

**PR**News

# PR AGENCY CONFERENCE



November 17, 2009  
NYC

Client Leadership Across All Communications Platforms

**THE PR INDUSTRY** is constantly evolving to meet the changing demands of the modern business landscape. Especially given the most recent challenges, from economic turbulence to the ongoing proliferation of social media, you and your teams are under more pressure than ever to adapt and lead. That's why PR News is introducing its first-ever PR Agency Conference, in which PR experts from leading agencies and communications departments will come together to offer a deep dive into the topics that challenge you. Just as ideal for giving your most promising account execs a full day of professional development as it is for equipping your team leaders with must-have tools, this summit will offer the expertise you need to lead your team, your agency and your clients to success.

—Courtney Barnes, Editor, PR News

## At this one-day information-packed conference, you and your team will discover:

- Smart tactics for finding out—and then telling—your client something they don't already know
- What every PR executive must know about RegFD, how it could affect their clients and what to do in the event of a regulatory breach
- Time management strategies that will help you over-deliver—every time
- The building blocks of an effective crisis plan
- The hot-button issues that keep clients up at night—and what you can do to help
- Tips for integrating social media into your portfolio of services
- Best practices for advising your clients on the best social media channels for their specific needs—and for telling them when social media won't work
- How to conduct a risk assessment for your client
- The different types of media interview questions, and how to prepare for each
- Techniques for enhancing your personal brand to be a better team leader
- Nuts and bolts of the pitch process
- And much more—all designed to give you practical, real-world PR agency insight and ideas.

## Who Should Attend?

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

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

## 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/agency](http://prnewsonline.com/agency)

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

- In Just One Day:**
- Stand Out as an Account Leader
  - Media Training Overview for the 24-Second News Cycle
  - Handling Unexpected Client Crises

- Sell Social Media to Clients
- Financial Disclosure Training
- What Clients Really Want

## Agenda

8:45 – 9:45 a.m.

### How to Stand Out as an Account Leader

As budgets and staffs shrink, differentiating your account team's (and your own) talent is invaluable. This panel of experts will teach you what you need to bring to the table to wow clients, create compelling campaigns and, in turn, deliver value to your agency's brand and bottom line. From time-management techniques to the nuts and bolts of the pitch process, this session will fill your toolbox with everything you need to succeed.

**Specific takeaways to include:**

- 10 unexpected ideas for adding value to your account team—and your client
- Tricks for finding out—and then telling—your client something they don't already know
- Reading between the lines to determine what your client wants but isn't articulating
- Strategies for prioritizing client needs based on their budget
- Best practices for meeting demanding timetables
- Tips for managing clients' social media expectations and identifying their universe of influencers
- Nuts & bolts of the pitch process, including what goes into finding, choosing and responding to RFPs
- How to determine where you fit in to the pitch process, and how you can maximize your contributions

**Speakers:**

- Steve Cody, Managing Partner & Co-Founder, Peppercom
- Bud Grebey, Senior Vice President, Global Corporate & Consumer Practice Leader/General Manager, New York
- Rob Merritt, APR, Senior Vice President/Director, Cramer-Krasselt Public Relations

**Moderator:**

- Johna Burke, Vice President, BurrellesLuce

9:45 – 10:45 a.m.

### Ready, Train, Fire: Media Training Overview for the 24-Second News Cycle

The speed with which information travels in today's business environment requires every agency professional to know the basics of media training. After all, you never know when you or your client—or you—will get an unexpected call from a blogger or journalist, and the time to respond will always be the same: Now or never.

**This panel of experts will teach you:**

- Dos and don'ts of media interviews
- Types of questions to expect and prepare for (softball v. hardball v. assumptive)
- Bridging techniques for navigating tough questions—the art of the sound bite
- Strategies for handling tough questions without saying “no comment”
- Quick tips for prepping your client for an unexpected interview
- Techniques for handling questions from bloggers online platforms versus those from traditional news outlets
- The best way to prepare for different types of media interviews, including television, radio and social media

**Speakers:**

- Andy Gilman, President, CommCore Consulting
- Laura Kane, Spokeswoman, Aflac

10:45 – 11:00 a.m.

### Networking Break

11:00 a.m. – 12:00 p.m.

### Sneak Attack: Handling Unexpected Client Crises

Not every agency bills itself as a crisis communications specialist, but no client is immune to unexpected hits to their brand and reputation. Given this reality, your team will be on speed dial with unexpected turbulence occurs. Learn what it takes to be the go-to resource when a crisis hits, and discover how to build a crisis response plan that can be put into place at a moment's notice—not only in your clients' organizations, but in your own agency as well.

**Specific takeaways include:**

- Basic building blocks of a crisis plan
- How to conduct a risk assessment for your organization or your client
- Basic strategies for handling media calls in the critical moments after a crisis hits
- Techniques for regaining stakeholders' trust in the wake of a crisis
- Tips for differentiating between types of crises (sudden, smoldering, etc.)
- How to determine when a negative blog comment or news story requires a response, and when it's better to say nothing
- How to assess negative conversations in social media, and how to choose the best approaches to responding (and the best channels in which to do so)

**Speakers:**

- Chris Nelson, Senior Vice President/Director, North American Issues & Crisis Management Network, Ketchum
- Howard Opinsky, EVP, Weber Shandwick
- Chris Tennyson, Senior Vice President/Director, North American Issues & Crisis Management, Fleishman

**12:00 p.m. – 1:15 p.m.****LUNCHEON & KEYNOTE****1:30 – 2:30 p.m.****How to Sell Social Media to Clients**

Social media is a must-have in any communications initiative, but many organizations are still hesitant to leverage its power to engage the masses. This panel of experts will teach you techniques for incorporating digital strategies into specific initiatives to create fully integrated campaigns.

**Specific takeaways include:**

- Transitioning social media from an add-on offering to an integrated piece of all campaigns
- Tools for listening to online discussions, identifying influencers and monitoring conversations
- Tips for integrating social media components into traditional news releases to get more ink for your clients
- Strategies for using social media tools to enhance your own brand, and to market your agency
- Tips for choosing the BEST tool for campaigns
- Strategies for developing simple measurement solutions using social media platforms' built-in metrics and applications

**Speakers:**

- Idil Cakim, VP of Interactive Media, GolinHarris' Dialogue Group
- Jonathan Kopp, Global Director, Ketchum Digital
- Jeff Mooney, National Accounts Director, Cision US

**2:30 – 2:45 p.m.****Networking Break****2:45 3:45 p.m.****Financial Disclosure Training**

Regulation Fair Disclosure (Reg FD) is perhaps the most important regulatory decision to ever have affected the PR industry, yet the majority of communications professionals wrongly believe that the responsibility for understanding Reg FD's ins and outs rests with the legal team. This session will give you the information you need to know to successfully navigate Reg FD and, in turn, to protect your/your client's organization from potential infractions.

**Specifically, you will learn:**

- What Reg FD is, and how it affects YOU and your work
- What types of messages and communications are covered by Reg FD, and which are immune
- How to tell if a statement made by a client (or a colleague) is in breach of Reg FD, and what to do if it is
- What a quiet period is, and what it means for communications campaigns

- How social media tools fit into disclosure requirements
- How to develop a social media policy for yourself/your client that is in line with regulations, and that protects against potential breaches

**Speakers:**

- Ralph Norton, Partner, Davis & Gilbert LLP

**3:45 – 4:45 p.m.****What Clients Really Want**

This no-holds-barred discussion puts client representatives in the spotlight, giving you the opportunity to find out what keeps them up at night, and what you can do to help. The moderator will introduce the panelists and throw out the opening questions, and then turn the conversation over to you. Ask them for their biggest agency pet peeves, their biggest challenges, their toughest lessons learned--no topic is off limits.





**Speaker:**

- Stacy Gratz, Social Media Marketing Manager, H&R Block
- Mo Moorman, Director of Public Relations, Jockey International
- Reid Walker, VP of Global Communications and Sponsorships, Lenovo

**Moderator:**

- Johna Burke, Vice President, BurrellesLuce

**4:45 – 5:15 p.m.****Reception & Networking****REGISTRATION INFORMATION**

-  Call 1-800- 550-2880
-  Fax the registration form to 301-576-8024
-  Go to [prnewsonline.com/agency](http://prnewsonline.com/agency)
-  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
<b>Early bird ends October 16</b>		

**VENUE INFORMATION**

Concierge Conference Center  
780 Third Ave – 2 blocks from Grand Central Station  
New York, New York, USA  
Tel: 212-735-0072  
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 Saun Sayamongkhun at 1-800-550-2880 or [ssayamongkhun@accessintel.com](mailto:ssayamongkhun@accessintel.com)

**CANCELLATIONS** All cancellations are subject to a \$300 service fee (per attendee). Before Nov. 16, 2009, you will receive a refund of your payment minus the service fee. After Nov. 16, 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.

# 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
<b>Early Bird Ends October 16, 2009</b>		

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

## PR News

4 Choke Cherry Road  
2nd Floor  
Rockville, MD 20850

Presorted Standard  
US Postage  
PAID  
Suburban, MD  
Permit No 6246

- 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/agency](http://www.prnewsonline.com/agency)

PRNews  
**PR AGENCY  
CONFERENCE**  
Client Leadership Across All Communications Platforms

November 17, 2009 • NYC

(Please Print Clearly)

Attendee's name

Title

Organization's name

Address

City State ZIP/Postal code

Telephone

Fax

E-mail

Name on credit card

Credit card number

Expiration

Signature

PRNews

# PR AGENCY CONFERENCE

Client Leadership Across All Communications Platforms

November 17, 2009 • NYC

[www.prnewsonline.com/agency](http://www.prnewsonline.com/agency)

Register Your Team Today at [www.prnewsonline.com/agency](http://www.prnewsonline.com/agency)

Presented by: **PRNews**

Sponsored by:

 **Burrelles Luce**  
Work intelligently.

**CISION**