

PRESENTED BY:

PRNews



Digital PR Next Practices Summit

OCTOBER 3, 2008 | 8:30 A.M. - 5 P.M.
GRAND HYATT, NEW YORK CITY

SOCIAL MEDIA  BLOGS  VIDEO  CRISIS  VIRAL MARKETING

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Digital PR Next Practices Summit

OCTOBER 3, 2008 | NEW YORK CITY

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What role will PR play in Web 3.0? What role will YOU play?

From the publisher of PR News – the Digital PR “Next Practices” Summit will bring together the thought leaders and experts in digital PR who will share their ideas, tactics, and lessons learned. We’ll show, tell and make sure you leave this one-day summit equipped with a smarter, more cost-effective PR plan that harnesses the power of online to improve your organization’s reputation, mindshare and bottom line.

You and Your Team Will Discover How To:

- Make the business case for social media in your organization.
- Manage your C-Suite’s expectations with new media.
- Use video to enhance your brand.
- Optimize press releases to drive sales and traffic.
- Participate in Facebook, MySpace and LinkedIn.
- How to use Twitter, wikis, Digg and other social media tools.
- Build strong relationships with bloggers.
- Write for the Web so your message is seen and syndicated.
- Manage or avoid a crisis via the Web.
- Measure online communications efforts.
- Leverage Google and learn SEM and SEO tactics.
- Recruit and retain top talent for your online initiatives.
- Use viral PR & marketing to great effect.
- Use the Web for outreach.
- Integrate social media in your communications plan.
- Improve your media relations and blogger relationships.

Take-Aways:

- More than 40 fresh ideas to implement right away
- Online checklists to use year-round
- Handy list of top social networking & community sites and tools
- Definitions of new media terms
- Proprietary networking list of attendees & speakers
- Speaker handouts
- Crisis management

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
- Brand Marketing
- SEM
- Financial Communications
- Public Affairs
- Community Relations
- New Media
- Marketing
- Media Relations
- Web Design/Interface
- Research
- Human Resources
- Employee Communications
- Video Production
- Measurement

About PR News:

Published weekly and in its 65th year, PR News is the knowledge resource for professional communicators building the bridge between public relations and the business bottom line. The PR News family of products includes Awards Programs, Webinars, Conferences and Guidebooks. For more information visit prnewsonline.com.

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IN JUST ONE DAY!

- ✓ Closing the Gap with the C-Suite
- ✓ Building Community & Reputation Online w/Social Media Tools
- ✓ Improving Your Search Engine Marketing & PR
- ✓ Video 2.0 Workshop: Show + Tell + Prosper
- ✓ Measuring New Media: It Can Be Done
- ✓ Managing (or Avoiding) A Crisis Online
- ✓ Communicate w/ and Influence Online Journalists & Bloggers

8:30 – 9:15 a.m.

Closing the Gap with the C-Suite

It's a battle communications executives face time and time again: You can't get the support from upper management to execute your ideas. Opening day panel will include the best practices of organizations that have closed the gap between PR imperatives and C-Suite resistance. You'll get:

- Insight into why this gap still exists, and what you can do to begin closing it.
- Best practices for transitioning from the position of tactician to that of strategist/consultant with your CEO, CMO, CFO and legal counsel.
- Tips to illustrate how digital drives business growth, including speaking in the C-Suite's language.
- Strategies for getting buy-in for your ideas.
- Steps you can take internally to prove your value to senior management.
- Case studies of communicators who are leading the digital way in their organization.

Speakers:

- **Steve Cody**, President, Peppercom
- **Jennifer Martin**, Director of Public Relations, CNN
- **Surya Yalamanchili**, Director of Marketing, LinkedIn

9:15 – 10:15 a.m.

Building Community & Reputation Online

Managing your organization's reputation online and communicating with your key stakeholders has never been more difficult. The Web presents challenges and unparalleled opportunities to harness better and smarter relationships with stakeholders. This panel will cover how you can use social media platforms to improve your PR and your bottom line. From MySpace to Facebook, from Twitter to VSocial, from Utterz to Digg, we'll cover:

- Social Networks: learn how to maximize your resources for the best return.
- Widgets: what they are and what they mean to you.
- Blogs: creating, maintaining and responding to blogs.
- Create and manage a Wiki.
- Word of Mouth/Viral Marketing Online: set up online communities, loyalty programs and other WOM techniques.

Speakers:

- **Sue Bohle**, President, The Bohle Company
- **Bonin Bough**, EVP, Interactive, Social & Emerging Media, Weber Shandwick
- **Idil Cakim**, VP, Interactive Media, GolinHarris
- **George Wright**, Marketing Director, Blendtec

Networking Break

10:30 – 11:30 a.m.

Improving Your Search Engine Marketing & PR

Every element of digital communications has its own degree of importance, but there is one thing that consistently ties it all together: Search. This workshop will untangle the Web of confusion surrounding how search engine optimization and marketing actually work, and you will walk away with:

- Guidelines for creating cost-effective SEO and SEM strategies.
- A framework for social media press releases.
- An understanding of how your company and brands are being searched.
- Tricks for identifying the best search terms and keywords for your campaigns.
- Ways to track optimization's effects and to measure a promotion's results.
- Linking techniques for blogs and social networking pages.

Speakers:

- **Andrew Barnett**, Digital Strategist, Fleishman-Hillard Digital
- **Greg Jarboe**, President and Co-Founder, SEO-PR
- **Doug Winfield**, VP, Digital Strategies, Waggenger Edstrom
- **Moderator: Steve Shannon**, EVP, Digital Strategies, BurrellesLuce

11:30 – 12:20 p.m.

Managing (or Avoiding) A Crisis Online

When dealing with setbacks of any kind, PR professionals like you must have the smartest, most updated crisis management plan possible— and that means leveraging the Internet and email communications. With the 24/7 news cycle, knowing how to use the Web to your advantage is critical. This highly interactive panel will address:

- How (and when) to respond to bloggers and other negative exposure online.
- How to set up a dark site.
- Leveraging social networking sites and other new media to manage your reputation.
- Knowing the crisis rules and testing your online processes.
- Integrated online and offline crisis management.
- Communicating to your stakeholders online during and after a crisis.
- 10 proven tips for post-crisis management.

Speakers:

- **Dallas Lawrence**, VP - Digital Media, Levick Strategic Communications
- **Jim Lukaszewski**, CEO, Lukaszewski Group
- **Monte Lutz**, VP, Digital Public Affairs, Edelman Public Relations

12:30 – 1:30 p.m.

Luncheon + Food for Thought

No keynote speaker at this lunch. We've designed a lunch around you and your colleagues to share ideas and challenges while you enjoy a nutritious lunch. Topics Include:

- Internal Communications
- IT Challenges
- Talent Management
- Breaking Down Silos
- Budgeting
- Media Training 3.0
- Integrated Communications

1:45 – 2:30 p.m.

Measuring New Media: It Can Be Done

Measurement is a Holy Grail for communications executives, who must continuously justify their budgets with tangible evidence of their contributions to bottom-line business results. It's a tough task, and it's made all the more challenging by the ever-growing roster of new media platforms that must be taken into account as well. This Workshop will address your foremost concerns head-on with tactics to help you:

- Determine if the digital outputs, outtakes and outcomes are achieving organizational goals.
- Learn simple but effective "tricks," including some easy ROI and "proof-of-performance" calculations.
- Measure the impact of coverage in blogs and social networks.
- Allocate the right resources to measurement efforts.

Speakers:

- **Norman Clements**, SVP, Global Analysis Services, Cision
- **Curtis Houglund**, CEO, Attention PR
- **Rob Key**, CEO, Converseon
- **Patrick McCrummen**, Acting SVP, Communications & Marketing, American Red Cross

Networking Break

2:45 – 3:30 p.m.

Video 2.0 Workshop: Show + Tell + Prosper

There are enormous changes facing communicators as the media continues to fragment -- and video presents an outstanding communications tool to leverage your brand, manage reputation and reach out to existing and prospective stakeholders. This workshop, which will include examples of outstanding video communications, will help you:

- Build Web-based video content that appeals to your audience.
- Understand the technology and the resources needed to launch a video program.
- Measuring the impact of video.
- Leverage YouTube and other social media sites with your video and other's video.
- Devise the tactics to get your video off the ground and running.

Speakers:

- **Paula Berg**, Public Relations Specialist, Southwest Airlines
- **John Earnhardt**, Senior Manager, Media Relations, Cisco Systems
- **Steven Haft**, Chairman, AllScreen Studios
- **Moderator: Doug Simon**, President & CEO, DS Simon Productions, Inc.

Networking Break

3:45 – 4:30 p.m.

17 Ways to Communicate with and Influence Online Journalists & Bloggers

Here's your chance to ask reporters and bloggers the questions you need to know to advance your media relations online. Hear what they like to cover, and how they do their jobs in this non-stop news cycle. Learn what irks them and helps them. Get inside the world of online journalism and blogging and discover how to capture their attention (in a positive way) online. This Workshop will address this new media landscape, and it will give you the tools you need to:

- Communicate with (and get positive coverage from) citizen journalists.
- Identify the most influential bloggers in your space.
- Pitch your stories to bloggers.
- Develop ongoing relationships with new media influencers.
- Influence the traditional media online.
- Measure your media relations efforts online.

Speakers:

- **Joe Ciarallo**, Editor, Mediabistro's PR Newser
- **Keli Goff**, Political Analyst and Contributor, Huffington Post
- **Richard Laermer**, CEO, RLM and author "2011: Trendspotting"
- **USA Today Reporter**
- **Moderator: Andy Gilman**, President, CommCore Consulting Group

4:30 – 5:00 p.m.

What We've Learned: 25+ Ideas from the Summit a Champagne Toast and Guest Comedian (PR Exec by Day, Stand-up Comedian by Night)

Registration Information

- 1 Call 1-800- 550-2880
- 3 Go to prnewsonline.com/summit
- 2 Fax the registration form to 301-576-8024
- 4 Mail the registration form to: PR News/Saun Sayamongkhun 4 Choke Cherry Rd. 2nd Floor Rockville, MD 20850

REGISTRATION FEES

	Individual	Group
Early Bird	\$795	\$745
Regular Rate	\$895	\$845
Early bird ends Aug. 29		

VENUE INFORMATION

Grand Hyatt New York
Park Avenue at Grand Central Terminal
New York, New York, USA
Tel: 212-883-1234
Fax: 212-697-3772

Visit 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 Saun Sayamongkhun at 1-800-550-2880 or ssayamongkhun@accessintel.com.

CANCELLATIONS

All cancellations are subject to a \$300 service fee (per attendee). Before Aug. 29, 2008, you will receive a refund of your payment minus the service fee. After Aug. 29, 2008, 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.

REGISTRATION FORM

See inside for details on registration options.

**COME AS A TEAM AND POWER UP
YOUR DIGITAL COMMUNICATIONS!**

REGISTRATION FEES

	Individual	Group
Early Bird	\$795	\$745
Regular Rate	\$895	\$845
Early bird ends Aug. 29		

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

- 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.prnewsonline.com/summit



Digital PR
Next Practices Summit

OCTOBER 3, 2008 | NEW YORK CITY

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