

16th & 17th October 2007  
Melbourne Marriott Hotel  
or  
23rd & 24th October 2007  
Sydney Harbour Marriott Hotel



Lee Hopkins, Online & Social Media Communication Strategist



# Social Media Workshop for Communicators

**Integrating social media into  
your communication strategy**

Blogs, Online Videos, Wikis, Podcasts, Social Networks...  
how to create them and use them as part of your communication strategy

## **Attend the two-day workshop and:**

- Leave with a first-draft social media strategy for your business
- Learn how to make social media work for YOUR company as part of YOUR communication strategy
- Gain the skills you need to implement social media as soon as you return to the office



Odds are your employees and clients are already using social media such as blogs, podcasts, social networking sites and other web 2.0 technologies – here's your chance to bring your comms strategy up to speed with the most effective tools for truly engaging your audience.

Melcrum's Social Media Workshop is a two-day training course designed specially for communicators who want

to make social media work as part of their communication strategy.

Backed by Melcrum's extensive research into social media adoption and market trends from the new report *How to use social media to engage employees*, the course is deliberately not academic; it's practical and interactive with group discussions, Q&A sessions, presentations, detailed case studies and practical exercises.

**91% of communicators are interested in creating an integrated social media strategy in their organisation BUT 66% don't know how to do it**

*Source: Melcrum Social Media Survey 2007*

## Why attend?

- Leave the course with a first-draft social media strategy for your business
- Improve your communication strategy by integrating new technologies
- Blogs? Podcasts? Social Networking? Get the social media mix right for your company
- Discover how to get social media tools up and running in your organisation
- Learn how social media has already worked (or not worked!) for other companies
- Get real, practical training and ideas you can apply directly to your organisation
- Network with other communicators who are facing the same challenges as you, find out what they're doing and learn from their experiences
- Return to the office and make a difference!

## About Melcrum Workshops

Melcrum Workshops are fully interactive with group discussions, Q&A sessions, exercises, presentations from a workshop leader and detailed case studies. This learning environment will give you plenty of opportunities to bring your own challenges to the table and get answers to your questions.

You'll learn proven techniques to dramatically improve the performance of your communication teams. Come and listen to industry specialists and practitioners who will share tools, tips and ideas that you can use in your daily work.

## Who should attend the course?

- Corporate Communicators
- Internal Communicators
- PR professionals



## What will you learn?

### DAY 1

#### - What is social media?

- Understand the underlying concepts
- Explore latest applications from Facebook to Twitter

#### - Defining the needs of communicators

- How and where can social media help communicators?

#### - Case studies

- Work through examples of social media in action in business today
- Benefit from Melcrum's latest global research into using social media to engage employees

#### - Blogs

- Internal, external and CEO blogs
- Everything you need to know to get your organisation off to a good start with blogging

#### - Podcasts

- Explore ways of creating more personalised communications with audio



### About the trainer

Lee Hopkins is an Online & Social Media Communication Strategist who's recognised around the world as Australia's leading PR/marcomms social media expert and a leading thinker on business communication strategy in an online environment.

With over 20 years' experience consulting to companies both large and small, Lee has a tremendous passion for helping people communicate better for better business results.

### DAY 2

#### - Online video

- YouTube, vodcasts, intranet videos
- How to set up, record, edit and engage your audience with videos

#### - Social networking

- Connect your employees on a global scale
- Implications and opportunities for intranets

#### - Other social media tools and how to use them

- RSS, wikis, the 3-D web, instant messaging and more

#### - Social media and your corporate strategy

- What could work for your organisation?
- Work through scenarios and examples to help assess your company's cultural readiness for social media tools
- Work through a framework for creating a social media strategy to support your corporate communication strategy – take home a draft strategy for YOUR company

