

# 8th National Public Affairs Convention

## From message sticks to sticky messages

THURSDAY 10 – FRIDAY 11 MAY 2007



### Speakers include

- Kerry O'Brien, Gold Walkley-winning journalist and host, *The 7.30 Report*, **ABC**
- Sue Murray, CEO, **National Breast Cancer Foundation**
- Rob Hunt, MD, **Bendigo Bank**
- John Stanley, host of *Afternoons*, **2UE**
- Caroline Overington, Walkley-winning journalist, *The Australian*
- Sue Netterfield, community relations manager, **Theiss John Holland**
- Cathy Jamieson, PR manager, **Microsoft Australia**
- Di Campisi, national publicity manager, **Paramount Pictures**
- John Brady, director of media and communications, **NRL**
- Matthew Vane-Tempest, general manager public affairs, **Rail Corp**

- Rod Bruem, chief editor, [www.nowwearetalking.com.au](http://www.nowwearetalking.com.au), **Telstra**
- Antony Funnell, host of *The Media Report*, **ABC Radio National**
- Amanda Lampe, former media director for **Premier Bob Carr**
- Mark Helvadjan, acting head of communications, community and front doors, **Yahoo!7**
- Mark Jones, IT editor, *The Australian Financial Review*
- Gary Hayes, architect of **Telstra** and **AFTRS** Second Life projects
- Nick Moraitis, online and outreach director, **GetUp!**
- Karen Trentini, media and public affairs manager, **Amnesty International Australia**

Tickets from \$450 inc. GST

Wesley Conference Centre,  
220 Pitt St, Sydney

**Welcome drinks:** May 9,  
Customs House, 31 Alfred St,  
Circular Quay

**Media training workshop:**  
May 9, Media Alliance,  
245 Chalmers St, Redfern

**Dinner:** May 10, Miltons,  
25 Blich St, Sydney

HOSTED BY:



*“Practical, relevant and engaging presentations about topical issues in media and public relations. Speakers were leading authorities in the field.”*

Richard Howes, media adviser, Australian Sports Commission (attendee of the 2005 and 2006 conventions)

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### Wednesday, May 9

**Media training workshop** with Julie Sheather, consultant, **Kennedy Communications**

1:00pm – 5:00pm In this workshop you'll be taught to manage interviews for television, radio and print.

Examples of good and bad media interviews will be shown as models, and you will practise in front of a camera and microphone and be given feedback on your on-air style.

This workshop is suitable for any spokesperson, regardless of whether you work in the PR field or not. Numbers are restricted so please book early.

During her 20-year media career, Julie Sheather has worked as a newspaper journalist, a senior government press secretary, and a communications director for some of Australia's largest listed entities.

6:30pm **Cocktail reception**

Customs House, 31 Alfred St, Circular Quay

### Thursday, May 10

9:00am Welcome

**Digital media and evolving audiences**

Christopher Warren, federal secretary, **The Media, Entertainment & Arts Alliance**

#### Making the world watch: from campaign to news reel

9:20am CEO keynote: Pink Ribbon Day

**Changing public attitudes through PR: turning Australia pink**

- Intensifying public sentiment about breast cancer research
- Lobbying the media for coverage
- Engaging a new audience with the online campaign

Sue Murray, CEO, **National Breast Cancer Foundation**

10:10am Case study: Windows Vista

**Launching with a bang, but the buck doesn't stop here**

The Windows Vista media launch attracted 140 journalists and 50-million media mentions. How did Microsoft manage to attract so much interest in another Windows sequel?

Cathy Jamieson, PR manager, **Microsoft Australia**

11:30am **What makes a story headline the news?**

A run-through of some of the year's biggest stories, showing what attracted the media's eye.

Patricia Kavanagh, client relations manager, **Media Monitors**

#### New media update: virtual worlds, blogs and beyond

11:50am Panel

**PR opportunities knocking in virtual worlds**

More than 850,000 users are spending real time and money in virtual worlds such as Second Life. But will the craze last, and how valuable will it become for PR?

Abigail Thomas, manager, project development and strategy, new media and digital services, **ABC**

Gary Hayes, architect of **Telstra** and **AFTRS** Second Life projects  
Mark Jones, IT editor, **The Australian Financial Review**

12:40pm Lunch

1:40pm **What makes Australians click? Online consumer trends**

- Media habits of generations Y and X, boomers and seniors
- How widely visited are blogs and 'virtual world' sites?
- Where do Australians consume their news and current affairs?

Lee Hopkins, co-author, *Social Media* white paper

2:20pm Case study with Q&A

**Now we've been talking a year – the corporate blog**

Telstra's "Now We Are Talking" blog has set PR tongues wagging, and the man behind Australia's first major corporate blog will answer questions on everything from censorship to strategy.

Rod Bruem, chief editor, [www.nowwearetalking.com.au](http://www.nowwearetalking.com.au), **Telstra**

3:30pm New media panel

**DIY social media: taking your message direct to the public**

- MySpace and other social networking sites – PR's forbidden fruit?
- A spinner's guide to YouTube: who's using it well and how?
- The 'lessons now learnt' rules to blogging
- Search engine optimisation PR: pulling the world to your news

Mark Helvadjian, acting head of communications, community and front doors, **Yahoo!7**  
Nick Moraitis, online and outreach director, **GetUp!**

Anthony McClellan, media commentator, **ABC Radio** and **The Australian**  
Darren Burden, online editorial development manager, **Fairfax**



### Election fever: campaigning from the inside out

- 4:30pm Interview  
**Election campaigning: an insider's guide**  
Premier Bob Carr's former media chief gives an insider's view on the political war of words, from Rudd versus Howard, to talkback versus YouTube.  
Amanda Lampe, former media director for **Premier Bob Carr**
- 7:30pm **National Public Affairs Convention dinner**  
With guest speaker **Kerry O'Brien**, Gold Walkley-winning journalist and host of *The 7.30 Report*, **ABC**  
Miltons Restaurant, 25 Bligh St, Sydney

## Friday, May 11

### For the love of media

- 9:10am Radio panel  
**Talking back to talkback**  
Our panel discusses how talkback shapes the news agenda, how it has moved on since the 'cash for comment' scandal, and how PR can tap into it.  
John Stanley, host *Afternoons*, **2UE**  
John Brady, director of media and communications, **NRL**  
Matthew Vane-Tempest, general manager public affairs, **Rail Corp**  
David Salter, journalist
- 10:00am Media panel  
**Spywitness view: how journalists really choose what makes the news**
  - What's in it for the audience? Stories with sizzle...
  - Will a phone call save your release from deletion?
  - News priorities for regional papers, metros, TV, radio and onlineCaroline Overington, Walkley-winning journalist, **The Australian**  
Antony Funnell, host *The Media Report*, **ABC Radio National**

### Changing the world through PR: cause and effect

- 11:10am Keynote: Generation Green  
**Corporate social responsibility without green-washing**  
Some media reports damn corporate social responsibility (CSR) as nothing more than public relations ploys to improve the image of big business. The financial benefits of CSR projects are difficult to measure, so why is Bendigo Bank pouring resources into them?  
Rob Hunt, managing director, **Bendigo Bank**
- 12:10pm Case study: *An Inconvenient Truth*  
**How a film house made a giant leap for a cause**
  - Creating a media hook before the launch
  - Publicising Al Gore's visit, lobbying for appearances
  - Maintaining media momentum after the film releaseDi Campisi, national publicity manager, **Paramount Pictures**
- 1:00pm Lunch
- 2:00pm Case study: the Guantánamo campaign  
**Changing the world through PR**
  - Designing a message to bolster public interest and emotion
  - How online and media campaigns worked as a 'call to action' to the public
  - Outcomes: media exposure, public support and policy changeKaren Trentini, media and public affairs manager, and Nathan Cockroft, online manager, **Amnesty International Australia**

### Cracking the KPIs: measurement and issues management

- 2:40pm **Measuring the value of public affairs**
  - Are Advertising Value Equivalents the value of PR?
  - ROI: what is the return and how can we measure it?
  - Formal research versus DIY measurement
  - Cost: how do we get past the budget barrier?Dr Jim Macnamara, general manager – research, **Media Monitors**, and **CARMA Asia Pacific**
- 3:40pm Case study: Lane Cove Tunnel  
**Keeping the crises away**  
Opening hot on the heels of the failed Cross City Tunnel, the Lane Cove Tunnel was destined for media dissection. From predictions of traffic frenzy to being embroiled in state election politics, the project has seen its fair share of issues. How has it managed to keep its head above water in the media flood?  
Sue Netterfield, community relations manager, **Theiss John Holland**



*“Of equal use were the networking and the calibre and content of speakers. Well chosen topics too.”*

Sheree Glasson, public relations,  
Department of Agriculture, Fisheries and  
Forestry (attendee of the 2006 convention)

Also, mark your diary for the Public Affairs in the Public Sector one-day seminar, July 25, 2007, at the Rydges Lakeside Canberra. For updates go to <http://publicaffairs.alliance.org.au>.



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HOSTED BY:



**The Walkley Foundation  
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[www.walkleys.com](http://www.walkleys.com)



**The Media, Entertainment  
& Arts Alliance**

<http://publicaffairs.alliance.org.au>

SUPPORTED BY:

**The Macquarie Dictionary**

For sponsorship enquiries  
phone Mary Cotter at the Alliance  
on 1300 656 512  
Enquiries on prices and registration,  
phone 1300 656 513

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This brochure has been printed on  
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For accommodation deals,  
resources and updates, go to  
<http://publicaffairs.alliance.org.au>

## To register

Mail: The Media Alliance, Locked Bag 526, Spring Hill, QLD 4004

Phone: 1300 656 513

Fax: 1300 652 016

Online: <http://publicaffairs.alliance.org.au>

Name .....

Position .....

Organisation .....

Address .....

Suburb ..... State ..... Postcode .....

Phone (work) .....

(mobile) .....

Fax .....

Email .....

Please tick your selection:

Events/offer	Early bird rate (book & pay by April 30)	Standard rate (book & pay after April 30)
Convention: Media Alliance members	<input type="checkbox"/> \$450	<input type="checkbox"/> \$650
Convention: non-members	<input type="checkbox"/> \$700	<input type="checkbox"/> \$840
Dinner	<input type="checkbox"/> \$100	<input type="checkbox"/> \$120
Media training workshop: members	<input type="checkbox"/> \$300	<input type="checkbox"/> \$350
Media training workshop: non-members	<input type="checkbox"/> \$400	<input type="checkbox"/> \$450
Walkley Magazine special 1-year subscription offer	<input type="checkbox"/> \$49.50	<input type="checkbox"/> \$49.50

If you are registering as a Media Alliance member, please provide:

Member Number: .....

Branch Number: .....

## Payment

Cheque payable to Media, Entertainment and Arts Alliance (enclosed)

Money order (enclosed)

Credit card (below) for \$ .....

Mastercard  Visa  Amex  Diners

Name on card .....

Card number .....

Expiry date ..... / .....

Signature .....

Today's date ..... / ..... / .....