



PR News' Twitter Conference

NOVEMBER 10 • LAS VEGAS

PR Tactics, Tools and Techniques for Maximizing Twitter

Join us for this interactive day of learning designed to make PR & communications professionals like you the key Twitter strategists within your organization. You'll walk away with the know-how to craft tweets your audience wants, gain followers, drive brand engagement, identify influencers and create authentic relationships with the media.

Early bird
registration
ends
October 21!

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PR News' Twitter Conference is the only Twitter-focused conference designed with communications professionals like you in mind. Social media leaders will provide the tactics you need to expand your network of followers, engage with key influencers and the media and monitor a potential crisis before it develops. Experts in using Twitter for PR will show you how to take your social media efforts to the next level—they will provide examples of great tweets that produced tangible, positive results for businesses and nonprofits, and show you how to measure those results for senior management.

Thought leaders from large and small corporations, b2b companies, PR agencies and nonprofit organizations will present case studies and real-world examples of how to make Twitter a cornerstone of all of your PR efforts. You'll walk away with the know-how to craft tweets your audience wants, gain followers, drive brand engagement, identify influencers and create authentic relationships with the media.

In just one day, you'll become an expert in:

- How to get people to “follow” your brand
- Developing a winning content strategy to engage your followers
- Measuring the impact of your Twitter initiatives
- Creating your Twitter dream team
- Mastering Twitter's latest features and adding a new gear to your PR efforts
- Integrating Twitter into your overall communications plan

Panels Include:

- State-of-the-Art Uses of Twitter for Communications
- Cutting Through the Clutter: How to Identify and Monitor the Right Influencers
- How to Get More (and the Right) Followers
- Building a ‘Tweet’ Dream Team
- How To Measure Your Twitter Activity and Drive Bottom-Line Results
- Twitter Tools & Resources That Will Maximize Your PR Efforts
- Quick Study: Best Practices From 3 Top Twitter Case Studies
- Managing the Legal Risks in Social Media
- Twitter as a Key Tactic in Your Crisis Management Plans

Bonuses for Attending:

- Tip sheet on “How to Build a Twitter Following”
- Samples of social media policies
- Attendee-only access to speaker presentations
- Attendee Workbook
- 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.



Agenda

8:00 - 8:30 a.m.

Registration and Networking Breakfast

8:30 - 9:15 a.m.

State-of-the-Art Uses of Twitter for Communications

How are social media leaders using Twitter today—and what do they have planned for tomorrow? Find out which brands have established themselves best on Twitter, and learn how they have amassed followers and built community. Representative tweets from top brands on Twitter will be broken down so you can see just how versatile 140 characters can be. Discover the latest trends in using Twitter for communications, including which tweeting techniques and content are falling out of favor.

In this session you'll learn:

- Which brands have been most successful in using Twitter to communicate with audiences, and why
- How Twitter has enhanced some of these brands
- Which communications professionals have established themselves as trusted voices on Twitter
- What the leaders on Twitter all have in common
- What the latest trends in tweeting are and what will differentiate brands on Twitter in the future
- When to use hashtags (and when not to)
- What kinds of tweets lead to being “unfollowed”
- How efforts in customer service or nontraditional communications lead to brand and reputation building

Speakers:

Graham Kahr, Social Engagement Scientist, Zappos

Kip Wetzel, Senior Director, Social Media Service and Strategy, Comcast

9:15 - 9:30 a.m.

Cutting Through the Clutter: How to Identify and Monitor the Right Influencers

With 750 million users on Facebook and almost 200 million on Twitter, it's hard not to get lost in the data. As a PR practitioner, it's vital to separate the voices that matter from the digital noise. In this session, you'll learn how to identify the key influencers—including clients, customers and the media—and how to measure their impact on your brand. Learn the difference between influence and popularity, how to build relationships with influencers and how to leverage those relationships to advance word of mouth and viral PR.

In this session, you'll learn how to:

- Use keyword searches to identify key voices across Facebook, Twitter and other social networks
- Identify the market you serve and which topics matter most to your market
- Listen and monitor keywords and conversations to identify relevant voices that matter
- Measure which influencers are topically relevant for your brand
- Use tools to find, measure, score and map influencers

Speaker:

Gary Lee, CEO, mBLAST

9:30 - 10:30 a.m.

How to Get More (and the Right) Followers

This session provides the tactics you need to build a following of key stakeholders, including customers, media professionals and brand advocates, and leverage those relationships to get your messages noticed in the constantly moving Twitter stream. Learn how to create

engaging content, develop an authentic and transparent tone and generate compelling content that will capture the attention of your brand's fans and attract new followers.

In this session, you'll learn how to:

- Create a profile and tweetstream that attracts qualified followers
- Craft meaningful, relevant messages that are likely to be retweeted
- Search keywords and hashtags to find followers who will engage with your brand
- Retweet and use direct messages to engage followers
- Use free or low-cost tools to build your Twitter following and monitor your audience
- Create goodwill by recognizing your new followers and brand advocates
- Choose optimal times of day to post tweets, and suggestions for frequency
- When to retweet or direct message your followers
- Continue the Twitter conversation offline with your stakeholders
- Distribute relevant content to your followers on a regular basis
- Continually monitor to find out what's working and adjust your strategy accordingly
- Track media professionals and bloggers and target messages to them

Plus, you'll receive a tip sheet on “How to Engage Followers on Twitter”

Speakers:

Nada Arnot, Chief Digital Officer, RF Binder

Laura Perry, Director of Communications, UCLA School of Nursing

Priya Shah, Social Media Manager, SquareTrade Inc.

10:30 - 10:45 a.m.

Networking Break

10:45 - 11:15 a.m.

Building a ‘Tweet’ Dream Team

This session will show you how to define clear roles and responsibilities among team members to help navigate the fast-paced world of social media. You'll learn how to build a Twitter A-team, how to avoid overlaps in workflow and what criteria to look for when hiring new talent. You'll walk away with clear guidelines to establish the best combination of social media staff and resources—for any budget.

In this session, you'll learn how to:

- Create a roadmap of workflow to avoid overlap and reduce inefficiencies
- Divide Twitter efforts among internal teams as well as external PR, digital and advertising agencies
- Monitor your social media efforts to recognize successes and learn from failures
- Take the lead in developing a content strategy in tandem with advertising and marketing
- Distinguish Twitter “gurus” from well-rounded PR practitioners when hiring new staff
- Implement a social media policy to provide guidelines for employees and team members

Speakers:

Paula Berg, Digital Media Leader, Linhart Public Relations

John Earnhardt, Director, Corporate Communications, Cisco Systems

11:15 - 12:15 p.m.

How to Measure Your Twitter Activity and Drive Bottom-Line Results

With Twitter poised to surpass Facebook as the leading social media platform, PR practitioners recognize the growing value of this channel. But they also know that they must tie the results of their Twitter initiatives to bottom-line outcomes. Our panel of measurement experts will show you how to define measurement objectives, determine which metrics matter to the senior management and how to measure engagement.

You'll walk away with the measurement tactics that will help you make your Twitter efforts more efficient and—not least—justify your Twitter efforts to your organization's top leaders.

In this session, you'll learn how to:

- Set Twitter objectives and establish key performance indicators
- Define the value of followers and retweets
- Integrate social media with traditional metrics
- Measure the ROI of the number of followers versus influence
- Compare inbound traffic to your Web site from Twitter click-throughs versus Web search
- Tie Twitter initiatives to sales and bottom-line objectives
- Analyze online conversations and engagement

Speaker:

Sabrina Horn, Founder, President & CEO, Horn Group

12:30 – 1:30 p.m.

Luncheon and Keynote Presentation

Jason Falls, CEO, Exploring Social Media

1:45 – 2:00 p.m.

Twitter Tools & Resources That Will Maximize Your PR Efforts

This session gives you the lowdown on the most innovative Twitter tools and how you can use them to monitor, manage and analyze your Twitter activity. Learn how to run multiple accounts and track results with HootSuite, track Twitter trends with Retweetist and archive and analyze tweets on The Archivist. You'll walk away with the resources needed to keep your Twitter strategy on track.

Tools covered will include, but are not limited to:

- HootSuite
- TweetDeck
- BufferApp
- SocialOomph
- The Archivist
- Twitterfall
- Trendsmap
- Retweetist
- Twitter's photo-sharing service
- Twitter's new user photo galleries

2:00 – 3:00 p.m.

Quick Study: Best Practices From 3 Top Twitter Case Studies

Twitter's applications for communications professionals are varied, and no single individual or organization can lay claim to mastery in all of them. In this session, we present three unique case studies that show how PR teams have used Twitter successfully with different goals in mind. Our panel provides proven Twitter tactics to manage customer relations, build a community of brand ambassadors, promote your CSR efforts and inform stakeholders of key issues.

In this session you'll learn how to:

- Attract more followers and increase audience engagement
- Engage with existing and new audiences
- Use Twitter as a listening tool and learn how and when to respond to tweets
- Build strong relationships with the media
- Use Twitter as a research tool for developing new products and services
- Increase traffic to your Web site and other social media pages using Twitter
- Improve your customer service efforts
- Establish new business partnerships and strengthen bonds with current partners

Speakers:

Cristina Alfaro, Communications Manager, McDonald's USA
Joel Frey, Senior Public Relations Manager, Travelocity
Christopher Lagan, Chief of Social Media, U.S. Coast Guard Public Affairs

3:00 – 3:15 p.m.

Networking Break

3:15 – 3:30 p.m.

Managing the Legal Risks in Social Media

Things tend to happen quickly on Twitter—sometimes too quickly. Within this fast-paced, 24/7 environment, PR pros must be ready to make decisions based on liability, regulatory and compliance issues. This session highlights the legal risks PR practitioners need to be aware of when tweeting information, posting photos and interacting with followers on behalf of their organizations or clients. Learn how to navigate the regulatory issues that impact your Twitter communications. You'll walk away with the know-how to avoid some of the obvious—and more obscure—legal pitfalls that await all users of social media.

In this session you'll learn:

- Who owns user-generated content posted on Twitter
- The scope of liability of material posted by organizations
- Compliance and regulatory issues for the pharmaceutical, healthcare and financial industries
- How to create a social media policy that will protect your organization against liability

Speaker:

Allison Fitzpatrick, Partner, Davis & Gilbert

3:30 – 4:30 p.m.

Twitter as a Key Tactic in Your Crisis Management Plans

Some organizational crises are now being ignited on Twitter, which only goes to prove that the microblog must be incorporated into all crisis plans. But Twitter is not only an outlet for rogue or inappropriate tweets from organizations—it is a great platform for monitoring potential crises and for communicating with audiences once they strike. This session will first offer the inside scoop on the best practices and tools PR leaders in social media are using to monitor comments in Twitter to spot reputational crises before they develop. And then it will offer examples of tweets used by PR pros during real crises—some that struck that right tone and told stakeholders what they needed to hear, and some that inflamed them.

In this session you'll learn:

- What to include in your crisis plan as it relates to Twitter
- What are the best tactics and tools for monitoring Twitter for potential crises
- How much time should be spent monitoring Twitter, and what kinds of comments to look for
- Tips for responding to negative tweets during a crisis
- The elements of an authentic tweet that resonates with stakeholders during a crisis
- What kind of engagement on Twitter works best during a crisis

Plus, you'll walk away with a checklist of tactics to manage a crisis in Twitter time.

Speakers:

Joe Becker, VP/Group Manager, Ketchum
Cory Edwards, Director, Social Media and Corporate Reputation, Dell

4:30 – 5:00 p.m.

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 share ideas at the Wynn in Las Vegas.



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Thursday, November 10, 2011

The Wynn, Las Vegas

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Individual	\$795	\$895
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Questions Contact: Marketing Coordinator,
Saun Sayamongkhun at saun@accessintel.com.

Venue Information: The Wynn, Las Vegas

Hotel Room Block: PR News has arranged a room
block with The Wynn for \$169 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 \$350
fee (per attendee). Before October 21, you will
receive a refund, minus the fee. After October 21,
your payment will be credited toward a future PR
News Conference.

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