



Getting Ahead of All the Chatter About Your Brand: How to Come Up with a System to Monitor & Manage Emerging Issues



- The cost of crises and the anatomy of a growing crisis online – what to pay attention to, what to ignore
- Types of issues monitoring tools and why US-centric tools fall short of the task in Asia
- Building your Issues monitoring team
- The promise of Social CRM and how this could help with issues monitoring
- Pros and cons of running your own Issues monitoring tools and affordable solutions to issues monitoring

Hong Kong Venue: James Hacking, Vice President & Head of Digital Integration, *Fleishman Hillard*
Max Sim, Vice President of Digital Reputation Strategy, *Fleishman Hillard*

Joint Presentation

■ MEDIA RELATIONS II ■

3.00



The Social Media Dimensions of a Media Relations Programme



- Messaging Architecture – the fundamental building block for all good Media Programmes, providing a connective link to cultures across Asia Pacific and Japan
- A social media model building exercise - how SAP came out with a new Supply-Demand model to make it work for themselves
- How organisations can adapt the models to achieve their specific business objectives
- How SAP China leverages on social media to drive media coverage
- How to harvest social media exposure to drive better employee engagement

Ian Brown, Vice President, Head of Communications, *SAP Asia Pacific Japan*

4.00

Afternoon Refreshments & Networking Break

■ INTERNAL COMMUNICATIONS ■

4.15



Engaging Employees and Improving Operational Excellence through Internal Crowdsourcing - Case Study of BASF



- Motivations for considerations to adopt internal crowdsourcing and how BASF defined its short and long term action plans for communications
- How BASF incorporated social media into its internal communications to increase level of employee identification with core mission and values
- How internal expertise can be tapped on to generate returns on savings & top-line growth and how this ties in with BASF's regional strategy
- Influencing Corporate Culture - How BASF leveraged on internal crowdsourcing to foster collaboration and enable entrepreneurship
- Developing a win-win solution - How trusting and empowering your employees will lead to collective wisdom to improve BASF

Christian Schubert, Vice President, Corporate Communications, Asia Pacific, *BASF*

5.15

Chairman's Insights & Analysis of the Day's Proceedings

5.25

Close of Conference

9.00



Chairman's Opening Remarks & Interactive Charge-Up Session



Stephen Forshaw, Corporate Communications Director, Asia Pacific Region, *Microsoft Corporation*

■ REPUTATION MANAGEMENT ■

9.30



BT Global Services: Applying Social Media to its Corporate & Product PR



Through in-depth analysis of the use of Facebook, YouTube, Flickr, Twitter and LinkedIn, hear from Carson on the following:

- The importance and how BT Global Services manages their reputation in this digital era
- How to leverage on different social media platforms for cost-friendly and effective communication of messages
- How to engage business stakeholders and monitor conversations to gain positive perception of company
- How social networking helps traditional PR patterns and influences relationships
- How to earn profits, overcome challenges in incorporating social media and the lessons learnt by BT Global Services

Carson Dalton, Head, Corporate Communications, *BT Asia Pacific*

10.30

Morning Refreshments & Networking Break

■ CORPORATE BLOGGING ■

11.00



Initiating a Corporate Blog for Engaging with Stakeholders in an Effective Manner: Case Studies from HP and Kia



- What a blog means in today's social media environment
- How to make your corporate blog a compelling read and not be boring
- "Every company is a media company; every blog is a media channel" - How to leverage on your corporate blog effectively
- Integrating online, offline and social for a holistic approach
- Avoiding pitfalls and overcoming challenges

Ben Israel, Digital Strategist, *Edelman*

12.00

Lunch & Networking Break

■ CRISIS COMMUNICATIONS ■

1.30



Emerging Trends in Crisis and Issues Communications & How to Successfully Manage Crises using Social Media



Extended Session

- Global trends, today's corporate landscape and the evolution of crisis communication models
- The new reality: Reputations on the line and information - and disinformation - overload
- Social media becoming today's news: How they are going viral
- Case studies of corporations in crisis in 2010
- Implications for issues and crisis communications, the role of social media and regional differences of that role

Jean-Michel Dumont, Chairman, *Ruder Finn Asia*

3.00

Afternoon Refreshments & Networking Break

■ PR MEASUREMENT ■

3.30



Linking Metrics with Objectives to Evaluate the Effectiveness of Your Social Media PR Strategies



Both Venues : Case studies from B2B, B2C and non-profit industries will be shared

Hong Kong Venue : China specific tools will be shared

- Measurement from the outset – How to develop and track measurable objectives
- PR measurement myths – What is ROI, considerations and pitfalls to avoid
- Social media analytics – Applying both basic and advanced essential tools to measure your campaign's effectiveness
- Incorporating social media metrics into marketing communications
- **Case study:** Pulling it all together and arriving at the right solution

Singapore Venue: Steve Bowen, Managing Director, Brand Marketing and Training, *Burson Marsteller*

Hong Kong Venue: Zaheer Nooruddin, Lead Digital Strategist, *Burson Marsteller*

5.00

Chairman's Insights & Analysis of the Day's Proceedings

5.10

Close of Conference

Social Media & PR

5 Ways to Register or Enquire

- 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 photocopy for more delegates)
FOR OFFICIAL USE
Code: S1378 / H2722 X

Contact **Ms Adrielle Ting** via:

Please register the following delegate(s) for the event

2-Day Conference: Singapore, 28 February - 1 March 2011 Hong Kong, 3 - 4 March 2011

I would like to claim a 10% discount as a member of Asian e-Marketing HKDMA IPRS MediaBUZZ PRCAI PRCA Malaysia PROI PRSI SMI International The Wall Street Journal Digital Network Vietnam Marcom Vinalink

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 : _____ Email : _____ DID : _____

Registration Contact

Name : _____ Job Title & Department : _____ Email : _____ DID : _____

Billing Information

Full Company Name : _____ Nature of Business : _____

Address : _____

Conference Fee	Early Bird (Payment Before 26 Jan 11)	Regular (Payment After 26 Jan 11)
2-Day Conference	S\$1,895	S\$2,195

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 Amex
- Card Number:
- Expiry Date: / CVV:

Card Holder's Name: _____

Conference Venue & Hotel Reservation

Sheraton Towers, Singapore
39 Scotts Road
Singapore 228230
Tel: (65) 6737 6888
Fax: (65) 6737 1072
Email: Shirley.Wong@sheraton.com
Attn: Shirley Wong - Senior Business Development Manager

Regal Hongkong Hotel, Hong Kong
88 Yee Wo Street,
Causeway Bay, Hong Kong
Tel: (852) 2837 1961
Fax: (852) 2915 6556
Email: rkh.bqse@regalhotel.com
Attn: Kenji Chow- Account Manager, Catering

Hotel room reservation and hotel billing are to be made by delegates directly with the Hotel. To enjoy applicable corporate room rates, please quote **"Pacific Conferences Corporate Rate."** Hotel reservation and travel arrangements are the responsibility of the registrant.

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 from the total delegate fees.
4. **Early Bird Promotion: Fees will only be valid if payment is received by 26 January 2011, 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 e-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 **2 Feb 2011**. A 50% refund and a set of conference documentation will be given for cancellation received by **16 Feb 2011**. Regrettably, no refund can be made for cancellation received after **16 Feb 2011** or for "no show" participant. You will however receive a set of documentation in soft copy.

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

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

January 2011

- Social Media Marketing, *S'pore & Hong Kong*
 Best Practices in Internal Audit, *S'pore & Hong Kong*

March 2011

- Branding in a Digital Age, *S'pore & Hong Kong*

March - April 2011

- Integrated Marketing Communications in Vietnam, *Vietnam*