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Two-day connected forum and workshops  
10 - 12 August 2010, Novotel Melbourne on Collins, Melbourne



# O lever orporate ommunication

## The fifth annual event

Hear from our expert  
panel of speakers:

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CPA Australia

NSW Department of Education and Training

VicRoads

IABC Victoria Chapter

Plum Communication

Child Support Agency, Department of Human Services

Moreland City Council

Learning Seat/News Digital Media

Alex Gosman Consulting

ChemCentre

Royal Automobile Club of Victoria

Griffith City Council

Country Fire Authority

### Post-forum workshops

Thursday, 12 August 2010

**A** 21st century messaging: lead people to action with  
advanced communication approaches  
Geoff Kelly, Director, Kelly Strategic Influence

**B** How can you inspire on brand behaviour? Moving from  
brand "telling" to brand "doing"  
Katie Chatfield, Creative Strategist, Jack Morton Australia

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# Clever Corporate Communication

10 - 12 August 2010, Novotel Melbourne on Collins, Melbourne

We currently live in a world of rapidly-advancing technology and communication methods. As such, the ways that communication professionals in the corporate environment send their messages to people - both internally and externally - are changing, developing and evolving.

Current challenges for communication professionals include: communicating successfully across various barriers in correspondence (geographical, generational and cultural), liaising successfully between the organisation and the public and engaging with employees to encourage their interest in the messages they're sending. Ignoring these challenges can lead to ineffective communications and a lack of employee and stakeholder engagement.

Throughout this two-day connected forum, you will be given the opportunity to:

- Hear about the strategies and approaches used by dynamic communication professionals to improve the spread of messages in the corporate context
- Confront organisational change and see where you fit in as a communication specialist
- Understand how you can use communications to positively affect your organisation and industry
- Understand how you can overcome different communication barriers
- Hear about how your organisation can utilise Web 2.0 and social media tools for effective communication

## DAY ONE - Tuesday, 10 August 2010

CONNECTED FORUM  
10 - 11 August 2010

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

*Rachael Edginton, Managing Director, Plum Communication; Board Member, IABC Victoria Chapter*

### Optimising your organisation's resources

9:15 Gaining organisational buy-in for corporate communication: a ChemCentre case study

- Convincing senior management of the value of communications and strategies
- Developing tools and strategies to empower advocates and communicators

*Sarah Lau, Media and Communication Coordinator, ChemCentre*

### Communicating in a changing corporate world

10:00 Interactive discussion:  
Confronting and transmitting change in your organisation

Hear a short introduction from Karina Keisler, then have your chance to discuss the issue and have your questions answered

- Examining the importance of communication in affecting change
- Using strategic communication to make changes after major crises

*Facilitated by: Karina Keisler, Group Manager External Communications, Sensis*

10:45 Morning refreshments and networking

11:15 Journalism and your organisation

- Examining today's journalism: do journalists find the news, or does the news find journalists?
- Outlining the role of traditional media for modern communication

*Alison Balind, Manager, Communications and Community Development, Griffith City Council*

### Utilising social media as a corporate communication tool

12:00 Using traditional and new media as communications resources

- Examining the place of traditional media with today's communications
- Navigating your way through the jungle of new and emerging communication methods

*Dionne Lew, Director, Corporate Communications, VicRoads*

12:45 Networking lunch

1:45 Using social media to engage your internal and external audience: a Country Fire Authority case study

- Finding your online audience and keeping it engaged
- Tailoring your corporate communication for an online audience

*Guy Sigley, Publications Manager, Country Fire Authority*

2:30 Keeping up with the speed of online communications



- Engaging customers with online and mobile applications
- Encouraging interest in your brand via social media

*Tracey Sen, Director, Corporate Communication, NSW Department of Education and Training*

3:15 Afternoon refreshments and networking

3:45 Mini workshop: Examining the impact of social media

Hear an introduction from Louise Denver and Simon Townsend, then collaborate with other attendees in small group activities



- Utilising social media tools to network successfully with your industry
- Examining the place of social media marketing: what is the role of the communications professional?

*Facilitated by: Louise Denver, Director, Corporate Affairs; Simon Townsend, Senior Consultant, Innovation, Deloitte*

5:15 Chairperson's closing remarks and end of day one

## DAY TWO - Wednesday, 11 August 2010

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

*Rachael Edginton, Managing Director, Plum Communication; Board Member, IABC Victoria Chapter*

### Crossing communication boundaries

9:15 Engaging employees and stakeholders despite geographical differences



- Utilising new technology to connect with staff in geographically dispersed locations
- Examining the pros and cons of traditional communication tools in a dispersed network

*Amy Grodzicki, Employee Communications Manager, Austrade*

10:00 Breaking through cultural communication barriers



- Testing Culturally and Linguistically Diverse Communication (CALD) storyboards
- Examining how "anglo" messages can be misinterpreted by CALD groups

*Peter Fitz, Manager Communications, Moreland City Council*

10:45 Morning refreshments and networking

## 11:15 Interactive discussion: Facing the generation gap and bending with the times



Hear a short introduction from Tim Legge, then have your chance to discuss the topic and have your questions answered

- Communicating and engaging employees within the organisation, regardless of age
- Encouraging all employees to be engaged with trends and technologies

**Facilitated by: Tim Legge, General Manager, Learning Seat/News Digital Media**

Being an ethical member of the corporate world

## 12:00 Interactive discussion: Remaining true to your values in a questioning world



This session will be driven by conference participants, with an organisational values framework being tested through your experiences, scenarios and questions

- Establishing organisational, ethical and philosophical standards through personal values
- Communicating successfully to ensure your brand retains reputation and trust

**Facilitated by: Geoff Barbaro, Strategic and Leadership Communications Professional**

## 12:45 Networking lunch

## 1:45 Combining the efforts of internal and external communication



- Maintaining a balance between internal intentions and the intentions of external stakeholders
- Identifying communication strategies that will work toward everyone's intentions and goals

**Madeleine Mendoza, Director, Technical (Internal) Communication, Child Support Agency, Department of Human Services**

## Creating brand identity through communication and "brand DNA"

### 2:30 Generating a brand's success via a "brand DNA" structure



- Examining the advantages to communications that can be achieved through a "brand DNA" tool
- Inspecting the messages that can be communicated successfully through a "brand DNA" tool

**Mike Adlam, Executive General Manager of Brand and Communications, CPA Australia**

### 3:15 Afternoon refreshments and networking

## Crisis communications and dealing with crises in the organisation

### 3:45 Defining and implementing crisis communications



- Examining different types of crises facing communications practitioners, and possible approaches to dealing with them
- Using the "down times" to prepare your organisation for a potential crisis response

**Vedran Drakulic, General Manager, Public Affairs, Royal Automobile Club of Victoria**

### 4:30 Responding adequately to criticism



This session will take a case study approach in outlining examples of dealing with criticism drawn from experiences in industries such as pharmaceutical, telecommunications and more

- Engaging the enemy: keeping calm in the face of defensiveness
- Identifying the message you want to send to critics and what the right time for doing so is

**Alex Gosman, Principal Consultant, Alex Gosman Consulting**

### 5:15 Chairperson's closing remarks and end of day two

## WORKSHOPS

Thursday, 12 August 2010

### Workshop A

21st century messaging: lead people to action with advanced communication approaches

Registration: 8.00 am

Workshop time: 8.30 - 11.30 am (duration: 3 hours)

Facilitated by: **Geoff Kelly, Director, Kelly Strategic Influence**

#### About the workshop:

95% of organisations fail to connect with their stakeholders. Their main flaw is that their messages are complex, abstract and largely about themselves. This robs them of the impact they need.

Leaders and communicators must get attention, engagement and conviction in today's information and communication blizzard. Most fail – with heavy consequences for their organisations and for their careers.

#### The intensive workshop will cover the following issues:

- Seven surprising reasons why people don't listen to your messages
- The nine dots of high-impact communication and how to connect them
- How context and sequence can revolutionise your impact with even difficult to reach stakeholders
- Five simple steps to stand-out leadership in any field. Even if you are a business, government agency or not-for-profit organisation



#### About your workshop leader:

**Geoff Kelly** has spent 20 years showing leaders how to get attention and buy-in and honed these approaches in some of the toughest issues and communication challenges imaginable.

Geoff publishes the highly praised monthly newsletter *Leading Minds* and is author of numerous executive reports and the forthcoming book:

*Convincing Your Crowds: How Corporate Leaders Get Others to Buy-in to Their Ideas and Strategies.*

### Workshop B:

How can you inspire on brand behaviour? Moving from brand "telling" to brand "doing"

Registration: 12.00 pm

Workshop time: 12.30 - 3.30 pm (duration: 3 hours)

Facilitated by: **Katie Chatfield, Creative Strategist, Jack Morton Australia**

#### About the workshop:

The strongest brands today are built from the inside out, and are focused on providing exceptional experiences to their customers (not just acceptable service). Which is why engaging employees at an emotional, behavioural level and helping them to translate brand promises and values into committed, personal behaviors is so vital to success.

#### This workshop will talk about the frameworks needed to support:

- The creation of unifying company-wide internal brands and bringing external brand promises to life
- The research and insight provided by defining internal target audiences and their most effective channels and messaging
- The creation and roll-out of branded service signatures



#### About your workshop leader:

For the last twelve years **Katie Chatfield** has worked on both the creative strategy and immersive integrated communications for some of the world's leading brands including Coca Cola, Commonwealth Bank, Telstra, McDonalds, Kellogg's, Pepsi, GSK and YUM!.

Katie is a graduate of the University of Adelaide, majoring in Media and Cultural Theory, and her blog "Get Shouty" has been recognised in Ad Age's "Power 150". She has published and presented her thinking across the globe.

**PHONE:** +61 1300 550 662  
+61 (02) 8913 4000

**FAX:** +61 1300 550 663  
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