

Early bird registration ends Sept. 12!

# PRNews SOCIAL MEDIA MEASUREMENT CONFERENCE

Reputation | Media Relations  
Video | Crisis | Engagement

October 2, 2012 ■ Grand Hyatt, New York City

At PR News' Social Media Measurement Conference you'll get practical tips and real-world examples that will enable you to use metrics as a foundation for successful and evolving social media strategies.



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Register at [SocialMediaMeasureConference.com](http://SocialMediaMeasureConference.com)

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Day to day and week to week, you are spending more and more time and resources on Twitter, Facebook, LinkedIn, Pinterest and blog networks to communicate your organization's messages, build community, protect and enhance reputation and drive sales and other organizational goals. This means the pressure on you to produce and report metrics that prove the value of these efforts is increasing as well.

Join PR News on Oct. 2 for this intensive day of learning that will show you how to measure your PR programs across all the dominant social media platforms. Attending the PR News Social Media Measurement Conference will do more than enable you to prove that your efforts are producing tangible, bottom-line results—it will show you how to use metrics as a foundation for successful and continually evolving social media strategies.

Don't miss this opportunity to participate in these sessions that will focus squarely on the most exciting and revolutionary aspect of communications—social media—and the most challenging—measurement.

## Exclusive Bonuses for Attending:

- Tip sheet - 4 Tips for Leveraging Google Analytics
- 8 Steps to Proving ROI for Your Social Program
- Samples of social media policies
- Certificate of Completion
- Workbook & attendee-only access to speaker presentations

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

- Aligning social media activity with your organization's business objectives
- Measuring the impact of your social media initiatives
- Integrating social media into your measurement program
- Defining and analyzing key performance indicators
- Tying social media to sales and business outcomes
- Determining which metrics and measurement terms will resonate best within your organization
- Creating a measurement dashboard that successfully integrates traditional with social media metrics
- Measuring and tracking the influence of blogs, Twitter, Facebook and LinkedIn on buying decisions
- Measuring your brand reputation during and after a crisis

## Panels Include:

- The Nuts & Bolts of Social Media Measurement
- Prove PR's Value With Metrics That Matter to Your Organization
- Boost Your Facebook Engagement With Meaningful Metrics
- Measure Your Success on Twitter and Tie It to Organizational Goals
- Master Class in Google Analytics
- Picture Perfect: Measure the Power and Influence of Your Video Content
- Interactive Crisis Clinic: How to Measure Your Brand Reputation During and After a Crisis
- Measure Your Media Relations Efforts on Social Networks
- Tie Social Media to Sales and Business Outcomes
- Interactive Session: Best Ideas From the Social Media Measurement Conference

## Who Should Attend:

If you spend at least a quarter of your time in any of these areas, you should attend this Social Media Measurement Conference:

- Public Relations
- 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
- Brand Marketing
- Video Production
- Marketing Communications
- Employee Communications
- PR Business Development
- PR Budget Creation/Management
- Human Resources

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October 2 ■ New York City

# AGENDA

7:45 - 8:25 a.m.

## Registration and Networking Breakfast

8:25 - 8:30 a.m.

## Opening Remarks

8:30 - 9:00 a.m.

### The Nuts & Bolts of Social Media Measurement

In this opening session, measurement experts provide an explanation of measurement terminology and discuss newly issued social media measurement standards and key metrics needed to build a comprehensive measurement program.

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

- Differentiate between ROI and KPIs
- Establish measurement objectives
- Connect media coverage, Web site traffic and online interaction to business outcomes
- Establish outcomes and outputs
- Integrate social media measurement industry standards into your measurement program
- Navigate the tools (both free and paid) used to measure share of voice, influencer identification, engagement and brand reputation

#### Speakers:

**Don Bartholomew**, Senior Vice President, Digital and Social Media Research, Ketchum—@donbart

**Brad McCormick**, Principal, 10 Louder Strategies—@darbtx

9:00 - 9:45 a.m.

### Prove PR's Value With Metrics That Matter to Your Organization

In this session, we'll show you how to develop a measurement strategy that ties your social media programs to your organization's goals. Learn which metrics resonate the most with key stakeholders; how to set KPIs for social media; and how to create an integrated dashboard that effectively communicates PR's value to the organization.

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

- Align your social media strategy with your organization's business objectives
- Establish appropriate key performance indicators for social media communications
- Determine which metrics and measurement terms will resonate best within your organization
- Create a measurement dashboard that successfully integrates traditional with social media metrics

#### Speakers:

**Josh Hendler**, Global Chief Technology Officer, Hill+Knowlton Strategies—@joshhendler

**Katie Paine**, CEO and Founder, KDPaine & Partners—@KDPaine

9:45 - 10:15 a.m.

### Boost Your Facebook Engagement With Meaningful Metrics

Facebook Insights and other metrics tools can help solve many social media mysteries, such as how users are interacting with your brand page; which Facebook posts are most successful; and which types of content generate the most engagement. This in-depth look at Facebook metrics will help you drive your social content strategy and grow your Facebook community.

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

- Extract fan demographic information, including location, age and gender
- Measure audience reach and engagement of each post
- Examine the popularity or virality of posts and shares
- Analyze page views and posts
- Extend your social reach and find new audiences
- Measure the success of Facebook ads
- Interpret Insights data and adjust your content strategy accordingly

#### Speakers:

**Maria Baugh**, Co-Owner, Butter Lane Cupcakes—@Butterlane

**Pam Nelson**, Co-Owner, Butter Lane Cupcakes

**Michael Torres**, Senior Director, Communications, PepsiCo/Tropicana—@TropicanaOJ

10:15 - 10:30 a.m.

## Networking Break

10:30 - 11:00 a.m.

### Measure Your Success on Twitter and Tie It to Organizational Goals

We'll show you how to define Twitter objectives and establish key performance indicators, determine the value of followers and retweets and measure conversations and engagement. Learn measurement tactics that will enable you to clearly report the success of your Twitter strategies and draw a connection to your organization's goals.

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

- Define and analyze key performance indicators
- Measure followers, mentions, retweets, replies and direct messages
- Measure the ROI of the number of followers versus influence
- Analyze the reach of your tweets
- Compare inbound site traffic from Twitter click-throughs to traffic from Web search
- Evaluate the success of promoted accounts and tweets
- Tie Twitter initiatives to organizational goals
- Use HootSuite and other free tools to keep your Twitter strategy on track

#### Speakers:

**Danielle Brigida**, Manager, Social Media, National Wildlife Federation—@starfocus

**Tim Haran**, Manager of Social Media Content, USANA Health Sciences, Inc.—@timharan

11:00 - 11:45 a.m.

## Master Class in Google Analytics

An integral part of any smart PR pro's digital measurement arsenal, Google Analytics is an effective—and free—tool that is constantly evolving. In this session you'll learn how to measure specific campaigns, integrate AdWords with analytics and create integrated, custom dashboards to monitor your results. You're probably already using this powerful tool to keep your digital/social strategy on track—now it's time to become a master user of Google Analytics.

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

- Determine which keyword search terms are driving Web traffic
- Integrate AdWords with analytics
- Create custom dashboards
- Optimize ads to make the most of your spend
- Create an analytics report
- Effectively track mobile campaigns
- Analyze traffic sources and adjust your strategy accordingly

#### Speaker:

**Joe Shantz**, SVP, Digital Analytics, Porter Novelli—@Jbshantz



11:45 - 12:15 p.m.

### Picture Perfect: Measure the Power and Influence of Your Video Content

The Web—and especially the mobile Web—is getting more visual by the day. And nearly every digital PR strategist recommends integrating video into all social media platforms. We'll show you how to measure engagement with your videos and use those metrics to refine your strategy and ultimately prove the value of your video initiatives.

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

- Establish benchmarks for key metrics including views, audience retention and engagement
- Analyze viewer demographics including age, gender and location
- Evaluate traffic sources from YouTube, mobile apps and social networks
- Analyze length of views and time spent to measure community engagement
- Measure the ROI of your video efforts with YouTube Insights and TubeMogul

#### Speakers:

**Priya Ramesh**, Director, Social Media, CRT/tanaka—@newpr  
**Stephanie Young**, Social Media Specialist, U.S. Coast Guard Office of Public Affairs—@USCG

12:15 - 1:45 p.m.

### Luncheon and Keynote Presentation:

We are on the cusp of a marketing revolution—and it's being led by you, according to our luncheon keynote speaker Mark Schaefer. A marketing faculty member of Rutgers University, Schaefer literally wrote the book on the hot new business trend of social influence marketing. In this presentation, he'll look at the underlying trends that have created the era of "Citizen Influencers," new case studies of how social influence measures are being put to practical use and how you and your company can find your own "Return On Influence."

#### Keynote Speaker:

**Mark Schaefer**, Author, *Return on Influence: The Revolutionary Power of Klout, Social Scoring, and Influence Marketing*—@markwschaefer

2:00 - 2:45 p.m.

### Interactive Crisis Clinic: How to Measure Your Brand Reputation During and After a Crisis

Immerse yourself in a mock crisis that threatens the reputation of an organization. Our workshop leader will define the crisis and begin his stopwatch—then it will be your team's job to create a strategy that will measure the impact of the developing crisis in real time and point the way toward an appropriate response. Team leaders will share their strategies with all attendees, and our workshop leader will analyze the results to create a set of best practices.

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

- Determine the strengths and weaknesses of your crisis communications strategy
- Track and analyze traditional and social media mentions, including impressions, reach and Web site traffic
- Measure the reputation of your CEO and other senior leaders
- Monitor social media channels for viral messages that may harm your organization's reputation, and respond accordingly
- Leverage social media platforms including Facebook, Twitter, LinkedIn and blogs, to manage—and save—your organization's reputation
- Rebuild confidence among key stakeholders following a crisis

#### Session Leader:

**Dallas Lawrence**, Chief Global Digital Strategist, Burson-Marsteller—@DallasLawrence

2:45 - 3:15 p.m.

### Measure Your Media Relations Efforts on Social Networks

Journalists and bloggers may say that they still prefer to hear from PR pros via e-mail, but they'll also tell you that they are spending more and more of their time on Twitter, Facebook, LinkedIn, Pinterest and blogs. We'll show you how to create a measurement strategy to prove the value of your outreach and trust-building efforts across social media channels.

#### You'll learn how to:

- Create measurable objectives for your outreach to journalists and bloggers on social channels
- Link media relations to business objectives, including increased sales, improved reputation or customer satisfaction
- Connect your interactions with journalists and bloggers on Twitter and LinkedIn to real-world results
- Conduct content analysis to measure messaging, sentiment and positioning
- Create consistent messaging among paid, earned and owned media

#### Speakers:

**Frank Strong**, Director of PR, Vocus—@Frank\_Strong

**Evan Welsh**, Director, Global Media Relations, SAP—@evwelsh

3:15 - 4:00 p.m.

### Tie Social Media to Sales and Business Outcomes

Organizations such as Juniper Networks and charity: water have paved the way in integrating social media into the fabric of their organizations. But, more importantly, their social media initiatives are inextricably linked to brand affinity and, ultimately, sales and fundraising. At this session you'll learn how brands and nonprofits are using Twitter, Facebook, Pinterest and other platforms to move the business needle—and also how they are generating the metrics they need to prove that connection.

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

- Establish benchmarks that tie social media to sales
- Measure and track the influence of blogs, Twitter, Facebook and LinkedIn on buying decisions
- Track and measure the impact of word-of-mouth on sales initiatives
- Tie Pinterest activity to sales results
- Measure the impact of mobile campaigns on sales
- Report the results of an integrated, sales-oriented social media campaign

#### Speakers:

**Adam Christensen**, Senior Director, Corporate Communications & Digital Strategy, Juniper Networks—@adamclyde

**Paull Young**, Director of Digital, charity: water—@paullyoung

4:00 - 4:30 p.m.

### Interactive Session: Best Ideas From the Social Media Measurement Conference

We'll break into roundtable groups, where you'll have the opportunity to share the most exciting ideas and valuable insights you picked up during the day. Then, our session leader will call upon groups to share those insights with all attendees. The session will wrap up with a quick rundown of the most important takeaways from the Social Media Measurement Conference.

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.

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## FOUR EASY WAYS TO REGISTER



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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

#### Social Media Measurement Conference

Registration Type	Early Bird (Before Sept. 12)	Regular Rate
Individual	\$795	\$895
Group	\$745	\$845

#### Special Value – Make it a 2-Day Package! SEO Workshop – Oct 1

Registration Type	Early Bird (Before Sept. 12)	Regular Rate
Individual	\$1245	\$1345
Group	\$1195	\$1295

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 \_\_\_\_\_  
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**Online:** [SocialMediaMeasureConference.com](http://SocialMediaMeasureConference.com)  
**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 City

**Hotel Room Block:** PR News has arranged a room  
block with the Grand Hyatt for \$399 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 \$300 fee  
(per attendee). Before Sept. 12, you will receive a refund,  
minus the fee. After Sept. 12, your payment will be credited  
toward a future PR News Conference.

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