

PR Measurement

Conference

Reputation | Social Media | Public Affairs |
Media Relations | Branding

June 3, 2009 | The National Press Club, Washington DC



Register at www.pnewsonline.com/measurement

You're invited to a one-day gathering of PR professionals on June 3 that will provide you with all the tactics and strategies you need to boost the performance of your measurement efforts. Whether it's measuring your social media strategy or how you handled a crisis through the media — this PR News Measurement Conference is designed to provide you and your team with proven and cost-effective strategies to measure your PR efforts.

We know you don't have a lot of time to be away from the office, so we have developed a full-day information-packed program with top communicators who will share next practices in PR measurement. Learn, network, brainstorm and get the competitive edge by reserving one day with our conference's experts.

In one day you'll become an expert in:

- Using PR to drive sales
- Integrated communications
- Issues management and messaging
- Proving pr's value
- Media relations measurement
- Social media metrics
- Digital PR measurement secrets
- Branding/product launches
- Reputation management
- Internal communications
- Research tools, vendors and resource allocation

In Just One-Day You'll learn:

- How to prove and leverage PR's worth to senior management and stakeholders.
- How to manage issues and control messages through social media and other media platforms.
- Simple but effective "tricks" with math, including some easy ROI and "proof-of-performance" calculations.
- How to measure the influence of blogs on your brand.
- How to use and monitor Twitter effectively.
- How to build a foundation for strong internal communications.
- How to conduct smarter competitive analysis by measuring what really correlates to outcomes.
- Media (print, Internet, broadcast) measurement— what's new and what's possible.
- Key tools and techniques you can walk away with to help you manage crises smarter.
- How to measure customer engagement with your brands
- What is "Trust" and how can you measure it?
- How to determine the resources you need to build an internal measurement program.

Take-Aways

- 35+ ideas from award-winning communicators.
- Best practices examples you can implement right away.
- Workbook that includes speaker presentations, checklists and more.
- Proprietary networking contact list of attendees & speakers.
- Direct, immediate opportunity to connect via social networks.

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
- Media Relations
- Measurement/Research
- Public Affairs/Issues Management
- Digital Communications
- Crisis Management
- Business Development
- Management
- Financial Communications
- Employee Communications

About PR News

Now 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 pnewsonline.com.



www.pnewsonline.com/measurement

REGISTRATION FORM

See inside for details on registration options.

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

REGISTRATION FEES

	Individual	Group	w/Pre- Conf. Workshop
Early Bird	\$795	\$745	+\$300
Regular Rate	\$895	\$845	+\$300
Early Bird Ends May 8, 2009			

*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/measurement

PRNews

PR Measurement

Conference Reputation | Social Media | Public Affairs |
Media Relations | Branding

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(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

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Early Bird Ends May 8, 2009!

This one-day conference will show you how to measure all the key areas of your communications initiatives.

SPONSORED BY:



PARTNER: The Institute for Public Relations

PRESENTED BY:

PRNews

Agenda

8:15 a.m.

REGISTRATION AND CONTINENTAL BREAKFAST

8:45a.m. - 9:45a.m.

PROVING PR'S VALUE: FROM TOP-DOWN TO BOTTOM LINE

In this tough economic climate, where departmental budgets are being slashed or at least eyed more closely, how can PR pros demonstrate and validate PR's worth to your organization or your clients? This panel will provide you with the tactics and strategizing needed to prove the value of your communications efforts to top-tier execs and stakeholders.

You'll learn how to:

- Prove and leverage PR's worth to senior management and stakeholders.
- See the importance of consistent messaging between paid and earned media to assure your PR programs will fully realize organizational goals.
- Learn how PR impacts company effectiveness and growth.
- Determine the resources you need to build an effective and measurable PR program.
- Learn how to sell to senior management social media and other Web 2.0 platforms for low-cost, high-impact PR initiatives.
- Work through a PR planning system to ensure that your efforts are consistent with business goals.

Speakers:

- **Kathryn Collins**, Senior Vice President, TNS Global
- **Ilene V. Smith**, Senior Vice President, Associate Director, Ketchum
- **Reid Walker**, Vice President, Global Communications, Lenovo
- **Mark Weiner**, CEO, North America, Prime Research

9:45a.m. - 10:45a.m.

MEDIA MEASUREMENT

This panel will provide the most practical and results-oriented techniques for measuring your media relations activities most effectively – from measuring blogs to mainstream media coverage, to even measuring your media relationships. And most importantly, you'll get the tools and tactics you need to tie your media relations to business outcomes or public affairs goals.

This panel will cover:

- How to link media analysis to business objectives.
- Tools to manage issues and control messages through social media and other media platforms.
- Instituting consistent messaging between paid and earned media.
- Work through a complete communications planning matrix to ensure your efforts are consistent with business goals.
- Conducting smarter competitive analysis by measuring what really correlates to outcomes.
- Easy ROI and "proof-of-performance" calculations, as well as how to pull correlations.
- Media (print, Internet, broadcast) measurement—what's new and what's possible.

Speakers:

- **Shonali Burke**, ABC, Shonali Burke Consulting
- **Geoff Burt**, Director, Global PR & Communications, Latham & Watkins
- **Adam Sohn**, Director of Global Communications, AARP
- **Ted Weisman**, Senior Vice President, Lois Paul & Partners

10:45a.m. - 11:15am — NETWORKING BREAK

11:15a.m. - 12:20p.m.

SOCIAL MEDIA MEASUREMENT

Now that you're highly engaged online – from Twitter to LinkedIn, from blogs and social networks to all those communities in between – we'll show you how to get the most of your time and efforts. This panel will cover strategic yet practical methods of measuring online media relations.

You'll learn:

- How to measure media penetration online.
- How to measure the influence of blogs on your brand.
- How to use and monitor Twitter effectively.
- Content analysis of online messages.
- Understanding what blogs, wikis, widgets and RSS mean to you.
- Affordable software tools to improve your measurement.
- Online traffic, links, and revenues: how PR can drive these indicators.
- Creating mini-sites to measure campaigns.
- Knowing whether your online pressroom is working.
- Using Search Engine Marketing Strategies.
- Pitching to bloggers – whom should you target?

Speakers:

- **Paula Berg**, Manager, Emerging Media, Southwest Airlines
- **Monte Lutz**, Senior Vice President, Edelman
- **Brad McCormick**, Executive Vice President, Porter Novelli
- **Katie Paine**, CEO, KD Paine & Partners

12:30p.m. - 1:30p.m. — LUNCHEON

Keynote presentation, PLUS: special toast to Frank Ovaitt, retiring as president of the Institute for Public Relations.

1:30p.m. - 2:30p.m.

INTEGRATED COMMUNICATIONS MEASUREMENT

Most communicators are charged to some degree with determining how PR initiatives stack up against Marketing & Advertising. We'll get down and dirty with graphed-out examples and how-to steps that are guaranteed to help you integrate your communications efforts with all business activities—particularly marketing and advertising—to ensure your organization's goals are realized.

This panel will help you:

- See the importance of consistent messaging between paid and earned media.
- Work through a complete Communications Planning Matrix.
- Learn a clear step by step measurement process.
- Conduct smarter competitive analysis by measuring what really correlates to outcomes.
- Learn how PR impacts advertising effectiveness.
- Determine the resources you need to build an internal measurement program.
- Understand where new media measurement fits into the mix, from measuring blogs to social media.

Speakers:

- **Michelle Davis**, Vice President, Public Affairs & Marketing, Boston Children's Hospital
- **Matt Gonring**, Consultant, Gagen MacDonald
- **Angela Jeffrey**, Vice President, Editorial Research, VMS; Member, Commission on PR Measurement & Evaluation

2:30 - 2:45 p.m. — NETWORKING BREAK

2:45p.m. - 3:45p.m.

INSIDE OUT MEASUREMENT: INTERNAL COMMUNICATIONS

An effective internal communications strategy will foster a sense of community and participation among employees and drive positive organizational growth. Most surveys draw a clear link between communications effectiveness and business performance, and those companies with the most effective employee communications experienced a far greater shareholder return than companies that communicated less effectively.

This panel will teach you how to:

- Build a foundation for strong communications.
- Partner with HR for maximum success.
- Creating and maintaining an effective intranet.
- Conduct smart employee surveys and use employee feedback effectively.
- Verify employee's understanding of key internal messages.
- Manage/monitor what employees are saying about you online.
- Appeal to employees through internal branding efforts that echo external branding.
- Facilitate communication between all groups within the company through events and communication platforms.
- Reward systems that work.

Speakers:

- **Tim Keefe**, Vice President, Internal Communication, JP Morgan Chase
- **Sean Williams**, Communications Consultant; formerly with National City

3:45p.m. - 4:30p.m.

REPUTATION MANAGEMENT: MEASURING CRISIS RESPONSES AND BRAND EQUITY

Managing the reputation of your organization is job #1 for any savvy communicator, as it's hard to gain mindshare and market share if your company is in the dumps. And if a crisis hits, you know that you better have a plan in place and relationships intact. In this panel, we'll show you how to measure your organization's reputation both in good times and in crisis, and to determine just how much equity your company or individual brands hold.

This panel will address:

- Testing messages during a crisis.
- Key tools and techniques you can walk away with to help you manage crises smarter.
- How to measure customer engagement with your brands.
- What is "Trust" and how can you measure it?
- Managing the issues and turning the matter from a crisis into solutions-oriented campaign.
- Communicating to stakeholders that your company can be trusted.
- The guiding principles to understand and live by in preparing for any crisis.
- How to (and when to) respond to bloggers and negative exposure online.
- Leveraging social networking sites and other new media to your advantage to manage reputation.

Speakers:

- **Leslie Gaines-Ross**, Weber Shandwick
- **Ken Kerrigan**, Communications Director, Americas, Ernst & Young LLP
- **Linda Locke**, Group Head, Reputation & Issues Management, Mastercard Worldwide
- **Chris Johnson**, President, dna13

4:30p.m. - 5:15p.m. — RECEPTION

Pre-Conference Workshop, in partnership with BurrellesLuce

Tuesday, June 2, 2009 | 1:30-4:00 PM | The National Press Club

Limited to 30 attendees of the conference. Secure your spot now!

MEASURING YOUR PUBLIC AFFAIRS INITIATIVES FROM START TO SUCCESSFUL FINISH


Join us for this hand-on workshop that will show you how to measure the effectiveness of your public affairs campaigns and issues-related initiatives for your organization. Whether you are with an association, non-profit, government organization or in the public affairs department of a corporation, issues management is a key part of your job.


This workshop will cover:


- How to stay on message with key issues
- Integrating social media into your traditional public affairs activities
- How to identify key issues and agendas and measure the outcomes of your response
- Using social media to efficiently get word out to your constituencies -- and how to measure the effectiveness of these digital PR campaigns
- Using and monitoring blogs and forums to get your messages heard
- Your particular role and responsibilities in the social media landscape in a 24/7 news environment coupled with unprecedented transparency
- Instituting measurement programs on a tight budget with limited staffing
- Measuring the return on your investment of your public affairs activities - from events to email campaigns to shareholder newsletters to blog postings
- Evaluating resource management among your key constituencies from media to government officials to even your internal audience
- Measuring how you fared during a crisis
- Tracking issues and knowing how and when to respond


To register for this pre-conference workshop go to www.prnewsonline.com/ Measurement or contact Saun Sayamongkhun at ssayamongkhun@accessintel.com; 301-354-1610.

Registration Information

 **1** Call 1-800- 550-2880

 **2** Go to prnewsonline.com/measurement

 **3** 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

VENUE INFORMATION

The National Press Club
 529 14th Street NW, 13th Floor
 Washington, DC 20045
 Visit prnewsonline.com/measurement for hotels 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 May 8, 2009, you will receive a refund of your payment minus the service fee. After May 8, 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.