

# PRNews



Wednesday, October 5, 2011  
8:00 a.m. – 5:15 p.m.  
Grand Hyatt, New York City

Early bird  
registration  
ends  
September 9!

PRNews

# Digital PR Next Practices Summit

SOCIAL MEDIA  CRISIS  REPUTATION  BRAND  MEDIA RELATIONS

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



Sponsored by



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

# Digital PR Next Practices Summit

SOCIAL MEDIA • CRISIS • REPUTATION • BRAND • MEDIA RELATIONS

Join us on October 5 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, Tumblr 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+ and Foursquare into your digital arsenal.

At the Digital PR Next Practices Summit you'll learn how to develop a winning Facebook content strategy, optimize your online messaging to stay at the top of Google's search results, 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 Digital PR Awards luncheon, which will take place on October 4, a day prior to the PR Digital Summit on October 5 at the Grand Hyatt, NYC.

## 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 C-suite'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:

- Digital Trends on the Horizon: What You Need to Know Now to Stay on Top of Them
- Key Elements of a Winning Facebook PR Strategy
- Twitter Tactics to Boost Your PR Efforts
- Leverage LinkedIn's Expanding User Base for Your PR Campaigns
- SEO Tactics to Lift Your Content to the Top of Search Results
- Let's Get Visual: Make Video Integral to Your Communications Now
- Understanding Influence: How to Identify and Monitor the Right Influencers
- Prove the Value of Your Digital Efforts to the C-Suite
- How to Use Social Media to Build Relationships With Journalists and Bloggers

## Bonuses for Attending:

- PR Essentials: SEO checklist
- Samples of social media policies
- Workbook & Attendee-Only Access to Speaker Presentations
- Certificate of Attendance

## Who Should Attend:

- Public Relations
- Marketing
- Social Media
- 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
- Audience Development
- Brand Marketing
- Video Production
- Marketing Communications
- Employee Communications
- Business Development
- PR Budget Creation/Management
- Human Resources
- Lead Generation

**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. For more information visit [www.prnewsonline.com](http://www.prnewsonline.com).

# Agenda

8:00 - 8:40 a.m. Registration and Networking Breakfast

8:45 - 9:30 a.m. Facebook Strategies that Produce Results

You may have boosted your brand's "likes" over the past year, but it's engagement and retention that will really help you reach your communications goals. This opening panel will answer the following questions: What are the best ways to engage your growing Facebook community? How can Facebook be used to bring products and services to market more quickly? How can you differentiate your brand from the competition? Digital leaders will show you how to develop a comprehensive Facebook strategy that captures and engages with the influencers you seek.

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

- Develop a content strategy, with a breakdown of content types and scheduling details
- Acquire new customers and build brand loyalty through Facebook Deals
- Use status updates to ask timely questions that engage your followers and build a following
- Determine the optimal frequency for posting content
- Use contests to increase your number of likes
- Boost engagement and interaction with photos, events news, questions and polls
- Incorporate video content to drive interaction and engagement
- Work with your creative team to customize your page

#### Speakers:

**Shauna Causey**, Head of Social Business, Nordstrom  
**Mark Keys**, Vice President of Content Production and Social Media, WWE

9:30 - 9:45 a.m. What You Need to Know *Now* About Google+

In just a few weeks after its launch, Google+ accumulated 10 million users, establishing itself as an up-and-coming challenger to Facebook. Though Google+ is still in the testing stage and brand pages have yet to launch, PR professionals need to get up to speed with new social platform's communication possibilities to maintain their competitive edge. This session provides an in-depth look at all the features Google+ has to offer—from categorizing friends, coworkers and family into "Circles," to the video chat service "Hangouts" and the newsfeed "Stream." Find out how users are sharing 1 billion items each day with Google's +1 button, and how you will eventually be able to engage your stakeholders on the platform.

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

- Set up a personal profile in anticipation of the official launch of brand pages
- Organize clients, colleagues and stakeholders into "Circles"
- Use Google+ Stream to share content with key stakeholders
- Develop content that engages clients and customers

#### Speakers:

**Romey Louangvilay**, Social Media Newsengine Manager, Euro RSCG

9:45 - 10:30 a.m. How to Make Twitter the Ultimate PR Platform

Countless communicators swear by Twitter as the ultimate digital broadcast platform, and this panel will show you how to really speak the language of Twitter and transform yourself into a "must-follow." Our panel of top tweeters will show you how to find and follow qualified users so you can truly leverage this powerful platform for PR. They will share their state-of-the-twitiverse knowledge and show you how to find the right people to follow, link to useful content that will increase your followers, raise your profile among experienced Twitter users and retweet your followers' best posts.

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

- Increase followers by identifying key influencers, retweeting followers'

- posts and using relevant hashtags
- Choose content and craft messages that will be retweeted
- Use crowdsourcing techniques to test new ideas and products
- Respond to customer service issues and manage your brand's reputation
- Host and participate in tweet chats to build your following
- Integrate content across platforms including Facebook, blogs and your Web site
- Use free or low-cost tools including TweetDeck, HootSuite and The Tweeted Times to monitor your audience

#### Speakers:

**Corinne Kovalsky**, Dir., Digital & Social Media, Raytheon Company  
**Dallas Lawrence**, Chief Global Digital Strategist, Burson-Marsteller  
**Heidi Sullivan**, VP of Media Research, North America -Cision

10:45 - 11:30 a.m. How to Tap Into LinkedIn's Expanding User Base for Your PR Efforts

Like Facebook and Twitter, LinkedIn—which now has more than 100 million members—can be a powerful PR tool to increase brand visibility and build a network of followers. While many PR pros use the site for their personal brand, it is underused for media relations, recruiting new talent and interacting with stakeholders. This session will provide actionable tips to connect with new customers and clients, research market trends, promote new products or events and get media coverage.

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

- Build a powerful profile for your brand
- Start and manage a group of fans and followers
- Identify and connect with key influencers
- Participate in LinkedIn Answers to establish thought leadership
- Develop relationships with the media and pitch story ideas
- Survey group members to test new products or research industry
- Optimize your profile for search
- Post job openings and recruit new talent

#### Speaker:

**Krista Canfield**, Senior Manager, Corporate Communications, LinkedIn

11:30 - 12:00 p.m. Let's Get Visual: Make Video Integral to Your Communications

YouTube is the second-largest search engine behind Google—as a PR pro, you cannot miss this opportunity to reach 175 million users through online video. But attracting eyeballs takes more than creating a YouTube channel. In this session, you'll learn how to create videos that capture your brand's story when launching new products, promoting an event or engaging the media.

#### In this session you'll learn how to:

- Capture the voice and style of your brand
- Differentiate PR video content from marketing efforts
- Distribute videos across platforms, including your Web site, blogs, Facebook and Twitter
- Use video for crisis response and reputation management
- Optimize video for YouTube mobile applications
- Engage your customers to contribute video content to your Web site or YouTube channel
- Measure the ROI of your video efforts with YouTube Insights and TubeMogul

#### Speakers:

**Doug Simon**, President and CEO, DS Simon Productions  
**Jared Hendler**, EVP, Global Director, Digital, Social & Creative, MWW

12:00 - 12:15 p.m. What You Need To Know *Now* About Tumblr

Offering the freedom of a microblog without the 140-character restriction, Tumblr has gained popularity with PR professionals as a communications platform. In this session, learn how this blogging tool can be used to raise brand awareness, share your products and services with new customers and establish thought leadership. Find out how media and brands are posting text, photos, videos and social media content to build communities and brand advocates. After this session, you'll become the Tumblr expert for your organization with the know-how to use it for your immediate PR goals.

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

- Set up a Tumblr account and design your profile
- Build up a network of followers
- Post original content and re-blog followers' content
- Integrate content with Facebook, Twitter and other social media platforms
- Manage your dashboard

### 12:30 - 1:30 p.m. Luncheon and Keynote Presentation

Network with your peers and make new connections during this luncheon, which will feature a thought-provoking keynote presentation by Perry Hewitt, chief digital officer, Harvard University.

### Keynote: Out of the Ivy, Into the Mobile Future—A Master Class in Harvard's Digital Communications

Is your organization reluctant to embrace social media and relinquish control of its messages? Good news: Even if your organization is 375 years old, there are ways to move forward fast. Perry Hewitt, chief digital officer of Harvard University, has seen what's possible if organizations embrace the talent within their walls to develop digital, social and mobile solutions that meet the need of their audiences. In her keynote address, Perry talks about how Harvard's communications has rapidly adapted to the digital age and shares tips on how you can lead your organization in embracing new digital platforms.

#### Keynote Speaker:

**Perry Hewitt**, Chief Digital Officer, Harvard University

### 2:00-2:15 p.m. Understanding Influence: How to Identify and Monitor the Right Influencers

With customers turning to online communities for recommendations, product reviews and advice, there's no denying the power of influence. As a PR profession, it's vital to identify potential advocates to determine who is influencing your market. In this session, you'll learn tactics to identify your key influencers – including customers, clients, employees and the media and how to measure their impact on your brand.

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

- Separate the key voices that matter from the digital noise across Twitter and other social networks
- Determine which influencers have topical relevance for your market
- Measure influence versus popularity
- Use tools to find, measure, score and map influencers

#### Speaker:

**Gary Lee**, CEO, mBLAST

### 2:15 - 3:00 p.m. SEO Tactics to Lift Your Content to the Top of Search Results

To get your message heard, providing useful content is just the first step. You must become a master at understanding search and how best to optimize your content—including Web sites, press releases, blogs and video—so you can rise to the top of search results. You'll learn how search trends—including Google's ever-changing algorithm— have an immediate impact on SEO strategies. Find out why your brand's Facebook page doesn't show up in top Google search results and what you can do to improve its ranking

#### You'll learn how to:

- Research keywords to gain visibility and brand awareness
- Understand how ranking works on search engines
- Optimize all PR content, including Web site copy, blogs, press releases, video and still images
- Increase Web traffic with linking techniques from blogs to social networking sites
- Apply SEO tactics to your social media content
- Set search strategies for mobile applications
- Measure your SEO efforts to prove its value to the C-suite
- \*\* Plus, receive the PR Essentials: SEO checklist

#### Speakers:

**Sally Falkow**, Social Media Strategist, Meritus Media

**Harry Gold**, CEO & Managing Partner, Overdrive Interactive

### 3:00 - 3:15 p.m. What You Need to Know *Now* About Foursquare

With 10 million users, Foursquare has emerged as the go-to geo-location communications tool, beating out competitors like Gowalla and Facebook Places. Initially considered a marketing tool, the platform's customer service, branding and loyalty components offer PR pros the opportunity to "check in" with new audiences. And Foursquare's recent deal with American Express offering rewards to users who "check in" on their mobile devices has only strengthened its position as a serious communications platform. This session dives deep into Foursquare and shows you how to use it to engage customers and raise brand awareness. Learn not only how to get quick results, but also to develop targeted, long-term Foursquare campaigns and loyalty programs.

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

- Incorporate Foursquare into your overall digital PR strategy
- Develop a Foursquare ta for events, scavenger hunts or educational programs
- Launch a loyalty system to reward repeat customers
- Monitor how users are engaging with your brand

### 3:15 - 4:00 p.m. Prove the Value of Your Digital Efforts to the C-Suite

Having solid metrics is vital to obtaining the support of senior executives and proving PR's contribution to a company's business objectives, especially in this age of increasing time investment in social media. This panel of experts will show you how to align your communications objectives with corporate goals and identify key performance indicators. Learn how to measure the role PR plays in driving sales or membership and how to measure non-financial outcomes like brand awareness and reputation.

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

- Measure the influence of blogs, tweets and likes on your brand
- Monitor sentiment on Twitter, Facebook and other online communities
- Translate metrics into the language of senior management
- Use search analytics to measure relevance and engagement
- Link media coverage to business objectives
- Decide which free and paid tools will work best for your SEO efforts

#### Speakers:

**Angela Jeffrey**, Vice President, Editorial Research, VMS

**Nick Panayi**, Director, Global Brand & Digital Marketing, CSC

**Margot Sinclair Savell**, VP, Online Analytics, Weber Shandwick

### 4:00 - 4:45 p.m. How to Use Social Media to Build Relationships With Journalists and Bloggers

In this era of shrinking or vanished newsrooms, journalists and bloggers need your content and ideas more than ever—but they are also more time-strapped than ever, which makes relationship-building a challenge. Social media can serve as a bridge between PR and the media, and this panel will show you how to see Facebook and Twitter through their eyes and better meet their needs. Our panel of print and broadcast journalists and bloggers will show you how they use Facebook and Twitter to communicate with PR pros—and will help you cut through the digital clutter and get your messages heard.

#### In this session you'll learn:

- How the media is using Twitter and Facebook to find story ideas and sources
- How social media has changed journalists' daily routines
- The best ways to use Twitter and Facebook to pitch journalists
- How to get journalists and bloggers to follow you on Twitter
- How to develop ongoing relationships with journalists and bloggers through social media platforms
- Determine when to take a conversation from social media to traditional e-mail communications
- Which tactics are likely to result in negative reactions from Journalists

**Moderator: Johna Burke**, Senior Vice President, BurrellesLuce

### 4:45 - 5:15 p.m. Networking and Cocktail Reception

# Digital PR Next Practices Summit

SOCIAL MEDIA • CRISIS • REPUTATION • BRAND • MEDIA RELATIONS

October 5, 2011 – 8:00 a.m. – 5:15 p.m.

Grand Hyatt, New York City

FOUR  
EASY  
WAYS TO  
REGISTER



Web: [www.digitalprsummit.com](http://www.digitalprsummit.com)

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 Sept. 9)	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:** [www.prnewsonline.com/digitalprsummit](http://www.prnewsonline.com/digitalprsummit)  
**Call:** 301-354-1694 • **Fax:** 301-309-3847

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

**Venue Information:** Grand Hyatt, New York  
Park Avenue at Grand Central

**Hotel Room Block:** PR News has arranged a room  
block with the Grand Hyatt for \$329 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 \$350  
fee (per attendee). Before September 9, you will  
receive a refund, minus the fee. After September 9,  
your payment will be credited toward a future PR  
News Conference.

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