

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















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

Issues Monitoring

Social Media Tools

Boeing

SAP

BT Global Services

BASF

Determining the business value of social media, trends & challenges in the next 5 years

Identifying relevant issues monitoring tools & building an issues monitoring team

Achieving the right combination of social media platforms for greater resonance with target audience Revitalising media relations with Twitter, Facebook & Blogs

Building a social media model, harvesting exposure for better media engagement & coverage

Leveraging on social media to drive corporate & product PR for better reputation

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!

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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

10.15

11.45

Hong Kong: Thursday, 3 March

9.00

Registration & Morning Coffee

OVERVIEW OF SOCIAL MEDIA & PR

Establishing the Value of Social Media in

Microsoft

10.45



Chairman's Welcome & Ice-Breaking Session Microsoft^{*}

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



Morning Refreshments & Networking Break SOCIAL MEDIA TOOLS

· Choosing the right social media tools to resonate with

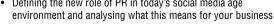


- How various social media platforms can be employed as media relations platforms
- Best Practices in communicating with Media via Social Media How to track the effectiveness of your media relations strategies
- via social media platforms Singapore Venue: Nathan Misner, Vice President, Studio D Asia Pacific,

Waggener Edstrom Worldwide

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

Today's PR Practice · Defining the new role of PR in today's social media age



- 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

CONSUMER ENGAGEMENT



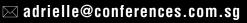


Organisation Social-Media-Ready Social media policies your organisation can adopt and what they

- 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.

Lunch & Networking Break





■ MEDIA RELATIONS I ■



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

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





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

FLEISHMAN



- 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
- 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

■ MEDIA RELATIONS II ■



The Social Media Dimensions of a Media Relations



- 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

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

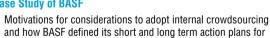
4 00 Afternoon Refreshments & Networking Break

INTERNAL COMMUNICATIONS



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





communications to increase level of employee identification with

- communications How BASF incorporated social media into its internal
- 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,

5.15 Chairman's Insights & Analysis of the Day's Proceedings 5.25

Close of Conference

DAY 2

9.00

9.30

Singapore: Tuesday, 1 March Hong Kong: Friday, 4 March

Chairman's Opening Remarks & Interactive

Microsoft Corporation

Charge-Up Session Stephen Forshaw, Corporate Communications Director, Asia Pacific Region,

REPUTATION MANAGEMENT





Microsoft^{*}

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 costfriendly 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

Morning Refreshments & Networking Break



10.30

CORPORATE BLOGGING = **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

Lunch & Networking Break

CRISIS COMMUNICATIONS =



12.00

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



crisis communication models The new reality: Reputations on the line and information - and

Global trends, today's corporate landscape and the evolution of

- 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 I



Linking Metrics with Objectives to Evaluate the



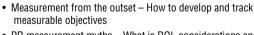
Both Venues

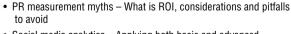
Effectiveness of Your Social Media PR Strategies





Hong Kong Venue: China specific tools will be shared





- · 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

Chairman's Insights & Analysis of the Day's Proceedings 5.10 **Close of Conference**

To Register: (0) (65) 6372 2202 (65) 6227 1601







Social Media & PR

5 Ways to Register or Enquire

: (65) 6372 2202 : (65) 6227 1601 2 Fax

3 Email : adrielle@conferences.com.sq 4 Web

(Please photocopy for more delegates) FOR OFFICIAL LISE Code: S1378 / H2272 R

: 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, 28 February - 1 March 2011							
 □ 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 Manage	or .						
Name :	Job Title & Department :	Email :	DID:				
Registration Conta	ct						
Name :	Job Title & Department :	Email :	DID:				
Billing Information	1						
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	\$\$1,895	S\$2,195		

Important Note

- 1. For Singapore location, Singapore registered companies need to pay fee with additional $7\%~\mbox{GST}.$
- 2. Only corporate registrations will be accepted.

Contact Ms Adrielle Ting via:

- 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.
- 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.

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	■ Master	Card	☐ Amex
Card Number:					
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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: rhk.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.

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January 2011	March 2011	March - Anril 201

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