

16 SPEAKERS

including Australia's top bloggers and corporate case studies covering issues from the legal ramifications to marketing and PR strategies that fully utilise these tools!

**ONLY
\$995!**
(+ GST)

Blogs, Wikis & RSS

Realising the full potential of emerging technologies and their impact on marketing, PR and media communications

**Expert speaker panel
29th-30th August 2006, Sydney**

Baker and McKenzie

Fairfax Digital

NEWS.com.au, News Interactive

Jackson Wells Morris

Deakin University

Microsoft Australia

BDO Kendalls

Acer Computer Australia

Hill & Knowlton

Australian Film, Television and Radio School

Thinking Home Business

The Podcast Network

Education.au Ltd

Industry Capability Network

Bibby Financial Services Australia

Yahoo7!

Which sectors will be impacted most by blogs, wikis & RSS?

If you are working in the following fields, it is imperative that you gain an understanding of the impact these forms of social media will have on the way you communicate with your stakeholders:

- Media
- Public Relations
- Marketing
- Publishing & Journalism
- Internal Communications
- Client Relationship Management
- Corporate Communications

You may have heard about blogs, wikis & RSS in terms of 'social media', as part of 'Web 2.0' or the 'semantic web'. It doesn't matter how you refer to them, but one thing is certain... you cannot afford to dismiss them as a fad or ignore them any longer. Blogs, Wikis & RSS are here to stay!

Key reasons to attend:

- Understand how blogs are used as an effective marketing and client communications tool
- Create and implement your organisations blogging strategy
- Change the way your stakeholders interact with you by providing RSS feeds and the option to express opinion through blogging
- Learn how blogs, wikis & RSS can broaden your marketing and communications mix
- Strengthen branding, CRM, collaboration and corporate communications
- Learn the legal implications of implementing such tools and how to be fully prepared

Conference venue

Harbourview Hotel, Sydney

For more information about Key Forums Australia Pty Ltd events please visit our website at:

www.keyforums.com.au



Do you realise that your customers and competitors are figuring out how to use blogs, wikis & RSS?

"Blogging makes it very easy to communicate. It gets away from drawbacks of email and the drawbacks of a website. Eventually, most businesses will use blogs to communicate with customers, suppliers and employees, because it's two-way and more satisfying."

Bill Gates, Microsoft

For the majority of organisations, these tools will become the preferred mode of communication for employees, customers and clients. These social media tools will drastically change the way you engage with your stakeholders, including media and internet users, and give your customers a voice, which through the internet will reach millions (not thousands) of listeners. These forms of communication will become very powerful marketing, PR, CRM, media and branding tools.

This event will show you how to create a direct and unfiltered channel of communication with your key target market. So, ensure the messages you want to convey are effectively managed by you by booking onto this unique conference... TODAY!

DAY ONE: 29th August, 2006

8:15 Registration and refreshments

9:00 Opening remarks from the Chair

INFORMATION SHARING AND ITS IMPACT

9:15 Online collaboration tools: Assessing the organisational impact

- ❖ What are blogs, wikis and RSS, podcasts, flickr's?
- ❖ Applying these commercial tools in a corporate setting
- ❖ Why use them in an organisational setting?
- ❖ What are the current blogging demographics?
- ❖ How is online reputation evolving and having an impact?
- ❖ How is social media impacting internal and external corporate communications?
- ❖ The usage of blogs, wikis & RSS:
 - Statistics
 - Organisational examples, and
 - The future
- ❖ Which divisions are most suited to this type of media?

Trevor Cook, Director, Jackson Wells Morris

10:00 The role of media in a connected society: The NEWS.com.au experience

- ❖ The concept of citizen journalism: What impact will it have on media?
- ❖ User generated content and distribution: Blogs & RSS
- ❖ Experiences of podcasting: What were the results?
- ❖ Wikis and mashups:
 - How are they being used, and what are the advantages?

Hugh Martin, Editor, NEWS.com.au, News Interactive

10:45 Coffee Break and networking opportunities

11:00 Engaging with your customers using blogs and podcasts

- ❖ Building brand loyalty through blogs & podcasts
- ❖ Advantages of using these tools to engage customers
- ❖ Customer response to such initiatives
- ❖ Turning users into brand evangelists

Keren Flavell, co-founder OMG.tv and Lecturer, Australian Film, Television and Radio School

11:45 Determining the benefits of incorporating online collaboration tools into your communications mix

- ❖ Improving search engine rankings, directing traffic, generate PR, generating relevant link popularity
- ❖ Benefits: Quick publishing, building community, sales, online PR, idea sharing, improving searchability, thought leadership
- ❖ Motivation for starting a blog: Publishing content and ideas
- ❖ Building a community: RSS syndication

Mick Stanic, Co-Founder, The Podcast Network and Founder, Principius

12:30 Lunch and networking opportunities

MOVING FORWARD AND DEVISING THE STRATEGY

1:30 Connect, Communicate, Collaborate

- ❖ Why is national collaboration in education and training seen as important?
- ❖ Key collaboration ingredients: Trust, openness, communication, relationship, innovation
- ❖ Online moderation and community building
- ❖ The 'C' in ICT stands for connect, communicate, collaborate
- ❖ Emerging technology services and their potential impact
- ❖ National Online Services and our experience – EdNA Online
- ❖ RSS, wikis, flickr and there's more...

Garry Putland, General Manager, Education.au Ltd

2:15 Strategic blogging & podcasting for collaboration and community

- ❖ Strategic blogging: Who should blog and why?
- ❖ Blogging mistakes: How you should, and shouldn't use blogs: Designing individual blogs and blogging communities
- ❖ Developing a sustainable company blogosphere - time, effort, commitment, freedom and aggregation
- ❖ Blogging in and out of the firewall: A culture of permission or a culture of forgiveness?

James Farmer, Education Designer at Deakin University, Co-Founder of Blogtalk Downunder and author of BlogSavvy

3:00 Coffee break and networking opportunities

3:15 Designing your blogging strategy using the latest tools available

- ❖ The elements of a successful blog: Subject matter, quality information, comments, trackbacks & tags
- ❖ Examples of blogging mistakes and how to avoid them in your blogging strategy
- ❖ Creating commitment to the ongoing care of the blog, and feeding that demand
- ❖ What is to be achieved by the blog?
- ❖ Who will get access to company blogs?

Frank Arrigo, Group Manager Technical Communities, Microsoft Australia

IMPLEMENTATION AND TECHNOLOGY

4:00 Implementing your online collaboration strategy

- ❖ Creating a collaborative workplace/team
- ❖ Who should be on it, manage it and run it?
- ❖ Getting it started & encouraging use
- ❖ Marketing the benefits to employees:
 - Increase productivity
 - Realise their potential in the workplace
- ❖ Encouraging company-wide participation:
 - Strategies to bring 'lurkers' out of the shadows and into the discussion

Micheal Axelsen, Director of Information Systems, BDO Kendalls

4:45 Closing remarks from the Chair and end of day one

DAY TWO: 30th August, 2006

8:15 Registration and refreshments

9:00 Opening remarks from the Chair

MARKETING AND PR

9:15 Using new online tools to enhance marketing and PR initiatives

- ❖ Engaging your stakeholders through blogs to deliver enhanced services: Australian businesses and regular information to members
- ❖ The difference in content for members and non-members
- ❖ Using blogging to reduce the cost of marketing:
 - How this new tool allows ICN to maintain market exposure at low cost
- ❖ Plans for the future: Podcasting and RSS

Derek Lark, Executive Director, Industry Capability Network Ltd (ICN)

10:00 How the Bibby blog has been effectively used as a marketing and client communications tool

- ❖ Starting a corporate blog: What did we set out to achieve?
- ❖ Deciding who contributes and views the blog
- ❖ Strengthening the Bibby brand with value-added content
- ❖ Identifying your target audience and managing the blog to their needs
- ❖ Using a moderator to view content
- ❖ Standards and guidelines issued to contributing employees
- ❖ Ensuring contributions are ongoing
- ❖ Client feedback and marketing exposure from the blog

Ashley Sharma, Sales & Marketing Director, Bibby Financial Services Australia

10:45 Coffee Break and networking opportunities

SECURITY AND TRANSPARENCY

11:00 Assessing the legal liability of using online collaboration tools: Employee conduct and the legal implications

- ❖ Liability of using new collaboration tools as your public voice
- ❖ Liability of employees creating independent blogs
- ❖ Communicating your online strategy to your legal counsel
- ❖ Legal disclaimers
- ❖ Conveying the legal ramifications of collaboration tool misuse

Patrick Fair, Partner, Baker and McKenzie

11:45 Helping organisations to develop and embrace new communication strategies

- ❖ How organisations can account for diverse needs as they develop new communication strategies
- ❖ How organisations can foster understanding and enthusiasm for new communication strategies
- ❖ How external and internet consultants can work with organisations to support these goals

Steven Noble, Associate Director, Hill & Knowlton

12:30 Lunch and networking opportunities

1:30 Assessing the risks and common fears of using new collaboration tools

- ❖ Do we really have something to say that is valuable?
- ❖ Rules and obligation to shareholders
- ❖ Discipline required for upkeep
- ❖ Preventing abuse of online collaboration tools

Des Walsh, Business Coach and Blogging Evangelist, Thinking Home Business

CONTENT MANAGEMENT AND SEARCH

2:15 Incorporating RSS into your blogging and content management strategy

- ❖ Latest developments in content syndication with RSS
- ❖ Using RSS feeds to provide dynamic content
- ❖ Creating an RSS feed
- ❖ Latest developments in content syndication with RSS
- ❖ Using podcasts to enhance communications: tools/techniques

Ricki Mulia, Head of Communications & Network Products, Yahoo7!

3:00 Coffee break and networking

3:15 How Fairfax Digital have incorporated blogging and other online collaboration tools to exist in the same space as traditional media

- ❖ What is traditional media and how has blogging been blended into the model
- ❖ Participatory journalism vs. traditional journalism
- ❖ Enhancing the Sydney Morning Herald brand with online collaboration tools
- ❖ Using blogs as the missing link between media and the audience
- ❖ Other participatory models

David Anderson, Product Development Director, Fairfax Digital

4:00 Knowledge & information management in online collaboration tools

- ❖ KM and organisational knowledge sharing: How will it be affected by new collaboration tools?
- ❖ Blogs and the company's information management strategy
- ❖ Archiving and storage: Maximising blogging information
- ❖ Leveraging search feeds, e.g. Technorati, to monitor conversations about the company in the blogosphere
- ❖ Using wikis to foster collaboration and information sharing
- ❖ Intranet wikis & wikis as online information sources
- ❖ Wikipedia and the impact on the web community

Des Paroz, eBusiness Director, Acer Computer Australia

4:45 Closing remarks from the Chair

5:00 End of Day Two

Who should attend?

This conference is aimed at all those professionals who work in the following fields:

- Marketing**
- Public Relations**
- Media**
- Publishing**
- Journalism**
- Internal Communications**
- Branding**
- Client Relationship Management**
- Collaboration**
- Corporate Communications**
- Information Management (internal & external)**

