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THE NEW ZEALAND
SOCIAL MEDIA
 18 & 19 JUNE 2013, STAMFORD PLAZA, AUCKLAND **FORUM 2013**

REVEALING THE EVOLVING SOCIAL MEDIA AND MOBILE SPHERE



HEAR SOCIAL MEDIA SUCCESS STORIES FROM INDUSTRY LEADERS

FACEBOOK | 2DEGREES | BNZ | KIWIYO | AMNESTY INTERNATIONAL | GRABONE | MADISON GROUP | LOCALIST

SEPARATELY BOOKABLE HALF DAY WORKSHOPS:
CONSTRUCTING A SOCIAL MEDIA CRISIS MANAGEMENT PLAN
DESIGNING A MOBILE PRESENCE TO CORRESPOND WITH YOUR BUSINESS STRATEGY



DAY 1: 18 June 2013

8.30 Registration and coffee

9.00 **OPENING REMARKS FROM THE CHAIR**
Nicholas O'Flaherty, *Managing Director, Social@Ogilvy*

9.15 **THE EVOLVING WORLD OF SOCIAL MEDIA**
• Current data on social media use, time and money spent and ad revenue
• Do you need to get tangled up in Vine? Updating you on the latest platforms
• The mobile imperative
Anna Connell, *Online Community Manager, Bank of New Zealand*

9.50 **PANEL: MEASURING THE ELEPHANT IN THE ROOM: SOCIAL MEDIA ROI**
Can social media ROI be measured? The question on everyone's lips is "How do I calculate social media ROI?"
• Deciding what your social media strategy is aiming to achieve
• Including measurable analytics in your social media strategy
• Amending your ROI formula to suit each campaign
• Benchmarking ROI: analysis of financial/non financial sales, tangible and non tangible assets, customer loyalty and connection and brand competition comparison
Simon Young, *Principal, Global Relations at syENGAGE*
@JustinFlitter, *Digital Strategist, Flitter.co.nz*
Graeme Russell, *Principal, Charity Matters*

10.40 Morning break & refreshments

11.00 **WHAT DOES "GOOD" LOOK LIKE?**
What does good brand communication and advertising look like in social? What should we be doing more of? What are the best brands doing?
• It's not just about growing fans
• What does good look like? Examples of brands who are doing it well
• What you need to do organisationally to get social media results
Claire O'Connell, *Head of Sales NZ, Facebook*

11.45 **LINKING CREATIVE SOCIAL MEDIA STRATEGIES TO CLEAR BUSINESS OBJECTIVES**
Regardless of your company's social media strategy, it must correspond with your overall business strategy in order to achieve desired objectives.
• Creating a social media strategy which has a purpose
• Tactics to build a social media strategy which merges with business objectives
• How to choose the correct social media platform to accomplish business objectives
Simon Young, *Principal, Global Relations, syENGAGE*

12.30 Lunch break

1.20 **CASE STUDY: TRIAL BY TIMELINE**
Amnesty International has created a clever Facebook application that allows ordinary New Zealanders to interact with the organisation by analysing their Facebook timeline and highlighting content that may have seen them arrested, tortured, fined or even face the death penalty in other parts of the world.
• How does creative social media link to the audience understanding a message?

- Real life context – using social media to create a relatable situation
- Content depth – how the simplicity and creativity of the programme increases audience understanding
- Working with external third parties such as hosting providers and designers.

Anita Harvey, *Media & Communications Manager and Vivian Chandra*, *ICT & Database Manager, Amnesty International Aotearoa NZ*

MAINTAINING CUSTOMER EXPERIENCE THROUGH SOCIAL MEDIA
Social media is changing and shaping customer experience expectations. Addressing customer needs through social media is crucial.

- Using social media to respond to feedback in a timely and accurate manner
- Getting everyone on board: Integrating social media customer experience strategies across your business
- Embedding components into mobile applications that build consistent customer experience

Paul O'Brien, *Social Media Specialist and Dave Gascoigne*, *Digital Marketing Manager, 2Degrees Mobile*

BUILDING LOCALISED CONSUMER ENGAGEMENT
70% of consumers check online reviews and opinions before deciding on a business to use.

- Importance of amplifying word of mouth in an online context
- Crowd sourced promotion
- Value in having an honest online reputation
- Encouraging the social sharing of experiences
- Closing the loop - recommendations drive local consumer choice

Blair Glubb, *CEO, Localist*

Afternoon break & refreshments

CASE STUDY: GROWING MOBILE PURCHASING
GrabOne generated over \$11.8m in mobile sales in 2012.

- Insights into growing revenue and optimising mobile purchasing
- Beyond the app - why the browser is still the purchasing leader
- Know your customer - relevancy and social commerce
- Keeping up with change - the growth of the tablet

James Kemp, *Marketing Manager, GrabOne*

CASE STUDY: USING SOCIAL MEDIA TO DEVELOP A MASS FOLLOWING

Be educated on a phenomenal social media strategy that is reaping the rewards. Local business KiwiYo, is on the way to growing a national frozen yogurt following with the help of a sleekly designed social media strategy.

- YoBooth – a unique platform, designed to appeal to the target market
- Grasp how a social media strategy successfully enhances and connects with business objectives
- Observe how a social media strategy is effectively maintained

Chantal Janssen, *Marketing Director, KiwiYo*

5.00 Summary remarks from the Chair and networking drinks



DAY 2: 19 June 2013

- 9.00 **WELCOME BACK FROM THE CHAIR**
Nicholas O'Flaherty, *Managing Director, Social@Ogilvy*
- 9.05 **DIGITAL CRISIS MANAGEMENT – YOUR CRISIS ON SPEED**
This session will discuss 5 key ways social media should be transforming your crisis management
- Understanding the effect of social media on traditional media crisis coverage
 - Meeting the demand for hyper transparency
 - Preparing for two way dialogue
 - Setting up search to favour your perspective
 - Managing the socially enabled detractor
- Discusses building an effective digital crisis management framework: monitor, cultivate, prepare, respond, promote
Nicholas O'Flaherty, *Managing Director, Social@Ogilvy*
- 9.50 **TOP OF TIMELINE, TOP OF MIND**
How to keep your brand relevant connected and engaged when news feeds are noisier than ever.
- Why 2013 is the year of relevance
 - The competition for relevance is fierce
 - Actions speak louder than budgets
- @JustinFlitter, *Digital Strategist, Flitter.co.nz*
- 10.30 Morning break & refreshments
- 10.50 **MOBILE APPS VS. MOBILE OPTIMISED WEBSITES: HOW TO DETERMINE WHAT'S RIGHT FOR YOUR BUSINESS**
- Comparing features and performance
 - Which can provide the best user experience for your target market?
 - Determining purpose and linking with business strategy
 - Considering maintenance and cost factors
- Matthew Miller**, *Managing Director, Mogul*
- 11.25 **CASE STUDY: ADVERTISEMENTS ARE DEAD, STORY TELLING IS THE NEW BLACK**
Story telling is a tool that enables brands to effectively engage with their consumers. This session looks at the value of story telling throughout social media.
- Creativity - How to be heard through the cluttered social media space
 - You will always be found out: The importance of being honest
 - Learn the value of images – time is of the essence
 - Story telling has gone next level and images are the new way forward
- Polly Williams**, *Senior Digital Strategist, PHDiQ*
- 12.15 Lunch break

- 1.00 **SOCIAL MEDIA ON A SHOESTRING BUDGET**
In order to defeat the current financial climate, this session divulges how to achieve a grand social media strategy on a shoestring budget.
- How to make the most of dashboards to overcome time and maintenance
 - Choosing the right platform and design a social media strategy to fit
 - Providing engaging content: Creative social media wins
 - Learn how to utilise your customers to develop content
- Graeme Russell**, *Principal, Charity Matters*
- 1.45 **USING SEARCH AND OTHER TOOLS TO MANAGE YOUR DIGITAL REPUTATION**
- Setting up an online early warning system to monitor the digital spectrum
 - Selecting your online toolkit
 - Creating and maintaining a credible online presence
 - Responsive, Righteous, Respectful (the three Rs of day-to-day reputation management):
 - Using search engine optimisation (SEO) to help manage your reputation online
- Allan Botica**, *Chairman, Botica Butler Raudon Partners*
- 2.30 Afternoon break & refreshments
- 2.40 **CASE STUDY: USING SOCIAL MEDIA TO BUILD PROFILES AND MAINTAIN RELATIONSHIPS**
Madison Group utilises social media to build the pervasiveness of their brand, build and maintain relationships, and provide a human front to their business portfolio.
- Utilisation of Social Media to build strong business relationships and reputation
 - Effective Business Relationships are built through spheres of commonality
- Simon Bennett**, *CEO, The Madison Group*
Tabitha Flack, *IT Recruitment Consultant, pursuit*
- 3.15 **THE RIGHT TO CONTENT: PRIVACY AND CONTENT OWNERSHIP**
The misunderstandings and misconceptions around IP ownership and rights have left many organisations and individuals confused and uncertain as to who can do what, with what and when. Learn how to align your web and mobile legal policy with your brand values. Hear some rules and approaches to help you and your customers avoid hearing "off with their heads" too often.
- Jennie Vickers**, *CEO, ZeopardLaw*
- 4.00 Closing remarks from the Chair and end of conference



SEPARATELY BOOKABLE WORKSHOPS

20 June 2013, Stamford Plaza, Auckland

9.30am – 12.30pm

CONSTRUCTING A SOCIAL MEDIA CRISIS MANAGEMENT PLAN

Your social media strategy needs a complementary crisis management plan. If you construct a quality plan, you'll have an invaluable resource to protect and enhance your reputation.

During this workshop you will be taken through the appropriate steps to constructing a deep and flexible crisis management plan to match your social media strategy

- Moving at speed: laying an foundation for rapid response
- Anticipating a crisis: monitoring and management
- How to structure a crisis management plan
- Doing the right thing: ethics and your social media crisis management plan
- Selecting a strategy: resolve, respond ignore
- Getting the tone right
- How to implement your plan under pressure
- Learning from experience: how to capitalise on successes and avoid repeating mistakes

Allan Botica, *Chairman, Botica Butler Raudon Partners*

1.30pm - 5.00pm

BUILD AN EFFECTIVE MOBILE STRATEGY FOR YOUR ORGANISATION

The smartphone adoption rate is the fastest in history, and now tablets are following suit almost as quickly. Defining the right strategy is critical to success in this incredibly fast evolving space. This practical workshop is business focused, and provides insights and best of breed case studies from both local and international brands who are winning with mobile.

- "Native" apps or mobile web – which is the best approach?
- What are the business/revenue model options for apps in the Apple App Store, Google Play and other marketplaces?
- How do you engage a mobile app developer and ensure you get the best outcome from your project?
- What are the best options for mobile web?
- Understand privacy and legal considerations for mobile apps.
- Introduction to mobile marketing and advertising.

Jon Beattie, *Partner, In House Digital*

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