

**PRNews**

# PR Measurement



## Conference

Reputation | Social Media | Public Affairs |  
Media Relations | Engagement

**March 1, 2011 | The National Press Club, Washington DC**

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

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

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**Y**ou're invited to a one-day gathering of PR professionals on March 1 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.

### **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
- Communications Management
- Financial Communications
- Employee Communications
- Social Media
- Community Relations & CSR

### **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
- Using Facebook to Drive Your PR Efforts

### **In 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 better
- 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
- 35+ ideas from award-winning communicators
- Best practices examples you can implement right away

### **Bonuses for Attending**

- Workbook that includes speaker presentations, checklists and more
- Proprietary networking contact list of attendees & speakers
- Direct, immediate opportunity to connect via social networks
- Certificate of attendance

### **About PR News**

Now in its 69th 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, PR News – the weekly publication, Awards Programs, Webinars, Conferences and Guidebooks. For more information visit [prnewsonline.com](http://prnewsonline.com).



**[prnewsonline.com/measurement](http://prnewsonline.com/measurement)**

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## Agenda

8:00-8:40 a.m.

## REGISTRATION AND NETWORKING BREAKFAST

8:40-8:45 a.m.

## OPENING REMARKS

**Diane Schwartz**, Senior Vice President and Group Publisher, PR News  
**Regina D'Alesio**, Events and Special Projects Manager, PR News

8:45-9:15 a.m.

## THE MUST-KNOW TRENDS AND NEXT PRACTICES IN PR MEASUREMENT

Kick off the day with a checklist of the do's and don'ts of measurement planning and proven strategies from expert thought leaders. In this opening session, we'll take you through the latest topics and trends in PR measurement—how to measure “influence,” the debate on AVEs, where social media fits in the measurement mix, measuring outcomes and dashboard options to capture it all. You'll hear from PR's measurement leaders about what works, what doesn't and what you can learn from it all.

## Speakers:

**Angela Jeffrey**, Vice President, Editorial Research, VMS  
**Tim Marklein**, Executive Vice President, Measurement and Strategy, Weber Shandwick  
**Frank Ovaitt**, Executive Vice President, Makovsky + Company

9:15-10:15 a.m.

## MEDIA MEASUREMENT: FROM MAINSTREAM TO SOCIAL MEDIA

With new social media platforms, online communities and “influencers” changing the media landscape, tracking your organization's media outreach is more challenging than ever. Learn the best techniques for measuring your media relations' activities—from mainstream media coverage to Twitter and Facebook interactions. This session digs deep to address your key measurement questions, including how to combine traditional and social media metrics to create meaningful data points. And, most importantly, you'll learn the latest tactics you need to tie your media relations to business outcomes and goals.

## You'll learn:

- How to conduct analysis of online messages
- How to link media relations to business objectives, including increased sales, improved reputation or customer satisfaction
- The latest research and thoughts on Advertising Value Equivalences (AVEs)
- How to compare coverage across traditional and new media platforms (i.e. the value of *Wall Street Journal* print vs. online vs. blogs)
- How to understand where social media measurement fits into the mix, from measuring blogs to Facebook and Twitter
- How to create consistent messaging between paid and earned media

## Speakers:

**Johna Burke**, Senior Vice President, BurrellesLuce  
**Ed Davis**, Director, Media Relations, United Way, Greater Houston  
**Jennifer Love**, Vice President, Corporate Communications, H&R Block  
**Israel Mirsky**, Executive Vice President, Emerging Media and Technology, Porter Novelli

10:15-10:30 a.m. — NETWORKING BREAK

10:30-11:30 a.m.

## HOW TO TIE PR TO THE BOTTOM LINE

Demonstrating PR's role in driving revenue for an organization has never been more critical than it is now, in this tough economic climate. Delivering solid, quantifiable results can be the key to obtaining buy-in from the C-suite for all of your important initiatives. This case-study-based session provides you with the tactics you need to collaborate with your sales team, use PR to influence all aspects of sales and, ultimately, make PR a proven contributor to the bottom line.

## You'll learn how to:

- Integrate PR with marketing, advertising and sales efforts
- Ensure that your PR efforts are in line with the goals of the C-suite
- Understand the underlying business objective to successfully link PR with business outcomes
- Develop a content strategy to support every step of the sales process
- Link PR efforts back to sales
- Translate ROI results into the language of your management

## Speakers:

**Ashley Pettit**, Public Relations Specialist, Southwest Airlines  
**Karla Wachter**, Senior Vice President, Waggener Edstrom  
**Evan Welsh**, Global Media Relations, SAP AG

11:45–1:15 p.m.

## LUNCHEON &amp; KEYNOTE PRESENTATION:

## AFTER THE CRISIS: MEASURING REPUTATIONAL REPAIR

## Keynote Presenter:

**Mary Henige**, Director of Social Media and Digital Communications, General Motors

## MEASUREMENT HALL OF FAME INDUCTIONS

1:30-2:15 p.m.

## INSIDE-OUT MEASUREMENT: INTERNAL COMMUNICATIONS

Developing a strategy for effective internal communications can foster an environment in which employees drive positive conversations—and the bottom line—for your organization. And with the ascendance of social media, all employees are, in effect, marketers and ambassadors for your brand or organization. We'll show you how to measure the impact of these internal (and, ultimately, external) conversations on your brand, and provide best practices on internal communications.

## You'll learn how to:

- Conduct employee surveys and use employee feedback effectively
- Use social media tools to involve employees in corporate goals and strategies
- Monitor what employees are saying about your brand online
- Measure employee communications programs and initiatives

Plus - we'll share examples of employee surveys and social media policies from organizations whose internal communications strategy is working.

## Speakers:

**Rajesh Anandan**, Vice President, Corporate and Foundation Partnerships, U.S. Fund for UNICEF  
**Bill Dalbec**, Senior Vice President, APCO Worldwide  
**Tim Keefe**, Vice President, Internal Communications, JPMorgan Chase

2:15-2:30 p.m. — NETWORKING BREAK

2:30-3:15 p.m.

HOW TO MEASURE INFLUENCE - ONLINE AND OFF

In today's age of transparency, consumers, employees and other stakeholders play a key role in influencing perceptions of your company's brand and reputation. It is important for organizations to monitor what is being said and gauge the effect of key influencers on your brand or organization. This session provides you with the tools you need to identify and engage influencers, and effectively measure their impact.

You'll learn how to:

- Create a map to identify and organize key influencers
- Measure sentiment on Twitter, Facebook and other social media platforms
- Build and maintain relationships with media, bloggers and other prominent influencers
- Translate measurement into the language of senior management
- Manage "advocates" who influence your cause or brand

Speakers:

**Natasha Fogel**, Executive Vice President, Edelman PR  
**Jason Forget**, Corporate Reputation Manager, GE Energy  
**Gary Lee**, CEO, mBLAST  
**Paolina Milana**, Executive Vice President, Marketing, Media Relations and Editorial Operations, Marketwire

3:15-4 p.m.

MEASURING THE ROI OF YOUR SOCIAL MEDIA EFFORTS

Now that you are fully engaged on Twitter, LinkedIn and Facebook, measuring engagement is the next key step—and this goes beyond simply looking at the number of followers. For those looking to tie PR to business outcomes, social media provides ripe opportunities for demonstrating ROI. This session shows you how to define digital and social outcomes, apply Web and search analytics, analyze conversations and communities and shift your focus beyond impressions to audience engagement and actions.

You'll learn how to:

- Establish benchmarks for social media measurement
- Measure and track the influence of blogs, Twitter, Facebook and other social networks
- Integrate new media metrics into your measurement program
- Track and measure the impact of word of mouth (WOM) campaigns
- Analyze the content of online messages
- Utilize affordable software tools to improve your measurement capabilities
- Make tactical changes based on real-time WOM measurement
- Drive online traffic, links and revenue
- Deploy effective search engine marketing strategies

Speakers:

**Elizabeth Castro**, Vice President, O'Malley Hansen  
**Jay Hamilton**, Senior Director, Digital Media - Public Relations, Marriott International, Inc.  
**Heidi Sullivan**, Vice President of Media Research, North America, Cision

4-4:30 p.m.

MAKING THE MOST OF YOUR MEASUREMENT DASHBOARD

The ability to give the C-suite a clear snapshot of PR's activities and key metrics can't be overstated. Enhancing your current dashboard with key metrics - from social network activities to media initiatives—can provide an informative look at your PR efforts across the board. This session provides best practices on how to use your dashboard, what to include and how often - so your dashboard provides an updated, clear picture. Cap off your day of learning with a new dashboard to position yourself and your organization for measurement excellence.

You'll learn how to:

- Reach a consensus on the definition of communications success
- Determine which dashboard is right for your organization
- Identify which metrics matter most to you and your organization's leadership (and which metrics don't)
- Match business goals with KPIs for maximum impact on leadership
- Successfully integrate social media metrics with more traditional measurements

Speakers:

**Katie Paine**, CEO and Founder, KDPaine & Partners  
**Kye Strance**, Director of Product Management, Vocus

4:30 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 National Press Club as a Measurement Expert!

Registration Information



1 Go to [pnewsonline.com/measurement](http://pnewsonline.com/measurement)



2 Fax the registration form to 301-309-3847



3 Call 301-354-1610



4 Mail the registration form to: PR News/Elizabeth Brown  
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 [pnewsonline.com/measurement](http://pnewsonline.com/measurement) for hotels options in the area.

HOTEL ROOM BLOCK

PR News has a room block with the "W" in Washington DC for \$279 a night. Please visit [pnewsonline.com/measurement](http://pnewsonline.com/measurement) for more information.

QUESTIONS?

If you'd like to register by phone or have questions regarding the program, please contact conference coordinator Elizabeth Brown at 301-354-1610 or [ebrown@accessintel.com](mailto:ebrown@accessintel.com).

CANCELLATIONS

All cancellations are subject to a \$300 service fee (per attendee). Before Feb. 11, 2011, you will receive a refund of your payment minus the service fee. After Feb. 11, 2011, 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.

**PR**News

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## Conference

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March 1, 2011 | The National Press Club, Washington DC

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# 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 |
|--|------------|-------|
| Regular Rate                           | \$895      | \$845 |
| Early Bird                             | \$795      | \$745 |
| Early Bird Rate Ends February 11, 2011 |            |       |

*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

- Yes, I will Attend!**
- Yes, My Team and I Will Attend!**

- My check for \$ \_\_\_\_\_ is enclosed.

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