Save S$300 if you pay by 26 Jan 2011
Additional 10% Discount for Groups of 3 or more!

Integrating New & Traditional Media for Renewed Best Practices in PR

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
BASF
KIA
Boeing
SAP
BT Global Services
BASF
HP, Kia, Edelman
Crisis Communications
PR Measurement

Programme Highlights

Social Media PR Overview
Determining the business value of social media, trends & challenges in the next 5 years

Issues Monitoring
Identifying relevant issues monitoring tools & building an issues monitoring team

Social Media Tools
Achieving the right combination of social media platforms for greater resonance with target audience

Boeing
Revitalising media relations with Twitter, Facebook & Blogs

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

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

BASF
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

Also featuring case studies of B2B, B2C, Consumer and Non-Profit Industries
*Certain case studies will be specific to a single venue only.

Interactive hands-on activity to successfully manage a crisis with social media & evaluate the effectiveness of your social media PR strategies!
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

**Conference Agenda**

**DAY 1**

**Singapore: Monday, 28 February**  

**Hong Kong: Thursday, 3 March**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8.15</td>
<td>Registration &amp; Morning Coffee</td>
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<tr>
<td>9.00</td>
<td>Chairman’s Welcome &amp; Ice-Breaking Session</td>
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<tr>
<td>9.15</td>
<td>OVERVIEW OF SOCIAL MEDIA &amp; PR</td>
</tr>
<tr>
<td>10.15</td>
<td>Morning Refreshments &amp; Networking Break</td>
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<tr>
<td>10.45</td>
<td>Using the correct platforms for Integrated PR</td>
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<tr>
<td>11.45</td>
<td>Rules of Engagement - How to Get Your Organisation Social-Media-Ready</td>
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<tr>
<td>12.45</td>
<td>Lunch &amp; Networking Break</td>
</tr>
</tbody>
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**SOCIAL MEDIA TOOLS**

- Choosing the right social media tools to resonate with your target audience
- Understanding platforms to create best content
- 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

**CONSUMER ENGAGEMENT**

- Social media policies your organisation can adopt and what they entail
- 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?

**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.

To Register: ☎️ (65) 6372 2202 📞 (65) 6227 1601 📧 adrielle@conferences.com.sg
DAY 2
Singapore : Tuesday, 1 March
Hong Kong : Friday, 4 March

9.00  Chairman’s Opening Remarks & Interactive Charge-Up Session
      Stephen Forschaw, Corporate Communications Director, Asia Pacific Region, Microsoft Corporation

REPUTATION MANAGEMENT

9.30  BT Global Services: Applying Social Media to its Corporate & Product PR
      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 cost-friendly 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

10.30 Morning Refreshments & Networking Break

CORPORATE BLOGGING

11.00 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

12.00 Lunch & Networking Break

CRISIS COMMUNICATIONS

1.30  Emerging Trends in Crisis and Issues Communications & How to Successfully Manage Crises using Social Media
      • Global trends, today’s corporate landscape and the evolution of crisis communication models
      • The new reality: Reputations on the line and information - and 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

3.30 Linking Metrics with Objectives to Evaluate the Effectiveness of Your Social Media PR Strategies
      Both Venues : Case studies from B2B, B2C and non-profit industries will be shared
      Hong Kong Venue : China specific tools will be shared
      • Measurement from the outset – How to develop and track measurable objectives
      • PR measurement myths – What is ROI, considerations and pitfalls to avoid
      • 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: Zheen Kuoruddin, Lead Digital Strategist, Burson Marsteller

5.00 Chairman’s Insights & Analysis of the Day’s Proceedings

5.10 Close of Conference

To Register: ☎️ (65) 6372 2202 📞 (65) 6227 1601 ✉️ adrielle@conferences.com.sg
Please send me the brochures for the following conferences as ticked below.

1. For Singapore location, Singapore registered companies need to pay fee with additional 7% GST.
2. Only corporate registrations will be accepted.
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.
4. 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.

**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.
- Telegraphic Transfer
- Credit Card Payment
- Visa
- MasterCard
- Amex

Card Number: ____________________________
Expiry Date: __/____/___
CVV: ____________________________

**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 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.

**Important Note**

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**Conference Fee**

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<thead>
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<th>Early Bird (Payment Before 26 Jan 11)</th>
<th>Regular (Payment After 26 Jan 11)</th>
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<tbody>
<tr>
<td>2-Day Conference</td>
<td>S$1,895</td>
<td>S$2,195</td>
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**Contact Ms Adrielle Ting**

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