



EARLY BIRD (Save \$200)
Before 20 January 2012

Leading the Way in Internal Communications

Responding to challenges and change with interactive communication

Two-day interactive forum and workshops

21-23 February 2012

Rydges, Melbourne

Hear from our expert panel of speakers:

Australian Taxation Office

World Vision

Woods Bagot

Ambulance Victoria

PLUM Communication

VicRoads

Deakin University

Department of Immigration and Citizenship

Department of Education and Communities

Nufarm

Mercer

La Trobe University

Echo Entertainment Group

BNP Paribas Securities Services

eVolve Information Services

Centre for Leadership Communication

Better Communication Results

* Overcoming the tyranny of distance

* Integrating internal social media initiatives

* Creating your own virtual communications team

* Utilising internal communications to develop employer branding

Post-forum workshops : Thursday, 23rd February 2012

A The seven secrets of real engagement

Facilitated by: Geoff Kelly, Director, Kelly Strategic Influence

B Engaging staff through economic downturn and change

Facilitated by: Rachael Edginton, Managing Director, PLUM Communication

C The social business and you

Facilitated by: Lee Hopkins, Communications Specialist, Better Communication Results

Supported by:



Contributing Partner



Produced by:




Leading the Way in Internal Communications-Connected Forum

Day One: Tuesday, 21 February 2012

Day Two : Wednesday, 22 February 2012

5.15

8:30 Registration and refreshments

9:00 Chairperson's opening remarks
 Kate Raulings, *Intranet and Communication Specialist, eVolve Information Services*

9:15 Creating a clutter free internal communication strategy

- Avoiding over-communication to improve productivity
- Assessing the effectiveness your current communication methods
- Deciding when to replace obsolete tools and channels with new technology

 Mia Shaw, *Principal – Corporate Communication, Mercer*

10:00 Overcoming the tyranny of distance: communication across a geographically dispersed organisation

- Understanding the needs of offsite and decentralised employees
- Responding to diverse cultural and language requirements
- Delivering cost effective communication over geographic barriers

 Mary Parker, *Project Manager - VicRoads Centenary, VicRoads*

10:45 Morning refreshments and networking


11:15 Re-vitalising internal communication within a government department

- Developing a communication strategy for a diverse organisation
- Bridging the gap between senior executives and staff
- How to achieve results in a complex environment

 Mardi Stewart, *Director, Internal and Strategic Communications, Department of Immigration and Citizenship*

12:00 Creating your own virtual communications team


- Utilising internal resources for effective two way communication
- Why you should "manage", not just "manage communication"
- Developing organisation-wide communication plans and audits

 Ross Monaghan, *Lecturer - School of Communication & Creative Arts, Deakin University*

12:45 Networking lunch


1:45 Assessing and improving the effectiveness of your intranet

- Analysing your intranet users' needs and preferences
- Encouraging and governing user contributed content
- Considering offsite and mobile intranet access milestones

 Sue Stewart, *Strategic Development and Change, Woods Bagot*

2:30 Interactive discussion: Engaging non-communicators



- Acknowledging language, cultural, educational and technological barriers to communication engagement
- Tools and strategies for overcoming these barriers
- Engaging disengaged employees with targeted communication

Facilitated by:  Danielle Moore, *Communications Manager, Nufarm*

3:15 Afternoon refreshments and networking

3:45 Managing organisational change through effective change and communication integration!

- Defining the roles of change and communications managers
- Encouraging two-way communication to promote engagement
- Maintaining timely communication throughout the change process

 Tracey Darley, *Strategic Change Consultant, World Vision International;*
 Jill Roche, *Internal Communications Manager, World Vision Australia*


4:30 Uniting your organisation – the role of leaders

- Understanding the importance of strong leadership for employee engagement
- Engaging organisational leaders with their internal communication potential
- Promoting leadership led communication initiatives

 Lori Lennon, *Director, Centre for Leadership Communication*
A three-times winner of the IABC Gold Quill Excellence Awards.

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

8:30 Registration and refreshments

9:00 Chairperson's opening remarks
 Kate Raulings, *Intranet and Communication Specialist, eVolve Information Services*





9:15 Developing a social media governance strategy

- Creating a formal social media governance framework
- Educating employees in appropriate social media use
- Balancing social media ownership

 Peter Richards, *Customer Intelligence Manager, Echo Entertainment Group*

10:00 Panel discussion: Establishing and maintaining an internal communication protocol

- Developing a formal internal communication protocol
- Educating employees in respectful communication
- Responding to inappropriate forms of internal communication

 Warrick Glynn, *Internal Communications Manager, La Trobe University;*
 Frank Cachia, *Director of Employee Communications, Australian Taxation Office;*
 Lee Hopkins, *Communications Specialist, Better Communication Results*
Facilitated by:  Kate Raulings, *Intranet and Communication Specialist, eVolve Information Services*

10:45 Morning refreshments and networking

11:15 Governing communication security and information access

- Creating and maintaining a communication governance strategy
- Avoiding leaks, security breaches and unauthorised access
- Educating employees about communication security

 Emily Greenstock, *Head of Marketing and Communications, BNP Paribas Securities Services*

12:00 Keeping abreast of technological changes and developments

- Liaising with your IT department for mutually improved understanding
- Assessing the usefulness of a new technology for your organisation
- Considering mobile content options – apps or optimisation?

 Tracey Sen, *Director of Corporate Communication, Department of Education and Communities*

12:45 Networking lunch


1:45 Interactive Discussion: Utilising internal communications to develop employer branding

- Engaging staff with the culture and purpose of your organisation
- Promoting understanding of organisational goals and market position
- Developing your employer brand reputation internally

 Rachael Edginton, *Managing Director, PLUM Communication*

2:30 Promoting knowledge sharing and collaboration across your organisation


- Understanding knowledge management
- Encouraging organisational knowledge sharing
- Using traditional tools and social media for knowledge sharing

 Frank Cachia, *Director of Employee Communications, Australian Taxation Office*

3:15 Afternoon refreshments and networking

3:45 Interactive discussion: Improving productivity and building a positive organisational culture

- Increasing employee engagement with organisational goals
- Driving collaboration for better project outcomes
- Celebrating achievements and boosting morale

Facilitated by:  Mary Parker, *Project Manager – VicRoads Centenary, VicRoads*

4:30 Managing communication in periods of crisis and volatility

- Keeping your organisation informed in a volatile economic climate
- Developing a crisis communication plan for future events/potential
- Utilising non traditional communication channels in a crisis response

 James Howe, *Public Affairs Manager, Ambulance Victoria*

A

Chairperson's closing remarks and end of the forum

The seven secrets of real engagement

Registration: 8:30 am
Workshop time: 9.00 am - 12.00pm
Facilitated by: *Geoff Kelly, Director, Kelly Strategic Influence*



About the workshop:

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. Geoff Kelly will introduce you to approaches and tools that will change this game in your favour and give you the unfair advantage in the contest of ideas within your organisation. He will cover the following issues in this interactive workshop and much more:

- Seven surprising reasons why people don't listen to you
- Three powerful models of influence
- 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
- Which words commonly used in business and Government instantly stop people reading or listening
- How the latest brain science turns much of current practice on its head, but reaffirms what great communicators have always known

About your workshop leader:

For more than 30 years *Geoff Kelly* has shown leaders how to get others to actually act on their ideas. This is all about deep-dive messaging, going beyond identity and tagline to engage others by shaping ideas important to them. His clients include peak business associations, the Victorian Government, several top 40 corporations and leading professional service firms.

Geoff publishes the popular monthly email newsletter *Leading Minds*, is a Fellow of the Public Relations Institute of Australia and a Council Member of the Small Business Council of Victoria.

B

Engaging staff through economic downturn and change

Registration: 8:30 am
Workshop time: 9.00 am - 12.00pm
Facilitated by: *Rachael Edginton, Managing Director, PLUM Communication*



About the workshop:

Rachael Edginton, MD of PLUM Communication will share her knowledge and experiences in staff engagement and communication through challenging circumstances. Rachael has 15+ years experience managing communications in major change projects and will focus her workshop on:

- Managing engagement through economic downturn
- Facilitating engagement through mergers and acquisitions
- Downsizing with dignity - a case study

About your workshop leader:

Rachael Edginton is an MEAA award winning journalist, a Telstra Business Award Finalist, a NAIWIC John Holland outstanding business woman award winner and founder and Managing Director of PLUM Communication, one of BRW Magazine's fastest growing companies in 2010.

Rachael has managed the communication and stakeholder relations for several high profile projects, from social behavioural change campaigns and billion dollar infrastructure projects to organisational business change and M&As. In 2006 Rachael founded PLUM Communication, a national consultancy that specialises in placing, and coaching, communication and change specialists into major projects.

C

The social business and you

Registration: 12:30 pm
Workshop time: 1.00 pm - 4.00pm
Facilitated by: *Lee Hopkins, Communications Specialist, Better Communication Results*



About the workshop:

Working with world-renowned social media strategist Lee Hopkins, in this workshop you will come to understand why turning your business into a 'social business' is essential if your business is to survive the tumultuous changes that social media has brought to the Australian business community.

You will learn from best-in-class cases how Australian businesses are transforming the ways they communicate behind the firewall. You will learn about:

- micro-blogging
- why Chaos Theory should NOT be how you approach social technologies
- the essentials of Moderation and Governance
- why you should NOT use social media jargon (it scares the natives!)

About your workshop leader:

Lee Hopkins is the CEO of Better Communication Results, a consultancy that has assisted companies worldwide to communicate better for better results. He has consulted to a range of organisations, from the medium sized up to the multi-national. He has written two major industry reports, 'Social Media: The new business communication landscape' and 'Making social media work for your business' and has contributed to many major employee communication reports, including 'How to get started with podcasting in your organisation', 'How to use social media to solve critical internal communication issues', 'How to communicate with hard-to-reach employees', and 'How to use social media to engage employees'. Lee has appeared on many local and national radio programs around Australia, talking about the trends and implications of social media for businesses.

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

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EMAIL: aga@arkgroupasia.com
WEB: www.arkgroupaustralia.com.au

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

AB-WEB

Leading the Way in Internal Communications 21-23 February 2012, Rydges Melbourne

PUT YOUR DETAILS HERE (PLEASE PRINT):

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Standard pricing	<input type="checkbox"/> Save \$200 \$3885 + GST = \$4273.50	<input type="checkbox"/> Save \$100 \$3290 + GST = \$3619	<input type="checkbox"/> \$2695 + GST = \$2964.50	<input type="checkbox"/> \$695 + GST = \$764.50
Early bird (exp: 20/01/2012) Not valid with any other offer	<input type="checkbox"/> Save \$400 \$3685 + GST = \$4053.50	<input type="checkbox"/> Save \$350 \$3040 + GST = \$3344	<input type="checkbox"/> Save \$200 \$2495 + GST = \$2744.50	<input type="checkbox"/> Save \$60 \$635 + GST = \$698.50
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2nd			
3rd			
4th FREE			

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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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Cardholder's signature

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 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.

Event venue and accommodation

Preferential rates are available at Rydges Melbourne.

Please contact the hotel directly to make your reservation, quoting 'Ark Group Australia' as your reference.

Rydges Melbourne

186 Exhibition Street

Melbourne VIC 3000

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Sponsorship or Exhibition Opportunities

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

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