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2-Day Conference on

# Social Media &

Advancing & Operationalising Social Media Strategies in New Age PR



**2012**

## When's It Happening?

**SINGAPORE** : 5 – 6 March 2012, Grand Copthorne Waterfront Hotel

**HONG KONG** : 8 – 9 March 2012, Regal Hongkong Hotel

Timeline

@SocPR

Activity

**Programme Highlights**



### Social Media in Asia

Insights on Asia's social media usage for effective regional PR



### Brand Engagement

Tips on engaging stakeholders with social media in different markets



### Issues Monitoring

Maintain a reliable & useful gauge of online sentiments



### Social Media Integration

Revamp communication frameworks with a smarter focus on social media



### Executive Corporate Branding

Prominent internal personalities on social media to bolster corporate image



### Media Relations

A new media relations approach & the social media press release



### Crisis Management

Integrated usage of traditional & social media for online & offline crises



### Internal Communications

Develop customised internal social networks for employee engagement



### B2B PR

Opportunities in the B2B landscape with social media



### PR Measurement

Relevant metrics to benchmark the success of social media PR efforts



### Social Media Pitfalls

Risks of an over-reliance on social media & its suitability for every industry

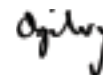
Revitalise your Strategies with Case Studies & Insights from:



QUINTILES



global public relations  
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readingroom  
GALLERY



Also featuring case studies from  
 Nokia, Golden Village, and the entertainment,  
 FMCG, IT, telecommunications and  
 logistics industries

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## 8.15 Registration & Morning Coffee

## 9.00 Chairperson's Welcome & Ice-Breaking Session

Singapore



**Carolyn Camoens**, Deputy General Manager / Studio D Lead, Singapore, **Waggener Edstrom Worldwide**



Hong Kong



**Etienne Chia**, Account Director / Studio D Lead, China, **Waggener Edstrom Worldwide**



## SOCIAL MEDIA IN ASIA

### 9.20 Understanding Social Media Usage & Success Factors for Effective Regional PR Efforts

Singapore



- Identifying the key elements of social media PR in Asia
- Developing effective regional strategies – What it takes to succeed on social media PR in Asia
- Outlook for Asian social media PR and what to look out for in the coming years

**Angelina Ong**, Regional Managing Director, Asia Pacific, **Burson-Marsteller**

Hong Kong



### Developing Successful PR Strategies for Asia with a Closer Look at Social Media Usage & Trends in the Region

- Understanding the social media landscape in Asia – Consumer and brand behaviour and prioritised platforms
- Key concerns that brands have when engaging on social media in their communication strategies today
- Key factors for success on social media PR in Asia
- Outlook and trends to look out for in social media PR in the years to come

**Chris Maier**, Director, Media and Digital Greater China, **Millward Brown ACSR** & Director Digital Operations, **AMAP**, **Millward Brown Africa, Middle East, Asia Pacific**

## 10.20 Morning Refreshments & Networking Break

## BRAND ENGAGEMENT

### 10.50 Cultivating & Sustaining Relationships with Fans on Social Media – the Golden Village Way

Singapore



- How Golden Village arrived at the best engagement strategy on Facebook
- Golden Village's set-up to prepare for the social media journey
- Reconciling and alternating between the corporate and social media tone of communication
- Success factors in sustaining meaningful conversations and cultivating good relationships on social media
- Comparing case studies – Common challenges encountered in engagement and what could have been done

**Edwin Yeo**, General Manager, **SPRG Singapore**

Case Studies

Hong Kong



### Cultivating & Sustaining Relationships with Fans on Social Media – Learning from China Light and Power (CLP) and Wheel2Wheel

- Arriving at the best social media engagement strategy

Case Studies

- How CLP and Wheel2Wheel made internal and external preparations to embark on the engagement journey
- Success factors in sustaining meaningful conversations and cultivating loyalty – How CLP and Wheel2Wheel understood and responded to fan expectations appropriately
- Corporate and social media brand voice – How to best strike a balance between the two personas
- Challenges encountered in the process of engagement and how they were overcome

**Douglas White**, Founder/CEO, **PRDA**

## 11.50 Lunch & Networking Break

## ISSUES MONITORING

### 1.05 From Crisis Prevention to Consumer Insight – Learning from Dell's Success with the Social Media Listening Command Centre

Singapore



Case Study

- How Dell developed a competent and affordable social media monitoring program that complements communication objectives
- Capturing important trends and issues – How Dell filters relevant issues from the thousands of brand mentions on social media
- Translating data into actionable takeaways – Timely channeling to relevant departments for action
- How the SMLCC contributed to Dell's corporate image and consumer relationships
- Debating the necessity of an in-house monitoring program vs outsourcing to specialised agencies

**David Lee**, Head of Social Commerce, Asia Pacific Japan, **Dell**

Hong Kong



### From Crisis Prevention to Consumer Insight – Maintaining a Reliable and Useful Gauge of Brand Sentiments on Social Media



Case Studies

Featuring case studies from the entertainment, hospitality, IT and FMCG industries

- Importance of monitoring in bringing about change
- Developing a competent and affordable social media monitoring program that complements your communication objectives
- What matters and what doesn't? – Filtering truly pertinent and relevant issues from the thousands of brand mentions on social media
- Translating data into actionable takeaways
- Exploring the possibility of a uniform issues monitoring method across industries

**James Hacking**, Vice President, **BlueCurrent Group**

## SOCIAL MEDIA INTEGRATION

### 2.05 Lessons from HBO Asia's Smooth & Effective Integration of Social Media in Communications Framework

Singapore



Case Study

- HBO Asia's social media journey – From an introductory use of social media to an integrated communications approach
- How HBO Asia achieved effective cross-platform integration of traditional and social media tools to achieve synergy in PR efforts
- Challenges in the initial decision to utilize social media in communications efforts
- Resources required when integrating social media into the overall communications framework

**Karen Lai**, Director of Communications, **HBO Asia**

Hong Kong



### Hotels.com's Success Story – Integrating Social Media Effectively into the Corporate Framework



Case Study

- Simple insertion or total make-over? Reconsidering existing communication strategies with social media
- How Hotels.com struck an effective balance between traditional and social tools in communication efforts
- The big picture – Ensuring effective cross-touchpoint integration when aligning social media with the overarching corporate and business policies
- Preparations for integration – The resources required and considerations taken for Hotels.com's social media journey

Richard Kwong, Head of SEO, APAC, Hotels.com

## 3.05 Afternoon Refreshments & Networking Break

### EXECUTIVE CORPORATE BRANDING

3.25

Singapore



### From CEO to Executive – Examining the Potential of Internal Personalities on Corporate Branding on Social Media



Case Studies

- How the personal branding of individual executives influences the impression that a company leaves on potential clients and prospective job-hopefuls
- The double-edged sword of maintaining a social media presence for executives in the company
- Internal personalities – by creation or by chance?
- What to bear in mind when personal brands are linked to corporate image

Margaret Manning, Chief Executive Officer, Reading Room

Hong Kong



### Leveraging on Prominent Internal Personalities in Corporate Branding on Social Media



Case Studies

Featuring case studies from Ketchum, Alhambra and the logistics and aerospace industries

- The impact of executive personal branding on corporate image from both internal and external communications perspectives
- From CEO to executive – The different roles of internal personalities in influencing corporate branding
- How to develop and sustain a convincing personal brand
- Ensuring organisational and personal congruence in achieving a consistent corporate image
- Measuring the effectiveness of executive corporate branding on communications/corporate goals

Simeon Mellalieu, General Manager, Ketchum Hong Kong

### MEDIA RELATIONS

4.25

Panel Discussion

### Reconciling PR Efforts in Traditional & Social Media & Developing a New Media Communications Approach

- Examining critical differences between traditional and social media relations
- Who should be the focus? – Deriving the appropriate weight to be given to traditional and social media
- How to balance expectations and communicate effectively with both traditional and social media?
- The social media press release – How different and what are the best practices?
- Reassessing traditional media with social media presence and the evolved approach to such media relations

Singapore



Moderator:

Carolyn Camoens, Deputy General Manager / Studio D Lead, Singapore, Waggener Edstrom Worldwide



Panellists:

Adrian Heng, Head, Digital Practice, Hill & Knowlton



Eileen Yu, Senior Editor, ZDNet Asia



Hedirman Supian, Assistant Digital Media Editor, TODAY



Mylinh Cheung, Head of Media Relations, Corporate Affairs, Asia Pacific, Levi Strauss & Co.



Hong Kong



Moderator:

Etienne Chia, Account Director / Studio D Lead, China, Waggener Edstrom Worldwide



Panellists:

Simeon Mellalieu, General Manager, Ketchum Hong Kong



David Ko, Executive Vice President, Waggener Edstrom Worldwide



Geoff Walsh, Director, Artemis Associates



Dave Johnston, Associate Director Marketing and Communications - HK, Macau & Taiwan, CBRE



5.25

Chairperson's Insights & Analysis of the Day's Proceedings

5.35

End of Day One

# DAY 2

Singapore : Tuesday, 6 March 2012  
Hong Kong: Friday, 9 March 2012

9.00

Singapore



### Chairperson's Opening Remarks & Interactive Charge-Up Session

Carolyn Camoens, Deputy General Manager / Studio D Lead, Singapore, Waggener Edstrom Worldwide



Hong Kong



Etienne Chia, Account Director / Studio D Lead, China, Waggener Edstrom Worldwide



### CRISIS MANAGEMENT

9.30

Singapore



### Timely Response & Management of Negative Sentiments on Social Media

Featuring case studies from Nokia and more



- Setting up clear criteria to determine the necessity of a response

Case Studies

- How comprehensive social media crisis management plans are developed for corporations (example: Nokia)
- Damage control – Assessing the damage and identifying the key problems to determine the best crisis management response
- Prevention is better than cure – Best practices in managing reputation to avoid major crises on social media

Phillip Raskin, Managing Consultant, Text 100

Hong Kong



### Upping the Standards in Crisis Management with the Integrated Use of Traditional & Social Media



Case Studies

- Start Now! – Practical tips and a crisis management framework for rapid response during a crisis so you can prepare before it's too late
- Integrate or burn – Coordinate your online and offline response or suffer the backlash
- Stay Connected – How to best balance social media activity before, during and after the crisis
- Boast or Bury? – What to do post crisis, and minimise damage in the long run

Jonathan Nguyen, Regional Strategy Director, Social Media & Director, Measurement (APAC), Ogilvy 360 Digital Influence

### 10.30 Morning Refreshments & Networking Break

#### INTERNAL COMMUNICATIONS

11.00



### Social Media at Work – Deutsche Bank's Successful Foray into Integrated Internal Communications with Social Media in Group Technology & Operations



Case Study

- Deutsche Bank's motivations for transforming internal communications with social media
- Overcoming the key challenges in achieving management buy-in and employee engagement
- Examining Deutsche Bank's revolutionised internal communications platform – The Wire, DB Club, DB Blog
- Is it worth it? – Measuring the cost and benefits of the social media venture

Stuart Haslam, Vice President, Group Technology and Operations and Regional Lead, GBS Communications APAC, Deutsche Bank

### 12.00 Lunch & Networking Break

#### B2B PR ON SOCIAL MEDIA

1.30



### Redefining the Importance of PR in B2B with the Rising Influence of Social Media with Adobe's Example



Case Study

- Is B2B PR becoming extinct, or evolving to a new and exciting shape?
- Why PR professionals are ideally positioned to bring experience and value to the social landscape in B2B communications
- How Adobe combines strategy, skillset and the smart use of analytics and measurement to deliver a stronger, more engaged presence
- The challenges and opportunities in demonstrating measurable benefits to the bottomline
- View from the frontline: Adobe's experiences in APAC and globally

Julie Cleeland Nicholls, Senior Group Manager, Corporate Communications, Asia Pacific, Adobe Systems Incorporated

#### PR MEASUREMENT

2.30



### Success that Matters – Developing Relevant Metrics that Reflects the Actual Worth of Social Media PR Efforts



Exploring case studies from the telecommunications and electronics industries

Case Studies

- What's the target? – The importance of benchmarking and why it's important to measure the right metric against your business objective
- Developing holistic and relevant metrics and understanding what returns they represent
- Analysing the pros and cons of common measurement metrics and methods

Jon Chin, Vice President, Digital Integration, South East Asia, Fleishman-Hillard

### 3.30 Afternoon Refreshments & Networking Break

#### PITFALLS IN SOCIAL MEDIA

4.00



### Reconsidering the Social Media Hype – Risks Involved with an Over-reliance on Social Media

- To jump or not to jump – Debating if the jump to social media is absolutely necessary for organizations and the risks to consider in such a move
- How much social media is enough and what to include for optimal impact?
- How to react when social media fails? – Pre-empting the risks of over-reliance on social media
- The sustainability of social media in PR efforts and its place in the future PR landscape

Singapore



Moderator:

Carolyn Camoens, Deputy General Manager / Studio D Lead, Singapore, Waggener Edstrom Worldwide



Panellists:

Sandra Gavard, Head of Public Relations, Asia Pacific, SWIFT



Roderick Strother, Director, Digital and Social Centre of Excellence, Lenovo



Stacey Hara, Senior Director, Corporate Communications, Quintiles



Julie Cleeland Nicholls, Senior Group Manager, Corporate Communications, Asia Pacific, Adobe Systems Incorporated



Hong Kong



Moderator:

Etienne Chia, Account Director / Studio D Lead, China, Waggener Edstrom Worldwide



Panellists:

Douglas White, Founder/CEO, PRDA



David Ko, Executive Vice President, Waggener Edstrom Worldwide



Sue Chan, Digital Group Head, Associate Director, Edelman



Julie Cleeland Nicholls, Senior Group Manager, Corporate Communications, Asia Pacific, Adobe Systems Incorporated



### 5.00 Chairperson's Insights & Analysis of the Day's Proceedings

### 5.15 Close of Conference

# ARE YOU TRULY REAPING THE BENEFITS OF YOUR SOCIAL MEDIA PRESENCE?

In the mad rush to go social, many corporations struggle to create and sustain effective PR efforts on social media. Often, we spend valuable resources trying to derive the social formula to success, only to obtain lacklustre results that may even adversely impact our overall communications efforts. With so many of us on a dozen social media platforms today, how can we best optimise the chosen platforms and create meaningful conversations with our stakeholders? For a start, we have to go beyond simple adoption to the in-depth review of existing communications and organisational frameworks for the seamless integration of social media. If this is not in your plans, it is time for a fresh look at social media and PR.

**What more can your current social media platforms do for your communication plans?  
How do you reconstruct your PR strategies with a smarter focus on social media?  
Can you go beyond impressions and obtain real results with your social media efforts?**

Tackle these challenges at the Social Media & PR 2012 Conference, which gathers stellar case studies from experienced practitioners and successful corporations such as **Deutsche Bank, HBO Asia, Adobe, Dell, China Light and Power** and **Hotels.com**. Reconsider the potential of your social media tools and achieve better synergy between the traditional and social media components in your communications plans. Learn how to improve your current social media efforts with measurable returns through insights from both the B2C and B2B industries. Along with a good grasp of the social media landscape in Asia, you can advance your regional PR strategies for success!

**Register to be at the Forefront of Social Media PR in Asia today!**

## BENEFITS OF ATTENDING

- **Identify** the winning elements of social media PR in Asia with professional insights from **Burson-Marsteller** and **Millward Brown**
- **Learn** from leading movie operator **Golden Village** on sustaining relationships with fans on social media
- **Uncover** the success factors from **CLP** in cultivating loyalty via social media
- **Find** out how global event **Wheel2Wheel** made preparations for audience engagement on social media
- **Reconcile** between the corporate and social media tone of communication
- **Explore** how **Dell** captures critical trends online to uncover opportunities and build relationships
- **Reconsider** the necessity of in-house vs. outsourcing of social media monitoring to agencies
- **Understand** how **HBO Asia** and **Hotels.com** achieved effective cross-platform social integration
- **Develop** a convincing personal brand that is congruent with the corporate image
- **Design** crisis management frameworks with tips from the case studies of **Ogilvy, Text 100** and **Nokia**
- **Derive** the appropriate weight to be given to traditional and social media with insights from **Levi Strauss & Co., CBRE** and **TODAY**
- **Revolutionise** internal communication platforms with **Deutsche Bank's** analysis of their social media networks
- **Advance** the use of social media for B2B PR with **Adobe's** successful example
- **Obtain** skills to develop holistic measurement metrics that meets communications objectives
- **Debate** with **Lenovo, Quintiles** and **SWIFT** on the concerns over the suitability and effectiveness of social media for different industries
- **Gain** insights on the future outlook of social media PR in Asia to develop winning communication strategies

## Who Should Attend

C-Suite Executives,  
Digital/Social Media Specialists &  
Heads of Public Relations,  
Corporate Communications,  
Public/Corporate Affairs,  
Internal/External Communications &  
Media Relations from local &  
regional organisations.

## Past Delegate Feedback for the Social Media & PR Conference

"Overall, I came with some ideas and left with confidence in planning and managing a social media programme – the 'art' of generating conversations in a new world of communications."

- **John Saunders**, Director of Communications, Asia New Zealand Foundation, 2010

"We found the content, insight and quality of the conference excellent, worth travelling 8 hours for."

- **William Fuller**, Account Director, Fuller, 2010

"First class conference, with excellent speakers and great chairperson."

- **Natalie Soh**, Assistant Director, Corporate & Marketing Communications Division, Singapore Workforce Development Agency, 2011

"It was useful to hear case studies of the experiences other companies have had in the social media space. Their learnings are helpful to help us avoid the same mistakes."

- **Tiffany Goh**, Public Affairs & Communications Executive, Coca-Cola Singapore, 2011

"A very insightful conference with appropriate case studies to demonstrate the topics."

- **Iris Wong**, Group Director of Marketing, Sino Group of Hotels, 2011

# Social Media & PR 2012

Singapore: 5 – 6 March 2012, Grand Copthorne Waterfront Hotel | Hong Kong: 8 – 9 March 2012, Regal Hongkong Hotel

## 5 Ways to Register or Enquire

- 1 Tel : (65) 6592 7366
- 2 Fax : (65) 6338 6702
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2-Day Conference	S\$1,895	S\$2,195

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1. For Singapore location, singapore registered companies need to pay fee with additional 7% GST.
2. Only corporate registrations will be accepted.
3. **Group Discount:** Groups of 3 or more booking at the same time from the same company and of the same billing source will receive a 10% discount off the total delegate fees.
4. **Early Bird Promotion: Fees will only be valid if payment is received by 3 Feb 2012, after which Regular fees will apply.**
5. **Full payment is mandatory upon registration for admission to the event.**
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### Cancellations & Replacements

A replacement is welcome if you are unable to attend. A full refund less 10% administrative charge will be made for cancellation received in writing by **10 Feb 2012**. A 50% refund and a set of conference e-documentation will be given for cancellation received by **24 Feb 2012**. Regrettably, no refund can be made for cancellation received after **24 Feb 2012** or for "no show" participant. You will however receive a set of e-documentation.

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- Pharma Product & Brand Marketing in Asia 2012, *Singapore*
- Integrated Marketing & Communications for Higher Education Providers, *S'pore & Hong Kong*
- Best Practices for Corporate Counsel, *S'pore & Hong Kong*

#### March 2012

- Digital Branding, *S'pore & Hong Kong*
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Email : [Mohd.Azhar@grandcopthorne.com.sg](mailto:Mohd.Azhar@grandcopthorne.com.sg)  
Attn : Mr Mohd Azhar - Senior Events Manager

#### Regal Hongkong Hotel, Hong Kong

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