

The 7th Annual **media relations** Conference

**Delivering optimal value for money and return on investment in your
media campaigns**

26-27 August 2009, Wellington Town Hall



Drive real ROI in your Media Relations at this intensive and insightful event

With key high-level case studies including:

Repositioning the AIG brand through the financial crisis | BNZ's "rules of engagement" when dealing with the media
Powershop's media launch | McDonald's rebranding towards healthy eating
Integration of Social Media into Ray White Real Estate's communications
Counties Manukau DHB's "Lets Beat Diabetes" campaign

2 separately bookable workshops: 1. On the smell of an oily rag: Practical tools to get maximum return on your media investment
2. Proactive crisis strategy preparation

Five reasons you should attend:

1. Hear thoughts on how to drive real value for money in your communications spend
2. Listen to real world case studies from some of the leading practitioners in the country
3. Discuss some of the latest thinking and development around social media tools
4. Valuable learning around proactive crisis and issue management
5. Take part in this unique networking opportunity with your peers

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The 7th Annual media relations Conference

Delivering optimal value for money and return on investment in your media campaigns

26-27 August 2009, Wellington Town Hall

DAY 1 – 26 August 2009

9.00 **Opening remarks from the Chair**

9.10 **Delivering value for money in your media relations campaigns**

In the current economic climate, there is significant pressure exerted by the organisation to reduce communications spending where possible. Finding innovative ways of delivering these cost savings, particularly in the area of emerging electronic media, while maintaining capability is key to maximising your media potential.

- Doing more with less: what forms of media achieve the best value for money?
- Potential areas where cost savings can be achieved
- How do you measure the ROI of your media campaigns to show where value for money was achieved?

Fraser Carson, Managing Director, FRESCO

10.00 **CASE STUDY: Giving out accurate and timely information in a crisis**

In a crisis situation, moving from “calm” to “red alert” in a matter of hours (or less!), you have to ensure a clear and consistent message is communicated as quickly as possible. Drawing on his experience repositioning the successful AIG Life brand in NZ away from AIG in the US, as well as managing customer communications for Qantas during the 9/11 attacks, Mike will discuss his thoughts on how best to handle crises.

- The importance of sticking to key messages
- Selecting the right spokesperson to ensure the message is delivered in the clearest and most engaging manner possible
- The value of proactive crisis planning

Mike Loftus, Head of Marketing, AIG Life

10.45 Morning tea

11.05 **Building reputation during uncertain times**

Despite uncertainties in the economy there are opportunities to build reputation by positioning your organisation as experts in your field and confronting this trend head-on. If it's always been about full disclosure, trust and transparency, how does reputation management change with the merging of online and traditional media.

- What factors contribute to building credible profile in recessionary times?
- Tips and techniques for being authentic, yet attracting attention from key stakeholders
- Leveraging 3rd party endorsement to actively build clients (and your own) business

Dwayne Alexander, Co-Owner, Alexander Communications

11.50 **CASE STUDY: Altering the delivery of the message through the media to effectively engage different audiences**

When using the media to deliver a message to a particular cross-section of the community, the delivery method and media strategy needs to be carefully considered in order to get maximum exposure. The ‘Let’s Beat Diabetes’ campaign specifically targeted Maori and Pacific Islanders, and this case study discusses the critical success factors and pain points.

- What different media were employed?
- How did we alter the message compared with other demographics to ensure optimal penetration?
- Lessons learnt: what would we do different next time?

Megan Fowle, Communications Manager, Counties Manukau District Health Board

12.35 Lunch

1.35 **CASE STUDY: Getting a big message across on a small budget**

With many organisations battering down the hatches against the current economic uncertainty, budgets for media campaigns are being squeezed even more than usual. This session shows how a successful and inspiring campaign can still be run on a small budget.

- Profile of the case study, its key successes and end results
- Tactics we employed to stretch our budget
- Using online and word-of-mouth campaigns to get your message out for nearly zero cost

Pravin Sawmy, Networks Co-ordinator, Fair Trade Association of Australia and New Zealand

2.20 **CASE STUDY: Integrating traditional and new media for successful campaigns**

Big wins in successful media relations are best achieved by combining traditional and new media in integrated campaigns. By combining old with new, you maximize your audience and the penetration of your message. Each stream by itself is weaker than the integrated approach. This case study shows how lessons learnt from a personal project can be transferred to a wider business model.

- How blogging and Twitter combined with traditional media for best results
- Which media provide the best return on your communications investment?
- Linking personal and company branding

Carey Smith, Chief Executive, Ray White Real Estate NZ

3.05 Afternoon tea

3.25 **Social Media: A passing fad, or a vital tool in your media relations armoury?**

Much has been made of the potential of social media to drive your brand awareness and visibility in the marketplace. But do the numbers stack up against this? This session discusses metrics you can employ to track the effectiveness of online social media campaigns.

- Does social media have a role to play in all organisations?
- What metrics can you employ to test the effectiveness of social media?
- Show me the money! Does it help the bottom line in the end?

Representative from Media Monitors

4.15 **Evaluating and interacting with social media**

Social media gives you the opportunity to interact with more potential customers than ever before, but monitoring and managing feedback can be difficult. With an almost infinite number of potential contributors giving their opinions on a range of websites and sources, the newly-empowered blogger can have a big effect on your business.

- What you can do to maximize your positive exposure, while knowing when and how to respond to negative exposure
- Managing the message – and the messenger – by having robust checks and balances in place
- The risk of the disgruntled employee blogger

Simon Young, Cofounder/Catalyst, iJump

5.00 End of day one & networking drinks

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DAY 2 – 27 August 2009

9.00 **Opening remarks from the Chair**

9.05 **CASE STUDY: The Big Bang: creating a splash with an effective media launch**

For new businesses, without the history that existing organisations have, gaining traction in the media can be difficult. This case study will illustrate how the launch of Powershop ensured a great deal of media coverage and exposure which assisted the overall brand launch.

- Ensuring your brand position is well defined in the media
- Maintaining momentum in the media after the initial launch
- Lessons that existing businesses can learn from new launching organisations

Ari Sargent, Chief Executive, Powershop

9.50 **Managing the changing face of the media**

The evolution of the mainstream media has large implications for the your role. The MSM is becoming smaller and more fragmented as emphasis moves toward online and user-generated content, and MSM organisations downsize. As the media evolves, so must your strategies for dealing with them.

- How the MSM is evolving, and possible future trends
- Strategies to make the most out of your dealings with increasingly time-pressured media personnel
- How to deal with freelance journalists as opposed to permanent media staff

Irene Gardiner, Content Director, New Zealand on Screen & Independent Media Commentator

10.40 Morning tea

11.00 **MEDIA PANEL: What do the mainstream media really want to know?**

A staple of Conferenz's Media Relations Conference, this interactive panel brings together leaders from each media stream, to discuss their views on improving the relationship between your organisation and the media, and on strategies to make the most of your media dealings.

- Press releases: are they as effective as they used to be?
- Different considerations you need to be aware of for different media streams
- What would make us want to cover your organisation and your story?

Nevil Gibson, Editor-in-Chief, The National Business Review

Alastair Thompson, Co-Editor, Scoop Media

Irene Gardiner, Content Director, New Zealand on Screen & Independent Media Commentator

11.50 **CASE STUDY: Managing the long term relationship with the media**

Managing an organisation's media profile is difficult. In the current climate, managing media for a bank poses an even greater challenge. Ensuring a respectful and positive media relationship avoids unnecessary tension and helps enable your key messages to be delivered more effectively.

- Effectively dealing with the media and public scrutiny
- Avoiding the "trench warfare" mentality to enable an open long term relationship

- The importance of a long term media strategy

Diane Maxwell, External Relations Manager, Bank of New Zealand

12.30 Lunch

1.20 **PANEL DISCUSSION: Strategies to best cope in times of crisis**

Knowing how best to maintain excellent media relations in times of crisis is vital in maintaining your organisations reputation. This panel brings together leading executives and practitioners who draw on their own experience and opinions on crisis and issue management.

- The key to acting fast before rumours, anger and half-truths can take hold
- Pre-emptively managing issues before they develop into crises
- Horses for courses: the different strategies that personal, financial and unforeseen crises require

Raphael Hilbron, Associate Partner, Senate Communications Council (facilitator)

Mike Loftus, Head of Marketing, AIG Life

Dwayne Alexander, Co-Owner, Alexander Communications

2.10 **CASE STUDY: Using the media to help reposition your brand**

Repositioning your brand involves more than just a basic change of branding or logo – to a more fundamental shift in the how, the why, and the who we do our business with. The success of brand repositioning is also very dependent on how it is portrayed through the external media, in tandem with your own marketing.

- How managing this change through the media is critical to the success of the repositioning exercise
- Ensuring honesty and clarity of your repositioning message in the media
- Does there have to be an internal culture shift when repositioning?

Kate Porter, National Communications Manager, McDonalds Restaurants NZ

2.55 Afternoon tea

3.15 **MINI WORKSHOP: Building an effective media relations strategy through your organisation**

Too often media relations are done on an ad-hoc basis. Your media strategy must provide a clear pathway to build profile and brand awareness at an organisation-wide level. Featuring case studies on strategy implementation for both online and offline media, this mini workshop will provide you with take-away skills in:

- Ensuring your media strategy is consistent with your brand positioning
- Measuring the level and type of exposure you receive
- Ensuring internal and external communications are in sync
- Creating separate, but synchronised, online and offline media relations strategies

Paul Matthews, Account Manager, Bullet PR

4.45 Closing remarks from the Chair and end of conference

SEPARATELY BOOKABLE WORKSHOPS - 28 AUGUST 2009

Workshop 1 (9.00am – 12.30pm): On the smell of an oily rag: Practical tools to get maximum return on your media investment

Value for money is the key concept for many organisations in light of the current economic conditions. Product launches increasingly need to be done on a budget, and delivering measurable ROI is critical to success. This workshop will give you practical tools to save costs in your media relations without sacrificing quality or penetration.

- Picking your battles: prioritising funding for maximum ROI
- How online and social media can be harnessed to innovatively provide exposure for relatively little cost
- Being clear on strategic outcomes for your media relations
- Evaluation of media return on investment

Daniel Paul, Director, Four Winds Communications

Workshop 2 (1.30pm – 5.00pm): Proactive crisis strategy preparation

When a crisis hits, you have to be on top of your game. If you are underprepared when the worst happens, the damage to the organisation's reputation can be severe and long lasting. You need to have comprehensive strategies in place to ensure that, you will be able to effectively deal with crises.

This interactive workshop will provide takeaways in the areas of:

- Crisis planning and strategy management in advance
- Ensuring internal and external communication are in sync
- Getting the right message out to the most people under considerable time pressure
- Different strategies required for issue management vs crisis management

Raphael Hilbron, Associate Partner, Senate Communications Council

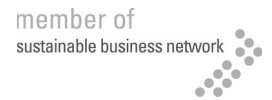
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Conference	\$1995 plus GST	▶ \$300	\$2295 plus GST
Conference & 1 half day workshop	\$2495 plus GST	▶ \$200	\$2695 plus GST
Conference & 2 half day workshops	\$2895 plus GST	▶ \$200	\$3095 plus GST
1 half day workshop	\$695 plus GST	▶ \$55	\$750 plus GST
2 half day workshops	\$1195 plus GST	▶ \$100	\$1295 plus GST

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