



Digital PR Next Practices Summit

OCTOBER 22, 2009 | 8:30 A.M - 5 P.M.
GRAND HYATT, NEW YORK CITY

SOCIAL MEDIA 🕒 CRISIS 🕒 REPUTATION 🕒 BRAND 🕒 MEDIA RELATIONS

www.prnewsonline.com/summit

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



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Digital PR Next Practices Summit

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From the publisher of PR News—The second annual Digital PR Next Practices Summit—

Using Social Media to (Really) Advance Your PR & Bottom Line—will bring together the thought leaders and experts in digital communications who will share their ideas, tactics and lessons learned in leveraging social media and the online platform to move the PR needle. We'll 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. The PR News Digital PR Summit is designed to give you very practical takeaways to help you advance your career and your organization's digital footprint.

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 with new media
- Use video to enhance your brand
- Optimize press releases to drive sales, traffic
- Participate in Facebook, YouTube, LinkedIn
- How to use Twitter, LinkedIn, 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
- Leverage Google and learn smart SEM and SEO tactics
- 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
- Measure online communications efforts

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
- Public Affairs
- Media Relations
- Brand Marketing
- Community Relations
- Web Design/Interface
- Video Production
- SEM Management
- New Media
- Research
- Measurement
- Financial Communications
- Crisis Management
- Employee Communications
- Word of Mouth Marketing
- Human Resources
- Social Media

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.

Register at prnewsonline.com/summit



In Just One Day:

- Measuring New Media: It Can Be Done
- Video 2.0 Workshop: Show + Tell + Prosper
- Manage or Avoid a Crisis
- Manage your C-suite's Expectations
- Identify Key Influencers Online
- Building Community & Reputation Online

8:45 - 9:45 a.m.

Social Media Relations: Getting Positive Coverage in the Conversational Age

When social media's emergence was still in its embryonic stages, the question among PR professionals was, "Is a blogger a journalist?" Now that social media is firmly entrenched in every aspect of professional and personal communications, that question is moot. Influencers, be they bloggers, tweeters, customers or complete strangers, are the necessary targets of all media relations efforts, thus requiring a total revision of all outreach strategies.

This panel will organize the chaos of media relations in the Web 2.0 environment, solving your questions surrounding:

- Finding and engaging the most influential bloggers and online journalists in your industries and markets.
- Developing foolproof pitching strategies for your target media in the blogosphere and tweet-o-sphere.
- Building online newsrooms that attract visitors and generate stories.
- Writing news releases and Web content that gains traction among your organization's most influential media.
- Creating social media policies to encourage conversations on your own blog/social network without losing control over content.
- Understanding when to respond to negative coverage online.

Speakers: **Johna Burke**, Vice President, BurrellesLuce
Julie Crabill, VP of Consumer Lifestyle, Shift Communications
Monte Lutz, SVP of Digital Public Affairs, Edelman

9:45 - 10:45 a.m.

How to Measure All Your Digital PR Efforts

More than a year of economic turbulence and depression has upped the ante even more for communications executives to prove their value and quantify their contributions to their organizations' brand, reputation and bottom line. The proliferation of social media platforms has expanded the communications universe exponentially, but in doing so it has provided PR execs with an ever-growing number of built-in tools and metrics for tracking, analyzing and evaluating their initiatives.

This panel of experts will conduct a deep dive into the various tools at communicators' disposal, providing a roadmap to help you:

- Understand the differences between digital outputs, and outcomes.
- Assess the quality of relationships with various stakeholders.
- Measure campaign effectiveness and efficiency.
- Identify the most meaningful metrics, including tone, prominence, volume, sentiment, impact and engagement.
- Finding cost-effective tools to monitor and measure conversations about your brand in social media channels, including Twitter and Facebook.
- Allocate the right resources (people and budget) to measurement efforts

Speakers: **Rob Key**, CEO, Converseon
Kelly Parker, Community Manager, Sega of America
Mark Phillips, VP of Communications, USO
Kye Strance, Director of Product Marketing, Vocus

10:45 - 11:00 a.m.

Networking Break

11:00 - 12:00 p.m.

Search Engine Marketing, Optimization and How to Write for the Web

Every element of digital communications has its own degree of importance, but there is one thing that consistently ties it all together: Search. In this vein, knowing how to optimize Web content for search is as crucial as knowing how to write Web content that supports your messaging, heightens engagement and meets bottom-line goals. This panel will untangle the Web of confusion surrounding how search engine optimization and marketing actually work.

With our panel of experts, you will learn how to:

- Create guidelines for creating cost-effective SEO and SEM strategies
- Write highly optimized online press releases
- Develop an understanding of how your brands are being searched
- Identify the best search terms and keywords for your campaigns
- Differentiate between what type of social media contents works and doesn't
- Optimize blog entries to increase reach
- Track optimization's effects and measure a promotion's results
- Link techniques for blogs and social networking page
- Create an online newsroom that gets traction
- Write the type of content that attracts journalists
- Write transparent text
- See examples of outstanding PR Web content;

Speakers: **Daina Middleton**, Senior Vice President, Moxie Interactive
Lee Odden, CEO, TopRank Online Marketing

12:00 - 1:00 p.m.

LUNCHEON & KEYNOTE

Matthias Preschern, Vice President of Demand, Americas, IBM
Robert Reiss, CEO, The CEO Show

1:15 - 2:00 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 that includes bloggers and citizen journalists potentially wreaking havoc on your organization, 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 to manage your reputation.
- Knowing the crisis rules and testing your online processes.

(continued)

- Integrated online and offline crisis management.
- Communicating to your stakeholders online during and after a crisis.
- 10 proven tips for post-crisis management.

Speakers: **Erin Byrne**, Chief Digital Strategist, Burson-Marsteller
Chris Johnson, President and Founder, dna13
Dallas Lawrence, VP, Digital Media, Levick Strategic Communications
Diane Thieke, Marketing Director for PR and Corporate Communications, Dow Jones

2:00 - 2:15 p.m.

Networking Break

2:15 - 3:00 p.m.

YouTube and Other Video Tactics to Advance Your PR

As the media continues to fragment, PR professionals are faced with a welter of challenges in today's frenetic 24/7 news cycle. Thanks to its immediacy and ability to read significant constituents, video has become a required tool in every communicator's arsenal. Channels, such as YouTube, present innovative solutions that will leverage your brand, manage reputation and reach out to existing and prospective stakeholders.

This Workshop, 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.
- Measure the impact of video.
- Leverage YouTube and other social media sites with your video
- Devise the tactics to get your video off the ground and running.
- Manage and protect your reputation using YouTube.
- Leverage YouTube for its viral impact.
- Smartly integrate YouTube and into your communications plans.
- Educate your stakeholders about issues that matter to your organization.
- Generate buzz and build media relationships with YouTube and
- Engage with existing and new audiences.

Speakers: **Christi Day**, Emerging Media Specialist, Southwest Airlines
Joe Kingsbury, Head of Social Media Practice, North America, Text 100
Mo Moorman, PR director, Jockey International, Inc.
Doug Simon, President and CEO, DS Simon Productions

3:00 - 3:45 p.m.

How to Shape Public Opinion in the Digital Age

The convergence of digital and traditional media has revolutionized the way stakeholders access information and engage on critical issues. Effective communicators know that in this increasingly complex media landscape, the key to educating and mobilizing stakeholders lies in reconfiguring traditional advocacy programs into new multi-channel integrated campaigns that help create a dialogue your with target audiences.

This panel will demonstrate how you can combine traditional outreach techniques with new digital PR tools to create a powerful communication model that will help you:

- Integrate advocacy, earned media and social media tools to mobilize and engage stakeholders
- Identify key influencers who can move your message online
- Cut through the clutter and get more traction for you messages
- Build online resources that provide timely information
- Tell your story through compelling online video content
- Create a stronger ROI by learning how to leverage your media assets

Speakers: **Bill Douglass**, Social Media Strategist, Assistant Vice President, Brainerd Communicators, Inc.
Ed Garsten, Electronic and Digital Communications Manager, Chrysler LLC
Jeffrey Sindone, President, Forum Media

3:45 - 4:30 p.m.

How to (Really) Use Twitter

Like Facebook, MySpace and LinkedIn, Twitter is now a necessary tool in your social media communications arsenal. Practically overnight, you have become your organization's Twitter expert: now what? How do you really use this microblogging tool to boost your company's reputation, to drive sales, to get the media's attention, avert a crisis and communicate with your many stakeholders?

You will learn how to:

- Set up a Twitter account – from branding your Twitter page to creating a profile.
- Create hash tags to create timely buzz for your initiatives.
- Engage with existing and new audiences.
- Use Twitter as a listening tool and learn how and when to respond to tweets.
- Sell your products and services on this platform – without really “selling”.
- Get the media to cover your stories by tweeting.
- Monitor what's being said about you and your industry.
- Manage and protect your reputation using Twitter.
- Increase traffic to your Web site and other social media pages using Twitter.
- Educate your stakeholders about issues that matter to your organization.
- Use Twitter to market your events – plus, how to create twitter-centric events.
- Improve your customer service efforts.





Speakers: **KC Brown**, SVP of Analysis, Cision

Catherine M. Merritt, Public Relations Coordinator, Morton's The Steakhouse

Christopher T. O'Neil, Lieutenant Commander, U.S. Coast Guard, Chief of Media Relations

Andrew Spender, Vice President of Corporate Communications, Gartner

REGISTRATION INFORMATION

-  1 Call 1-800- 550-2880
-  2 Fax the registration form to 301-576-8024
-  3 Go to prnewsonline.com/summit
-  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 September 18		

CANCELLATIONS All cancellations are subject to a \$300 service fee (per attendee). Before Aug. 29, 2009, you will receive a refund of your payment minus the service fee. After Aug. 29, 2009, 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
 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

REGISTRATION FORM

See inside for details on registration options.

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

REGISTRATION FEES

	Individual	Group
Early Bird	\$795	\$745
Regular Rate	\$895	\$845
Early Bird Ends September 18, 2009		

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

PR News

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(Make checks payable in U.S. dollars to PR News.)
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