

# PRNews' FACEBOOKCONFERENCE

PR Tactics, Tools and Techniques for Maximizing Facebook

Tuesday, May 24, 2011  
8:15 a.m. – 5:00 p.m.  
Grand Hyatt, New York City

The Only Facebook-Focused Conference Designed for PR & Marketing Professionals



Early Bird  
Registration  
Ends May 6

Presented by:

**PRNews**

Sponsored by:



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

# PRNews' FACEBOOKCONFERENCE

May 24  
NYC

PR Tactics, Tools and Techniques for Maximizing Facebook

Join us on May 24 for the PR News Facebook Conference—the only Facebook-focused conference designed for PR & marketing professionals. In just one day you will raise the level of your Facebook know-how to that of social media innovators, who will provide practical lessons on how to use Facebook to build a community of influencers and advocates, forge new relationships with the media and with brand influencers and drive new business for your organization. These digital experts will share in-depth case studies of their Facebook strategies—from concept to creation to execution—and will leave ample time to answer all of your questions. You'll walk away with tactics to create a Facebook content strategy and assemble the best team to manage it all.

PR News has programmed its Facebook Conference to show you how to rethink, reorganize and take control of your Facebook activity and integrate it with the PR discipline's bedrock skills. Most PR pros have been learning to leverage Facebook to boost and protect an organization or brand's reputation, improve customer service and manage crises—but the make-it-up-as-you-go era is over.

## In One Day You'll Become an Expert In:

- Developing content that will build and engage your fan base
- Integrating Facebook into your overall communications plan
- Managing team responsibility for creating content and managing comments
- Leveraging Facebook's latest features
- Using crowdsourcing strategies to test new ideas and products
- Measuring the impact of your Facebook initiatives

## Panels Include:

- The Do's and Don'ts of Using Facebook as a PR Tool
- How to Get People to "Like" Your Brand
- Develop a Winning Content Strategy to Engage Your Followers
- How to Manage Employee Facebook Activity for Optimal (and Safe) Results
- Master Facebook's Latest Features and Add a New Gear to Your PR Efforts
- 9 Secret PR Weapons of Facebook
- Creating Your Facebook Dream Team
- Fire Away! Get the Rest of Your Questions Answered Now!

## Bonuses for Attending:

- Tip sheet on "How to Build a Facebook Following"
- Samples of social media policies
- Certificate of Completion
- Workbook & Attendee-Only Access to Speaker Presentations

## 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
- 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 Top 100 Case Studies in PR, Guide to Best Practices in CSR, and the Digital PR, Crisis Management and Media Training Guidebooks. [www.pnewsonline.com](http://www.pnewsonline.com).

## AGENDA

### 8:15-8:45 a.m. — Registration and Networking Breakfast

### 8:45-9:15 a.m. — The Do's and Don'ts of Using Facebook as a PR Tool

In this opening session, we highlight recent successful Facebook PR initiatives — and also look at what might have made them even stronger. Our panel of experts reveal best practices from PR campaigns that increased followers, engaged communities and managed customer service needs. You'll also hear about common mistakes and the risks of running afoul of Facebook guidelines. Kick off the day with a checklist of the do's and don'ts to boost your Facebook know-how.

You'll learn how to:

- Use Facebook's real-time search engine to monitor discussions of your brand or organization
- Manage Facebook's new profile options so you are more firmly in control of your brand's story
- Integrate Facebook into your PR initiatives

**Speakers:** **Idil Cakim**, Senior Vice President, GolinHarris  
**Matt Hicks**, Manager of Corp. Comm., Facebook  
**Jason Winocour**, Social & Digital Media Practice Leader, Hunter Public Relations

### 9:15-9:45 a.m. — 9 Secret PR Weapons of Facebook

While most PR professionals are acquainted with the basics of Facebook, many are not using all of Facebook's features effectively for their PR efforts. This session reveals the tools and tactics you need to deliver messaging that will get more traction in a crowded marketplace. Learn when to post and how often, how to reach key markets and demographics and how to incorporate powerful images and videos into your Facebook page. Tap into the power of Facebook and develop a strategy scalable to any organization — regardless of size, budget or resources.

In this session you'll learn:

- Facebook EdgeRank and its impact on the visibility of your News Feed posts
- Factors that influence EdgeRank, including timing interactions with posts and post attachments
- What kinds of posts get the most traction and visibility
- How to supercharge engagement and interaction with photos, videos and events

**Speaker:** **Greg Roth**, Vice President, Buddy Media University

### 9:45-10:00 a.m. — Networking Break

### 10:00-10:45 a.m. — How to Get People to "Like" Your Brand

Within the noisy and ultra-competitive social media ecosystem, PR practitioners like you need to lead conversations that capture the attention of your brand's potential fans. In this session, you'll learn how to optimize your Facebook profile, identify your key influencers, generate compelling discussions and develop a strategy to jump-start your presence on the platform.

You'll learn how to:

- Determine who your potential fans may be
- Use (the right) keywords to attract likes

- Establish a centralized Facebook destination
- Create contests and promotions to drive new users to your Facebook page
- Measure the relevancy co-efficient to identify key influencers
- Add a Facebook Like box to your Web site to increase your fan base
- Monitor fan activity to understand the content needs and preferences of your audience
- Build a Facebook community by engaging fans in a dialogue
- Generate buzz and build relationships with the media to elevate your campaigns

**Speakers:** **Gary Lee**, CEO, mBlast

**Arlene McCrehan**, Senior Director of Online Media, Goodwill Industries International

**Kim Miller**, VP of Consumer Marketing, Time Inc. Style & Entertainment Group

**Adam Turinas**, Global Director, Digital, Emanate

### 10:45-11:45 a.m. — Develop a Winning Content Strategy to Engage Your Followers

Do you have a Facebook content strategy? Not having one is the same thing as having a failed content strategy. Our panelists will show you what a winning content strategy looks like—plus, how and why some Facebook content approaches by PR professionals miss the mark. We bring together digital leaders who will show you how to determine what kind of content will appeal most to your particular fan base, who should create and post content on your team and how best to respond to comments from your fans.

You'll learn how to:

- Integrate content from other social media platforms like Twitter and blogs onto your Facebook page
- Measure engagement to determine what kind of content connects best with your fans
- Manage team responsibility for creating and posting content and manage comments
- Determine the optimal frequency for posting content
- Use crowdsourcing strategies to test new ideas and products
- Strike the best conversational tone when managing a Facebook page for a client
- Keep brand messaging consistent throughout your Facebook content

**Speakers:** **Stephanie Agresta**, EVP, Managing Director of Social Media, Weber Shandwick

**Maria Baugh**, Co-Owner, Butter Lane Cupcakes

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

**Paull Young**, Director of Digital, charity: water

### Noon-1:15 p.m. — Luncheon and Keynote Presentation: Setting a Facebook Strategy You'll "Like"

Geoff Livingston is co-founder of social media communications consulting company Zoetica and also writes a blog for Mashable about nonprofits' use of social media. In this keynote presentation, Livingston shows you how to successfully develop a solid social media plan, including how to leverage key features of Facebook, setting the right metrics and avoiding common pitfalls to build a sustainable strategy. You'll learn tactics you can implement right away for your own Facebook efforts - regardless of your company size or resources to make your PR initiatives a success.

**Speaker:** Geoff Livingston, Co-Founder, Zoetica

**1:30-2:15 p.m. — How to Manage Employee Facebook Activity for Optimal (and Safe) Results**

More and more employees are engaging with Facebook as part of their professional lives, and even those who don't are most likely spending much of their off-hours time on Facebook. Learn how to train employees to represent the company in online conversations, develop a social media policy that will empower employees to engage with and respond to your Facebook community in real time and establish explicit guidelines that extend beyond the organization to brand messages on employees' personal Facebook pages.

You'll learn how to:

- Develop an internal social media policy
- Align your PR team's social media strategy and activity with that of an overall organization
- Create guidelines to manage employees' personal Facebook page
- Search for cases where employees are negatively affecting brand reputation in their personal Facebook activity
- Establish a formal internal Facebook training program
- Decide who should be the voice of your brand and how often they should "speak" to your stakeholders
- Implement crowdsourcing techniques to monitor and manage your reputation online
- Engage employees to become brand ambassadors for your organization

Plus, you'll walk away with 3 sample policies from organizations with social media guidelines already in place and working for them.

**Speakers:** **Frank Eliason**, SVP, Social Media, Citigroup  
**Melanee Hannock**, VP, St. Jude Children's Research Hospital  
**Christine Perkett**, Founder, PerkettPR

**2:15 - 2:30 p.m. — Networking Break**

**2:30-3:15 p.m. — Master Facebook's Latest Features and Add a New Gear to Your PR Efforts**

You can't afford to miss this session, which will unlock Facebook's true potential for your PR efforts and show you how to make the most of the platform's most recent tools and apps. Learn about Facebook's Places, Groups, Messages, Deals and other features and determine if they are right for your PR initiatives, and whether they are best handled by a PR agency or by an internal team. Our Facebook experts will show you which new features work best for media relations.

You'll learn how to:

- Build community with consumers using Facebook Places and Deals
- Use Facebook's Insights dashboard to track integrated activity on Facebook pages, apps and Web sites
- Establish relationships with brand evangelists who can create Facebook Groups focused on your brand or organization
- Incorporate contests, games and promotions on your Facebook page to find new customers
- Customize Facebook tabs to drive sales, services and fundraising efforts
- Determine if Facebook initiatives should be handled internally or externally

**Speakers:** **Caroline Bean**, National Media Relations/Social Media Manager, Greater Philadelphia Tourism Marketing Corp.  
**Paul Dalessio**, VP, Fleishman-Hillard  
**Chris Fuller**, Director of Public Relations, Pizza Hut

**3:15-4:00 p.m. — Creating Your Facebook Dream Team**

The concept of "social media guru" is already outdated—all PR professionals are expected to be savvy users of Facebook. But are your team's social media efforts coordinated and being put to their best use? This panel will show you how to build a dream team whose Facebook activity is coordinated and focused, and whose results can be measured for success in terms the C-suite and clients can understand.

You'll learn how to:

- Retrain existing personnel for Facebook activity and motivate the non-digital natives to embrace social media
  - Distinguish a "social media guru" from a professional with a well-rounded background when hiring team members
  - Determine who "owns" Facebook and establish PR as leading an organization's social media efforts
  - Establish the optimal combination of staff and resources for your Facebook activity
  - Create a roadmap for Facebook workflow and how to avoid overlap
- Plus, we'll share org charts from companies whose Facebook efforts are seamlessly woven into the daily activity of the PR team.

**Speakers:** **Eric Edge**, Global Chief Communications Officer, Euro RSCG Worldwide  
**Amber Harris**, Manager, Digital Communications, Discovery Communications  
**Michael McManus**, Director, Public Relations, Sodexo, Inc.

**4:00-4:30 p.m. — Fire Away! Get the Rest of Your Questions Answered Now!**

Cap off the day with a fast-paced Q&A session with leaders in Facebook PR in which you get to ask the very questions you may be too inhibited to ask within your own organization.

This Q&A will fill in the blanks and enable you to walk away confident that you will return to your office as a Facebook expert—who can, in turn, handle just about any question about the platform.

**4:30-5:00 p.m. — Commencement & Networking Reception**

Join us for cocktails and hors d'oeuvres to cap off a great day of learning and networking. Pick up your certificate, exchange the last round of business cards and mark your day at the Grand Hyatt in NYC as a Facebook Expert!

**REGISTRATION INFORMATION**

**VISIT:** prnewsonline.com/  
facebookconference  
**CALL:** 301-354-1694  
**FAX:** 301-309-3847

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

**Venue Information:**  
Grand Hyatt New York  
Park Avenue at Grand Central  
Terminal  
New York, NY  
212-883-1234

**Hotel Room Block:**  
PR News has arranged a room block with the Hilton Manhattan East for \$219 per night – the hotel is one block for the Grand Hyatt. Room block cut-off: May 9. Book at prnewsonline.com/hilton

**Cancellations:**  
All cancellations are subject to a \$350 fee per attendee. Before May 6, you will receive a refund, minus the fee. After May 6, your payment will be credited toward a future PR News Conference.

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

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