

PRNews

# Digital PR Next Practices Summit

SOCIAL MEDIA Ⓢ CRISIS Ⓢ REPUTATION Ⓢ BRAND Ⓢ MEDIA RELATIONS

OCTOBER 6, 2010 // GRAND HYATT, NEW YORK CITY

Register at [www.digitalprsummit.com](http://www.digitalprsummit.com)

**Using Social Media to (Really)  
Advance Your PR & Bottom Line**



Space is limited, so register yourself and your team today at  
[www.digitalprsummit.com](http://www.digitalprsummit.com)!

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## From leveraging social media to building relationships with online influencers,

PR News' third annual Digital PR Next Practices Summit offers tactics and lessons learned in optimizing the digital platform to advance your PR efforts. This one-day summit brings together experts in digital communications to share new ideas and strategies on how to target your audience, launch a product and manage a crisis — all through digital communication. The Digital PR Summit is designed to give you practical takeaways to help you maximize your PR and become a leader in the digital space. Space is limited, so register yourself and your team today at [www.digitalprsummit.com](http://www.digitalprsummit.com).

### You and your team will discover the best ways to:

- Make the business case for social media in your organization
- Identify and effectively communicate with key influencers online
- Manage your C-suite's expectations of new media
- Use video to enhance your brand
- Participate in Facebook, YouTube, LinkedIn
- Build strong relationships with bloggers
- Manage or avoid a crisis via the Web
- Retrain and retain top talent for your online initiatives
- Use viral PR & marketing to great effect
- Use the Web for outreach and public affairs initiatives
- Integrate social media in your communications plan
- Improve your media relations and blogger relationships

### Takeaways:

- More than 40 fresh ideas to implement right away
- Online checklists to use year-round
- Definitions of new media terms
- Proprietary networking contact list of attendees & speakers
- Handouts from speakers
- Handy list of top social networking & community sites and tools
- New contacts for networking and deal-making

### Who Should Attend?

If you spend at least a quarter of your time in any of these areas, you should attend this Summit:

- Public Relations
- Digital and Social Media
- Community Relations
- Corporate Communications
- Word of Mouth Marketing
- SEM/SEO Management
- Brand Marketing
- Video Production
- Marketing Communications
- Employee Communications
- PR Business Development
- Human Resources
- Public Affairs/Issues Management
- Media Relations

### About PR News

The PR News family of products includes the weekly publication PR News, PR News Webinars and Workshops, the Platinum PR Awards, PR People Awards, CSR Awards, Nonprofit PR Awards, The 100 Best Case Studies Book, Guidebook to Best Practices in CSR, Guidebook to Best Practices in Measurement, Digital PR, Crisis Management and Media Training Guidebooks and PR News Webinars. For more information visit [www.prnewsonline.com](http://www.prnewsonline.com).

Register at [www.digitalprsummit.com](http://www.digitalprsummit.com)



## Exclusive Bonuses for Attending:

- ✓ Tip Sheet on "How to Identify and Engage Online Influencers"
- ✓ Measurement matrix sample
- ✓ Samples of social media polices
- ✓ Unlimited and exclusive access to all conference presentations online
- ✓ Certificate of Attendance

8:00 - 8:40 a.m.

### Registration and Breakfast

8:40 a.m.

### Opening Remarks

**Diane Schwartz**, Vice President and Group Publisher, PR News

8:45 - 9:30 a.m.

### Creating the Digital PR Dream Team

You need to use the Web for PR outreach, communicate with influencers via social media and measure your online communications, but is your team capable of delivering your digital initiatives? In this idea-packed session you will learn how to transform your existing team into a digital PR juggernaut, possessing the know-how to support communication initiatives across all digital platforms.

You will learn how to:

- Train staff across all digital PR platforms including social media, video, blogs, broadcast and mobile applications
- Determine the optimal combination of people and resources - including time spent on social media vs. Web site vs. blogs
- Where to find the best digital leaders
- Mold and motivate a team that understands the power of social media and knows how to leverage it for your PR

Plus, we'll share organization charts from companies in which their digital staffing strategy is working.

**Speakers:** **Mary Henige** Director, Social Media & Digital Communications, General Motors

**Lee Mikles**, CEO, The Archer Group

**Holly Potter**, VP Public Relations, Kaiser Permanente

9:30 - 10:15 a.m.

### The Next Generation of Social Media Tools:

#### What You Need to Know Now

As a leading communicator, it's critical to be ahead of the curve when it comes to the multitude of social media tools. This interactive session gives you the lowdown on the most innovative tools and how you can use them - or at least be knowledgeable about them so you can cross them off your digital PR strategy list. Learn how channels such as Foursquare, Brightkite and Posterous can be used to engage customers, raise brand awareness and respond to a crisis. Get ready for a fast paced, horizon-expanding, interactive social networking experience that will make you the go-to social media expert for your organization.

Tools covered will include, but are not limited to:

- |                |              |             |
|----------------|--------------|-------------|
| • Amplify      | • Shoutem    | • Tubemogul |
| • Brightkite   | • Radar      | • Tumblr    |
| • Foursquare   | • Ping.fm    | • Yampper   |
| • Gowalla      | • Plancast   | • Yelp      |
| • Hi5          | • Posterous  | • Youare    |
| • Jaiku        | • Present.ly |             |
| • Streetmavens | • Statusnet  |             |

**Speaker:** **Jason Winocour**, Agency Partner, Hunter Public Relations

10:15 - 10:35 a.m.

### Networking Break

10:35 - 11:35 a.m.

### How to Measure ROI for Your Digital PR Efforts

In today's economy, proving PR's role in driving the bottom line for your organization is the surest route to obtaining buy-in from your C-suite and key stakeholders. Traditional measurement methods don't translate to social media and digital PR, presenting a new challenge for executives looking to tie PR to business objectives. This session shows you how to define measurement objectives, use Web and search analytics, and how to measure engagement.

You'll learn the best new measurement methods that integrate digital and social media outcomes including how to:

- Set digital PR goals and establish key performance indicators
- Integrate digital media measurement with traditional metrics
- Use Web analytics to measure media penetration online
- Conduct content analysis of online messages including retweets and Facebook "likes"
- Measure the results of your blog efforts
- Translate ROI results into the language of your senior management

**Speakers:** **Danielle Brigida**, Digital Marketing Manager, National Wildlife Federation

**Johna Burke**, Senior Vice President, BurrellesLuce

**Tim Marklein**, Executive VP, Measurement & Strategy, Weber Shandwick

11:35 a.m. - 12:05 p.m.

### Quick Study: How Volkswagen Leveraged Mobile Gaming Applications for a Product Launch

When Volkswagen wanted to launch the GTI to a younger, tech-savvy audience, they debuted their campaign exclusively online to target their demographic. Volkswagen created a mobile application to raise awareness and generate buzz among their key influencers. The mobile platform product launch, executed with a savvy communications campaign, generated 3.7 million downloads and 255 million media impressions in only six weeks.

In this case study with Volkswagen you will learn how to:

- Leverage mobile applications to increase interest and help drive outcomes
- Execute a successful product launch via digital platforms
- Use the mobile platform and social media to drive awareness of your app
- Effectively measure progressive digital PR campaigns such as this Volkswagen launch against overall business goals

**Speaker:** **Jill Bratina**, Vice President, Communications, Volkswagen  
**Laura Halsch**, Group Digital Strategist, MWW

12:05 - 12:20 p.m.

### Networking Break

12:20 - 1:30 p.m.

### Luncheon & Keynote Presentation

Network with your peers and make new connections during this luncheon, which will also feature a thought-provoking keynote presentation.

#### Keynote Address: Social Media - What's on the Horizon?

Organizations are beginning to understand the impact of social media tools like Facebook and Twitter, but they are not preparing for what's ahead.

Our distinguished speaker provides a look at what's on the horizon and provides her perspective on the following:

- What's on the social media horizon and how can it benefit PR?
- How will the digital landscape impact traditional PR plans?
- What is the next best thing and what can companies be doing now to prepare for what lies ahead?

Keynote Presenter: **Sarah Evans**, Owner, Sevans Strategy

1:45 - 2:45 p.m.

### Cutting Through the Clutter: How to Identify and Engage the Right Influencers

Developing relationships with online influencers can be the key to getting your PR campaign noticed. But with a plethora of potential influencers - including customers, company critics, employees, traditional and digital media - how do you identify the right ones to champion your cause?

In this session, you'll learn tactics to identify key influencers, how to build relationships with them and how to leverage those relationships to advance word of mouth and viral PR.

Our panelists will discuss how to:

- Create a map to identify and organize key influencers
- Use keyword searches and tools such as Technorati and Delicious to identify bloggers and other industry influencers
- Search social media channels like Twitter and Facebook to find followers and fans actively engaged with your brand
- Build and maintain relationships with media, bloggers and other prominent influencers to get PR coverage

Speakers: **Stephanie Agresta**, Executive Vice President, Global Director of Digital Strategy and Social Media, Porter Novelli

**Kellie Parker**, Community Manager, Sega

**Deirdre Sullivan**, Vice President DialogueMedia, MWW

**Heidi Sullivan**, Vice President of Media Research, North America, Cision

2:45 - 3:00 p.m.

### Networking Break

3:00 - 4:00 p.m.

### Smart Digital Tactics During a Crisis: 3 Case Studies

Crafting a smart response to a crisis not only ensures an organization's survival (and your job security) - it can be a communication professional's badge of honor. Learn the rules of the road in how to respond quickly and

transparently to your target audience and regain control of messaging by leveraging social media and the Web. From using Twitter to managing customer service complaints to putting your CEO on YouTube, this presentation offers tactics for managing and mitigating a crisis including how to:

- Formulate an action plan to respond immediately following a crisis
- Recognize the difference between a full-blown crisis and a milder "problem"
- Know when to respond and when to back off when a crisis hits
- Identify the best mix of traditional and digital media outreach
- Determine how to respond to negative publicity online
- Leverage social media platforms including Facebook, Twitter and blogs to manage - and save - your reputation
- Use Twitter as a listening tool to monitor what's being said about you and your industry
- Determine which media and key influencers to reach out to during a crisis
- Communicate internally to control potential negative activity online among your employees

Speakers: **John Bell**, Global Managing Director, 360 Digital Influence, Ogilvy

**Dallas Lawrence**, Managing Director, Burson-Marsteller

**Gary Spangler**, Corporate e-marketing, DuPont

**Sarah Tyre**, Senior Vice President/Group Manager, Issues & Crisis Management, Ketchum

4:00 - 4:30 p.m.

### How to Leverage Video for Your PR Efforts

Like social media and blogging, video is fast becoming a powerful tool to get your PR message across almost instantaneously. Whether you are creating a compelling corporate video or filming an impromptu interview with a Flip camera, leveraging video can improve your communications initiatives and help to meet your bottom line. This session shows you how to leverage this often untapped resource and how to effectively tie video PR to your business goals.

More specifically you'll learn:

- Create a valuable message for video
- Generate buzz and build relationships with the media
- Use platforms like YouTube to engage with existing and new audiences
- Accomplish video search optimization
- Leverage the Flip camera and its editing features for immediate on-site interviews
- Effectively track views to measure your PR efforts
- Prepare broadcast video for media relations and reputation management
- Identify which site is best for hosting your video
- Increase brand awareness through a viral PR campaign
- How to utilize broadcast TV for crisis response and reputation management

Speakers: **Pete Codella**, APR, CEO Codella Marketing

**Doug Simon**, President & CEO, DS Simon Productions

4:30 - 5:00 p.m.

### Commencement and Networking Reception

#### REGISTRATION INFORMATION

- 1 Call 301-354-1610
- 2 Fax the registration form to 301-576-8024
- 3 Go to [prnewsonline.com/summit](http://prnewsonline.com/summit)
- 4 Mail the registration form to:  
PR News/Amy Jefferies  
4 Choke Cherry Rd. 2nd Floor  
Rockville, MD 20850

#### REGISTRATION FEES

	Individual	Group
Early Bird	\$795	\$745
Regular Rate	\$895	\$845
Early bird ends September 10		

**CANCELLATIONS** All cancellations are subject to a \$300 service fee (per attendee). Before Aug. 30, 2010, you will receive a refund of your payment minus the service fee. After Aug. 30, 2010, your payment will be credited toward a future PR News event, minus the service fee. Registrants who fail to attend and do not cancel prior to the event are not entitled to a credit or refund of any kind. No exceptions.

#### VENUE INFORMATION

Grand Hyatt New York  
Park Avenue at Grand Central Terminal  
New York, New York, USA

Visit [prnewsonline.com/summit](http://prnewsonline.com/summit) for other hotel options in the area.

#### QUESTIONS?

If you'd like to register by phone or have questions regarding the program, please contact conference coordinator Amy Jefferies at [ajefferies@accessintel.com](mailto:ajefferies@accessintel.com)

# REGISTRATION FORM

See inside for details on registration options.

**COME AS A TEAM AND POWER UP YOUR ONLINE & OFFLINE COMMUNICATIONS!**

## REGISTRATION FEES

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Regular Rate	\$895	\$845
<b>Early Bird Ends September 10, 2010</b>		

*Group = Two or more from the same company. When faxing or mailing your registration, please photocopy this form for each registrant.*

**VIP CODE:**

## PR News

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- Yes, I will Attend!**
- Yes, My Team Will Attend!**
- My check for \$ \_\_\_\_\_ is enclosed.  
(Make checks payable in U.S. dollars to PR News.)
- Charge my credit card:  MasterCard  VISA  
 American Express  Discover
- Register online at [www.digitalprsummit.com](http://www.digitalprsummit.com)

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