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One-day connected forum and workshops
9 - 10 December 2010, Novotel Melbourne on Collins

Crime and Legal Issues in Social Media II



The toolkit to prepare organisations for current and upcoming adversities

● Defamation

● Risk awareness

● Brand Protection

● Fraud and Theft

Hear from our expert
panel of speakers:

Holding Redlich

Transport Accident Commission

Ambulance Victoria

Department of Justice (VIC)

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Knowledge Solutions Pty Ltd

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Energetics

Workshop details inside

- A Gaining business benefits and managing risk around social media
Rita Arrigo, Principal Consultant, Pitcher Partners
- B Is your business socially awkward?
Rowan Shead, Copywriter – Social Media Marketing, Cashflow Copywriting and Marketing



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Social media remains both a new set of communication tools and something that organisations are still wary of. The risks around this communication method include: a lack of control over what is said about organisations and brands; defamation; identity theft; fraud and even negative things being said by employees. But by having a company-wide awareness and building a toolkit that tackles these issues, organisations can successfully implement social media strategies as just another part of their communication and business. Social media can greatly benefit organisations, their brands, employees and opportunities for further exposure and engagement with customers.

Throughout this one-day connected forum, attendees will have the opportunity to gain insights into:

- The crime and legal risks in organisational social media use
- How to strategically avoid the risks of utilising social media in the organisation
- How to successfully control important data in collaboration with social media use
- How to develop and implement a social media policy for your organisation



CONNECTED FORUM - Thursday, 9 December 2010

8:30 Registration and refreshments

9:00 Chairperson's opening remarks

Luke Grange, Managing Director, Knowledge Solutions Pty Ltd

Raising risk awareness around social media

9:15 Examining the criminal issues in organisational social media use

- Thinking about fraud: what can happen, and what are organisations' rights?
- Do I need to worry about identity theft?
- Public vs private organisational information

Allan Watt, Head of eForensics, e.Law Asia Pacific

10:00 Considering the legal issues of social media use in the workplace

- Defamation: the ongoing concern for all organisations
- Exploring issues around employment: what can/can't employees say?
- Your brand's reputation: examining how organisations should deal with negative implications on brand reputation

Dan Pearce, Partner; Charles Power, Partner, Accredited Workplace Relations Specialist, Holding Redlich

10:45 Morning refreshments and networking

11:15 Interactive discussion: Meeting your social media objectives

Hear a short presentation from John Thompson, then join in the conversation.

- Successfully using social media in a behaviour change context
- Working with employees who are engaged in social media
- Ensuring your organisation keeps pace with social media and manages the organisational expectations

Facilitated by: John Thompson, Senior Manager – Road Safety and Marketing, Transport Accident Commission

Data and risk management around social media in the organisation

12:00 Social media's effect on organisational change

- Dealing with the ever-evolving face of social media in the organisation
- Ensuring your organisation keeps up with social media change to avoid the risks
- Considering social media and the "information revolution"

Kevin Broadribb, Corporate Communications Manager, Ambulance Victoria

12:45 Networking lunch

1:45 Using social media for brand management and control

- Examining effective reactionary approaches to social media
- Taking effective action to ensure you remain a positive brand image internally
- Building and maintaining positive relationships with customers and people outside of the organisation

Suku Sinnappan, Senior Lecturer, Swinburne University

2:30 Developing social media policies: BlandsLaw's approach

- Thinking about the reasons why a policy is required: what do you hope to achieve?
- Taking a strategic approach to a social media policy
- Ensuring your policies are easily understood and available to all employees
- Inspecting new and "trendy" ways of "doing" social media policy and effective ways of putting them into action

Vivienne Storey, General Manager, BlandsLaw

3:15 Afternoon refreshments and networking

3:45 Governing company data in the unpredictable social media setting

- Confidentiality: what should and shouldn't be put on social media sites?
- Evaluating where social media fits into your organisation's data management strategies and endeavours
- Data ownership: ensuring you know what information belongs to whom

Chris McLean, Director of Information Management, Energetics

Examining others' social media endeavours, triumphs and tribulations

Interactive panel: What's worked, what hasn't worked and what have been the lessons learned by others?

Hear a short presentation from John Thompson, Suku Sinnappan and Darren Whitelaw, then join in the conversation and have your questions answered!

- Investigating the ways that social media has helped organisations
- Considering what went wrong and where improvements have been made for more successful social media use

John Thompson, Senior Manager – Road Safety and Marketing,

Transport Accident Commission

Suku Sinnappan, Senior Lecturer, Swinburne University

Darren Whitelaw, Communication Strategist, Department of Justice (VIC)

Facilitated by: Luke Grange, Managing Director, Knowledge Solutions Pty Ltd

WORKSHOPS - Friday, 10 December 2010

Workshop A: Gaining business benefit and managing risks around social media

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

Facilitated by: *Rita Arrigo, Principal Consultant, Pitcher Partners*

About the workshop:

This workshop will demonstrate the business benefits of social media including:

- Recruitment
- Community building
- Business development
- Marketing and PR
- Customer service

The workshop will focus on developing strategies to ensure that the benefits of social media can be implemented whilst managing the risks. It will also include strategies for implementing a social media policy. Exploration of the latest enterprise social computing tools in the workspace, including case-studies, will ensure participants are armed with techniques to implement their social media strategies without fearing legal risks.

About your workshop leader:

Rita Arrigo has been a passionate adopter of the web since 1994 and is a self-proclaimed Technopologist. Her background in technology has enabled her to straddle both IT and marketing initiatives. She is an advocate of both social media and enterprise social media and understands the demands for employees to use the tools they are familiar with.

Find Rita at:

<http://au.linkedin.com/in/rarrigo>
<http://www.facebook.com/rita.arrigo>



Workshop B: Is your business socially awkward?

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

Facilitated by: *Rowan Shead, Copywriter – Social Media Marketing, Cashflow Copywriting and Marketing*

About the workshop:

Social media sites are growing ten times the speed of any other Internet sites.

Stop! Before you dive headfirst into social media you need a clear purpose and strategy. If you get this right your market will spread your message for you. And you'll have raving fans beating a path to your door.

Get this wrong and you'll be shocked at how swiftly an angry crowd turns on you; it will feel like you're at a lynching. Your reputation will be in tatters.

Your brands can now be strengthened or destroyed by the use of social media.

In this workshop you will look at:

- Case studies of social media best practice and the victims who got social media wrong
- How to monitor the conversation and how to take appropriate action when you get negative feedback
- Pitch and perish: the no.1 mistake in social media. Advertising is less effective at influencing consumers than are the opinions of their friends

About your workshop leader:

Rowan Shead originally set up Cashflow Copywriting & Marketing (CCM) to help small businesses, because he foresaw the dramatic rise in the cost and difficulty in locating, meeting and presenting to new prospects. Experienced in working in and with small business for more than 23 years, he understands the pain, frustrations and cost constrictions of running a small business because this is where he practices everyday.



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Novotel Melbourne on Collins

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For more information contact our events team

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