2-Day Conference on
MEDIA RELATIONS:
Integrating Traditional & New Media

Maximising Communications’ Potential with Effective Media Engagement Strategies
22 – 23 July 2013, Sheraton Towers, Singapore | 25 – 26 July 2013, Regal Hongkong Hotel, Hong Kong

Engage the Media & Avoid Negative Coverage with Case Studies & Insights from:

Trends & Analysis
Gaining insights on the evolution of newsrooms into a multi-platform content provider

Online Media Relations
Leveraging social & new media to build positive relationships

Effective Corporate Communications
Crafting well-balanced talking points to persuasively communicate with the media

Content Creation
Generating fresh content with varied & strategic angles for multiple media portals

Integrating Traditional & New Media
Achieving the right balance between traditional & new media for an optimum media strategy

Opinion Leadership
Developing fruitful relationships with opinion-formers across platforms

Media Pitching
Reviewing your current media pitch for more effective reach

Media Engagement
Creating chemistry & establishing positive relationships with the media

Crisis & Issues Management
Overcoming media backlash with a mix of traditional & new media

Measurement
Quantifying media relations strategies through an integrated, holistic approach

Programme Highlights

Panel Discussion
Hands-on Session
Extended Session

Also featuring case studies of F&B, Financial, Hospitality, Manufacturing, Technology, Telecommunications & White Goods industries

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

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If you pay by 19 June 2013

Discounts are available for members of some event partners.

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In today's digital landscape, skills used in traditional media relations no longer seem to suffice. Before media relations professionals can get that press statement out to the mass media, news has already spread through online channels. The attempt to ride on the digital media wave for a more extensive reach has caught them in a tight spot. They fail to realise the instantaneity of digital media calls for a faster response in engaging reporters and managing public sentiment. Without a full grasp of how various media operates, they struggle to craft well-balanced talking points and run the risks of putting forth irrelevant pitches. The key lies in making the best of both new and mainstream media in order to translate brand messages into effective corporate communications.

How do you foster dialogues and shape reputations in this highly fragmented media environment? Are you creating ‘newsworthy’ stories to attract coverage across platforms? Can you weather a crisis and ensure that your media relations strategies work if the unthinkable happens?

Join us at this engaging and dynamic 2-day conference to formulate successful cross-platform media strategies. Learn how to best determine the optimum mix of traditional and new media relations with WWF, MediaCorp, NUS, StarHub, IPCC and Wall Street Journal. Discover the winning approaches to forming deep, entrenched relationships with journalists and bloggers from Campaign Asia-Pacific, ClickZ, South China Morning Post, Time Asia, ZDNet and popular blog, Alvinology. Master the technique of utilising both new and mainstream media to deal with backlash and enhance favourable coverage in times of crisis.

Benefits of Attending

- Ride on the major trends that are reshaping the media landscape in Asia today
- Unearth the opportunities of new media & the role of social media in building key media relationships
- Advance from the traditional press release to ‘social media release’
- Learn how MediaCorp, StarHub, Wall Street Journal and more determine the traditional media developments to retain & which new ones to embrace
- Fortify your message credibility for effective corporate communications through integrated media
- Unravel the secrets of getting the press to cover your story
- Gather insights on how NUS generates interesting content on its new ‘knowledge’ portal
- Devise content to deliver a consistent message across various media platforms
- Pick up tips on the do’s and don’ts of digital influencer outreach
- Comprehend how companies are still maintaining outreach through traditional media
- Delve into media pitching to create a personal, targeted, & thoughtful pitch to engage your audience
- Hear from Campaign Asia-Pacific, SCMP, Time Asia and more on how you can stay in their good books
- Formulate an up-to-date crisis communications plan to cover all grounds & limit damage
- Develop a comprehensive framework to deal with backlash both on- and offline
- Evaluate whether you have the perfect combination of traditional & new media measurement
- Broaden your business network through interactions with industry peers and experts in the region

Who Should Attend

CEOs, Vice-Presidents, Directors, GMs, Heads & Specialists of Media Relations, Corporate Communications, Corporate Affairs, Public Relations & Public Affairs

What Our Past Delegates Said

“Dynamic & interactive sharing on case studies & experiences of what people are doing or facing.”

— Titan Petrochemicals Group

“I enjoyed the Q&As most & panel discussion with experienced speakers to share.”

— MTR Corporation

“Very good conference for those companies with intention of engaging social media.”

— Cerebos Pacific

“Experienced, interesting speakers.”

— Health Sciences Authority

To Register: ☎ (65) 6592 7355 📞 (65) 6338 6702 ✉ elicia@conferences.com.sg
INTEGRATING TRADITIONAL & NEW MEDIA

4.00 Creating a Seamless Integration between Traditional & New Media

- Searching for the sweet spot: Deciding which traditional media developments to stick to & which new ones to embrace
- Assessing & determining the optimum media strategies for your company
- Skills required by media relations professionals to meet the challenges of a multimedia environment
- The ultimate question: How to achieve the right balance between traditional & new media?

Panel Discussion

Moderator:
Jeannie Ong, Head, Corporate Communications & Investor Relations, StarHub

Panellists:
Clarence Pong, Vice President/Head, Corporate Communications & Marketing, MediaCorp Pte Ltd
Neena Moorjani, Founder, Asia Focus Public Affairs
Stuart Pallister, Director, Corporate Communications, National University of Singapore Business School

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

5.10 End of Day One
MEDIA ENGAGEMENT

1.15 Nurturing Positive Relationships with the Media
- Understanding what makes news for journalists/bloggers today
- How do you stay in the good books of journalists?
- What are the preferred communication channels to reach journalists?
- Bridging the gap to what journalists want & what PR professionals provide
- Leveraging new media such as blogs & social media to reach your audience

Moderator:
Lau Joon-Nie, Assistant Director, Newsplex Asia & Lecturer, Wee Kim Wee School of Communication & Information, Nanyang Technological University

Panellists:
Alvin Lim, Digital/Social Media Strategist, Omy.sg, Singapore Press Holdings & Blog Owner, Alvinology
Eileen Yu, Senior Editor, ZDNet Asia
Idran Junadi, Associate Account Director, The Hoffman Agency Asia Pacific

CRISIS & ISSUES MANAGEMENT

2.15 Getting Prepared for the Unexpected: Crisis Communications with a Mix of Traditional & New Media
- How social media changed crisis communications
- How social media can help & yet harm your organisation
- Characteristics of crisis news cycles in social media vs traditional media
- Developing a digital crisis management framework
- Taking an integrated approach towards crisis management via social & mainstream media
- Framework for responding to negative coverage on social media & how best to control the damage
- Case studies from F&B & white goods industries

Angeline Ong, Regional MD, APAC & SVP China, Burson-Marsteller

3.45 Afternoon Refreshments & Networking Break

MEASUREMENT

4.00 Determining the Return on Investment of Digital Media Relations Strategies
- Setting clear goals on what to measure & aligning measurement to those objectives
- Identifying the key tools & metrics in measurement of traditional & new media
- Taking a holistic, integrated approach to traditional & new media measurement
- Social media ROI: Quantifying your digital PR efforts
- Leveraging results to improve decision making for your media relations strategy
- Case study from an electronic company

Jon Chin, Senior Vice President & Head of Digital, Southeast Asia, Fleishman-Hillard Singapore

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

5.10 Close of Conference

TRENDS & ANALYSIS

9.30 Media Outlook in Asia
- Major trends that are reshaping the media publishing landscape
- The implications of the changing media industry on media relations professionals
- Analysing the currently available offline media channels & the up-and-coming online channels
- How newsrooms have evolved into generating multimedia content for different platforms
- Considering the effects of ethical & censorship issues on traditional & new media

Walter Jennings, Partner, Kreab Gavin Anderson

ONLINE MEDIA RELATIONS

11.00 Weaving the Social Layer across Media Strategy
- Leveraging social media to build key media relationships
- The opportunities & threats that new media can bring
- From traditional press release to ‘social media release’
- Moving away from a 1-way conversation to a 2-way conversation on social media
- 24/7 monitoring & responding
- Crisis management & social media: The need for accuracy & speed

All Bullock, Head of Communications, World Wide Fund for Nature

EFFECTIVE CORPORATE COMMUNICATIONS

1.30 Delivering Your Messages Effectively through Integrated Communications
- Engaging the right audience & influencers – how do you know who they are?
- What’s in a message – how to ensure a company’s key messages & brand values are conveyed consistently & credibly
- Content vs. channels – which is more critical?
- So the campaign has been developed & implemented – how do you know if it was successful?

Emma Richards, Vice President, Global Alliance, Waggener Edstrom Worldwide

CONTENT CREATION

2.30 Developing Interesting & Valuable Content across New & Mainstream Media
- Understanding the need for continuous content creation to deepen engagement, start a conversation & build a community
- Devising fresh content with varied & strategic angles on easily accessible platforms
- Being specific & target content at your intended audience to provide useful, relevant & satisfactory results
- The rise of native advertising & how content can leverage traditional media platforms
- Case studies from a global insurance company & hotel operator

Arun Mahanti, Chief Content Officer, Asia Pacific, Edelman

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Moderator:
Ali Bullock, Head of Communications, World Wide Fund for Nature

Panellists:
Charlotte Kong, Senior Manager (Public Relations), Independent Police Complaints Council
Mariko Sanchanta, Corporate Editor, Asia, The Wall Street Journal & Dow Jones Newswires
Neena Moorjani, Founder, Asia Focus Public Affairs

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HONG KONG DAY TWO
Friday, 26 July 2013

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

Charlie Pownall, Founder & Managing Director, CPC & Associates

OPINION LEADERSHIP

9.15 How to Identify & Engage Opinion-Formers across Platforms

- The challenges & opportunities of influencer outreach
- Identifying & building fruitful relationships with relevant opinion-formers
- Utilising social media to drive thought leadership & advocacy
- Do’s & don’ts of digital influencer outreach
- Knowing when & when not to engage with digital influencers

Moderator:
David Blecken, Deputy Editor, Campaign Asia-Pacific

Panellists:
Adaline Lau, Asia Editor, ClickZ
Emily Rauhala, Associate Editor, Time Asia
Winnie Chung, Chief Editor, Specialist Publications, South China Morning Post

CRISIS & ISSUES MANAGEMENT

10.45 Preparing for Turbulence: Crisis Communications in Traditional & Digital Media

- Social media as a friend & foe
- The influence of digital media on crisis communications
- Principles of crisis communications
- Integrating your crisis plans to cover traditional & digital media
- Dealing with backlash
- Framework for crisis response on- & offline

Moderator:
Denise Tom, Director/Senior Trainer, Risk Management & Crisis Communications & Crisis Practice Leader, Hill+Knowlton Strategies Asia

Panelists:
Alex Ho, Senior Manager, Crisis Management, Asia Pacific, Coca-Cola
Sarah Boughton, Director, Crisis & Issues Management, Nestle

4.00 Determining the Return on Investment of Media Relations Strategies

- Setting clear goals on what to measure & aligning measurement to those objectives
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- Taking a holistic, integrated approach to traditional & new media measurement
- Social media ROI: Quantifying your online PR efforts
- Leveraging results to improve decision making for your media relations strategy
- Case studies from manufacturing, telecommunications & financial industries

Moderator:
Rachel Catanauch, Senior Vice President, Senior Partner & Managing Director, Hill+Knowlton Strategies Hong Kong

Panellists:
Stuart Hargreaves, Managing Director, Hill+Knowlton Strategies Hong Kong
John Burn, Global Director, New Media, Edelman

12.15 Lunch & Networking Break

MEDIA ENGAGEMENT

1.30 Nurturing Positive Relationships with the Media

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MEDIA PITCHING

2.30 Pitch Perfect: Effective Cross-Platform Media Pitching

- Making sense of how technology & social media have changed the way you pitch
- Creating a personal, targeted & thoughtful pitch that will be picked up by your target audience
- Pitching via new & traditional media: What do you have to take note of?
- Hands-on exercise: Reviewing your current media pitch

Moderator:
Emma Jenkins, Associate Director, Lewis PR

Panellists:
Nadine Heng, Asia Pacific PR Director, Coca Cola
Winnie Chung, Chief Editor, Specialist Publications, South China Morning Post

3.30 Afternoon Refreshments & Networking Break

MEASUREMENT

4.00 Determining the Return on Investment of Media Relations Strategies

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Friday, 26 July 2013

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Charlie Pownall, Founder & Managing Director, CPC & Associates

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5 Ways to Register or Enquire

Contact Ms Elicia Foo via:

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☐ 25 – 26 July 2013, Regal Hongkong Hotel, Hong Kong

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☐ I am interested in sponsorship opportunities.

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Delegate 2  
Delegate 3

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Registration Contact

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Billing Information

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Conference Venue & Hotel Reservation

Sheraton Towers, Singapore  
Regal Hongkong Hotel, Hong Kong

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.

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☐ Overseas delegates may pay by Telegraphic Transfer to Pacific Conferences Pte Ltd  
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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% off the total delegate fees.

4. Early Bird Promotion: Fees will only be valid if payment is received by 19 June 2013, 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 refund less 10% administrative charge will be made for cancellation received in writing by 28 June 2013. A 50% refund and a set of e-documentation will be given for cancellation received by 12 July 2013. Regrettably, no refund can be made for cancellation received after 12 July 2013 or for “no show” participant. You will however receive a set of e-documentation.

Please send me the brochures for the following conferences and workshops as ticked below.

Jun 2013

☐ Integrated Marketing Communications with Social Media Conference, Kuala Lumpur & Indonesia

Jul 2013

☐ Reputation Management for Higher Education Workshop, Jakarta, S’pore & Hong Kong

☐ Best Practices for Integrated Mobile Marketing Conference, S’pore

Aug 2013

☐ Best Practices for Integrated Mobile Marketing Conference, Hong Kong

☐ Marketing Measurement Workshop, S’pore & Hong Kong

☐ Marketing to the Digital Generation Conference, S’pore

Sep 2013

☐ Marketing to the Digital Generation Conference, Jakarta

☐ Crisis & Social Media Workshop, S’pore, Jakarta & Hong Kong