

One-day connected forum and pre-forum workshops
13 - 14 September 2010, Rydges World Square, Sydney

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13 August 2010
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Interactive Community Engagement for the Public Sector

The public sector and communities collaborating
via Web 2.0 and social media

Hear from our expert
panel of speakers:

NSW Liberal Parliamentary Team

ABC TV Multiplatform

Bureau of Meteorology

Australian Catholic University

Special Broadcasting Service (SBS)

ActionAid Australia

Independent Journalist

NSW Rural Fire Service

Pre-forum workshops

Monday, 13 September 2010

A A crash course in social media for community engagement
Crispin Butteriss, Director, Bang the Table

B Best practices in government's use of Web 2.0 for
engagement: lessons from the Obama Administration
James Griffin, Partner, SR7

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AGENDA

Interactive Community Engagement for the Public Sector

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Web 2.0 and social media tools have made transmission between organisations and individuals much easier and convenient. They have also encouraged and nurtured business relationships and networks, helping organisations to gain further business and exposure.

However, government and public organisations find themselves struggling to create and maintain interest between themselves and the public. The existence of a lack of interest in government agencies from the general community isn't uncommon, and it's often an uphill battle for local agencies to encourage their communities to enthusiastically join in with their endeavours.

In utilising Web 2.0 and social media tools strategically, public organisations have a chance at engaging with and creating interest in their actions from the local residents and communities.

Throughout this one-day connected forum, you will hear about:

- The importance of creating and maintaining a strategic approach to community engagement via Web 2.0
- The ongoing challenge of moderating your online community engagement
- What "successful engagement" looks like and what your goals should be when engaging the public through Internet technology
- Engaging with youth successfully and conveniently

CONNECTED FORUM - Tuesday, 14 September 2010

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

Dr Crispin Butteriss, Director, Bang the Table

Examining the importance of strategy for engagement

9:15 Resourcing and skilling for an interactive community



- Understanding how new and social media fit into your organisation
- Finding the resources required for successful interactivity
- Short and long term engagement: ensuring you have the necessary skill sets

Aisha Hillary, Senior Marketing and New Media Specialist, Special Broadcasting Service (SBS)

10:00 Understanding social media and learning as you go: ActionAid's "Project TOTO" case study



- Examining how online tools can be utilised for maximum community connectedness
- What are the expectations of your community? How interactive is "too interactive"?
- Considering what your community has at its disposal for connecting with your organisation

Archie Law, Chief Executive Officer, ActionAid Australia

10:45 Morning refreshments and networking

11:15 Developing a Web 2.0 and social media engagement strategy: NSW Rural Fire Service's approach



- Examining the reasons why a strategy for engagement is required
- Defining your engagement goals: what do you want to achieve?
- Tailoring your strategy to your goal: choosing which Web 2.0 or social media tools should be utilised for your specific engagement goals

Jessica Morgan, Online Systems Officer, NSW Rural Fire Service

12:00 Engaging with youth



- Considering youthful members of society as "technology natives": how do you engage them with their own tools?
- Examining the idea of "fun": does "fun" put you on the path to successful youth engagement?
- Encouraging youth to trust government agencies through and for engagement

Dai Le, Community Relations Coordinator, NSW Liberal Parliamentary Team

12:45 Networking lunch

Considering whether interactive engagement is suitable for public organisations

1:45 Interactive discussion: Do Web 2.0, social media and the public sector really mix?



Hear a short presentation from William Donovan, then join in and have your say!

- Examining the interest (or lack of) from the community: is it possible to really engage?
- Encouraging interest for local engagement
- Government = control; Web 2.0 and social media = lack of control: where does engagement fit in?

William Donovan, Web Designer, Bureau of Meteorology

Utilising your strategy to engage different audiences

2:30 How to use social media to engage audiences: a case study of the ABC



- Examining projects which have worked to engage audiences
- Utilising Web 2.0 to meet the community where they are for engagement
- Using your knowledge and insight to engage

Stephanie Salter, a/Executive Producer, ABC TV Multiplatform

3:15 Afternoon refreshments and networking

3:45 Fostering hope through effective interactive engagement



This session will include a case study approach on the use of Web 2.0, based upon the following principles:

- Engagement: being attentive to people, contexts and outcomes
- People, communities and organisations making a difference together
- Engaging the disengaged

Jude Butcher, Director, Institute for Advancing Community Engagement; Michael Griffith, Associate Professor in Literature, Australian Catholic University

4:30 Implementing and moderating your online engagement strategy



This session will outline a case study of a large research organisation

- Starting your engagement endeavours: where do you begin?
- Testing out your strategy, internally to move to external engagement
- Constantly moderating your community: what is involved and how is it done?
- Lack of moderation: where does it lead? Can interactivity be overdone?

Peter Hindmarsh, Independent Journalist

5:15 Chairperson's closing remarks and end of connected forum

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PRE-FORUM WORKSHOPS - Monday, 13 September

Workshop A: A crash course in social media for community engagement

Registration: 9.00 am
Workshop starts: 9.30 am
Workshop ends: 12.30 pm

Facilitated by: *Dr. Crispin Butteriss, Director, Bang the Table*

About the workshop:

Thinking about setting up a Facebook page for your organisation? Pressure from above to launch a Twitter feed? Wondering what your online engagement options look like but have no idea where to start? This half-day course is just what you need. A rapid fire introduction to the world (and language) of Web 2.0 tools and their application for government 2.0 and to learn the difference between social media and social software. Learn about the pitfalls and potentials of the most important and useful tools to get your organisation engaging online. Designed for anyone who needs to engage with the community, this short course assumes no prior knowledge of Web 2.0.

About your workshop leader:

Dr. Crispin Butteriss is a Founding Director of Bang the Table, the leading provider of online community engagement services to Australian local government organisations. Bang the Table has worked with 56 organisations, including 34 councils on over 200 web-based consultation projects involving some 170,000 citizens since its establishment in late 2007. Prior to establishing Bang the Table, Crispin had a 15 year public service career and has extensive experience working with community and government stakeholders to develop public policy. Crispin's doctorate brought adult and organisational learning into community engagement. He also has a first class Honours degree in Natural Resources.



Workshop B: Best practices in Government's use of Web 2.0 for engagement: lessons from the Obama Administration

Registration: 1.00 pm
Workshop starts: 1.30 pm
Workshop ends: 4.30 pm

Facilitated by: *James Griffin, Partner, SR7*

About the workshop:

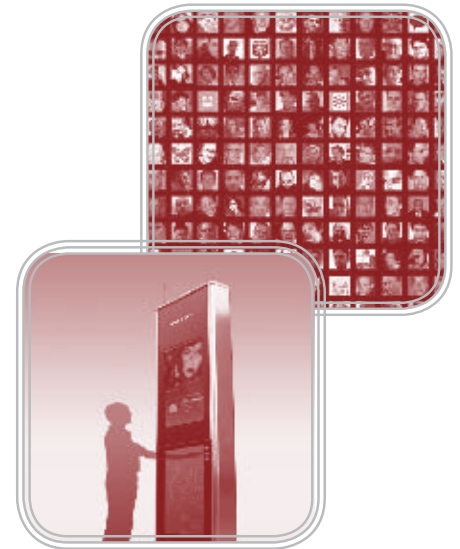
Politics has continually pushed the envelope in using social media to engage with communities. This workshop will outline how the Obama White House has applied social media to its broader communications strategy and leveraged social media to engage with communities on a micro level.

Throughout this three hour workshop, you will gain insight into:

- The risks and opportunities of social media for engagement
- A step by step process to safe engagement
- Best and worst practice case studies

About your workshop leader:

James Griffin is a Partner at SR7. He previously advised one of Australia's leading television companies on online content and user generated interfaces. James also provides strategic advice to a range of government representatives, corporations, not-for-profit and community-based organisations. He has specialised in interactive media studies at the University of Notre Dame, Sydney. He founded an award winning social media site in conjunction with MySpace and News Ltd to encourage young Australians to participate in the political process and to lift awareness of issues and policies facing youth.



5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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PUT YOUR DETAILS HERE (PLEASE PRINT):

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*Attend the conference and two workshops and save \$200 on registration.

	Connected forum + 2 Workshops	Connected forum + 1 Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	Connected forum only	Pre-forum workshops <input type="checkbox"/> A or <input type="checkbox"/> B
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I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

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Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

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.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
- For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

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D040

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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 Sophia Bailey

Phone: 1300 550 662

Email: sbailey@arkgroupasia.com

Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Bhuwan Rai

Phone: 1300 550 662

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