

Social Media for Internal Communications

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Delivering strategy and business results
through collaborative media

29th – 30th June 2010 • Vibe Hotel, North Sydney, Australia

Case study presentations from



Helene Bradley-Ritt, Internal
Communications Director, AAC,
Unilever



Lizzy Geremia, Brand Strategy Manager,
National Australia Bank



Rebecca Deering,
BT Communications Advisor, Suncorp



Louise Denver,
Director Corporate Affairs &
Communications,
Deloitte



Tracy Griffiths, Events and Online Manager,
Ericsson



International Keynote Presentation

Social Media: The communication revolution

Euan Semple, Social Media Consultant

There has been a fundamental shift in the way we do business. How we communicate with stakeholders and how we organise ourselves to produce those messages has changed forever. Euan Semple examines:

- What these changes mean for communicators
- How they represent a new wave of exciting opportunities for 21st century businesses and their employees
- What lies in store for communicators and what role they will play in the future of business

"Great Stuff - engaging, relevant discussions and practical tools. I'm inspired to further develop my own social media initiatives."

Roseanne Bonanno, TNT

Interactive Workshops

- Live stream your way to effective communication!
- Developing a social media communications strategy
- Managing The Networked Workforce

4

Easy Ways
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Call: +61 2 9222 2810

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MELCRUM
Connecting Communicators

Choose between workshop 1 or 2 and attend 3

Workshop One: 9.30am - 12.30pm

Live stream your way to effective communication!

1 Successful communications today require breaking through the noise, gaining the attention of a targeted audience and delivering messages with ongoing value.

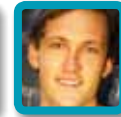
With your messages needing to be delivered to a variety of audiences they can become diluted and at worst not relevant. Increasingly communications teams are discovering the power of streaming live content and how its effective use can transform the way audiences receive vital information.

This workshop will give you a basic understanding of this burgeoning tool and will seek to answer the following questions:

- What is streaming live and how can it be used to engage your target market and employees
- Why stream live? How will it better benefit your organisation in your social media communication strategy
- How to use live stream to deliver clear

messages whilst interacting and engaging real time with your employees/community

- Case studies of how organisations such as the AFL Players' Association have utilised live stream in their events / internal and external communication.



Trainers:
Sam Mutimer

Think Tank Media

Workshop Two: 9.30am - 12.30pm

Developing a social media communications strategy

2 Attend this workshop and come out with a clearer focus, better understanding of tools available, powerful set of resources laid before you and brainstorm with experts and colleagues to solve your own particular challenges.

In this powerful/jam-packed workshop you will:

- Discover how to protect your job and

career prospects

- Find the secrets to social media success that the experts will never tell you for free
- Create an audit of your current resources (people, skills, channels and equipment)
- Uncover powerful yet hidden resources you may not even know exist in your organisation

- Gain access to the tools and resources the experts use



Trainer:
Lee Hopkins

Workshop Three: 1.30 - 5pm

Managing The Networked Workforce

3 Most of us grew up in command and control cultures where it was assumed that communication passed vertically up and down the organisation and the role of a middle manager was in large part to manage that process. With the connectivity afforded by the web, staff are able to connect with each other horizontally, finding out information faster than official systems can keep up and increasingly expect to not only work in loose distributed teams but also be able to maintain connections with others outside the organisation. This shift in capability and expectations will be a significant challenge for many managers. This workshop aims to give you the context and the information to make better judgements about what to do, when to do it and how to do it in ways that make the most of this exciting opportunity. This workshop will include:

- The web generation. A brief look at what is being called the web generation though in fact it may not be as precisely defined by age as many suggest. What characterises confident web users and what are their expectations of the workplace?
- Networked working. This section will look at how online tools affect the way information flows around organisations and how this changes the roles of managers and others charged with communication. We will also look at the exciting potential for getting more things

done for less using these tools and look at the very practical ways in which they can make a difference

- Control to influence. Many managers fear loss of control with the widespread ease of communication now possible. In this session we will argue that in fact managers have traditionally had less control than might have appeared to be the case and that if done well, communication using these tools can in fact increase your ability to influence what happens in your organisation to a degree never before possible
- When things go wrong. While there is a general misapprehension about the degree of risk involved in opening up communication in the ways being discussed here, it is important to deal with the issue of what you do when things go wrong. You will be given the means to decide what "wrong" is in the first place and ways of dealing with events if they have taken a turn for the worse
- Recruitment. This section will explore recruitment in the future and the sorts of things that will affect new employees' willingness to sign up for your organisation. We will explore how to find potential employees and how to connect with them,

how to develop online Alumni and how to foster connections between those already inside your business and potential new recruits

- Your staff on the web. The line between work and non-work is becoming more blurred by the day and this is nowhere more true than online. Your staff will be engaging in all sorts of online conversations and some of these will be about work. This section will explore how to help your staff understand what their responsibilities are online, when they represent the company and when not, and how to enlist their support as advocates for your work
- Policy. Many of your existing policies will be applicable to online, networked working. This section will explore how they might be applied and how to go about writing new policies if appropriate. We will look at policies created by other organisations and define the key characteristics of effective and workable policies



Trainer:
Euan Semple,
Social Media Consultant

Global Partner



Innovative employee communications channels:

- Digital Signage on the Screensaver: engaging visual communications that get noticed.

- Desktop Alerts and News feeds: targeted push communications for message cut through.
- Staff Quiz and Poll Channels: targeted delivery onto the desktop, high response rates.
- Employee E-Mags: aggregation tools to reduce email overload. User generated content.
- Social Media Channels: secure, effective, easy to use, requiring little IT support resource.

Contact: Sarah Perry, +64 9 4880099, sarah.perry@snapcomms.com

www.snapcomms.com

Agenda Wednesday, 30th June, 2010

8.30-9.00 Registration & Coffee

9.00-9.10 Welcome from the Chair

9.10-10.10

International Guest Keynote Address Social Media: The communication revolution

There has been a fundamental shift in the way we do business. Driven by online social networking tools such as YouTube, Facebook and Twitter, how we communicate with stakeholders and how we organise ourselves to produce those messages has changed forever. Euan Semple will examine what these changes mean for communicators, how they represent a new wave of exciting opportunities for 21st century businesses and what lies in store for communicators and the role they will play in the future of business.

In this session learn:

- How to turn your staff into your organisations' best advocates
- How to create a culture where people contribute and connect
- How to manage dissent and tension in online environments
- How to attract the brightest recruits by understanding their changing needs



Euan Semple, **Social Media Consultant**

Biography: Ten years ago, while working in a senior position at the BBC, Semple was one of the first to introduce what have since become known as social media tools into a large, successful organisation. He has subsequently had four years of unparalleled experience working with organisations such as Nokia, The World Bank and NATO helping them learn how to make the most of this wired-up world of work.

10.10-11.00

Deloitte: best-practice social media in action

"In a connected world, power shifts to those best able to connect." Given connecting, innovation and people are key planks of Deloitte Australia's strategy, it is natural the firm has a top social media story to tell.

In this presentation you'll learn how and why:

- Deloitte Australia is the largest organisational user of Google Wave according to Google
- 50% of the firm are members of Yammer (Deloitte's in house twitter)
- Deloitte secured @federalbudget Twitter domain name and even the PM followed
- Deloitte successfully recruits using Facebook and U-Tube
- Deloitte Australia's CEO leads the firm's social media initiative globally.



Louise Denver, Director Corporate Affairs & Communications,
Deloitte

11.00-11.20 Morning Coffee

11.20-12.00

International Guest Speaker Benchmarking session: Building the Business Case for Social Media

What is the business case for investment in social media? How do you get executive buy-in at your business? Robin will showcase the findings of Melcrum's 2010 research into social media adoption by large corporations and discuss the common challenges faced by internal communicators, together with the recommendations made in the report.



Robin Crumby, Managing Director,
Melcrum



12.00-12.50

International Guest Speaker SharePoint - An engagement tool to drive culture and performance

Unilever is rolling out SharePoint this year. It will provide the organisation with an enhanced way of communicating, collaborating and managing content - a dynamic platform on which to evolve and further improve Unilever's ways of working. From an internal communications perspective, the Microsoft Office product provides an updated way to engage colleagues, in order to drive a winning culture and business performance. This session captures the opportunities, benefits and realities of implementing and living with SharePoint.



Helene Bradley-Ritt, Internal Communications Director,
AAC, Unilever



12.50-13.50

Lunch

13.50-14.40

Building the brand from the inside out with the power of virtual connection

NAB had a key challenge: to inspire its people to represent the brand, and deliver on their promise: more give, less take. With half of a customer's opinion of a company formed through an experience with a person from that company, inspiring and educating NAB's customer facing employees was fundamental to delivering on their revitalised brand position.

In this case study you will learn:

- How to use virtual events as part of a broader communication strategy
- How to engage and unite leaders and frontline employees to talk about the customer impression in one simple way

Lizzy Geremia, Brand Strategy Manager,
National Australia Bank



14.40-15.30

Gaining the most benefit from social media: Suncorp's social media experiment

Social media has grown phenomenally over the past few years. It has shifted the way that people communicate and has dramatically changed the role of internal communications practitioners.

This is the story of how Suncorp harnessed the power of social media to help create a more collaborative environment where people connect, share, discuss and innovate more naturally.

Rebecca will share her experiences in integrating social media with traditional communication strategy and will speak candidly about the lessons she's learnt along the way.

Key topics covered include:

- Developing social media strategy within the enterprise
- Getting value out of social media tools
- Creating the right environment for collaboration



Rebecca Deering,
BT Communications Advisor, Suncorp



15.30-15.50

Afternoon Tea

15.50-16.40

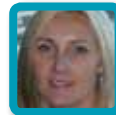
Using Social Media to build Ericsson's Business

Social Media is an opportunity to spark conversations that are relevant, timely and useful to our audiences. Learn about the following innovative global campaigns that have been implemented:

- Cut the Wires - Mobile Broadband competition on Ericsson's Technology For Good Facebook site
- Ericsson's Yammer community
- Ericsson's ConnectedTree - Our "Twittering Tree" senses changes in the electromagnetic field around it as people pass, and sends Tweets that reflect its mood directly to its Twitter account, ConnectedTree.

- Our social media guidelines

Tracy Griffiths, Events and Online Manager,
Ericsson



16.40-17.10

Panel Discussion

This is your opportunity to debate key challenges you face in introducing, implementing and maximising the benefits of social media within your organisation. This session will be led by both practitioners and experts in the field including:

- Carl Mogridge, Social Media Advisor, Amway Australia
- Catherina O'Leary, Internal & Online Communication, CSIRO
- Karina Keisler, Group Manager External Communications, Sensis
- Robin Crumby, Global Managing Director, Melcrum
- Euan Semple, UK Social Media Expert



17.10-19.00

Networking Drinks



Social Media

for Internal Communications

Delivering strategy and business results through collaborative media

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All bookings made online will receive a \$150 discount

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*To be a Melcrum member, you have to be a subscriber to Strategic Communication Management or the Internal Comms Hub

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About Melcrum

MELCRUM

Connecting Communicators

Melcrum runs the world's leading membership group for strategic communicators and has just launched The Social Media Benchmarking Group to help companies align social media use with business objectives.

Who is Melcrum? Melcrum is a privately held research and training business. We're committed to supporting senior-level communicators achieve the rewards and recognition they deserve.

How does Melcrum support internal communicators? With budgets and resources under pressure, we support you and your team by giving you access to a huge range of ready-to-use tools and templates, answers to your questions, independent research data you can use in your presentations, and insights into what's working for other communicators.

5 Easy Ways To Register:

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Venue

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Email: vhns@vibehotels.com.au
www.vibehotels.com.au

Accommodation

Fee's do not include accommodation. Accommodation is available at the Vibe Hotel North Sydney, 88 Alfred Street Milsons Point, Sydney, NSW 2061 Ph: +61 2 9955 1111

Terms and Conditions

Any delegate who has not paid their registration fee in full will be refused entry to the conference. Once a booking has been made it will be subject to the following terms:

- Cancellations received at least 30 days prior to the event will have their registration fee refunded in full, less an administration fee of \$100 + GST.
- Cancellations received on or after 30 days prior to the event will not have their registration fee refunded, but substitute delegates will be accepted.

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Melcrum will not accept liability for any transport disruptions, individual travel delays or other changes in circumstance. In any of these instances, normal cancellation restrictions will apply.

Fees

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A confirmation letter will be sent to you acknowledging your registration.

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