

Early bird registration ends March 16!

**PRNews**

# PR Measurement

## Conference

Reputation | Social Media | Public Affairs  
Media Relations | Engagement

April 18, 2012 ■ JW Marriott, Washington, DC

The one-day PR Measurement Conference is packed with practical lessons in measurement—from measuring traditional media relations efforts and social media to linking PR efforts to business objectives and measuring effectiveness of employee communications.



Sponsored by:



**VOCUS**<sup>®</sup>

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

# PRNews PR Measurement Conference

Reputation | Social Media | Public Affairs  
Media Relations | Engagement

April 18, 2012

JW Marriott, Washington, DC

Register at [prnewsonline.com/measurement](http://prnewsonline.com/measurement)

Join PR News at the PR Measurement Conference on April 18 in Washington, D.C., where top measurement experts will show you how to effectively capture the full impact of your PR efforts. This unique day focused on measuring the impact of your work comes just once a year—it's a day of learning that you cannot afford to miss.

The one-day PR Measurement Conference is packed with practical lessons in measurement—from measuring traditional media relations efforts and social media to linking PR efforts to business objectives and measuring effectiveness of employee communications. You will also learn how to measure the effect of a crisis on your brand's reputation, which measurement tools to pack into your toolbox and identify and monitor the influencers in your market.

The PR News PR Measurement Conference brings together top measurement experts—from agencies, corporations and nonprofits—to share practical advice and innovative strategies and tactics to help you prove the value of PR to senior management. Join us for an information-packed day of learning, discovering and networking.

## Exclusive Bonuses for Attending:

- Tip Sheet on How to Measure Social Media Engagement
- Executive Summary - we take notes for you!
- Unlimited and exclusive access to all conference presentations online
- Certificate of Attendance

## In one day, you'll become an expert

- Tying PR Efforts to Business Outcomes
- Making PR Part of the Sales Process
- Integrated Communications
- Proving PR's Value
- Media Relations Measurement
- Social Media Metrics
- Reputation Management
- Internal Communications
- Research Tools, Vendors and Resource Allocation

## Panels Include:

- What You Need to Know Now About PR Measurement
- Measure Your Media Relations Initiatives to Generate Truly Impressive Data
- How to Measure Your Brand's Reputation During and After a Crisis
- Tie PR to the Bottom Line and Communicate Its Value Throughout Your Organization
- Quick Study: How to Identify, Engage, Monitor and Measure Influencers
- Measure the ROI of Your Social Media Efforts
- What's in Your Measurement Toolbox?

## Who Should Attend:

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

- Public Relations
- Measurement
- Research & Analysis
- Public Affairs/Issues Management
- Media Relations
- Crisis Management
- 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
- PR Budget Creation/Management
- Human Resources

**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, Top 100 Case Studies in PR Guidebook, Guidebook to Best Practices in CSR and Green PR, PR Measurement Guidebook, Digital PR Guidebook, Crisis Management Guidebook, Media Training Guidebook and other products and services. Visit us at [prnewsonline.com](http://prnewsonline.com).

# AGENDA

8:00 - 8:40 a.m.

## Registration and Networking Breakfast

8:40 - 8:45 a.m.

## Opening Remarks

8:44 - 9:00 a.m.

## Opening Keynote Presentation

In the busy world of social media, PR pros need to stand out both personally and professionally. Join Sarah Evans, owner of Sevans Strategy, as she kicks off the day and shares her approach to building a personal brand and how to measure success via social media. Learn the tactics that Evans has personally used to build a growing base of more than 55,000 people making her one of the top PR pros on Twitter.

### Speaker:

**Sarah Evans**, Owner, Sevans Strategy

9:00 - 9:30 a.m.

## What You Need to Know *Now* About PR Measurement

Are you concerned that your PR metrics are selling your efforts short and not conveying their effectiveness well enough? Are you looking to move away from impressions to more concrete outcomes? In this interactive opening session, we'll illuminate measurement initiatives that resonate with stakeholders—and turn out the lights on ones that don't. Starting with a status report on the influence of the Barcelona Principles, our panel of experts will cover the latest trends and strategies in building a concrete measurement program—from defining objectives, staffing and budgeting to gaining an understanding of the most common definitions of social and traditional metrics and of the state of measurement standardization. Be prepared for plenty of “a-ha” moments that will touch on all the hot issues and trends in PR measurement and lay a foundation for the rest of the day.

### You'll learn how to:

- Apply the Barcelona Principles to your PR measurement strategies
- Define meaningful and measurable objectives that tie into your organization's business goals
- Create a plan for daily application of measurement tactics
- Budget for sufficient measurement resources
- Determine what to manage in-house and when to hire outside experts
- Which metrics clients and senior management ask for most

### Speaker:

**Mark Weiner**, CEO Americas, PRIME Research

9:30 - 10:30 a.m.

## Measure Your Media Relations Initiatives to Generate Truly Impressive Data

One million media impressions may not mean much if that metric is not tied to some kind of audience action or outcome. That's why proving the value of your media relations efforts is entirely

dependent on your ability to know what outputs to measure, how to measure them—and then tying those outputs to bottom-line goals. Using real-world, proven examples, our panel of measurement experts will show you how to use primary research, surveys and traditional metrics to measure the outcomes of your media relations efforts. You will learn how to determine which media will generate the greatest number of meaningful impressions; how consumer data can determine which media mix will deliver the largest returns; and how to measure outcomes that demonstrate positive changes in consumer behaviors and relationships with your brand.

### You'll learn how to:

- Take your media measurement beyond counting clips
- Create consistent messaging between paid and earned media
- Determine the influence and reach of various media including print, social media platforms and blogs
- Align media relations goals to business objectives, including sales and enhanced reputation
- Integrate traditional and social media metrics
- Use Web analytics to link media metrics to business outcomes

### Speakers:

**Laura Howe**, Vice President, Public Relations, American Red Cross  
**Sonia LaFountain**, Chief Operating Officer, CARMA International  
**Evan Welsh**, Director of Global Media Relations, SAP

10:30 - 10:45 a.m.

## Networking Break

10:45 - 11:30 a.m.

## How to Measure Your Brand's Reputation During and After a Crisis

Being nimble—as well as smart—is a requirement when dealing with a PR crisis, particularly one that explodes on social media. The ability to quickly measure the impact of negative media coverage and consumer comments will go far in alleviating a crisis and pushing your brand's sentiment needle toward “positive.” In this case-study-driven session, you'll hear how three organizations measured online conversations; how their real-time, two-way communications positively engaged stakeholders; and how they adjusted their response strategies and tactics on the fly.

### You'll learn how to:

- Determine the strengths and weaknesses of your crisis communications
- Track and analyze traditional and social media mentions, including impressions, reach and Web site traffic
- Measure the reputation of your CEO or senior leaders
- Determine how products are being discussed among consumers
- Respond to negative comments online
- Rebuild confidence among key stakeholders following a crisis

### Speakers:

**Andrea Grover**, Director Stakeholder, Outreach, Spectra Energy  
**Katie Paine**, CEO and Founder, KDPaine & Partners  
**Priya Ramesh**, Director, Social Media, CRT/tanaka

11:30 - 12:15 p.m.

## Tie PR to the Bottom Line and Communicate Its Value Throughout Your Organization

To finally gain a seat at the table with senior management, PR

professionals need to put all of their communications skills to work—within their organizations. This panel discussion will show you how to break down the walls between functions within an organization and communicate the tangible value of your PR efforts to key decision makers. Close and regular collaboration with top executives, marketing, sales, HR and just about any other business function not only can drive increased sales, membership, brand awareness and employee productivity, it can also make PR look truly revolutionary. This session will show you how to use the communications skills you already possess to demonstrate the value of PR and work across an organization's silos to promote new products, drive Web traffic, generate leads and highlight key spokespeople.

**In this session, you'll learn how to:**

- Effectively communicate PR's value to sales & marketing teams
- Determine which metrics and measurement terms will resonate best within your organization (focus on ROI or KPIs?)
- Avoid turf wars by regularly interacting with key business functions
- Develop a content strategy to support every step of the sales process
- Focus on strategic business outcomes first and your PR strategy second
- Establish and manage internal expectations

**Speakers:**

**Jason Jue**, Chief Marketing Officer, Vocus, Inc.

**Anne Fenice**, Director of Critical MAS, Yahoo!

**Larry Parnell**, Associate Professor of Strategic PR, Graduate School of Political Management, George Washington University

**12:20 - 1:50 p.m.**

**Luncheon, Keynote Address and Hall of Fame Presentation**

**2:00 - 2:30 p.m.**

**Quick Study: How to Identify, Engage, Monitor and Measure Influencers**

Measurement of campaigns across all social channels can be time-consuming and costly. Measuring conversations by influencers cannot only be more effective than tracking the universe of social media, but also less time-consuming and less expensive. In this case-study session, you'll learn how identify key influencers, build relationships and engage with consumers, bloggers and the media.

**You'll learn how to:**

- Create an influencer map to identify and organize key influencers
- Identify and use keywords relevant to your market to find the most important influencers
- Search social media channels like Twitter and Facebook to find followers and fans actively engaged with your brand
- Determine how often to update your list of influencers
- Use tools including Twitalyzer, Twitter Grader, Twinfluence and Klout to monitor who is talking about your brand and about your competitors
- Plus! You'll walk away with an Influencer Identification Checklist

**Speaker:**

**Margot Sinclair Savell**, Vice President, Measurement & Strategy, Weber Shandwick

**2:30 - 3:30 p.m.**

**Measure the ROI of Your Social Media Efforts**

Having a social media program that engages with your customers is no longer optional—it's a requirement. In fact, it's vital to enhancing and protecting your brand's reputation and presence. The good news is that social media platforms are metrics driven, and meaningful measurement can often be achieved without using expensive tools. The bad news: Even the leading measurement experts can't agree on what social media ROI really is. But we're here to help: In this session, you'll learn how to tie Twitter promotions to sales, how Facebook posts can be linked to increased membership and fundraising and how to use YouTube Insight to measure the success of video campaigns. Whether you are a global organization or an army of one, you'll walk away with a social media strategy that is working and measurable.

**In this session, you'll learn how to:**

- Establish key metrics for social media measurement
- Integrate social media with traditional measurement methods
- Use Facebook Insights to track engagement and reach among your fans
- Measure the value of online engagement
- Use YouTube Insight and TubeMogul to measure the ROI of your video campaigns
- Conduct analysis of online messages, conversations and communities
- Use TweetDeck to track comments across the digital spectrum
- Link social media efforts with larger business goals

**Speakers:**

**Don Bartholomew**, Senior Vice President, Digital and Social Media Research, Ketchum

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

**Angela Jeffrey**, Principal, Measurementmatch.com

**3:30-4:15 p.m.**

**What's in Your Measurement Toolbox?**

This session takes you through the classes of tools—both paid and free—to determine which of them you need for media analysis, social media, content analysis and more; how to compare and select the right tools; and what questions to ask when hiring an outside measurement consultant. You'll also learn how to build a dashboard that offers a clear picture of your PR efforts. End the day with the tools to evaluate your PR efforts and ensure you are making an impact to your organization.

**You'll learn how to:**

- Identify which goals and key performance indicators to include in the dashboard
- Determine which dashboard is right for your organization
- Match business goals with KPIs for maximum impact on leadership
- Conduct content analysis to measure messaging, sentiment and positioning
- Use social media measurement tools including Sprout Social, Spreadfast, Google Analytics, Facebook Insights and Twitter tools

**4:15 - 4:45 p.m.**

**Networking Reception**

Join us for cocktails and hors d'oeuvres to cap off a great day of learning and networking.

# PR Measurement

## Conference

Reputation | Social Media | Public Affairs  
Media Relations | Engagement

April 18, 2012

JW Marriott, Washington, DC

Register at [prnewsonline.com/measurement](http://prnewsonline.com/measurement)

FOUR  
EASY  
WAYS TO  
REGISTER



Web: [prnewsonline.com/measurement](http://prnewsonline.com/measurement)

Fax this completed form to:  
301-309-3847

When faxing or mailing, please photocopy the form for each registrant.  
Access Intelligence Federal Tax ID#: 52-2270063



Phone: 301-354-1694

Mail this completed form to  
PR News/Saun Sayamongkhun  
4 Choke Cherry Rd, 2nd Floor  
Rockville, MD 20850

### Registration Fee

Registration Type	Early Bird (Before March 16)	Regular Rate
Individual	\$795	\$895
Group	\$745	\$845

Please make a copy of this registration form for each person you are registering.

Group = Per person fee for two or more from the same company.

### Contact Information

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company/Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Ext \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Email \_\_\_\_\_

(Required to confirm registration)

### Payment Information

Credit Card:  Visa  American Express  MasterCard  Discover

Card Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 Name as Shown on Card \_\_\_\_\_  
 Signature \_\_\_\_\_

**Online:** [prnewsonline.com/measurement](http://prnewsonline.com/measurement)

**Call:** 301-354-1694 • **Fax:** 301-309-3847

**Questions Contact:** Marketing Coordinator,  
Saun Sayamongkhun at [saun@accessintel.com](mailto:saun@accessintel.com).

**Venue Information:** JW Marriott, Washington DC

**Hotel Room Block:** PR News has arranged a room block with the JW Marriott for \$319 per night. See the conference website for more information.

**For sponsorship information:** Contact

Diane Schwartz, SVP, PR News at [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com).

**Cancellations:** All cancellations are subject to a \$300 fee (per attendee). Before March 16, you will receive a refund, minus the fee. After March 16, your payment will be credited toward a future PR News Conference.