

PR 3.0

'PR AND COMMUNICATIONS' WEB 3.0 & THE FUTURE OF SOCIAL MEDIA FORUM

15th-17th August 2011, Sheraton on The Park Hotel, Sydney

REGISTER BEFORE THE 12th JUNE AND SAVE \$700 EARLY BIRD DISCOUNT

This cutting edge conference presents a unique opportunity to hear from the leading global visionaries to investigate:

- Web 3.0's profound effect on information, analysis and insight
- The future of social media – hear from the most visited worldwide networks on what the future holds for PR under the new information environment
- The impact and opportunity on the role of PR and Communications - ensure you're prepared for the transformation

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Global PR, Digital and Web 3.0 Experts include:



Peter Shankman
Social Media & PR Entrepreneur, New York



Peter Witts
Head of Public Relations, Asia Pacific, CISCO



Andy Ridley
Co-Founder and Executive Director, Earth Hour



Adam Singer
Creator: The Future Buzz, (No. 1 PR Blog: Invesp), San Francisco



Michael Kordahi
Developer Evangelist, Microsoft



Julian Peterson
Director of Communications, Time Out



Jeff Esposito
Head of Communications Vista Print, US



Karen Stocks
Head of Media Solutions, YouTube & Display for Google Australia & New Zealand



Anni Rowland - Campbell
Director Digital Brand



Calum Russell
Group Head of Marketing, ANZ, Adobe



Stephen Woodhill
Director of Communication, Financial Services Council



Gavin Heaton
Founder: Servantofchaos.com.au



Paul Borrud
Vice President Facebook, ANZ



Alexandra Kentmann
Public Relations Manager, Freedom



Michele Berkhout
Digital Brand



Matthew Gain
Head of Digital Edelman



Ian Lyons
Social Media Advisor (The Sydney Festival), ianlyons.com



Mark Higginson
Director, Digital Insights, The Nielsen Company



Leanne Fry
Executive Director, WR Communications & Solutions, Fair Work Ombudsman

Post-conference workshops

Workshop1: Public Relations: Custodians of trust in a world of emerging corporate transparency

Workshop2: Progressive PR social media strategy: what's ahead?

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Researched & Developed by



'Web 3.0' is the future – grasp it now.

'Web 3.0' is the fast approaching next step in the evolution of the internet. New technologies collectively known as Web 3.0 are already providing a momentous opportunity to businesses and communicators. The emerging tools are having a profound impact on information – and will in turn shape the development of social media, PR and communications. Web 3.0's emergence, also known as the semantic web, will be fully explored, debated and dissected at this 2-day forum. Gathering the worldwide leaders in digital PR and Communication will provide a unique chance to explore how PR professionals and Corporate Communicators can seize radical new opportunities – that will in turn re-focus and transform the role of PR.

Speakers will be evaluating the progressive communication strategies in the web 2.0 environment, explore how the leading PR strategists are applying 3.0 technologies today and what to expect from 'PR3.0' in the months to come. Investigation will also focus on the development of our social networks and the opportunities this will present in deploying innovative PR strategies. As web 3.0 starts to eclipse generation 2.0, it's essential to grasp what's ahead and anticipate how the new and established communication and information platforms are fast evolving. Digital communicators must be prepared for transformation. 'Web 3.0' tools will transform the role of PR – this forum has been designed to explore the forthcoming opportunity.

Key themes

- Key perspectives of 'web 3.0'
- Anticipating web 3.0's impact on communication
- Investigating social media's new pathways – why it's time to go beyond 2.0 tools
- Determining how communities are evolving and will be shaped under the new information environment
- The shift to 'PR3.0' – assessing the requirements for progressive PR strategy
- Managing crisis in an evolving digital age
- The time of the tribes - the imperative for businesses to adopt the intelligent web
- The Social Way: putting the public back into relations
- Embracing owned media - Why PR must shift from push to pull

Who should attend?

PR and Corporate Affairs professionals, Digital Communicators, CIOs, publishers, media professionals, business strategists, information technologists and communications executives.

Sponsorship & Exhibition Opportunities

The PR and Comms - Web 3.0 and The Future of Social Media 2011 forum is designed to convene digital PR and social media communicators from across industries to investigate the impending digital shift. It's a very good platform to meet your target market and profile your company's products and services. Please take advantage of our different packages including Lunch Sponsor, Coffee Break Sponsor, Networking Drinks Sponsor..etc. For more information please contact us on **(02) 9896 0776** or email for more information on sponsorship@ibrc.com.au

Conference workshops: 17th August 2011
**Workshop1: Public Relations - Custodians of trust
in the world of emerging corporate transparency**

9.00 am- 12.30 pm

An interactive and thought provoking workshop targeted at Public Relations and Corporate Affairs professionals exploring smart multi-platform communications techniques to leverage the power of information. The workshop will explore the following themes through a combination of in-depth analysis and interactive learning activities:

- What is the trust relationship in a Web 3.0 world relative to stakeholder mapping? How does this manifest in a real-time organisational value network?
- How to navigate risk assessment and issues management in an age of transparency
- Managing up, managing down - working towards aligning C suite and frontline engagement
- How to make your CEO an authentic organisational ambassador

Hosts: Michele Berkhout and Anni Rowland-Campbell

Michele and Anni bring a combination of over twenty years of practical experience in the development and application of communications and organisational processes within the rapidly changing digital world. Michele has a wealth of experience in the practical use of these in delivering data driven marketing and communications campaigns with a background in both advertising and marketing, and Anni is a former policy advisor and communications researcher. Digital Brand is the manifestation of their joint desire to help people develop a "digital mindset" so that they can better understand and leverage the power of digital interaction technologies to more effectively do their work on a day to day basis. Their passion is to work with people in organisations of all shapes and sizes in order to help those organisations represent and manifest a more authentic, robust and sustainable brand.



Michele Berkhout



Anni Rowland-Campbell


Workshop2: Progressive social media strategy – what's ahead?

1.30 pm- 5.00 pm

Investigating the cutting edge of 'web 2.0' social media tools and preparing for the shift to a new linked data environment. The work shop will explore progressive social media tools which are shaping PR's future. The workshop will determine the development of social networks and will assist in ensuring PR professionals anticipate the upcoming technology set to reshape the future of communications.

**Hosts: : Brian Giesen Regional Director, Sydney, Australia
Ogilvy, Public Relations Worldwide 360° Digital Influence**

Brian is an award-winning, founding member of Ogilvy's 360 Degree Digital Influence group and passionate word of mouth marketing practitioner. He has developed and led the 360° Digital Influence team at Ogilvy PR Sydney. Brian's team of Digital Influence Strategists use the power of personal media, technology, and public relations to create comprehensive digital and word of mouth strategies for clients - including IBM, Fosters, Tourism Australia, Australian Private Hospitals Association, Engineers Australia, TED Prize, Lance Armstrong Foundation and more. Prior to moving to Sydney, Brian pioneered Ogilvy PR's internal social media training program which, trained the majority of the agency's North American staff directly. Brian's main blog is <http://www.asiadigitalmap.com>, and you can track all of his social media activities from Foursquare to LinkedIn at <http://www.briandgiesen.com>.



Brian Giesen



Day one: 15th August 2011

08.30 Coffee and registration

08.55 Opening remarks

Opening session: Web 3.0 and the semantic web – investigating the internet's evolution

09.00 The time of the tribes - the imperative for businesses to adopt the intelligent web. Stakeholder management in the digital age:

- Tribalism in the digital world and its impact
- Recognising Web 2.0 as the people's web and putting a stake in the ground for Web 3.0
- The Power of Information, the power of language: towards the emergent and integrated enterprise

Anni Rowland-Campbell, Director, Digital Brand
Michele Berkhout, Managing Partner, Digital Brand

09.35 G'day 3.0 – A look at 'Web 3.0s' impact on social media networks in Australia

In the last few years Social Media has become main stream in Australia and consumers have embraced it with a passion. To help us look at what impact Web 3.0 will have on these networks, we look at the recent trends in online behaviour and consider the unique meaning of this space to Australians that will shape the future direction.

Mark Higginson, Director- Digital Insights,
The Nielsen Company

10.10 Next Generation Online Experiences

- Social media has presented a new definition of what it means to be connected
- Bringing "social" back to the way it used to be... people connecting with people in person
- Capitalising on the next generation on-line experience
- Immersive, multi-device and multi-user experiences are the key next generation online engagement

Michael Kordahi, Developer Evangelist, Microsoft

10.45 Networking and refreshments

11.15 The Social Way: putting the public back into relations.

When we talk of authenticity or transparency in social media - what do we really mean? Does it mean risk? Exposure? Does it mean a change in business practice? It means all this and more. It requires a fundamental re-think. And a reimagining of what it means to be a PR professional. When you work in the "social way":

- The brand is a means to an end. The brand exists, the people exist – we don't need messaging, but a tune to dance to.
- It's about bringing the brand to the people, not bringing the people to the brand
- The glare of the logo is a distraction and a barrier to forming relationships. What we need is a name and a face, not a 12pt white space exclusion. It's about relationships with a purpose.

Gavin Heaton, Founder, servantofchaos.com

11.50 Embracing Owned Media - Why PR Must Shift From Push To Pull

- It is now possible to shift your PR from the infinite treadmill of push to the more reliable and greater returns of pull.
- Bring your desired audience to you where they will listen intently as opposed to always (sometimes unartfully) pushing your messages to them.
- Being a modern, relevant company involves a pivot of your communications strategy to put an owned channel at the centre, providing a hub for your communications.

Adam Singer, Creator: The Future Buzz (No1 PR Blog), San Francisco

12.25 PR 3.0 for social good - using the social web to mobilise people for change

- Increasing levels of brand engagement
- Building advocacy
- Connecting audiences

Andy Ridley, Co-Founder and Executive Director of Earth Hour

13.00 Networking lunch

Pioneering PR case studies - re-focusing the role of PR

14.00 Investigating the role of social media for PR

Is social media just another PR channel or does it provide the ability to form relationships with stakeholders/target publics in a unique way. Does its value lie in the fact that people want it to be different and that people want it to be different.

Stephen Woodhill, Director of Communication,
Financial Services Council

14.35 How social media and web 3.0 is changing the way we engage as communicators

- Investigating future change drivers for PR focusing on: social media
- community engagement
- rich internet experiences.

Calum Russel, Group Marketing Manager, Adobe ANZ

15.05 The opportunities and challenges of Web 3.0/PR 3.0 for Fair Work Ombudsman:

- presenting the unique perspective of a government agency that is both a regulator and educator
- investigating semantic social networking and understanding the potential value

Leanne Fry, Executive Director, WR Communications & Solutions, Fair Work Ombudsman

15.40 Networking break

16.00 Interactive panel:
PR 3.0 - Preparing for pioneering communication:

- Debating the web 3.0 opportunity for PR
- Rethinking digital PR – what it means to be a PR3.0 professional
- Tactical approaches to make the shift from push to pull

Panelists:

Gavin Heaton: Founder, servantofchaos.com
Adam Singer: Creator - The Future Buzz (No1 PR Blog), San Francisco
Andy Ridley: Co-Founder and Executive Director of Earth Hour
Anni Rowland-Campbell: Director, Digital Brand

PANEL DISCUSSION

17.00 Conference summation

17.15 Conference close

Networking drinks reception



Day Two: 16th August 2011

08.30 Coffee and registration

08.55 Summit chair's opening remarks

Future pathways for social media in a 'web3.0' environment

09.00 Future social media insights: You Tube's direction for Public Relations.

Karen Stocks, Head of Media Solutions, YouTube and Display for Google Australia and New Zealand

09.35 Facebook and the Power of Social PR

- The Marketing Foundation
- Activating Brand Enthusiasts
- Creating Authentic Relationships

Paul Burrod, Regional Vice-President, Facebook

10.10 Case study: CISCO – social media and PR's future role

- Does social media mean PR is more powerful or is there a risk to reputation?
- Cisco's experience – different approaches for different markets
- Is social media a means to end for PR or an end in itself?

Peter Witts, Head of PR, CISCO, Asia Pacific

10.45 Refreshments and networking

11.15 Practical applications of semantic web technologies for the arts: The Sydney Festival

- Benefits of implementing Open Graph tags across all events and venues
- Deep Facebook integration - promoting sharing and insights
- How we understood, then supported social customer behaviour
- Driving customer behaviour using intrinsic vs extrinsic incentives
- Setting up for the long term

Ian Lyons, Web and Social Media Advisor, ianlyons.com

11.50 The New Social - Public Relations considerations:

- Living Online
- What do bloggers want?
- Being clever: Being creative

Alexandre Kentmann, PR Manager, freedom

12.20 Web 3.0's impact on public sector communications

Madeleine Clifford, Director - Communication and Stakeholder Management at Department of Health and Ageing (invited)

12.50 Lunch and networking

13.50 What happens when it all goes wrong?

- Revealing recent case studies of social media going horribly wrong - poor planning, panic and brand destruction.
- Julian Peterson presents some recent examples of social destruction and asks:
- How you do you avoid it and what do you do when it is happening to you?

Julian Peterson, Marketing and Online Director, Time Out Sydney

14.20 Crisis management in the digital age

- Tools and techniques for monitoring your reputation online
- Search strategy during a crisis
- Social media management and responding to negative commentary

Matthew Gain, Head of Digital, Edelman

14.55 Refreshments and networking

15.30 Interactive closing panel: Debating the drive towards 'social' enterprises and the role of PR:

- Going beyond 2.0 communications
- Putting a stake in the ground for web 3.0 – the considerations and tools to apply now
- Key steps for spurring PR transformation

Panellists:

Peter Witts: Head of PR, CISCO

Matthew Gain: Head of Digital, Edelman

Madeleine Clifford: Director - Communication and Stakeholder Management at Department of Health and Ageing,

Alexandra Kentmann: PR Manager, Freedom

PANEL DISCUSSION

16.30 Chair's conference summation

16.45 Conference close

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