

PRNews



Thursday, February 16, 2012
8:00 a.m. – 5:30 p.m.
The Westin, San Francisco

Early bird
registration ends
January 20!

PRNews

Digital PR

Feb. 16



Next Practices Summit

SOCIAL MEDIA **REPUTATION** **SEO** **MEASUREMENT** **INFLUENCE**

In one day you'll learn the latest digital best practices for your company
Facebook, Twitter, Google+ land pages, blog, mobile and online video initiatives.



Register at www.digitalprsummit.com
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PRNews

Digital PR Next Practices Summit

Feb. 16



SOCIAL MEDIA • REPUTATION • SEO • MEASUREMENT • INFLUENCE

Join us on February 16 for PR News' Digital PR Next Practices Summit—the highly anticipated, annual day of intensive, tactical learning led by top digital PR strategists. In one day you'll learn the latest tactics and best practices you can apply right away to your company Web site, Facebook and Twitter accounts, blog and mobile and online video initiatives. Our roster of innovators will provide you with real-world tactics to enhance your existing communications programs and teach you how to integrate the latest platforms like Google+ into your digital arsenal.

At the Digital PR Next Practices Summit you'll learn how to develop a winning Facebook content strategy, establish benchmarks for social media measurement, build an interactive community of brand ambassadors on Twitter, manage a crisis online and maintain a competitive edge when it comes to emerging platforms like Google+.

And don't miss the PR News SEO Workshop, which will take place on February 15, a day prior to the PR Digital Summit, also at The Westin in San Francisco.

In just one day, 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 senior management's expectations of new media
- Use video to enhance your brand
- Participate in Facebook, YouTube, LinkedIn
- Build strong relationships with bloggers
- Manage or avoid a crisis via the Web
- 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

Panels Include:

- Empower Employees & Protect Your Brand With Smart Social Guidelines
- Facebook Essentials: Leveraging the Latest Updates for PR
- Tie Social Media to Your Bottom Line
- Ready for Google+?
- Interactive Crisis Clinic: Proven Digital Tactics to Deploy During a Crisis
- Digital PR: Why It Pays to Be Likeable
- Twitter Strategies That Produce Positive Business Results
- How to Develop and Distribute Videos for Large-Scale Engagement
- LinkedIn: Your Most Powerful, Underused Communications Tactic
- Why Didn't I Think of That? 15 Unique Digital PR Ideas in 30 Minutes

Bonuses for Attending:

- PR Essentials: SEO checklist
- Samples of social media policies
- Workbook & attendee-only access to speaker presentations
- Digital Course Certificate
- Executive Summary of the Conference- We take the notes for you!

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
- 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
- Human Resources
- Public Affairs/Issues Management
- Media Relations

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.

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Agenda

8:40 - 9:00 a.m. Opening Keynote Presentation

Begin the day with a thought-provoking keynote presentation by Stacy Green, vice president of Marketing and Communication at Mashable. In this presentation, Stacy will share insights into digital communications, the opportunities that exist for brands and what's on the horizon for the industry.

Keynote:

Stacy Green, VP, Marketing & Communications, Mashable

9:00 - 9:30 a.m. Empower Employees & Protect Your Brand With Smart Social Guidelines

As more communication migrates to Facebook and Twitter, PR practitioners are increasingly open to the legal risks and pitfalls that come with social media. More employees are being charged with driving social media initiatives, and training and social media policies are absolutely necessary to provide guidelines and protect an organization's reputation. You'll walk away with the know-how to anticipate legal pitfalls and a social media policy that keeps employees engaged and your legal team happy.

In this session, you'll learn:

- Who owns user-generated content posted on social media platforms
- How to differentiate the legal issues of trademark and copyright
- The scope of liability of material posted by organizations
- Compliance and regulatory issues for contests, games and sweepstakes
- How to determine what type of training policy should be in place
- How social media presents risks and challenges in HR and employment
- How to manage employees' personal use of social media

Plus – You'll receive samples of organizational charts and successful social media policies.

Speakers:

Beth Haiken, Senior Vice President, Ogilvy Public Relations
Ashley Howland, Social Media Manager, Baylor Health Care System

9:30 - 10:30 a.m. Facebook Essentials: Leveraging the Latest Updates for PR

With the rollout of Facebook's Timeline, brands have new opportunities to engage and interact with fans and tell their organizational story. The shared activity of your "likes" now includes "watching," "reading" and "listening," giving brands new insight into consumer habits. Facebook's changes to its News Feed algorithm can enhance the visibility of your content—provided you understand how that algorithm works. In this session, social media leaders will show you how to maximize the newest features—including Ticker, Lists and Brand Tagging—to increase your fan base, keep your community engaged and build awareness.

In this session, you'll learn how to:

- Develop a content strategy, with a breakdown of content types and scheduling details
- Generate more awareness with Facebook Ticker
- Use Facebook's "Lists" likes-grouping feature
- Leverage Timeline's capability to graphically tell your brand's story
- Determine the optimal frequency for posting content
- Incorporate video content to drive interaction and engagement
- Reward brand ambassadors who use the brand tagging feature
- Measure your Facebook activity and its contribution to your PR goals
- Manage team ownership and time investment in Facebook activity

Speakers:

Dan Gould, Digital PR Manager, Sourcefire
Christopher Lagan, Chief of Social Media, U.S. Coast Guard Public Affairs
Jim Newcomb, Director of Brand Management, Boeing

10:45 - 11:00 a.m. Networking Break

10:45 - 11:30 a.m. Tie Social Media to Your Bottom Line

Digital and social media initiatives play an integral role in your PR strategy. But measuring ROI and proving PR's contribution to the bottom line remains elusive for many communicators. Our panel of measurement leaders will show you how to measure conversations on Twitter, use Google Analytics to determine which keywords will resonate with your stakeholders and use Facebook Insights to measure fans and followers' engagement. You'll learn how to define organizational goals, establish key performance indicators, determine how often and how much time to spend on measurement and what measurement tools are best for your budget.

You'll learn how to:

- Establish benchmarks for social media measurement
- Integrate digital measurement with traditional techniques
- Measure the influence of blogs, tweets and Facebook likes on your brand
- Use Web and search analytics to measure relevance and engagement
- Conduct analysis of online messages, conversations and communities
- Determine which metrics have the greatest impact on senior management
- Connect media coverage, Web site traffic and online interaction to business outcomes

Speakers:

Ashley Dillon, Communications Manager, Southwest Airlines
Bill Johnston, Director of Global Online Community, Dell
Clinton Schaff, VP, Digital & Interactive Media Group, GolinHarris

11:30 - 12:00 p.m. Ready for Google+?

Search and findability matter for all of your messaging on social networks, and Google+ is the only social network indexed by the number one search engine in the world. And with the rollout of brand pages, PR professionals have a powerful, new opportunity to expand their brand's reach and build a community of brand advocates. Learn from Google+ beta testers about how to use the platform's features including Circles, Hangouts, Sparks and Stream to connect with customers, establish thought leadership and generate new sales leads. You'll walk away with the know-how to integrate this powerful platform into your PR toolbox.

You'll learn how to:

- Create personal profiles that reflect your brand identity
- Segment contacts into "Circles" to target key demographics
- Use the Hangouts video chat feature
- Use Google+ Stream to share content and increase brand visibility
- Increase traffic to your Web site with Google+
- Integrate Google+ with other Google tools and with your other social media strategies
- Prepare team members to manage content and community outreach
- Identify key influencers

Speaker:

Joshua Nafman, Digital Engagement Manager, PepsiCo

12:15 - 1:00 p.m. Luncheon and Networking

1:15 - 2:00 p.m. Interactive Crisis Clinic: Proven Digital Tactics to Deploy During a Crisis

Online conversations about your brand never cease. As a seasoned PR pro, you know a crisis can strike at any time and spread virally, causing untold damage to your organization's reputation and putting its very survival at risk. In this interactive session, attendees will work in teams to develop a digital response to a mock crisis. You'll work together to develop core messages, engage the media, leverage social media, blogs and other online platforms to communicate with key stakeholders during and after a crisis.

In this session, you'll learn how to:

- Craft core messages to post on Twitter, Facebook and your Web site
- Know when to respond and when to back off when a crisis hits
- Determine how to respond to negative publicity online
- Leverage social media platforms including Facebook, Twitter and blogs to manage—and save—your organization's reputation
- Determine which media and key influencers to reach out to during a crisis
- Respond quickly and transparently to internal and external stakeholders
- Reestablish your organization's reputation after a crisis

Session Leader:

Dallas Lawrence, Chief Global Digital Strategist, Burson-Marsteller

2:00 - 2:30 p.m. Keynote Presentation: Digital PR: Why It Pays to Be Likeable

In this keynote presentation, Dave Kerpen, author of *Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook* will share key strategies and case studies from leading companies to take your brand from noticeable to likeable.

Keynote:

Dave Kerpen, CEO, Likeable Media

2:30 - 3:15 p.m. Twitter Strategies That Produce Positive Business Results

Your target audience has moved to Twitter. That's where your stakeholders go to follow breaking news and industry gossip, and it's where media pros go to find sources. But tweeting alone is not a strategy, and may have no effect on your bottom line. Our panel of Twitter experts will show you how to create a Twitter strategy that is aligned to your organization's business goals, and provide you with tactics to build an engaged community, manage customer service issues, protect a brand's reputation and connect with journalists and bloggers. Learn how to develop a human voice within the 140-character limit, create unique content to share on Twitter and become a "must-follow."

In this session, you'll learn how to:

- Identify and engage with key influencers
- Choose content and craft messages that will be retweeted
- Respond to customer service issues and manage your brand's reputation
- Host and participate in tweet chats to build your following
- Leverage Twitter for contests and promotions
- Integrate content across platforms including Facebook, LinkedIn, blogs and your Web site
- Build relationships with journalists and bloggers

Speakers:

Matt Broder, VP, Corporate Communications, Pitney Bowes
Krisleigh Hoermann, Community Manager, American Heart Association
Ted Nguyen, Manager of Public Communications & Media Relations, Orange County Transportation Authority

3:15 - 3:30 p.m. Networking Break

3:30 - 4:00 p.m. How to Develop and Distribute Videos for Large-Scale Engagement

YouTube is the second-largest search engine behind Google, and you cannot afford to miss the opportunity to reach 175 million users through online video. With millions of videos being posted daily, brands have to create compelling content to grab the attention of their intended audience. This session will provide you with expert advice on how to produce and distribute content on any budget and tell your organization's story using the most popular medium of all—video.

In this session, you'll learn how to:

- Familiarize yourself with low-cost, handheld digital video camera and editing options
- Identify the right video technology and platform for your organization
- Craft messages that capture your brand's message
- Engage the media and citizen journalists with your videos
- Post your videos to YouTube, Twitter and other social media sites
- Use video search optimization
- Increase brand awareness through a video PR campaign

Speakers:

Colin Moffett, VP, Digital Communications, Weber Shandwick
Priya Shah, Social Media Manager, SquareTrade Inc.

4:00 - 4:30 p.m. LinkedIn: Your Most Powerful, Underused Communications Tactic

Even though it's the world's largest professional network with over 135 million users, LinkedIn remains a secret weapon that can be easily leveraged to establish thought leadership, share company news and find new clients. Hundreds of thousands of journalists and bloggers are on LinkedIn looking for subject matter experts, making it a powerful tool for PR practitioners to build relationships with the media and ultimately generate coverage for your organization. This session will provide an insider's guide to the ripe opportunities for PR pros.

In this session, you'll learn how to:

- Build a powerful profile for your brand to increase visibility
- Optimize your company profile with keywords and phrases
- Use Advanced Search to identify and connect with key stakeholders
- Start and manage a group of fans and followers
- Develop relationships with the media and pitch story ideas
- Use LinkedIn Answers to establish thought leadership
- Drive traffic to your Web site or corporate blog through status updates
- Post job openings and recruit new talent

Speakers:

Krista Canfield, Senior PR Manager, LinkedIn
Ann Andrews Morris, VP for Communications and Outreach, World Food Program USA

4:30 - 5:00 p.m. Why Didn't I Think of That? 15 Unique Digital PR Ideas in 30 Minutes

Cap off the day with a rapid-fire succession of original, smart digital PR tactics that you can put to the test the next day when you get back to the office. Our panel of experts will provide unique ideas across the spectrum of digital platforms that are guaranteed to inspire your own brainstorm.

Speakers:

Sally Falkow, Social Media Strategist, Meritus Media
Jennifer Houston, President, WE Studio D, Waggener Edstrom
Monte Lutz, Senior Vice President, Edelman

5:00 - 5:30 p.m. Networking and Cocktail Reception

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



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The Westin in San Francisco

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Registration Fee

Registration Type	Early Bird (Before Jan. 20)	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.

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Questions Contact: Marketing Coordinator,
Saun Sayamongkhun at saun@accessintel.com.

Venue Information: The Westin in San Francisco, CA
50 Third Street

Hotel Room Block: PR News has arranged a room
block with the The Westin for \$249 per night. See the
conference website for more information.

For sponsorship information: Contact
Diane Schwartz, SVP, PR News at
dschwartz@accessintel.com.

Cancellations: All cancellations are subject to a \$300
fee (per attendee). Before January 20, you will
receive a refund, minus the fee. After January 20, your
payment will be credited toward a future PR News
Conference.

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