

PRNews' August 9 FACEBOOK CONFERENCE

PR Tactics, Tools and Techniques for Maximizing Facebook



Tuesday, August 9, 2011
8:15 a.m. – 5:00 p.m.
The Westin San Francisco, CA

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



**The Early Bird
Registration Ends
July 15!**

Presented by:

PRNews

Sponsored by:

CISION ▶  mBLAST™

www.prnewsonline.com/facebooksf



PRNews' August 9 FACEBOOKCONFERENCE

PR Tactics, Tools and Techniques for Maximizing Facebook

www.prnewsonline.com/facebooksf

Join us on August 9 for the PR News Facebook Conference—the only Facebook-focused conference designed for PR & marketing professionals. In just one day social media innovators will provide practical lessons on how to use Facebook as a PR tool 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:

- Integrating Facebook into all of your PR initiatives
- Getting people to “like” your brand and become part of an engaged community
- Developing a winning content strategy to engage your followers
- Measuring the impact of your Facebook initiatives
- Creating your Facebook dream team
- Mastering Facebook's latest features and adding a new gear to your PR efforts

Panels Include:

- Next Practices for Integrating Facebook Into Your PR Initiatives
- 9 Secret PR Weapons of Facebook
- How to Turn “Likes” Into an Engaged Community
- PR's Role in Developing a Content Strategy for Facebook
- Facebook Team Building Across the PR, Marketing, Sales (and More) Functions
- How to Maximize Facebook's New Features to Boost Your PR Efforts

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
- Executive Summary of the Conference

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, Guidebook to Best Practices in CSR, PR Measurement Guidebook, Digital PR, Crisis Management and Top 100 Case Studies in PR Guidebooks. www.prnewsonline.com.

www.prnewsonline.com/facebooksf

AGENDA

8:15-8:45 a.m.

Registration and Networking Breakfast

8:45-9:30 a.m.

Next Practices for Integrating Facebook Into Your PR Initiatives

In this opening session, our panel of digital leaders breaks down successful PR campaigns on Facebook to show you the tactics that worked—and some that didn't—and how you can incorporate them into your own organization. Learn strategies to build your following, engage communities and manage customer service needs. Begin the day by discovering 7 proven best and next practices you can apply to your Facebook efforts right away.

Speakers: **Monte Lutz**, *Senior Vice President/Group Head*, Edelman Digital
Tim Marklein, *Technology Business Practice Leader*, WCG

9:30-10:15 a.m.

9 Secret PR Weapons of Facebook

While most PR professionals know the basics of communicating and sharing information on Facebook, many are not using the platform effectively for their PR efforts. This session provides the tactics you need to deliver messaging that will get more traction in a crowded marketplace. Learn the optimal time to post to reach your key influencers and market, strategies to incorporate photos and videos to your brand page and how to transition your audience into an interactive Facebook community. You'll walk away with the top secret PR weapons to develop a comprehensive Facebook strategy for your organization.

In this session you'll learn:

- Facebook EdgeRank and its impact on the visibility of your News Feed posts
- What kinds of posts get the most traction and visibility
- How to supercharge engagement and interaction with photos, videos and events
- How to create a call to action to attract fans to your Facebook page
- How to shape your Facebook content using fan input as a guide
- How to build a custom comment tab to generate interaction among your followers

Speaker: **Michael Jandl**, *Chief Client Officer*, Buddy Media

10:15 - 10:30 a.m.

Networking Break

10:30-11:30 a.m.

How to Turn "Likes" Into an Engaged Community

Creating a truly active Facebook community involves a commitment to building long-term engagement and retention rather than just collecting likes. In other words, it takes time-tested communications skills. This session shows you how to communicate best with your fans—and potential fans—by creating a two-way dialogue, encouraging interaction with questions and polls and generating compelling discussions. Find out from top brands how to identify your key influencers, tap into your network of friends (and their friends) and reward your loyal fans.

In this session, you'll learn how to:

- Identify the optimal frequency for posting new content
- Create contests and promotions to drive new users to your Facebook page
- Monitor fan activity to understand the content needs and preferences of your audience
- Identify your potential fans and how to reach them where they congregate online
- Use Facebook Insights to monitor engagement spikes
- Build a Facebook community by engaging fans in a dialogue
- Incorporate videos, photos and links to receive higher levels of engagement
- Learn which Facebook communications tactics can lead to "unlikes"

Speakers: **Caley Concannon**, *Social Media Editor*, UC Berkeley
Jennifer Deming, *Group Manager, Content and Social Strategy*, Adobe
Holly Potter, *VP, Public Relations*, Kaiser Permanente

11:30-12:30 a.m.

PR's Role in Developing a Content Strategy for Facebook

Expanding your audience on Facebook—and holding on to the likes you already have—requires a content strategy that fits your community and also fits into your broader communications plan. This panel shows you how PR can take the lead in developing a content strategy and provides best practices for creating content that can be shared; guidelines for integrating content from your Web site, Twitter and LinkedIn pages and other social media platforms; and strategies for developing an editorial calendar to keep content fresh and engaging. You'll walk away with the tactics needed for an effective content strategy that will build communities and establish trust with your stakeholders.

You'll learn how to:

- Manage team responsibility for creating and posting content and manage comments
- Strike the best conversational tone when managing a Facebook page for a client
- Use Facebook analytics to determine what kind of content connects best with your fans
- Integrate content from your Web site, blog and Twitter on your Facebook page
- Develop relationships with the media to elevate your campaigns and your fan group's visibility
- Implement crowdsourcing techniques to test new ideas and products
- Keep brand messaging consistent throughout your Facebook content

Speakers: **Sukhjit Ghag**, *Social Media Evangelist*, Sony Electronics
Krisleigh Hoermann, *Community Manager*, American Heart Association
Mary O'Connell, *Global Director, Digital and PR*, The Clorox Company

12:45-1:45 p.m. Luncheon and Keynote Presentation

Digital Fitness: A Matter of Survival for PR Professionals

Digital marketing and social media are transforming public relations at lightning speed. PR professionals can no longer afford to view platforms like Facebook as mere extensions of their campaigns. Indeed, smart and deep integration of Facebook and other social platforms into broader strategy has never been more vital. Join

Bonin Bough, global head of Digital at PepsiCo, as he shares PepsiCo's approach to building digital fitness, and how the company has embedded digital into the DNA of its consumer engagement strategies to drive breakthrough results. For PR professionals, the stakes could not be higher: become digitally fit, or become obsolete.

Speakers: **B. Bonin Bough**, *Global Head of Digital, PepsiCo*

2-2:30 p.m.

Case in Point: Anatomy of a Successful Facebook-Focused PR Campaign

Companies like Starbucks, Intel, Coca-Cola and Dell have generated millions of followers on Facebook, and have taken their relationships with their audiences to new levels. But not every brand or organization has the budget of a Fortune 500 company. In this session, we closely examine a PR campaign that proves you can do more with less to successfully leverage Facebook to build a following, engage fans and drive business. 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.

You'll learn how to:

- Produce content that generates a two-way conversation with customers and stakeholders
- Monitor online content to manage reputation and prevent a crisis
- Attract journalists and bloggers to a Facebook page
- Establish measurement benchmarks and key performance indicators
- Integrate Facebook ROI with traditional PR metrics
- Connect PR's use of Facebook to the bottom line

2:30 - 2:45 p.m.

Networking Break

2:45-3:45 p.m.

Facebook Team Building Across the PR, Marketing, Sales (and More) Functions

You've developed an effective Facebook strategy that engages your fans and builds your brand, but are you working at cross-purposes with your colleagues in different departments within your organization? With so many functions having access to an organization's Facebook page, intra-company communications have become paramount. This panel shows you how to divide and share responsibilities, implement a social media policy and coordinate Facebook activity among PR, marketing and third-party teams. Find out how to build a 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:

- Identify and manage functional overlap and team inefficiencies
- Create social media guidelines to manage employees' personal Facebook page activity as it relates to your organization or brand
- Monitor employee Facebook activity to protect and manage your brand reputation
- Determine who "owns" Facebook, and validate 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 integrate the efforts of marketing, PR and advertising

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

Speakers: **Christi McNeill**, *Emerging Media Strategy Specialist, Southwest Airlines*
Adam Singer, *Social Media Practice, Lewis PR*
Jake Wengroff, *Global Director, Social Media, Frost & Sullivan*

3:45-4:15 p.m.

How to Maximize Facebook's New Features to Boost Your PR Efforts

As a leading PR professional, it's critical to be ahead of the curve when it comes to new social media tools and opportunities. In this session, Facebook experts show you how to leverage the social network's latest features and applications including Facebook Deals, "Send" and Groups. Learn how they can build brand awareness, increase engagement with your followers and drive ROI. This session will make you the go-to Facebook expert in your organization.

You'll learn how to:

- Leverage the "send" button to share content
- 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
- Acquire new customers and build brand loyalty through Facebook Deals
- Customize Facebook tabs to drive sales, services and fundraising efforts

Speakers: **Samantha Garry**, *Director, Digital Marketing and Publicity, The Walt Disney Studios*
Baochi Nguyen, *PR and Social Media Manager, Boingo Wireless*

4:15-5:00 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 Westin San Francisco.

REGISTRATION INFORMATION

Online:

www.prnewsonline.com/facebooksf

CALL: 301-354-1694

FAX: 301-309-3847

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

Venue Information:

The Westin San Francisco
Market Street
50 Third Street
San Francisco, CA 94103
415-974-6400

Hotel Room Block:

PR News has arranged a room block with the Westin for \$199 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 July 15, you will receive a refund, minus the fee. After July 15, your payment will be credited toward a future PR News Conference.

PRNews' August 9 FACEBOOKCONFERENCE

PR Tactics, Tools and Techniques for Maximizing Facebook



1. Contact Information

Name _____
 Title _____
 Company/Organization _____
 Address _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Phone _____ Ext _____ Fax _____
 Email _____

(Required to confirm registration)

PRNews'
FACEBOOKCONFERENCE
PR Tactics, Tools and Techniques for Maximizing Facebook

4 Choke Cherry Road, 2nd Floor
Rockville, MD 20850

PRESORT STANDARD
US Postage
PAID
Suburban, MD
Permit 6246

AUGUST 9, 2011 – 8:15 A.M. – 5:00 P.M.
THE WESTIN SAN FRANCISCO , SAN FRANCISCO

FOUR EASY WAYS TO REGISTER

Web: www.pnewsonline.com/sf

Phone: 301-354-1694

Fax this completed form to:
301-309-3847

Mail this completed form to
PR News/Saun Sayamongkhun
4 Choke Cherry Rd, 2nd Floor
Rockville, MD 20850

When faxing or mailing, please photocopy the form for each registrant.

Access Intelligence Federal Tax ID#: 52-2270063

2. Registration Fee

Registration Type	Early Bird (Before July 15)	Regular Rate
Individual	\$795	\$895
Group	\$745	\$845

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.

3. Payment Information

Credit Card: Visa MasterCard
 American Express Discover

Card Number _____

Expiration Date _____

Name as Shown on Card _____

Signature _____