

Two-day connected forum and workshops
19 - 21 May 2010, Vibe Hotel, North Sydney

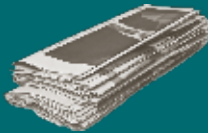
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Strategic Communication for Professional Services

Shifting perceptions - ensuring communication
is seen as strategically important within your firm

Meet the Press

Learn how to communicate with
the media during our "Meet the
press panel discussion"



Also:

Hear from communication professionals
working within legal, accounting, advi-
sory and finance firms in Australia

Hear from our expert panel of speakers:

Allens Arthur Robinson

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PricewaterhouseCoopers Australia

Woods Bagot

Post-forum workshops: Friday, 21st May 2010

Workshop A: Communication: it's only human

Facilitated by: *Moya Sayer-Jones, Director, Only human*

Workshop B: Managing the media when your news is bad

Facilitated by: *Sonia Zavesky, Media & Crisis Communication
Training - Advice, Zavesky Consulting*

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Strategic Communication for Professional Services

Strategic communication within the Australian professional services industry is increasingly being recognised as a key contributor in achieving organisational superiority. Within firms specifically, the communication function is responsible for developing and promoting a positive internal culture, while at the same time critically maintaining a favourable external image.

As a result, communication professionals are often overwhelmed with juggling internal tasks such as satisfying employees, evaluating channels and keeping up to date with technology, with items on the firm's wider agenda such as adhering to equal opportunity and employer of choice standards and guidelines, and realigning communication during times of change, uncertainty and transition.

It is therefore necessary to re-evaluate the role of communication and critically address both internal and external responsibilities. By doing this, barriers will collapse and efficiency will increase, therefore resulting in a positive internal culture, achievement of goals, and success of both communication-specific and firm-wide initiatives.

This connected forum will allow you to hear practical case studies from a range of professional service firms within Australia who will reveal how they've tackled various communication obstacles. Through exploration of the following key issues, you will discover how to achieve optimum results by transforming communication within your firm:

- Aligning your communication strategy with the firm's culture and goals
- Improving the status of communication and enhancing value perceptions
- Dealing with key stakeholders: employees, partners, the media and general public
- Implementing innovative practices for enhanced culture and morale
- Embracing new media techniques and social networking platforms
- Developing communication initiatives for transitional periods and times of change

Who should attend?

Professionals working within the following departments in professional service industries and firm structures:

- Internal Communication
- Corporate Communication
- Change Management
- Human Resources
- Employee Communication/Staff Communication
- Organisational Development
- Corporate Affairs
- Public Relations
- Learning and Development
- Strategy
- Marketing
- Business Development

Post-forum workshops: Friday, 21 May 2010

Workshop A: Communication: it's only human

Registration: 8.00 am
Workshop starts: 8.30 am
Workshop ends: 11.30 am

Facilitated by: *Moya Sayer-Jones, Director, Only human*

About the workshop:

Any successful communication strategy depends on the ideas, support and energy of people: lots of people. And at every stage: from creation to reception. This is a pretty basic idea, the foundation of communication actually - and yet it's the one thing that often languishes in the background when we are designing new approaches. We're heads down, immersed in the data, the objectives, the numbers.... anything but the people..

In this workshop, Moya Sayer-Jones will invite you to refresh your thinking around your current approaches and learn strategies to get more humans on board at every stage. The aim? To get the most out of any communication opportunity, boost the effectiveness, reach and impact of the project and find unexpected benefits, internally and externally and in the long term.

Moya will draw on Only human's experiences with corporate and government clients to explain their organisational narrative solutions and explore how a more human-centric approach might work for your firm!

This is a highly interactive workshop to get us thinking again.

Humans only need apply!

About your workshop leader:

Moya's career began as a writer and journalist. She is a novelist with Penguin Books, a broadcaster and a columnist for the Australian and UK press. She was the original 'Modern Guru' in the Good Weekend magazine (SMH & The Age:2000-2005).

In 2005, Moya founded 'Only human'. Only human is a story company specialising in narrative-based solutions for corporate, government and NFP organisations. Moya's recent clients include TOWER Insurance, Railcorp, Unitingcare Burnside, The Australia Council, Regional Arts Australia and FAHCSIA.

Workshop B: Managing the media when your news is bad

Registration: 12.00 pm
Workshop starts: 12.30 pm
Workshop ends: 3.30 pm

Facilitated by: *Sonia Zavesky, Media & Crisis Communication Training - Advice, Zavesky Consulting*

About the workshop:

When your bad news becomes public, the media is a critical stakeholder as far as your reputation is concerned. How you handle the media, especially within the first hour, is critical. This workshop looks at the key elements that a professional services firm needs to have in place to manage a crisis in the media.

- What to do before an incident occurs – planning and preparation
- What to do in the first critical hour
- The role of social media
- Media messaging when the news is bad
- Tactics and media dos and don'ts

Of course using social computing tools for knowledge transfer and retention takes more than just technology. In this workshop you will learn about integrating connections, culture, communication and content for knowledge transfer and retention using an approach based around Headshift/DachisGroups's social business design framework.

About your workshop leader:

A former ABC journalist and chief of staff, **Sonia Zavesky** is now a professional adult trainer and communication advisor, working with clients in the corporate, government, business and community sectors.

Using the proven Media skills™ methodology, Sonia designs and conducts training and coaching workshops in strategic communication including media and presentations. She specialises in working with clients to ensure they are ready to protect their reputation when something goes wrong and the media comes knocking.

Sonia is a member of the Public Relations Institute of Australia and the International Association of Business Communicators. She is also a Board Member of ActionAid Australia.

www.zaveskyconsulting.com

DAY ONE: Wednesday, 19 May 2010

8.45 Registration and refreshments

9.15 Chairperson's opening remarks

Sean Larkan, Chairman, Authentikos Consulting Group

9.30 Introductory ice breaker session

To kick off proceedings, Sean will lead an interactive session to ensure that networking opportunities are maximised for all attendees. The aim of this session is to refresh your networking skills and to learn how to better practice the art of making long lasting friends in the industry!

Sean Larkan, Chairman, Authentikos Consulting Group

Culture and Strategy

10.15 Defining your communication approach

- Defining strategy in line with firm goals and brand
- Communicating with a diverse audience
- Maintaining the importance of face to face communication in difficult times
- Working with the firm's leadership, HR and marketing to understand wider objectives
- Showing how communication will aid delivery of firm goals

Anna Cousins, Corporate Communication Manager, Maddocks

11.00 Morning refreshments and networking

11.30 Building a communication culture

- Are you building a culture or just packaging one?
- Recruitment methods within firms
- Collaborating and working across teams
- Understanding how and where communication fits within professional services
- How important is corporate branding?

Louise Denver, Director Corporate Affairs and Communications, Deloitte

12.15 Interactive discussion: Elevating the status of internal communication within your firm

In many cases the internal communication function within a firm is viewed as being of operational significance as opposed to playing an important role in the overall business strategy.

This hands-on interactive session will allow you to interact with fellow attendees as you discuss how to effectively demonstrate the importance of internal communication within your firm.

In this session, you will:

- Workshop ideas on how to demonstrate the importance of internal communication within your firm
- Share your experiences and learn from other communication professionals
- Identify new approaches to getting a seat at the planning table

Facilitated by: Katie Reid, National Communications Manager, PricewaterhouseCoopers Australia



1.00 Networking lunch

Innovative ideas within firms

2.00 Implementing and communicating an employees benefit program

- Designing a program that suits your employees
- Developing a theme for the program that resonates with your employees
- Introducing a new approach to benefit design - health, wealth and lifestyle
- Implementing and communicating the new program

Mia Shaw, Corporate Communication Manager, Asia Pacific, Mercer

2.45 Developing your Brand DNA - the CPA Australia experience

- Developing the essence of your brand through research, research and more research!
- Capturing the extended identity and key attributes of your brand
- Articulating the core value proposition of your brand
- Aligning your external brand promises with your internal capabilities
- Getting out there and telling your story

Mike Adlam, Executive General Manager Brand & Communications, CPA Australia

3.30 Afternoon refreshments and networking

4.00 Communication and sustainability

- Is there a role for professional services firms in sustainability?
- What are the issues and hurdles?
- Communicating sustainable work practices with key stakeholders
- Walking the talk

Robyn Tolhurst, Communication Manager, Henry Davis York

4.45 Chairperson's closing remarks and end of day one

DAY TWO: Thursday, 20 May 2010

8.45 Registration and refreshments

9.15 Chairperson's opening remarks

Sean Larkan, Chairman, Authentikos Consulting Group

Dealing with internal and external stakeholders

9.30 Getting partner buy-in for communication

- Realising the importance of partner leadership in supporting and valuing communication
- Getting agreement from partners as to why and how to action communication initiatives
- Assisting partners to understand the importance of communication and to actively participate

Katie Reid, National Communications Manager, PricewaterhouseCoopers Australia

10.15 Building a relationship with the media and press

- Using the media to communicate with your community
- Getting the right information to the right people at the right time
- Sending the right messages to avoid backlash
- The crucial link between the media and your firm's reputation
- Securing internal buy-in as part of a media engagement strategy

Louise Denver, Director Corporate Affairs and Communications, Deloitte

11.00 Morning refreshments and networking

11.30 Interactive session: "Meet the press" panel discussion: gain insights on what journalists seek in story!

In this session you'll have the opportunity to engage with media professionals to gain a better understanding of how to obtain positive press and get your firm's perspective heard when being reported about in the news. Come prepared with a range of questions for our expert panel of journalists who will provide you with valuable insights, opinions and perspectives.

Panellists: Don Lange, Head of News Programming, Australian Broadcasting Corporation (ABC);

Julie Hare, Editor-in-chief, APN Educational Media;

Paul Colgan, Managing Editor, The Punch;

Belinda Hickman-Newton, Head of News, Cumberland Courier Newspaper Group



12.15 Corporate values launch - communicating within structures and across a global firm

- Positioning internal communication and messages as a value add
- Building human networks to maximise buy in
- Reaching a geographically and psychographically diverse audience
- Engaging frontline managers to help break down communication barriers
- Achieving cut-through with a limited budget

Trudy Loban, Senior Communications Advisor, Cardno

1.00 Networking lunch

Technology, social tools and new media

2.00 Fostering effective communication using social media

- Developing a social media strategy within your firm
- Creating the right culture for collaboration
- Solving communication issues using online toolsets
- Measuring collaboration effectiveness and receptiveness
- Developing effective communities of practice

Susan Stewart, Strategy Development and Change, Woods Bagot

Dealing with change, transition and difficult times

2.45 Communicating during times of change

- Lessons from the global financial crisis (GFC) for internal communication
- Striking the right tone in communication
- Dealing with generational and cultural differences
- Managing concerns and 'fear' of change
- Keeping staff motivated during uncertain times

Jason Silverii, Corporate Communications Manager, Allens Arthur Robinson

3.30 Afternoon refreshments and networking

4.00 Crisis communication and issues management

- Understanding the difference between an issue and a crisis
- Who drives crisis communication: the organisation or the media?
- The importance of pre-crisis relationship development
- Realising the benefits of a preventative approach to crisis management
- The aftermath of a crisis: will things ever be "normal" again?

Jeremy Hyman, Media and Communications Manager, Middletons

4.45 Chairperson's closing remarks and end of connected forum

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Strategic Communication for Professional Services

19 - 21 May 2010, The Vibe Hotel, North Sydney



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Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
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- For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
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- Delegates are responsible for their own travel, accommodation and visa requirements.

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Event venue and accommodation

Preferential rates are available at the Vibe Hotel North Sydney at Milsons Point. The rates are "best available" rate at the time of booking. Please contact the hotel directly to make your reservation, quoting reference 'Ark Group Australia'.

Vibe Hotel, North Sydney

88 Alfred Street
Milsons Point NSW 2061
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If you can't take full advantage of this event, the CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Aimee Rootes
Phone: 1300 550 662
Email: arootes@arkgroupasia.com

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