

# Strategic Public Relations

CONFERENCE & WORKSHOP

Best Practices in Engaging Stakeholders through New & Traditional Media in a Competitive Business Landscape

11 – 13 March 2009  
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## Innovative Case Studies & Presentations to Advance Corporate Communications:

- Public Relations 2.0** : Embracing digital PR for public engagement
- Consumer Engagement** : Communicate with new media consumers through precise media tools & platforms
- New Media Integration** : Complementing traditional PR practices with new media
- External PR Communications** : Incorporating diverse media channels in communications strategy
- Crisis Communication** : Addressing negative postings in new media to preserve & protect corporate reputation
- PR & Sponsorship** : Conveying brand messages through media coverage of sponsored events
- Intercultural PR** : Balancing cultural differences and PR message consistency
- Investor Relations** : Strengthening investor confidence with strategic communications
- Corporate Social Responsibility** : Strategic involvement of CSR in corporate PR & communications agenda
- "Green" PR** : Effective communication to demonstrate corporate environmental sustainability efforts

## Pre-Conference Workshop, 11 March 2009

Embracing the New Publics: Social Media & the New Media Relations Dynamic

Led by **Mr Jeremy Woolf**, Global Peer Media Practice Lead, **Text 100 Public Relations**

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# Revolutionalising PR & Communications for Competitive Advantage in the Global Credit Crisis

The proliferation of new media such as blogs, podcasts and social networking sites has empowered individuals to produce and consume information of their interest, creating a new demand on how organisations should engage their stakeholders today. In grappling with the repercussions of the financial crisis, organisations are in urgent need to seek effective communications strategy that would not only help them to restore investors' and public's confidence but also to project a positive image as a socially responsible organisation while ensuring that the bottom lines are met.

**Is your communications strategy effective especially in current tough times?**

**Are you able to embrace the new rules of engagement while protecting your organisation against backlashes?**

**How can you help to deliver your company's strategy, strengthen its brand and improve bottom line performance?**

This 3-day event aims to prepare you to meet the multifaceted challenges in a volatile business climate. Attend to adopt new thinking and new techniques to engage your target audience under the web 2.0 era. Learn how leading brands such as **Lenovo, L'Oréal, HSBC, Oracle, BT Global Services, BlackBerry** etc. overcome challenges in aligning communication strategies with organisation's objectives. Gain insights on how to construct a holistic strategy that integrates new media into traditional PR practices. Our specially designed pre-conference workshop will give you an edge in selecting the right social media platforms and practical techniques for assessment and evaluation.

**Sign Up Now and Arm yourself with Valuable PR Strategies to Maximise Communication Efforts & Create a Sustainable Business Value!**

## Benefits of Attending

- **Participate** in a host of interactive activities including blogger evaluation, Twitter community, building and maintaining a social media calendar, setting up RSS reader, subscribing to feeds as well as managing social media crisis
- **Master** the skills to use the Mass-Collaboration Model to advance public engagement
- **Gain** insight into how **Oracle** influences consumers and target audience's behaviour and perception through various new media
- **Learn** how to get comfortable with the lack of control in new (social) media
- **Delve into Lenovo's** perspectives and rationale behind its communication mix
- **Pick up** strategies to manage potential and real threats to brand and reputation on-line
- **Identify** factors that result in engagement and disengagement with new media consumers
- **Obtain** applicable tips from **BlackBerry** in constructing intercultural PR consistency
- **Find out** how **L'Oréal** aligns strategic communication objectives in CSR with its mission and vision
- **Examine BT's** strategies in balancing CSR initiative with corporate bottom line
- **Discover** applicable strategies to handle media enquiries with the right tone
- **Benefit** from **HSBC's** experiences in communicating corporate environmental sustainability with appropriate tools
- **Demystify** how CEO & employee blogs should be positioned
- **Broaden** your business network from interaction with industry peers and experts

## Who Should Attend

Vice Presidents, Directors, Heads, Senior Managers, Specialists & Consultants who are responsible for Public Relations, Corporate Communications, Investor Relations, Public Affairs, Media Relations and Digital Communications.

## Embracing the New Publics: Social Media & the New Public Relations Dynamic

The time for talking is over. It is impossible to deny the impact social media is having on society. The role of the communications professional is evolving, with a greater emphasis on managing communities within and without an enterprise. What changes are you making in your communications programme to ensure you are part of the conversation? And what else can you do to ensure you continue to play a valid role with your communities?

With case studies and examples from across the social media landscape, this seminar will help you transform your communications programme. With a blend of practical workshops and hands on exercises, you'll discover practical strategies and tactics that can be put into place immediately.

### What You'll Learn

- State of the Nation: What's going on in social media and what you need to know to get ahead
- Understanding your community
- Selecting the right social media platforms and tools
- Steps to building and maintaining relationships
- Monitoring and measurement best practice
- Social media crisis management



### Workshop Agenda

Registration: 8:00am Workshop: 9:00am – 5:00pm

Morning, afternoon refreshments and lunch will be served at appropriate intervals.

#### 1. State of the Nation

- What are the latest trends in social media?
- How are these trends changing the ways companies communicate?
- Case studies from blue chip companies including IBM

#### 2. Understanding your community

- What do you want to achieve through social media relations?
- Identifying your audience
- Understanding how communities form and function
- Exercise: Best practice blogger evaluation

#### 3. Selecting the right social media platforms and tools

- Introduction to social media platforms and tools
- Which tools or platforms are right for you? (blog, microblog, video/ photo sharing, discussion forum, social networks, etc.)
- Introduction to micro-blogging
- Exercise: Participating in the Twitter community

#### 4. Steps to building and maintaining relationships

- Best practice social media participation
- Ensuring your spokespeople are ready to engage
- Exercise: Building and maintaining a social media calendar

#### 5. Monitoring and measurement best practice

- Which monitoring and measurement tools are right for me?
- Techniques for assessment and evaluation
- Setting measurable PR goals that support business objectives
- Exercise: Setting up an RSS reader and subscribing to feeds

#### 6. Social media crisis management

- How can social media help in a crisis?
- 10 do's and don'ts
- Best practice examples, tips and techniques
- Exercise: Crisis scenario workshop

## About Your Workshop Leader: Jeremy Woolf, Global Peer Media Practice Lead, Text 100 Public Relations



Jeremy Woolf is a Senior Vice President with Text 100 Global Public Relations. He has worked in public relations and marketing in Asia Pacific for more than 15 years, with proven expertise in a wide range of communications disciplines.

As Text 100's Global Peer Media Lead, he manages a global practice, with direct reports leading the Asian, North American and European regions. The global practice is tasked with ensuring Text 100's continued leadership in social media communications. Jeremy has consulted to blue chip clients around the world on social media trends and best practices.

He is a frequent contributor to industry publications on public relations topics, an in-demand public speaker and seasoned communications strategist, mentor and coach. Jeremy is a member of Text 100's Regional Leadership Team and is based in Hong Kong.

## About Text 100



Text 100 is a global PR agency serving companies that use technology for competitive advantage. Built organically from the ground up, Text 100 uniquely offers the dedication of local agencies and the power and reach of a global agency, Text 100 represents leading brands in 31 offices around the world. Clients of the company include Fujifilm, IBM, Philips, Cisco and Xerox. Named New Media Agency of the Year by The Holmes Report and winner of PRWeek's PR Innovation of the Year, Text 100 is at the cutting edge of emerging media technologies and public relations techniques. In August 2006, Text 100 became the first public relations consultancy to establish a presence inside Second Life.

8.00 Registration & Morning Coffee

9.00 Chairman's Welcome & Ice Breaking Session



**Jeremy Woolf**, Global Peer Media Practice Lead, Text 100 Public Relations

## PUBLIC RELATIONS 2.0

9.30 Public Engagement: The Evolution of Public Relations



- An industry getting to grips with a time like no other
- Tectonic plates shifting – how do we lead?
  - The shifts in culture and macro forces that are shaping trust
  - The Asian communications revolution: the truly mass medium may be SMS
  - The changing role of corporations and the rise of Mutual Social Responsibility
- Introducing public engagement: the sphere of cross-influence in world of expression
- How public engagement works: the Mass-Collaboration Model

**John Kerr**, GM, Edelman Digital Asia

10.30 Morning Refreshments & Networking Break

## MAINSTREAM & NEW MEDIA

11.00 Integrating New Media into Traditional PR Practices: Oracle's Success Formula



Case Study



- Differentiating factors between mainstream media and new media
- Understanding how new media has empowered individuals to receive and disseminate information of their interests
- Identifying areas in which mainstream media and traditional PR practices are influenced by alternative voices from new media
- Influencing consumers and target audience's behaviour and perception through various new media
- How Oracle overcomes challenges in constructing a holistic structure to integrate new media into traditional PR practice

**Cho Chi Hea**, Senior Director, Corporate Communications, Oracle Asia Pacific & Japan

12.00 Lunch & Networking Break

## COMMUNICATIONS IN NEW MEDIA ENVIRONMENT

1.20 Social Media for External PR Communications: Approaches towards Blogs, Podcasts, Social Networking etc.



- Engaging social media as an unconventional and new business opportunity
- Understanding how social media can make or break company's image and reputation
- Benefiting from Word-of-mouth PR created through social media, networks and online communities
- Preparing PR professionals with relevant expertise for greater efforts in social media engagement
- Getting comfortable with the lack of control in new (social) media

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

## PUBLIC RELATIONS & SPONSORSHIP

2.10 Building Public Relations Mileage out of Event Sponsorships: A Case Study of Lenovo and the Olympics



Case Study



When Lenovo wanted a coming out party to get its name on the world stage, it chose the Olympic Games. When it wanted to focus on the marketing function that would stretch its marketing dollars to the fullest, Lenovo zoomed in on Communications. This focus paid off. According to one independent study, Lenovo came in third among the event's major sponsors in terms of traditional media coverage. By another measure, Lenovo came in first. For a three-year-old company that had only a fraction of the budget of other top sponsors, that was no minor feat.

- How Lenovo used the Games to build its image as a globally-focused, reliable, innovative technology company
- Why Lenovo focused on Public Relations as a communications tool
- Working with traditional and social media to link up target audience with Lenovo's brand values
- Key components of the communications mix including crisis communications, employee communications, philanthropy, and measurements

**Geraldine Kan**, Communication Director Asia Pacific, Lenovo

3.00 Afternoon Refreshments & Networking Break

## CRISIS MANAGEMENT

3.20 Best Practices in Managing New Media Risk & Crisis



- Identifying potential risk areas and signals of crisis
- Strategising to manage Crisis in the New World Order
- Managing potential and real threats to brand and reputation on-line
- Crisis 3.0: Are you ready?

**Vivian Lines**, President & COO Asia Pacific, Hill & Knowlton

## ENGAGEMENT WITH SOCIAL MEDIA

4.10 Critical Analysis and In-depth Discussion on Corporate Blogging



- More than just a blog: Advantages and disadvantages of setting up corporate blogs
- How can corporate blogs generate readership and drive traffic?
- Challenges faced in technical and content development of corporate blogs
- How should CEO and employee blogs be positioned? Personal or Corporate?
- Evaluating the level of influence blogs have on consumers' perception and corporate reputation
- How can one measure the effectiveness of blogs?

**Moderator:**  
**John Kerr**, GM, Edelman Digital Asia

**Panelists:**  
**Chris Tang**, Managing Director Asia Pacific, The Hoffman Agency  
**Melvin Yuan**, Director, Digital Strategies, Asia, Waggener Edstrom Worldwide  
**Cho Chi Hea**, Senior Director, Corporate Communications, Oracle Asia Pacific & Japan

5.10 Chairman's Insights & Analysis Of The Day's Proceedings

5.20 End of Day One

**9.00 Chairman's Opening Remarks & Charge-up Session**



*Richard Wright, Director Corporate Communications & Public Relations, BT Global Services*

## CONSUMER ENGAGEMENT

**9.30 Y&R's Winning Approaches to Connect with Target Audience in the New Media Age**



- The harsh reality that brands choose to ignore in today's digital environment
- The ONE all-important change in attitude that can make the difference between engaging and disengaging your target audience
- How Y&R has used new media to effectively engage the target in a tough, competitive environment

*Taru Jain, Head of Digital & Integrated Marketing, Young & Rubicam*

**10.30 Morning Refreshments & Networking Break**

## INTERCULTURAL PR

**11.00 Elevating RIM/BlackBerry's PR Effectiveness Across the Region**



- How RIM/BlackBerry achieved message consistency between regional PR offices and company's headquarters
- Managing cultural differences and strategies to establish mutual understanding
- Customising PR efforts to fit local PR environment and context
- Identifying pitfalls to avoid for a win-win relationship in the region

*Katie Lee, Manager, PR, Asia Pacific, Research In Motion*

**12.00 Lunch & Networking Break**

## CORPORATE SOCIAL RESPONSIBILITY

**1.20 Beauty and Generosity - Corporate Social Responsibility as a Key Interface Between L'Oréal and the Communities in which It Operates**



- Redefining Beauty - The role of Corporate Social Responsibility in L'Oréal today
- Aligning strategic communication objectives in Corporate Social Responsibility with L'Oréal's mission and vision
- L'Oréal's commitment to CSR activities in Singapore
- How employee volunteerism plays a key role in L'Oréal's CSR activities
- Challenges faced in implementing CSR: persuasion and ROI

*Carolyn Giang, Corporate Communications Manager, L'Oréal Singapore*

**2.10 Going Beyond Statutory Requirements: BT's Corporate Social Responsibility Initiatives to Contribute to Society**



- How BT looked beyond profit-making and demonstrated concerns for the community and society at large
- Formulating PR objectives in CSR that are in line with BT's vision and mission
- Embarking on PR campaigns with a display of BT's sincerity and commitment in CSR activities
- Organising internal communication system to involve employees as voluntary ambassadors of BT's CSR activities
- The direct business correlation of CSR initiatives on corporate bottom line

*Richard Wright, Director Corporate Communications & Public Relations, BT Global Services*

**3.00 Afternoon Refreshments & Networking Break**

## INVESTOR RELATIONS

**3.20 Strategising to Enhance Investor Relations**



- Recognising potential financial and economic issues that would have an impact on businesses
- Identify your right audiences and communicate with them effectively
- Effective communications and reporting to regain and maintain investors and stakeholders confidence
- How companies carried out forecasts and plannings to demonstrate its level of preparedness
- Identifying applicable strategies to handle media enquiries with the right tone
- How companies created trust and transparency with investors and other stakeholders

*Richard Tsang, Managing Director, Strategic Public Relations Group*

## SUSTAINABILITY & "GREEN" PR

**4.10 Speaking of Green: Case Studies from HSBC**



Companies are increasingly integrating environmental sustainability in the way they run their business, develop products, engage employees and support the communities wherein they operate. Communication practitioners face the challenge of presenting these varied initiatives in a clear and meaningful way, using effective, innovative and audience-appropriate communication tools. This session will specifically look at some examples of HSBC's communications focusing on its 'green' products, philanthropic involvement and other environmental efforts in the Philippines, Hong Kong and other parts of Asia-Pacific.

*Laine Santana, Senior Corporate Communications Manager, Group Communications (Asia), HSBC Asia-Pacific*

**5.10 Chairman's Insights & Analysis Of The Day's Proceedings**

**5.20 Close Of Conference**



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# Strategic Public Relations Conference & Workshop

11 – 13 March 2009, Amara Singapore, Singapore

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3-Day Conference & Workshop	S\$2195	S\$2495
2-Day Conference	S\$1595	S\$1895
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### Important Note

- Singapore registered companies need to pay fee with additional 7% GST.
- Only corporate registrations will be accepted.
- Group Discount:** Groups of 2 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.
- Early Bird Promotion:** Fees will only be valid if payment is received by 4 Feb 2009 after which Regular fees will apply.
- Full payment is mandatory upon registration for admission to the event.**
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### 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 **11 Feb 2009**. A 50% refund and a set of conference and/or workshop documentation will be given for cancellation received by **25 Feb 2009**. Regrettably, no refund can be made for cancellation received after **25 Feb 2009** or for "no show" participant. You will however receive a set of documentation.

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