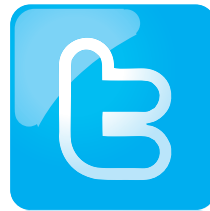


DIGITAL COMMUNICATIONS & NEW MEDIA SEMINAR

Engaging with stakeholders
in a changing media world



Wednesday 26th May 2010
W5 @ the Odyssey, Belfast

agendaNi seminar

Exploring the new media landscape

There can be little doubt that digital technology has revolutionised the way in which people communicate and share information at local, national and international levels. Google, Bing, Facebook, Twitter and YouTube, some of the new information super-brands, are no longer the preserve of IT geeks in internet cafés but are now household names and part of the fabric of society. The social benefit of these social networking sites, and other new media platforms, can be fairly readily understood but what about the business and organisational benefits?

An Altimeter study, published in July 2009, has concluded that while much has been written questioning the value of social media, that the most valuable brands in the world are experiencing a direct correlation between top financial performance and deep social media engagement. The relationship is proven to be apparent and significant: socially engaged companies are more financially successful.

This seminar will examine how organisations across all sectors can incorporate new and social media into their overall communications strategies, exploring the key features of the social media landscape. For those working in large corporate organisations, social media may be already an established part of their marketing strategy but it may be less obvious to those across the public and voluntary sectors how it can benefit them. A key feature of the seminar will be how social media can be used across the public sector as a way of engaging with citizens and increasing accessibility of

government services. The Central Office of Information (COI), the Government's centre of excellence for marketing and communications, in its publication 'Engaging through social media: A guide for civil servants' recognises the benefits of social media:

"Good use of social media can help government to better understand, respond to and attract the attention of specific audiences. It enables real two-way communication with people in the places where they are already engaging with their interests".

Nick Jones from the COI will provide further insight into the application of social media for the public sector in his talk to the seminar.

Seminar programme

The seminar will be delivered by an expert panel of local and visiting speakers who will outline the latest new and social media platforms and offer guidance of how these can be most effectively incorporated into overall marketing and communications strategies.

Throughout the day attendees will hear from experts across all sectors who will share their expertise and offer guidance and advice. A key feature of the programme will be the afternoon 'discussion forum' session where delegates can hear some focused case studies and ask questions from practitioners' across a number of new and social media platforms.

Don't miss out

Unique monthly visitors to Twitter have increased from 121,000 in November 2008 to 4.3 million in November 2009.

(source: comScore November 2009)

Facebook has 350 million active users and over 23 million users in the UK

(source: Belfast Telegraph, February 2010)

1.86 million adults in Great Britain regularly read a blog

(source: TGI, 2010)

One third of people under 30 use their mobile phones for social networking.

(source: comScore November 2009)





Seminar programme



10.00am New media: Overview and application



Chair & introduction

Michael Maguire, Regional Director, Chartered Institute of Marketing (CIM)

Michael Maguire is a management consultant who specialises in business development and who has had a long association with The Chartered Institute of Marketing. In a 40 year career he has held senior positions in national companies and multinationals and in the public sector, and for the last 20 years has worked in professional consultancy.



Overview of technology platforms: Making new technology work for your organisation

Davy McDonald, Creative Consultant

Davy McDonald is an independent designer with thirty years' experience in the creative industry, mainly spent working in some of Northern Ireland's largest advertising agencies. The clients David has worked with include many of Northern Ireland's highest profile companies, covering a diverse range of business types and requiring campaigns in all major media channels. In 2010 this now includes the internet and social media networks.



The impact on society of new media opportunities

Dr Peter Kawalek, Director, Institute for Social Media and Professor of Information Systems & Strategy Manchester Business School

Peter Kawalek is Professor of Strategy & Information Systems at Manchester Business School. Professionally, he has worked to board level with companies, on short projects with government ministers, & at all levels with public sector agencies. These organisations include Chubb Insurance Company of Europe, O2, BT, GNER, Hoverspeed, Fujitsu, Department of Communities and Local Government, Cabinet Office, Office an Taoiseach, Salford City Council, Oldham Council, Leeds City Council, and the NHS. In academia Peter has experience through different roles and contributions in Manchester, Warwick Business School, Instituto de Empresa in Madrid, Trinity College Dublin, Liverpool John Moores, Letterkenny Institute of Technology & Salford University.



New media as part of an integrated marketing strategy

Tim McKane, Navajo Talk

Tim McKane has over thirty years experience in advertising and marketing communications, having been in McCann Erickson and subsequently a shareholder at FirelMC, where he pioneered the concept of integrated marketing communications in Northern Ireland. He has developed communications strategies for many clients in both the public and private sector. At the beginning of 2010 he opened Navajo Talk, an agency to help clients decode social networking, maximise the marketing opportunities for their web sites and create content for the web and social media. He is a Board Member of NI Screen, NI Committee Member of the IOD and a regular commentator on radio and recently television.

11.00am Questions and answers / Panel discussion 11.15am Morning coffee / Networking break

11.45am New media working in practice



Engaging through social media: A guide for civil servants

Nick Jones, Director of Interactive Services, Central Office of Information

Nick Jones is director of interactive services at COI, the Government's centre of marketing excellence. Nick's team delivers digital projects for public sector clients working with 100 suppliers. Nick also contributes to government guidance and standards on social media and digital engagement. Prior to joining COI he contributed to digital policy at the Cabinet Office. A former Jupiter Research analyst he co-founded New Media Age in 1994. Nick has a Masters in Geography from the University of St Andrews.



The future of newspapers in a new media world

Sam McIlveen, Director of Digital Publishing, Belfast Telegraph

Sam McIlveen joined Independent News and Media in Northern Ireland as Digital Publisher in 2008 following fourteen years with one of Belfast's leading advertising agencies. As Digital Publisher Sam is responsible for the Belfast Telegraph's online activity which includes the following websites www.belfasttelegraph.co.uk, www.niCarFinder.co.uk and the recently re-launched www.nijobfinder.co.uk. The Belfast Telegraph has recently launched a Facebook site which in its first month has attracted over 1,400 fans.



Using new media to bring politics to the people
Susie Brown, Head of Communications, Northern Ireland Assembly

Susie Brown is Head of Communications at the Northern Ireland Assembly. Susie is responsible for developing and delivering a communications strategy for the Assembly. She is responsible for managing the press office, redeveloping the Assembly's website and social/new media tools. Susie also manages the Assembly's broadcasting, advertising and publications contracts. Before taking up her new role at the Assembly, Susie was Head of Communications at the Consumer Council for Northern Ireland. Here, she was responsible for media relations, event management, public affairs publications and websites.

12.45pm Questions and answers / Panel discussion

1.00pm

Networking lunch

2.00pm Practitioners' forum: Applying new media

The afternoon session at the seminar will feature a number of short presentations / talks from people who are using new and social media in practice within their organisations. Following the talks, delegates will have the opportunity to ask questions gaining advice and guidance on how to implement their own new media strategies. The afternoon panel will be joined by morning speaker Nick Jones who will offer his expertise to those organisations across the public sector wishing to learn more about how social media can work for them.



Case study: Implementing a cost-effective social media campaign successfully
Kieran Donnelly, Director, Morrow Communications
(CIPR Pride Awards Gold Award winner for social media campaign with NI Science Park)

Kieran Donnelly is a company Director working within the PR division in Morrow Communications and, while involved in all accounts at a strategic level, he currently leads a number of key client accounts including: First Trust Bank, Deloitte, NI Science Park, Fujitsu Services, Momentum, Microsoft, SQS, and John Lewis. Kieran has over 16 years experience working for a broad range of clients in all aspects of public relations, including corporate and B2B PR, media relations, crisis communications, marketing communications, sponsorship and community relations. While there he was voted European Communicator of the Year by his peers across the European network.



Blogging: **Mark Devenport**, Political Editor, BBC Northern Ireland

Mark Devenport is BBC Northern Ireland's Political Editor and Chair of the Stormont Correspondents' Association. Mark has reported in various capacities for BBC Northern Ireland since the mid 1980s, covering events such as the IRA ceasefire of 1994, the Good Friday Agreement and the Omagh bombing. During the 1990s, Mark was the BBC's Ireland Correspondent reporting on developments in Ireland for its national and international audiences. Between 1999 and 2001 he was the BBC's United Nations correspondent, based in New York. Mark publishes a regular blog on the BBC Northern Ireland website, 'the Devenport Diaries' which cover 'all things political'.



Delivering local online TV news: Fermanagh.tv **Fearghal McKinney**, Journalist

Fearghal McKinney is an award winning local journalist with 25 years experience in newspapers, radio and television. The latest focus of his career however is new media and internet news and along with colleagues he has helped set up a new video driven news and community service in Fermanagh. Fermanagh.tv has attracted a wide audience since being set up last May and its hoped the model will be replicated elsewhere.



Using new and social media for campaigning and awareness raising
Charlene Craig, Information & Publications Officer, Northern Ireland Human Rights Commission

Charlene Craig has worked with Northern Ireland Human Rights Commission since June 2007. As part of her job, she is responsible for social media, and manages the Commission's Facebook, Twitter and YouTube pages. In a previous role, Charlene won a regional Invest NI Award for best voluntary sector website. She will complete her MSc in Educational Multimedia at Queen's University Belfast this September.

Connecting with the citizen through social media: The Belfast City Council case study
Caroline Dixon, Publications Manager, Belfast City Council

I WISH TO:

Reserve _____ place(s) at the digital communications seminar
Delegate fee **£195.00** + VAT @17.5% = £229.13
Fee includes documentation, lunch & other refreshments served during the seminar and is payable in advance. Fee does not include accommodation or travel.

Discounted rate for voluntary/community sector
£165.00 + VAT @17.5% = £193.88

▮ Delegate details ▮

Name (Mr/Mrs/Miss/Ms/Dr): _____

Job title: _____

Organisation: _____

Address: _____

Postcode: _____

Telephone: _____

Email: _____

▮ Payment options ▮

I enclose a cheque for £ _____ Please invoice me
Payable to 'bmf Business Services'.

Please debit my Visa / Access / Mastercard / AMEX

Card number

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Expiry date _____

(Please provide card billing address if different from company address)

▮ Acknowledgement of registration ▮

Confirmation of registration will be sent to all delegates, following receipt of registration details. If you have not received your acknowledgement seven days prior to the date of the conference, please contact Cathy Glenn at agendaNi to confirm your booking. Email: cathy.glenn@agendaNi.com

Who should attend?

This seminar will be of interest to anyone whose role requires an understanding of new and social media platforms and how these can be incorporated into their organisation's communications and marketing activity. It will be of particular interest to:

- Media, public relations and communications professionals
- External relations and public affairs managers
- Advertising and marketing professionals
- Charities and voluntary/community sector organisations
- SMEs / business owners / managers
- Public sector communications managers

Benefits of attending the seminar

Delegates participating in the Digital Communications seminar will:

- ✓ Learn how new and social media can be incorporated into marketing and communications strategies
- ✓ Hear local case studies of how social media is working in practice within organisations
- ✓ Get an overview of the latest technology platforms
- ✓ Understand how social media can be used by public sector organisations
- ✓ Gain an insight into blogging, online campaigning, flickr, facebook and other social media platforms

Other ways to book:



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028 9261 9933



By fax
028 9261 9951



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