

2-Day Conference on

# MEDIA RELATIONS: Integrating Traditional & New Media

Save \$300  
Additional 10% Discount for Groups of 3 or more!  
If you pay by 19 June 2013

Maximising Communications' Potential with Effective Media Engagement Strategies

22 – 23 July 2013, Sheraton Towers, Singapore | 25 – 26 July 2013, Regal Hongkong Hotel, Hong Kong



## Programme Highlights

### 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 Panel Discussion

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 Hands-on Session

Reviewing your current media pitch for more effective reach

### Media Engagement Panel Discussion

Creating chemistry & establishing positive relationships with the media

### Crisis & Issues Management Extended Session

Overcoming media backlash with a mix of traditional & new media

### Measurement

Quantifying media relations strategies through an integrated, holistic approach

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



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.

Researched & Developed by:



www.conferences.com.sg

Endorsers:



Discounts are available for members of some event partners.

Supporting Organisations:



Media Partner:



News Distribution Partner:



# Are you cultivating online & offline win-win relationships with the media?

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.



**Sign up now to bridge relations & create synergies between your new and traditional media efforts!**

## 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*

# SINGAPORE

## DAY ONE

Monday, 22 July 2013

8.00 Registration & Morning Coffee

9.00 Chairman's Welcome & Ice Breaking Session



**Stuart Pallister**, Director, Corporate Communications, National University of Singapore Business School



### 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**



10.30 Morning Refreshments & Networking Break

### 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

**Ali Bullock**, Head of Communications, **World Wide Fund for Nature**



Case Studies

12.00 Lunch & Networking Break

### EFFECTIVE CORPORATE COMMUNICATIONS

1.30 Communicating Messages Persuasively through Integrated Media



- Determining which media, new or traditional, is the most suitable for your message
- Creating sustained visibility & communicating brand message effectively through an integrated media
- Crafting well-balanced talking points through both traditional & new media
- Establishing consistency, trust & credibility in the message conveyed

**Jamie Morse**, Managing Director, **Hill+Knowlton Strategies Singapore**



Case Studies

### CONTENT CREATION

2.30 Developing Interesting & Valuable Content across New & Mainstream Media: Case Study of NUS Business School's Think Business Portal



- Understanding the need for continuous content creation to maintain relevancy
- Devising fresh content with varied & strategic angles on easily accessible platforms
- How NUS devises strategies to generate content on its new 'knowledge' portal – Think Business
- Understanding the linkage between NUS's portal & social media channels & how it creates buzz for the portal
- Coming up with multimedia content such as videos for greater differentiation

**Stuart Pallister**, Director, Corporate Communications, National University of Singapore Business School



Case Study

3.30 Afternoon Refreshments & Networking Break

### 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?



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



**Panelists:**  
**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

# SINGAPORE

## DAY TWO

Tuesday, 23 July 2013

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



**Stuart Pallister**, Director, Corporate Communications, National University of Singapore Business School



### OPINION LEADERSHIP

9.30 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
- Charlie Pownall**, Founder & Managing Director, **CPC & Associates**



10.30 Morning Refreshments & Networking Break

### MEDIA PITCHING

11.00 Pitch Perfect: Effective Cross-Platform Media Pitching



- Creating a personal, targeted & thoughtful pitch that will be picked up by your target audience
  - Making sense of how new media has changed the way you pitch
  - Understanding how traditional media are also increasingly producing new media – the intertwined traditional & new media
  - How companies are producing content 'from the horse's mouth', using their own media & maintaining their outreach through traditional media
  - Hands-on exercise: Reviewing your current media pitch
- Mark Laudi**, Managing Director, **Hong Bao Media (Holdings) Pte Ltd**



## MEDIA ENGAGEMENT

### 1.15 Nurturing Positive Relationships with the Media

Panel Discussion

- 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**

NEWSPLEX ASIA



**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**

The Hoffman Agency

## CRISIS & ISSUES MANAGEMENT

### 2.15 Getting Prepared for the Unexpected: Crisis Communications with a Mix of Traditional & New Media



Case Studies

Extended Session

- 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

**Angelina 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



Case Study

- 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

### 8.00 Registration & Morning Coffee

### 9.00 Chairman's Welcome & Ice Breaking Session



**Charlie Pownall**, Founder & Managing Director, **CPC & Associates**

## TRENDS & ANALYSIS

### 9.30 Media Outlook in Asia

KREAB GAVIN ANDERSON



- 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**

### 10.30 Morning Refreshments & Networking Break

## ONLINE MEDIA RELATIONS

### 11.00 Weaving the Social Layer across Media Strategy



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- The opportunities & threats that new media can bring
- From traditional press release to 'social media release'
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- 24/7 monitoring & responding
- Crisis management & social media: The need for accuracy & speed

**Ali Bullock**, Head of Communications, **World Wide Fund for Nature**

### 12.00 Lunch & Networking Break

## 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 Mahtani**, Chief Content Officer, Asia Pacific, **Edelman**

### 3.30 Afternoon Refreshments & Networking Break

## INTEGRATING TRADITIONAL & NEW MEDIA

### 4.00 Creating a Seamless Integration between Traditional & New Media

Panel Discussion

- 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?



**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*

### 5.00 Chairman's Insights & Analysis of the Day's Proceedings

### 5.10 End of Day One

## 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



Case Studies

- 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

*Charlie Pownall, Founder & Managing Director, CPC & Associates*

### 10.15 Morning Refreshments & Networking Break

## CRISIS & ISSUES MANAGEMENT

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



Extended Session

- 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

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



### 12.15 Lunch & Networking Break

## MEDIA ENGAGEMENT

### 1.30 Nurturing Positive Relationships with the Media

Panel Discussion

- Understanding what makes news for journalists 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:**  
*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*



## MEDIA PITCHING

### 2.30 Pitch Perfect: Effective Cross-Platform Media Pitching



Case Studies

- 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 Session

- Hands-on exercise: Reviewing your current media pitch

*Emma Jenkins, Associate Director, Lewis PR*



### 3.30 Afternoon Refreshments & Networking Break

## MEASUREMENT

### 4.00 Determining the Return on Investment of Media Relations Strategies



Case Studies

- Setting clear goals on what to measure & aligning measurement to those objectives
- Identifying the key tools & metrics in measurement of traditional media
- 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

*Rachel Catanach, Senior Vice President, Senior Partner & Managing Director, Fleishman-Hillard Hong Kong*



### 5.00 Chairman's Insights & Analysis of the Day's Proceedings

### 5.10 Close of Conference

# Media Relations: Integrating Traditional & New Media

22 – 23 July 2013, Sheraton Towers, Singapore • 25 – 26 July 2013, Regal Hongkong Hotel, Hong Kong

## 5 Ways to Register or Enquire

(Please photocopy for more delegates)  
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Contact Ms Elicia Foo via:

- 1 Tel : (65) 6592 7355
- 2 Fax : (65) 6338 6702
- 3 Email : elicia@conferences.com.sg
- 4 Web : www.conferences.com.sg
- 5 Post : Pacific Conferences Pte Ltd, 111 North Bridge Road, #15-04, Peninsula Plaza, Singapore 179098

Please register the following delegate(s) for the event

- 2-Day Conference:  22 – 23 July 2013, Sheraton Towers, Singapore  25 – 26 July 2013, Regal Hongkong Hotel, Hong Kong
- I would like to claim a 10% discount as a member of:  PRCAI  PRCA Malaysia  VietnamMarcom  SAA
- 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			
Direct Tel			
<b>Approving Manager</b>			
Name :	Job Title & Department :	Email :	Direct Tel :
<b>Registration Contact</b>			
Name :	Job Title & Department :	Email :	Direct Tel :
<b>Billing Information</b>			
Full Company Name :	Nature of Business :		
Address :			

Conference Fee	Early Bird (Payment Before 19 June '13)	Regular (Payment After 19 June '13)
2-Day Conference	\$S1,895	\$S2,195

### Important Notes

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.

### Upcoming Conferences & Workshops Visit us @ [www.conferences.com.sg](http://www.conferences.com.sg)

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*

### 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.**  
Please mail payment in **S\$** with registration form to  
**111 North Bridge Road, #15-04, Peninsula Plaza, Singapore 179098**
- Overseas delegates may pay by **Telegraphic Transfer to Pacific Conferences Pte Ltd**  
**A/C: 201-328-051-9 (S\$)**  
**United Overseas Bank, Anson Rd Branch,**  
**10 Anson Rd #01-01 International Plaza, Singapore 079903**  
**(Swift code: UOV B SGSG)**

Please fax confirmation of bank transfer to **Elicia Foo** at **(65) 6338 6702** quoting your **company's name, delegate's name** and **invoice number** on your fax and bank transfer.

- Credit Card Payment (S\$ only)**

Please advise the details below:

Cardholder's Name: \_\_\_\_\_

Cardholder's Email: \_\_\_\_\_

An invoice will be sent to the cardholder's email for online payment.

### 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 : Ms Shirley Wong  
- Senior Business Development Manager

#### Regal Hongkong Hotel, Hong Kong

88 Yee Wo Street  
Causeway Bay, Hong Kong  
Tel : (852) 2890 6633  
Fax : (852) 2881 0777  
Email : rhk.bsea@regalhotel.com  
Attn : Ms Carman Poon  
- Account Manager - Catering

Hotel room reservation and hotel billing are to be made by delegate 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.

- (Please fill in contact details above and return via fax).

#### 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*