

EARLYBIRDS
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How to master Social Media Marketing

SOCIALMEDIA

JUNCTION 2

16 - 17
Nov 2010
Auckland

SkyCity Convention Centre

Including presentations from **6** international experts
and **4** Kiwi brands

Comprising two separately bookable days:

**Securing
Return on Investment in
Social Media Marketing**
One Day Conference Tuesday, 16 November 2010

**How to implement a successful
Social Media Content Strategy
Masterclass** with Lee Odden
One Day Masterclass Wednesday, 17 November 2010

Plus separate pre-conference **Workshop:**
Public Sector Social Media Workshop
with Simon Wakeman
One Day Workshop Monday, 15 November 2010



Lee Odden
TopRank Online
Marketing,
USA



Simon Wakeman
Leading UK social
media expert



Cliff Rosenberg
MD LinkedIn,
Australia & NZ



Michael Fox
Shoes of Prey,
Australia's most
innovative online
retailer



Darren Whitelaw
Social media crisis
management Case Study:
Victoria bush fires



Louise Denver
Head of Innovation,
Deloitte, Australia

Supported by:



Organised by: **Blueprint IP**

TWO SEPARATELY BOOKABLE DAYS:

Day One

Tuesday, 16 November 2010

Securing Return on Investment in Social Media Marketing

with 6 international presenters from USA, UK and Australia
Kiwi brand case studies from ASB, Telecom, Hell Pizza, and Tui Beer

7 key topics:

1. ROI and Social Media - the essential truths
2. Social media solutions to perennial business problems
3. The new rules for customer engagement
4. The monetization of social media
5. How to measure success
6. Successful commercial social media models
7. Crisis management via social media

International presentations from:

Social Media Innovation and Best Practice

Louise Denver, Head of Innovation and Communications, Deloitte, Australia

Social Media and ROI: How to Deliver Tangible Results

Simon Wakeman, Head of Marketing and Communications, Medway Council, London, UK

Unleashing the Power of Brand Ambassadors

Michael Fox, Founder, Shoes of Prey, Australia

Social Media in a Crisis

Darren Whitelaw, General Manager Corporate Communications, Department of Justice, State Government of Victoria, Australia

Find The Right Audience Using Digital Media

Cliff Rosenberg, Managing Director, LinkedIn Australia & New Zealand

Day Two

Wednesday, 17 November 2010

Masterclass Programme

How to plan and execute

Successful Social Media Content and Digital Engagement Strategies

Led by Lee Odden CEO of TopRank Marketing, advising Fortune 500 companies on social media content strategies and editor of MarketingBlog.com

Attend and learn how to:

- Master online content strategy
- Create a social content marketing roadmap
- Tactics and tools
- Audience profiles
- Identifying the right measurement tools for you
- Leverage the cycle of media interaction
- Blog to power up your social media engagement
- Optimise your digital assets
- Incorporate the essentials of Social SEO for marketers in 2011
- Measure and establish ROI

Find out what works and what doesn't.

SIX INTERNATIONAL PRESENTERS:



Lee Odden is founder and CEO of TopRank Online Marketing, a US-based digital marketing agency that works with companies to create better connections with customers and improve sales through search, content marketing and social media.

Lee and his team have helped both medium and Fortune 500 clients improve online brand visibility, which has led to increased sales and customer engagement. He regularly shares his insights on digital and social media at his internationally renowned TopRank Online Marketing Blog, ranked 8th in the Ad Age 'Power 150' rankings and is in the top 100 sites on Technorati, the world's leading blog search engine.



Simon Wakeman is one of the UK's leading social media authorities. Responsible for the first UK council launch of a podcast, Simon has since pioneered the use of social media tools including blogs, online video, Twitter and Facebook in public sector communications. He has provided strategic counsel and training to a wide range of central and local government agencies including councils, police forces, healthcare and housing providers. Simon has also undertaken groundbreaking research into the use of social media within the UK public sector.



Cliff Rosenberg is the Managing Director for LinkedIn in Australia and New Zealand. He was formerly the managing director of Yahoo! Australia and New Zealand where he was responsible for all aspects of the local operation for more than three years. Prior to joining Yahoo!, Rosenberg was the founder and managing director of iTouch Australia and New Zealand, a leading wireless application service provider. He grew the Australian office to one of the largest mobile content and application providers in Australia with key partnerships with companies such as Ninemsn, Yahoo!, Telstra and Vodafone. Previously, Rosenberg was head of corporate strategy for Vodafone Australasia and also served as an international management consultant with Gemini Consulting and Bain Consulting.



Michael Fox is the founder of award winning Australian online retailer Shoes of Prey. His dual passions for retail and online marketing came together in August 2009, when Michael left Google to co-found Shoes of Prey, a website where women can design their own fashionable shoes which are then hand-made and shipped to them. Michael manages buying, business operations and marketing for Shoes of Prey.

Michael can be found on Twitter and he blogs about the process of starting and running Shoes of Prey on the business blog 22michaels.



Darren Whitelaw is the General Manager of Corporate Communication for the Victorian Department of Justice. He has led a number of high-profile social media campaigns for the Victoria State Government, in particular leading the online response following the Black Saturday bushfires, and developing the government's first iPhone app.

Darren has worked across a range of portfolios, including police, emergency services and corrections. Most recently, Darren has been working with the Country Fire Authority and others to look at harnessing the power of social media to raise awareness of bushfire preparation and help Victorians be FireReady.



Louise Denver, as Director of Media and Communications at Deloitte, has overseen the rollout of internal social media innovations. Deloitte is recognised as one of the global leaders in selling social media within the organisation and using the tools available to help collaboration. Deloitte has over 50% of its staff on internal social media platform, Yammer and regularly uses Facebook, LinkedIn and Twitter to hire new recruits.

Louise Denver has been at the helm of Deloitte's communications strategy for 8 years and has been a central factor in the decision to have global social media strategy led out of the Australian office.

**TWO
separately
bookable
days**

Securing ROI in Social Media Marketing

with 6 international speakers and 4 Kiwi brands, One Day Conference

Tuesday, 16 November 2010
SkyCity Convention Centre,
Auckland

9.00am: Welcome from Nicholas O'Flaherty
Managing Director, Bullet PR

9.20am: Keynote speech: The Truth About Social Media ROI
Companies world-wide are struggling to understand where and how social media fits in with their business. Social media marketing presents all new challenges in measurement and this presentation will offer strategy and practical insights to use immediately:

- Essential business problems solved with business social media participation
- New rules for customer engagement and monetization of social media
- Examples of how companies are measuring success
- A model of social media strategy and measurement

Lee Odden, CEO, TopRank Online Marketing, USA, advising Fortune 500 companies. Founder, TopRank Blog, Number Eight on Ad Age's Power 150 Blogs

10.10am: Making Social Media an Integral Part of the Business - Social Media Innovation and Best Practice from Deloitte

- How to get buy-in and understanding from across a large business
- Providing a platform for internal and external social media activity
- Encouraging employees to collaborate online
- Using social media to recruit new employees
- How social media can be used to build and grow the image of the brand

Louise Denver, Head of Innovation and Communications, Deloitte Australia

11.00am: Refreshment break

11.20am: Social Media and ROI: How to Deliver Tangible Results - UK case study

- Learning how to listen effectively using the tools at your disposal
- How to engage and deal with criticism and negative feedback
- Managing yours and others' time on social media
- Your role in managing your brand's long-term social media strategy

Simon Wakeman, Head of Marketing and Communications, Medway Council, Greater London, UK

12.10pm: Lunch

1.20pm: Unleashing the Power of Brand Ambassadors - how targeted online video drives sales. Case study: Shoes of Prey, Most Innovative Online Retailer of Australia 2010

- Picking the right person to represent your brand
- Why increased views, more fans and huge spikes in traffic don't always lead to better sales

- How to learn from what's happened in past social media campaigns so you get it right for your company
- The best tools to use in order to track results from social media activity on YouTube, Twitter, Facebook, blogs
- Multi-channel marketing; leveraging social media to maximise spend in others forms of media

Michael Fox, Founder, Shoes of Prey, Australia

1.50pm: Social Media in a Crisis. Case study: Victorian Bush Fires

- Reacting to the thirst for information after Black Saturday
- Preparing a social media strategy for the next fire season
- The importance of listening
- Making sharing a key part of your social media strategy
- Go to where people are: mobile social and Facebook
- Empowering people by putting info at finger tips

Darren Whitelaw, General Manager Corporate Communications, Department of Justice, State Government of Victoria

2.30pm: Panel Discussion: Kiwi brands and social media - differing ways to achieve ROI

Chair: Michael Carney, CEO, Netmarketing Services

- Richard Irvine, Head of Online Communities, Telecom
- Warren Powell, CEO, Hell Pizza
- Jarrod Bear, Head of Marketing, Tui Beer
- Simone McCallum, Head of Internet Community Support and Operations, ASB Bank



3.30pm: Refreshment break

4.00pm: Find The Right Audience Using Digital Media: How Professionals And Businesses Can Get The Most From LinkedIn

- The way the digital landscape has changed over the last 20 years
- How to find and target the right audience for your product or service
- Insights into where different demographics invest most of their time in terms of digital media
- How to share the most compelling information from social media platforms

Cliff Rosenberg, Managing Director, LinkedIn Australia and New Zealand

4.20pm: Panel Discussion: International Keynotes
Chair: Vincent Heeringa, Publisher, NZ Marketing Magazine

- Lee Odden, TopRank Online Marketing, USA
- Simon Wakeman, Medway Council, UK
- Michael Fox, Shoes of Prey, Australia
- Darren Whitelaw, State Government of Victoria, Australia
- Cliff Rosenberg, LinkedIn, Australia
- Louise Denver, Deloitte, Australia

5.00pm: Cocktails

Social Media Content Strategy Masterclass

with Lee Odden, CEO, TopRank Online Marketing, USA, advising Fortune 500 companies

Wednesday, 17 November 2010
SkyCity Convention Centre, Auckland

9.00am: Introduction to Online Content Strategy (OCS)

This is a "masterclass" so the last thing you need is a fluffy introduction session. For those that have no idea where to start with Online Content Strategy, Lee will spend this session bringing you up to speed.

9.15 am: Social Content Marketing Roadmap: Laying the foundation for social media success

Setting up accounts on Facebook, Twitter and publishing a blog isn't a social media strategy. Understanding the who, what, when, where and why of your customers and industry influentials is essential for developing a strong social content plan that engages, persuades and converts. You'll learn:

- Fundamentals of Social Media Listening
- Setting Objectives for Social Content Marketing
- 3 keys to developing an Audience profile
- Core components to successful Social Strategy
- Essential social media Tactics & Tools
- Which Measurement tools are right for you

10.15am: Cycle of Social Media Interaction

Social media and content marketing require ongoing adjustment and scale according to customer needs. The Cycle of Social Media Interaction provides an opportunity to develop useful content and grow social networks that will share that content and offer insights on refinement for even more effective social media marketing. You'll learn:

- Essential social content development
- Social media optimization tips
- Social network development
- Social content promotion
- Link building through social media
- Mining social data for keywords and editorial

10.45am: Refreshment break

11.15am Blogging to Power Up Your Social Media Engagement

Business blogs can be incredibly effective publishing and customer engagement tools. They can also drain resources and lack effectiveness without the right approach. After nearly 7 years of blogging over 2,000 articles and being recognized as one of the top marketing blogs on the web, Lee Odden will share firsthand knowledge of successful business blogging. You'll learn:

- How companies have successfully increased traffic, leads and sales through blogging
- Blog content planning, promotion and measurement
- How blogs can tie social media, SEO and Public Relations together
- How to leverage social media for blog marketing

11.45am: Social Media Marketing Tools

Now that you've decided to commit to social media content, where will you start? Is Facebook better than LinkedIn? How can you make the most of YouTube and Twitter? In this session you'll learn:

- Pros and cons of the top social media platforms and tools: Facebook, YouTube, Twitter, LinkedIn, Blogging
- How to tie social media participation together
- Which tools & dashboards are most useful for managing participation and promotion

12.15pm: Lunch

We'll keep you nourished while you network with others and pick Lee's brain.

1.00pm: Digital Asset Optimization

It's no longer effective to solely optimize web pages for a competitive advantage in search. Social media content & media can engage customers directly. Like other types of content found on search engines, social media content can be optimized for better search visibility, attracting relevant customers looking for what your company has to offer.

You'll learn:

- Types of digital assets included in Universal search results
- How to optimize digital assets
- How to leverage digital assets for social media and SEO

2.45pm: Refreshment break

2.55pm: Essentials of Social SEO for 2011

In a recent poll on Online Marketing Blog, over 200 marketers voted SEO as the top online marketing tactic for 2011 followed by social media. The nature of customer information discovery, consumption and sharing is changing and rather than shifting marketing resources specifically to social media or SEO, marketers will find an amplified effect if they learn how to use Social Media, Content and SEO together. In this session you'll learn:

- A model for incorporating strategic social media and SEO into online marketing plans
- Social and search-focused Listening
- Buyer persona-focused Content
- Social network Promotions that also attract links for SEO
- Essential social media and SEO Measurement

3.45pm: Social Media Measurement & ROI

Measuring short term and long term marketing effectiveness along with identifying real-time opportunities are essential for social media marketing success. There are a number of search and social media centric key performance indicators (KPIs) that can provide insight to social media marketing. In this session, you'll learn:

- Essentials of social media monitoring for research, benchmarking, measuring performance and identifying on-demand marketing opportunities
- Which search and social media signals can lead to improved marketing success
- Models for associating monetary value with social media outcomes
- Insights into reporting social media & content marketing performance in your organization

4.45pm: Conclusions on What Works and What Doesn't

Lee will finish by addressing the main takeaway points on online content strategies and then open up to questions.

Public Sector Social Media Workshop

with Simon Wakeman, Head of Marketing & Comms, Medway Council,
Greater London, UK



PLUS
pre-conference
public sector
workshop

Monday, 15 November 2010

SkyCity Convention Centre, Auckland

9.00am: Introduction/warm-up exercise

- What is the scope and opportunity for public sector organisations in social media?
- What is the potential of social media to contribute to the essential functions of government?
- Grasping the future implications of social media for accountability and responsiveness

9.30am: Getting the basics right - Mastering the essentials for successful public sector social media strategy and implementation

- The seven types of social media and how they can be made to work for public sector organisations
- Communicating, engaging and consulting
- When and how to engage - using behaviour, emotion and attitudes to direct strategy
- Understanding the network effect

10.15am: Managing social media use within the organisation – mitigating risk and striking the personal/professional balance

- Stakeholder engagement - developing a business case to ensure social media can be used as part of the communications mix
- Harnessing employee enthusiasm for social media while making sure it is used responsibly
- Protecting your organisational 'brand' and voice
- Allocating responsibility for implementing and policing the organisation's use of social media - developing a social media policy that employees understand and will follow
- How can social media help with internal communications and engagement

10.45pm: Refreshment break

11.00am: Monitoring and auditing - Effective social media listening

- Conducting a social media audit as a basis for developing an integrated offline/online communications strategy that incorporates social media
- What when, where and why to listen
- What to do with what you hear
- Cost effective monitoring tools and practice
- What to monitor and how to achieve effective results
- Reporting for elected stakeholders

11.45am: Focus on Facebook and Twitter within an integrated communications and marketing mix

- What are the best ways to put these popular platforms to use?
- How to use different types of presence on Facebook
- How to develop an effective and sustainable presence with interesting and engaging content that your audience will want to share
- Platforms you may not have considered and how they made to work

12.30pm: Lunch

1.30pm: Engaging and consulting - Incorporating social media into policy development and service delivery processes

- Using social media to shape policy and meet community needs
- Platforms and formats, what works, what doesn't
- Factoring social media response into the process
- Organisation support and resourcing for social media engagement at policy level

2.15pm Social media relations - Managing outrage and other responses

- Risk management and mitigation through planning and social media choice
- What to do when people mention your organisation or service online
- How to deal with criticism or negative comments
- Deciding whether to respond and how to respond to conversations about your organisation or service
- Managing the potential negative impacts of social media coverage and the links between social media and the mainstream media agenda
- Looking at and discussing a range of case studies of social media in practice; what can learn from examples in Europe, US and NZ?

3.00pm: Case Studies: Handling the social media reputation firestorm - the good, the bad and the ugly

- Social media presents new challenges for reputation management in crisis situations
- Find out how to manage in a social media crisis situation and how to prepare beforehand
- Hear public sector case studies of how crisis situations have been handled, well or poorly

3.30pm: Refreshment break

3.45pm: Putting it all together

- Writing your social media strategy - the essentials
- So you've already started? Evaluating and incorporating existing activities
- What roles should the communicator play in getting the organisation ready for social media?
- Resourcing - building expertise
- Ten truths and myths about social media

4.00pm: Developing a personal action plan for social media
Delegates will take part in an exercise which will enable them to develop a personal take-away plan for implementing in their own organisations.

5.00pm: Closing remarks and wrap-up from facilitator



SOCIAL MEDIA JUNCTION 2

WHEN AND WHERE:
16-17 Nov 2010, Social Media Junction
 15 Nov 2010, Public Sector Workshop
 SkyCity Conference Centre, Auckland

Register Now - Here's how!

Easy ways to register:



ONLINE at www.socialmediajunction.co.nz



POST your registration form to:
 Social Media Junction, P.O. Box 2051,
 Shortland St, Auckland 1140



PHONE organizer Blueprint IP (09) 306 4012



FAX us (09) 373 4374



EMAIL us Register@socialmediajunction.co.nz

Comprising two separately bookable days:

• Securing ROI in Social Media Marketing

One Day Conference Tuesday, 16 November 2010

• Social Media Content Strategy Masterclass

One Day Masterclass Wednesday, 17 November 2010

Plus separate pre-conference Workshop:

• Public Sector Social Media Workshop

One Day Workshop Monday, 15 November 2010

REGISTRATION DETAILS

NAME: _____ **ORGANISATION:** _____

POSITION: _____ **EMAIL:** _____

(we will only email you regarding Social Media Junction)

POSTAL ADDRESS: _____

TEL: _____ **MOB:** _____ **FAX:** _____

I WISH TO ATTEND: *(Tick your preferred option)*

	EARLY BIRD <small>(Register and pay by 28 October 2010)</small>	STANDARD RATE <small>(Register and pay after 28 October 2010)</small>
<input type="checkbox"/> SOCIAL MEDIA JUNCTION both days, 16 & 17 November 2010: Two days: Social Media Marketing ROI One Day Conference and Social Media Content Strategy One Day Masterclass with Lee Odden	\$995+gst	\$1,195+gst
OR:		
<input type="checkbox"/> SOCIAL MEDIA MARKETING ROI, 16 November 2010: One Day Conference only	\$595+gst	\$695+gst
<input type="checkbox"/> SOCIAL MEDIA CONTENT STRATEGY, 17 November 2010 Masterclass with Lee Odden - One Day Masterclass only	\$595+gst	\$695+gst

I am entitled to a further 10% discount for the Conference and Masterclass as: *Tick one (One 10% discount available only per registration)*

- | | | |
|--|--|--|
| <input type="checkbox"/> I am subscriber to Marketing Magazine | <input type="checkbox"/> I am a Member of PRINZ | <input type="checkbox"/> I am a Member of AMCHAM |
| <input type="checkbox"/> I am a Member of NZ Marketing Association | <input type="checkbox"/> I am a Member of ANZA | <input type="checkbox"/> I am a Member of CAANZ |
| <input type="checkbox"/> I am a Member of IAB | <input type="checkbox"/> My employer is a public sector organisation or not for profit | |

	EARLY BIRD <small>(includes special discounted rate for public sector)</small>	STANDARD RATE
<input type="checkbox"/> PRE-CONFERENCE PUBLIC SECTOR SOCIAL MEDIA WORKSHOP, 15 Nov 2010: with Simon Wakeman - One Day Workshop only	\$495+gst	\$595+gst

See website for further discounted payment options for attending the Workshop AND Conference/Masterclass

HOW TO PAY:

- DIRECT CREDIT** payment to the Blueprint IP bank account *(Please post confirmation of payment)*
 Bank account number: 060158 0265930 00 Account name: BlueprintIP Bank: The National Bank
- BY CROSSED CHEQUE** to Blueprint IP, P.O. Box 2051, Auckland 1140
- PLEASE INVOICE** me for the sum of: _____ My purchase number is: _____

CANCELLATION: You may send somebody else in your place, or, if you communicate your cancellation in writing ten days before the event we will refund your registration fee less \$200+GST administration fee. Cancellations after 10 working days before the event will not be entitled to the refund but may receive documentation from the event.

PRIVACY: Your data is collected by Blueprint IP for the purposes of Social Media Junction only, and in accordance with the terms of the Privacy Act. It will not be passed on to other organisations.

DISCLAIMER: While we have taken care to make sure this information is accurate, we reserve the right to make amendments without notification to the delegates.