

2-Day Conference on

Social Media & PR

Save \$300
If you pay by 24 February 2010
Additional 10% Discount for Groups of 3 or more!

Infusing New Media into PR Strategies to Revitalise Communications with Stakeholders

22 – 23 March 2010, The Excelsior, Hong Kong

25 – 26 March 2010, Sheraton Towers, Singapore



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



THE RITZ-CARLTON®

Including case studies from Haagen-Dazs, McDonald's, MySpace, Acer, Hebei Spirit, Starbucks, Intercontinental Hotel Group, Coca-Cola, Cerebos, Web In Travel, and the government, consumer and technology sectors.

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

Programme Highlights:

- PR in the Digital Age** : Re-positioning your PR Strategies in line with latest trends and challenges
- Rules of Engagement** : Setting goals and objectives in line with social media reality
- Managing the Uncontrollable** : Monitoring, analysing, discovering and engaging stakeholders
- Transitioning into Social Media** : First-hand pitfalls and challenges to avoid when venturing into social media
- Reputation Management** : Cutting through social media clutter for maximum impact
- Media Relations – Online Engagement** : Optimising search engine tools to heighten corporate publicity
- Crisis Management & Communications** : Harnessing the social media 'tidal wave' to manage crisis
- Integrating Traditional & Social Media** : Moving beyond coverage to engagement
- Implementing Online PR Tools** : Monitoring and maximising mindshare and profile building
- Social Media & PR Measurement** : Enhancing PR strategies with web analytics while evaluating its effectiveness with advanced tools

Interactive hands-on activity

to evaluate the effectiveness of your Social Media PR strategies

Dynamic Panel on Blogger Outreach

Debate on ethical concerns of engaging 'Ghost-writers'.

How should you engage bloggers and measure "blogging ROI"?

Researched & Developed by:



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10% discount for members of the above supporting organisations

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Strategic Partner:



Maximise Engagement with an Integrated PR Approach!

Social media has become THE place to obtain latest news, buzz and hottest trends across almost all industries. Despite its importance, offline media continues to shrink, while new media burgeons, presenting new opportunities waiting to be tapped on. Communicators need to step up their game, move into the digital space while simultaneously be involved in offline conversations. They are thrown into disarray with a multitude of tools and platforms, like Facebook, Twitter and Blogs, to leverage on. Confronted with this new paradigm, PR practitioners need to be armed with Social Media PR strategies that seamlessly integrate with traditional media.

- Are you effectively leveraging on Social Media to achieve maximum results in your PR campaigns?**
- Do you know the pitfalls to avoid when implementing Social Media in your communications strategy?**
- Can you ensure immaculate integration of traditional and new media in your PR strategies?**

This 2-day “**Social Media & PR**” conference will furnish PR practitioners with current communication strategies that tap on the **social media potential** to immerse in the conversations with stakeholders. Grasp key success factors from **award-winning Pond’s New Age Miracle Cream** campaign, and examine considerations, planning processes and pitfalls from global giants like **BASF** and **The Ritz-Carlton**, and case studies of **Starbucks**, **Intercontinental Hotel Group** and **Coca-Cola**. Be equipped with practical PR measurement skills, maximise corporate visibility with search engines and hear how **Haagen-Dazs**, **McDonald’s**, **MySpace** and **Acer** successfully integrated social media into their PR campaign.

Sign up NOW & Be Equipped with Current PR Strategies to Achieve Desired Communication Results!

Benefits of Attending

- Determine **Ten Digital Trends** to watch in 2010
- Uncover **how-to tips** and learnings from **Dow Jones**
- Identify the **right online medium** for a robust PR campaign
- Examine how **Pond’s Age Miracle Cream Campaign** successfully responded to pressing PR challenges
- Unravel how **BASF** achieved seamless communication with **Twitter**, **Facebook**, **Blogs**, **Live Chats** and more
- Hear how **The Ritz-Carlton** managed and boosted **reputation** in the digital space
- Implement practical solutions that leverages on social media and **digital PR techniques**
- Delve into how **Starbucks**, **Coca-Cola** and **Intercontinental Hotel Group** boosted reputation
- Find out how **Haagen-Dazs Loves Honey Bees Campaign** effectively engaged consumers with social media
- Discover how **McDonald’s** and **MySpace** ensured consistency when combining PR and social media
- Unearth success factors of **Acer’s Digital Outreach Campaign**
- Evaluate and **measure** effectiveness of social media PR strategies through **Best Practice Measurement Case Study**

Who Should Attend

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

Day One Hong Kong Venue Monday, 22 March 2010

- 8.15 Registration & Morning Coffee**
- 9.00 Chairman’s Welcome & Ice Breaking Session**

PR IN THE DIGITAL AGE

- 9.30 Re-Positioning PR to Add Value to Business Goals in Today’s New Media Landscape: Pond’s Age Miracle Cream Campaign**



Ogilvy

Case Study

- Determining PR’s role in the new digital age environment, and the impact of social media in PR strategies today

- New trends and challenges PR function will face in 5 to 10 years time in the new media era
- Pond’s Age Miracle Cream Campaign: Responding to current PR challenges in the digital age
- Demonstrating how Pond’s infused new media into its PR strategies to achieve communications objectives
- Monitoring and evaluating effectiveness of Pond’s PR strategies with social media
- Difficulties in implementing new strategies and how they were overcome

Thomas Crampton, Asia-Pacific Director, 360 Digital Influence, Ogilvy Public Relations Worldwide

- 10.30 Morning Refreshments & Networking Break**

11.00 Transitioning Corporate Communications into the Digital Age: Case study of BASF



Walk through the experimental stages where BASF is leveraging on social media in their PR strategies to achieve desired communications objectives.

Case Study

- Key motivations and considerations determining BASF's move into the digital space
- Achieving seamless and congruent communication messages across different PR functions:
 - External online communications with websites, podcasts and first ventures in Twitter and Facebook
 - Internal communications with Blogs, Live Chats and a Virtual Conference
- How BASF integrates both new and traditional media in its communications strategies
- Challenges faced by BASF when implementing PR strategies via social media and how they are overcome
- Measuring and evaluating the effectiveness of new media strategies

Christian Schubert, Director Corporate Communications Asia Pacific, BASF

12.00 Lunch & Networking Break

SOCIAL MEDIA & PR MEASUREMENT

1.30 In-depth Analysis of Social Media PR Strategies & Evaluating their Effectiveness through an Interactive Hands-on Session:



NEW DIGITAL TRENDS

TEXT100

- Examining PR measurement in the digital age
- How to set measurable social media goals with real-world examples
- Understanding web analytics and applying it to enhance your PR strategies
- Advanced tools you can use to measure social media PR's effectiveness in achieving communication goals
- Putting it all together: Best Practice Measurement Case Study

Jeremy Woolf, Global Social Media Practice Lead, Text 100 Public Relations

Extended Session

3.30 Afternoon Refreshments & Networking Break

BLOGGER OUTREACH

4.00 Debating on the Critical Concerns of Leveraging on 'Blogs'



- How can PR leverage on bloggers to their benefit? Is corporate blogging necessary today?
- Should companies invest in corporate blogging or engage bloggers? What objectives can be achieved with either or with both?
- With ethical concerns arising from 'Ghost-writers', what should you consider prior to and when you engage bloggers for your brand?
- How can you pitch your brand to bloggers and/or online community leaders?
- How do you know who are the 'right' bloggers to commit to?
- Are blogs the most effective of social media avenues for PR professionals to leverage on?
- How do you measure "blogging ROI"?

Moderator:

Jeremy Woolf, Global Social Media Practice Lead, Text 100 Public Relations

Panellists:

Tina DiCicco, Director of Communications, InterContinental Grand Stanford Hong Kong

... and more.

NEW DIGITAL TRENDS

TEXT100



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

5.10 End of Day One

Day Two

Hong Kong Venue
Tuesday, 23 March 2010

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

REPUTATION MANAGEMENT

9.30 How The Ritz-Carlton Adopted Social Media Strategies to Elevate Reputation

THE RITZ-CARLTON®

Case Study

- How The Ritz-Carlton adopted social media technologies
- Why The Ritz-Carlton adopted social media technologies
- The impact of a brand seen as traditional such as The Ritz-Carlton working in this space
- The learnings we have had in the space
- The impact we see from our activity in the space

Daniel Ford, Regional Director Public Relations - Asia Pacific, The Ritz-Carlton Hotel Company L.L.C.

10.30 Morning Refreshments & Networking Break

INTEGRATING TRADITIONAL & SOCIAL MEDIA

11.00 Integrating Social Media into PR strategies: From Selection to Monitoring

The Hoffman Agency



Case studies from the likes of Google, chemical giant Lanxess, and other large organisations from Asiawill be shared.

Case Studies

- Integrating social media tools with traditional PR for a robust campaign
- Tips on planning and identifying the right online medium for communication and the "viral effect"
- How to effectively leverage on online PR tools like social media releases, news sites, Twitter and blogger relations
- Monitoring the online chatter post campaign to maximise mindshare and profile building

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

12.15 Lunch & Networking Break

2.00 How Haagen-Dazs, McDonald's, MySpace & Acer Tapped into the Social Media Zeitgeist to Maximise Media Exposure & Enhance Brand Awareness



Case Studies

- Top 3 things corporations should know before they kick-start any social media PR campaign
- Ten Digital Trends to watch in 2010
- Leveraging on online platforms to compliment your overall PR campaign
- Moving beyond coverage to consumer engagement with Haagen-Dazs Loves Honey Bees Campaign
- How to ensure consistent corporate messages when combining PR and Social Media in your campaign
 - McDonald's "Lets Meet Up" Campaign and Jane Zhang's MySpace Launch
- How to engage bloggers to be your brand advocates with the Acer Digital Outreach Campaign

Cynthia Chan, Digital Strategist, Ketchum Greater China

3.15 Afternoon Refreshments & Networking Break

CRISIS MANAGEMENT & COMMUNICATIONS

3.45 International Mobilisation: Examining its Impact & Managing Crisis with Illustrations from the Hebei Spirit Case Study



HELIX MEDIA

Case Study

- B2B industry: Social media's relevance and how it affects your business. Understanding why digital media is increasingly important
- Harnessing the social media 'tidal wave' to manage crisis and achieve communication goals
- Managing difficult issues in the shipping/offshore oil and gas sector with Hebei Spirit casualty case study
 - Mobilising international opinion with press and media campaign
 - Applying lessons from the Hebei Spirit case study to your communication strategies
- Challenges faced when managing the crisis, and how they were overcome

Edward Ion, Managing Partner, Helix Media Pte Ltd

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

5.10 Close Of Conference

Day One Singapore Venue Thursday, 25 March 2010

8.15 Registration & Morning Coffee

9.00 Chairman's Welcome & Ice Breaking Session



DOW JONES

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

LATEST TRENDS IN SOCIAL MEDIA MARKETING

9.30 Social Media & Public Relations: Managing the Uncontrollable with a Mix of Cases, Trends, How-to Tips & Learnings from Dow Jones



DOW JONES

Case Studies

- Making sense of Social Media in PR: Knowing the playing field, and following your objectives
- Knowing when you should be alarmed and how that will affect your business
- Focusing on the "R" in Public Relations - especially when your stakeholders are everywhere!
- Managing effective communications
 - Monitoring, Analysing, Discovering and Engaging
- Leveraging on upcoming trends and opportunities

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

10.30 Morning Refreshments & Networking Break

REPUTATION MANAGEMENT

11.00 Adopting Social Media to Emerge from Clutter & Elevate Reputation



LEWIS

Case Studies

In-depth analysis of case studies from Intercontinental Hotel Group, Starbucks, Coca-Cola, among others, to illustrate the following key learning points:

- Don't believe the hype: Focusing on social media
- Cutting through social media clutter to make an impact with stakeholders
- The changing face of corporate comms and reputation and the implications to your PR strategies

- How you should be using social media to boost your brand and reputation
- Challenges and pitfalls to avoid when planning and implementing social media PR strategies
- * Additional updated case studies will be shared at the point of conference

Andy Oliver, Senior Vice President, LEWIS Global Public Relations

12.00 Lunch & Networking Break

SOCIAL MEDIA & PR MEASUREMENT

1.30 In-depth Analysis of Social Media PR Strategies & Evaluating their Effectiveness through an Interactive Hands-on Session:



TEXT 100

Extended Session

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- Putting it all together: Best Practice Measurement Case Study

Jeremy Woolf, Global Social Media Practice Lead, Text 100 Public Relations

3.30 Afternoon Refreshments & Networking Break

BLOGGER OUTREACH

4.00 Debating on the Critical Concerns of Leveraging on 'Blogs'



Panel Discussion

- How can PR leverage on bloggers to their benefit? Is corporate blogging necessary today?
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- With ethical concerns arising from 'Ghost-writers', what should you consider prior to and when you engage bloggers for your brand?
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- Are blogs the most effective of social media avenues for PR professionals to leverage on?
- How do you measure "blogging ROI"?

Moderator:
Jeremy Woolf, Global Social Media Practice Lead,
Text 100 Public Relations

Panellists:
Taru Jain, Managing Director, XM Asia Pacific Pte. Ltd.

Andy Oliver, Senior Vice President,
LEWIS Global Public Relations

... and more.

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

5.10 End of Day One

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

RULES OF ENGAGEMENT

9.30 Engaging & Communicating with End Users with Social Media to Attain PR Goals:



Case Studies

Delving into the successes and pitfalls from the government, consumer and technology sectors illustrating the following points:

- ASEAN social media landscape: Setting goals and objectives in line with social media reality
- Strategy vs Technology: Determining the need for social media and are we using it for the right reasons
- Rules of Engagement: the 2-way dialogue with the end user
- Making sense of metrics - what it means for your business
- Uncovering pitfalls to avoid when planning your social media PR strategies

Christopher Chen, Director of Digital, Weber Shandwick

10.30 Morning Refreshments & Networking Break

MEDIA RELATIONS

11.00 Online Engagement: Achieving Communications Objectives with New & Compelling Social Media Strategies



Case Studies

In-depth analysis of the following case studies: Cerebos, Web In Travel, Hospitality Sales & Marketing Association International (HSMAI and HSMAI Hong Kong), among others, which will be used to illustrate the following key learning points:

- Steps to implement practical solutions in your communications programme to make the most of social media and digital public relations techniques
- Positioning your brand online through the use of dialogue, editorial, podcasts, videos, social networks, forums and bloggers
- Leveraging on branded platforms such as Yahoo! in your social media engagement strategy
- Maximising search engine tools to heighten corporate publicity
- Building a loyal online community engaged with your brand through social media
- Integrating new and traditional media into PR strategies
- Challenges faced when implementing social media into communication strategies and how they were overcome

** Additional updated case studies will be shared at the point of conference*

Illka Gobius, Director, Brand Marketing (B2B), Digital, Burson-Marsteller

12.15 Lunch & Networking Break

INTEGRATING TRADITIONAL & SOCIAL MEDIA

2.00 Integrating Social Media into PR strategies: From Selection to Monitoring



Case Studies

Case studies from the likes of Google, chemical giant Lanxess, and other large organisations, from Asia will be shared.

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- How to effectively leverage on online PR tools like social media releases, news sites, Twitter and blogger relations
- Monitoring the online chatter post campaign to maximise mindshare and profile building

Maureen Tseng, Director of Client Services, The Hoffman Agency

3.15 Afternoon Refreshments & Networking Break

CRISIS MANAGEMENT & COMMUNICATIONS

3.45 International Mobilisation: Examining its Impact & Managing Crisis with Illustrations from the Hebei Spirit Case Study



Case Study

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Edward Ion, Managing Partner, Helix Media Pte Ltd

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

5.10 Close Of Conference

Sponsorship Opportunities

Be a Sponsor Now! Secure and grow your organisation's market leadership positioning by becoming one of our prestigious corporate sponsors. Our **Social Media & PR** conference presents your organisation the unique opportunity to showcase your company's capabilities, innovations, technology solutions platforms, products and services. Capture the interests and influence the decisions of key industry players through various sponsorship options:

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To learn more about Sponsorship & Exhibition opportunities, please contact **(Ms) Candice Kang** at **(65) 6372 2309** or **candice@conferences.com.sg**

What some of our past delegates say about our PR events:

"Good speakers. Good audience. Interesting dialogue."

"Updated info on new media, quality & good case studies & professionalism of speakers."

"Candid sharing of real experiences by presenters and panellists."

"Inspired questions and ideas that I can use in thinking and strategising about our company's internal and external communications."

Social Media & PR Conference

22 – 23 March 2010, The Excelsior, Hong Kong

25 – 26 March 2010, Sheraton Towers, Singapore

5 Ways to Register or Enquire

(Please photocopy for more delegates)
FOR OFFICIAL USE
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- 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

Contact Ms Adrielle Ting via:

Please register the following delegate(s) for the event			
<input type="checkbox"/> 2-Day Conference: <input type="radio"/> Hong Kong, 22 - 23 March 2010 <input type="radio"/> Singapore, 25 - 26 March 2010 <input type="checkbox"/> I would like to claim a 10% discount as a member of <input type="radio"/> PRCA Malaysia <input type="radio"/> PRPA <input type="radio"/> IPRS <input type="checkbox"/> I am unable to attend but please put me in your mailing list <input type="checkbox"/> I am interested in sponsorship opportunities			
	Delegate 1	Delegate 2	Delegate 3
Name (Dr / Mr / Mrs / Ms)			
Job Title			
Mobile			
Email Address			
Approving Manager			
Name	Job Title	DID	Email
Registration Contact			
Name	Job Title	DID	Email
Billing Information			
Full Company Name			Nature of Business
Address			

Conference Fee	Early Bird (Payment Before 24 Feb 10)	Regular (Payment After 24 Feb 10)
2-Day Conference	S\$1,795	S\$2,095

Important Note

- Only corporate registrations will be accepted. 7% GST applicable for Singapore location.
- 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.
- Early Bird Promotion:** Fees will only be valid if payment is received by 24 February 2010, after which Regular fees will apply.
- Full payment is mandatory upon registration for admission to the event.**
- Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
- Fee includes lunch, refreshments and documentation.
- 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 **3 March 2010**. A 50% refund and a set of conference documentation will be given for cancellation received by **10 March 2010**. Regrettably, no refund can be made for cancellation received after **10 March 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)

February 2010

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

March 2010

- China Supplier Relationship Management, *S'pore & Hong Kong*
- Cost-effective Healthcare Management, *M'sia*
- Social Media, Search & Digital Marketing, *Vietnam*
- New Dynamics of Luxury Marketing in the Digital Age, *S'pore*

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.

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Conference Venue & Hotel Reservation

The Excelsior, Hong Kong

281 Gloucester Road,
Causeway Bay, Hong Kong
Tel: (852) 2894 8888 Fax: (852) 2895 6459
Email: talee@mohg.com
Attn: Tammy Lee – Banquet Coordinator

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

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