

Strategic Online PR & Media Relations

Asia 2010

– Protecting Your Brand's Reputation

24 – 25 AUGUST 2010
M HOTEL, SINGAPORE

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EARLY BIRD PROMOTIONS!
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With online media becoming The place to access latest information, news and buzz, coupled with the rapid growth and evolution of social media, it is almost impossible to control what bloggers and social media forums are saying about your company, products or services. Therefore, it is even more imperative that organizations, brands and products deliver the right message through the right channels to the right people at the right place, right time and to the "right effect". More than ever, companies now need to understand the importance of managing and handling PR and Media Relations online to retain customers and gain competitive edge in an increasingly dynamic business environment.

Conference Highlights:

- Discover how to develop effective online crisis management from leveraging on a crisis situation to your company's advantage
- Learn the value of online PR in a crisis & choosing the channels that will be effective for your organization
- Identifying various social media tools that can have an impact on your business & CSR
- Learn how to measure your success & ROIs
- Find out how to manage your brands & protect your reputation online

PLUS! Don't miss out on attending our highly intensive pre-conference workshops on the 23 August

Workshop A- Mission Critical Media Communication - Bullet Applications for Sharpshooting Performance
Mr. S Vicknesan, News Editor, Malaysiakini.com

Workshop B- Social Media Exposed
Ian McKee, CEO, Vocanic

Workshop C- Fundamentals of Crisis Communications
Donald Steel, Chief Communications Adviser, BBC

Tap Into Winning Insights from Some of Our Online PR/Media Relations Experts Panel:



Chairperson:

Mr Donald Steel, Chief Communications Advisor, BBC

Panel of speakers include:



Mr Sukanti Ghosh,
Head of Corporate Affairs,
Barclays Bank PLC India



Ms Erin Lyon,
Executive Director,
CSR Asia



Mr Lars Voedischm,
Regional Head – Media
Intelligence, Asia Pacific,
Dow Jones & Co.



Mr Ian McKee,
CEO, Vocanic
Associate Professor



Ms Tina Di Cicco,
Director of Marketing
Communications,
Intercontinental Grand
Standford Hong Kong



Milagros Rivera,
Chair of Communications
and New Media Program,
National University of
Singapore



Mr Walter Lim,
Director (Corporate Services),
The National Art Gallery,
Singapore



Mr S Vicknesan,
News Editor,
Malaysiakini.com



Mr Mohan Reddy,
Head of Corporate
Communications, Oil &
Natural Gas Corporation India



Mr Andrew Chow,
Founder,
Table for Six LLP



Mr Brian Simon,
Senior Counsel,
Sirim Bhd



Mr Stanley Tay,
Managing Director,
PurpleClick Media



Ms Cynthia Owens,
Managing Director,
AsianEdge Network



Mr Charlie Pownall,
Lead Digital Strategist
Asia-Pacific, Burson-Marsteller



Join our group "Online PR & Media Relations Network" to network with fellow peers in the industry & receive industry updates. Email your full contact details to info@tun.sg to be part of this network!

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Conference Day 1 – Tuesday, 24 August 2010

08.15 **Registration & Morning Coffee**

09.00 **Opening Remarks by T.U.N International**

09.05 **Chairperson's Opening Address**
Donald Steel, Chief Communications Adviser, BBC

Overview of Social Media, PR & Crisis Communications

09.15 **Social Media, PR and Crisis Management in a Changing Landscape**

- What corporate communicators need to know about social media and what it means for your organization
- Linking PR efforts to business objectives
- Managing strategic media relations in times of continuous change and crisis
- Identifying and understanding the new influencers
- Leveraging upcoming trends and opportunities

Lars Voedisch, Regional Head - Media Intelligence (Asia Pacific)
Dow Jones & Company

Lars advises public relations and corporate communications professionals in Asia Pacific on the best ways to manage and measure the perception of their brand across traditional and social media. At Dow Jones, he is in charge of the PR & Corporate Communications segment in Asia Pacific, looking after business and strategic development as well as project management. Lars works with renowned global and regional brands including Coca-Cola, DBS, Fidelity, Honda, ING, Jones Lang LaSalle, Macquarie, Panasonic, Telstra and Yamaha – as well as with government and leading communications agencies.

09.45 **The Changing Face of Crisis Communications**

- The fundamentals of crisis communication – have they changed?
- Is speed more important than accuracy?
- How social media can seriously damage your reputation
- Harnessing social media to control and crisis

Donald Steel, Chief Communications Adviser, BBC

Donald Steel has been the BBC's Chief Media Spokesman for the past eleven years. He leads the Corporations central press team which provides a service to the media across the world 24 hours a day, seven days a week. In this role he has managed the media response to some of the most challenging media stories of the last decade, from the murder of the BBC television presenter Jill Dando, an Irish terrorist bomb attack on the Corporation's Television Centre in West London, the Hutton Inquiry over the death of the government scientist Dr David Kelly – which led to the resignations of the BBC's Chairman and Director-General, to the recent crisis in trust in broadcasters over the conduct of on-air competitions and the controversy following the BBC's decision not to air a disaster appeal for the people of Gaza. He is a former radio presenter and producer and has held a wide variety of communications roles in the BBC, from publicist of the world's longest running radio serial The Archers and heading press for BBC Production, the Corporation's programme making arm, to a secondment to the Israeli Broadcasting Authority in Jerusalem to help run the Eurovision Song Contest. He speaks regularly on reputation issues, in particular crisis management – recent and forthcoming engagements include the London School of Economics, Dubai, Singapore and Hong Kong. In 2010, he was appointed the BBC's Chief Communications Adviser and the newly created BBC Academy made him their first Associate Fellow. He was elected a Fellow of the Royal Society of Arts in 2009.

10.15 **Q&A Session**

10.30 **Networking Coffee Break**

Developing Effective Online Crisis Management Strategies

11.00 **Optimising Your Positioning For Online Situation Management**

- Staying cool when things get hot - effective by-the-minute online crisis management
 - Planning ahead for crisis management
 - Centre of attention: Do's and don'ts
 - Leveraging a crisis situation to your company's advantage
 - How to project future confidence in stakeholders
 - Building media relationships to call upon in an online crisis
 - Negative press and media coverage
 - Bad press and criticisms towards establishing corporate good governance
- S Vicknesan, News Editor, Malaysiakini.com**

S. Vicknesan has more than twenty years of experience in journalism both in Malaysia and abroad. He has held senior positions with the Malaysian National News Agency (Bernama) as well as with major newspapers in the region. Currently News Editor with Malaysiakini.com, Malaysia's leading New Media outfit, he is often called upon to share his views on media relations.

11.30 **Online Strategies for Crisis Communications- The Value of Online PR In A Crisis**

- What works and what doesn't work in the middle of a crisis
- How to choose the channels that will be effective for your organization in a crisis
- Communicating with your critical internal audience in a crisis
- 5 rules for using Web 2.0 in a crisis
- Tools you could put in place today that would prepare you to deal with any crisis

Cynthia Owens, Managing Director, AsianEdge Network

Cynthia Owens is an expert in leadership communications and using Web 2.0 tools to achieve organizational goals. As Managing Director of AsianEdge Network, she trains business executives from leading Asian and multinational companies in media and presentation skills, writing, and crisis communications. Cynthia is one of Asia's most experienced journalists and media executives and worked for some of the world's top news and media organizations including The Wall Street Journal, ABC News and CNBC Asia. She has been in Asia for 18 years, in Tokyo, Hong Kong, Bangkok and Singapore and she was an Associate Adjunct Professor at the National University of Singapore.

12.00 **Case Study: Crisis Management in Oil & Gas Sector**

- Role of Communicators in informing the Public
 - Advantage of first instant information
 - Take the people along in handling the crisis situation
- Moulding the public perception
- Dealing with media and other opinion leaders
- Information through latest Media channels – Internet, blogs etc
- Case studies of crisis management from ONGC – How it was resolved effectively

Mohan Reddy, Director of Corporate Communications, Oil & Natural Gas Corporation India

Mr. Reddy is Head, Corporate Communications, ONGC, India with 28 years of experience in Managing Media, Advertising, Internal Communications, Marketing and General Management. Mr. Reddy has hands-on experience in dealing with the Media, Opinion Leaders and stake holders in Crisis situation like a fire in Mumbai High and also a Helicopter accident. He has worked in various projects and situations in Mumbai, Kolkata, Assam, and Hyderabad and at Corporate Office, New Delhi. Mr. Reddy initiated the Internal Communication website of ONGC "ongcreports.net", a 24x7 website for the employees in the year 2001 which has revolutionized the Management-Employee relationship. This has brought in transparency in all dealings through empowerment of the employees and access to critical information by the employees. A number of Media Campaigns and Public Issue campaigns of ONGC were handled by Mr. Reddy & he is also a visiting faculty for some of the Universities and Institutions in India.

12.30 **Q&A Session**

12.45 **Networking Lunch**

Online Issues Management

13.45 **How to Effectively Manage your Online Reputation**

- How the internet is affecting the nature of issues and crises
- Mitigating potential reputational risks when developing a social media strategy
- Minimizing issues on the web before they hit the mainstream media
- Responding to negative posts online
- How to leverage the internet to re-build your corporate reputation

Charlie Pownall, Lead Digital Strategist Asia-Pacific, Burson-Marsteller

Drawing on 15+ years of communications and internet consulting experience, Charlie Pownall leads Burson-Marsteller's fast growing digital and integrated communications team across Asia-Pacific, with responsibility for the firm's digital business strategy, new business development, product development, partnerships, client & employee education.

Managing Search Results

14.15 **Are You Happy With What You See Online About Your Brand?**

- How has social media changed the landscape of marketing
- Recognizing threats and opportunities online and turning them around to create successful campaigns
- Harnessing user-generated content in building brand affinity and enhancing customer experience
- Identifying social media tools that can have an impact on your business

Tina Di Cicco, Director of Marketing Communications, Intercontinental Grand Stanford Hong Kong

Tina Di Cicco has more than 20 years of experience in marketing, branding and communications, working in senior roles across the airline, hospitality and IT industries. She began her career in PR and advertising with Hill and Knowlton and Grey, before leading marketing and PR at Lufthansa Airlines. At the height of Internet growth, Tina co-founded IT and travel solutions pioneer and a major player of the dot.com era, I-Quest Corporation. She led the company's development of Asia and Europe's first web-based exchange for the US\$250 Billion Meetings, Incentives, Conventions and Exhibitions (MICE) industry. She also led the marketing, on-line travel booking and alliances for the award-winning business travel portal, Worldroom. Ms. Di Cicco was also head of global marketing and a key member of the start-up team at Viva Macau Airlines. She is currently Director of Communications at InterContinental Grand Stanford. As a social media student and enabler, she is a frequent speaker and facilitator on the effective use of social media in the hospitality and travel industries.

Brand Communications

14.45 **Brand Communications via Social Media PR**

- Content - Management of information on different platforms
- Conversation - Social Media PR best practices
- Community - The importance of creating social networking portals for online PR
- Power, Influence and Reach : Mass Media vs. Social Media

Andrew Chow, Founder, Table for Six, LLP

Andrew Chow is a certified Life Coach, Serial Entrepreneur, Speaker/Author and Master Match Maker in Singapore. Founded IDEAMART (S) PTE LTD in 1994, Andrew won the Spirit of Enterprise Award in 2008 and the Successful Entrepreneur Award in 2010. Graduated from Thames Valley University, Andrew is also a Certified Trainer, Assessor and Developer under WDA-WSQ courses. Andrew had more than 60 interviews and features about him or his business since 2005 from Channel News Asia, News 8, 938Live, Business Times, Zao Bao, Berita Harian, Today, The New Paper, My Paper, STOMP, FEMALE, HER WORLD, PEAK, SHAPE, Lifestyle, etc). Andrew was also the business coach on Effective Media Management for Singapore's leading radio station 938live - Positive Business Minute. Andrew is also one of the choice interview candidates for Singapore lifestyle among foreign media like Canadian TV, Swiss Radio, German TV, AFP, National Geographic and Discovery Channel. Andrew is fondly called "ideasandrew" in all his social media connections in platforms like Facebook, Linked etc. He has also founded four of his own social networking portals for business or social groups with over 10,000 profiles

15.15 **Q&A Session**

15.30 **Networking Coffee Break**

16.00 **Debate Session: Is social media really business viable?**

- Why are some organizations not embracing social media?
- What is the value of social media/social networking in PR- Should PR embrace social media?
- What are the various social portals available & which platform is right for your brand?
- How do you manage your profile across several platforms?

Moderator:

Donald Steel, Chief Communications Adviser, BBC

Debate Team A- Yes:

Sukanti Ghosh, Head Corporate Affairs, Barclays Bank PLC
Tina Di Cicco, Director of Marketing Communications, Intercontinental Grand Stanford Hong Kong

Debate Team B- No:

Cho Chi Hea, Senior Director of Public Relations, Salesforce
Andrew Chow, Founder, Table for Six

17.00 **Day 1 Wrap Up By Chairperson & End of Conference Day 1**

Conference Day 2 – Wednesday, 25 August 2010

08.15 Registration & Morning Coffee

09.00 Chairperson's Welcome Back Remarks Donald Steel, Chief Communications Adviser, BBC

The Link Between Corporate and Non-Profit Websites

09.15 New Media and Public Relations: A Study of Corporate and Non-Profit Web Sites

The study by Prof. Milagros Rivera, NU, and Prof. K. Sriramesh (from Massey University in New Zealand) was completed in early 2010. It explored the following questions:

- For what public relations purposes do corporations and non-profits use their web sites?
 - How do corporations and nonprofits use their web sites to interact with six stakeholders: media, consumers, investors, employees, community, & government
 - Are there discernible differences in the way web sites have been used by these organizations in 2004 and 2009 (considering the popularity of social media by 2009)?
- Methodology - Highlight of Findings

Associate Professor Milagros Rivera, Chair of the Communications and New Media Program, Faculty of Arts & Social Sciences, National University of Singapore

Associate Professor Milagros (Millie) Rivera is the Head of the Communications and New Media Programme in the Faculty of Arts and Social Sciences at the National University of Singapore. She is also the Director of the Social and Cognitive Lab in NUS' Interactive and Digital Media Institute. She became the head of CNM in 2004 and under her leadership CNM's enrollment tripled and its full time teaching staff more than quadrupled in three years. Dr. Rivera, a ten-time award winning educator, teaches infocomm policy, impact of new/social media on society and organizations, and cyber crime. Two of her current research projects include a study of information and communication technologies localization policies in 14 developing Asian countries and a six-country study exploring how young people use interactive and digital media in small and medium towns in developing Asia. She is also interested in the impact of social media in organizations and privacy. Dr. Rivera's work has been published in *New Media and Society*; *Communications of the Association for Computer Machinery*; *Journal of Science, Technology and Society*; *Asian Pacific Law and Policy Journal*; *Media Asia*; *Asian Journal of Communication*; *Journalism and Mass Communication Monographs*; *Journalism and Mass Communication Quarterly*; *Journalism History*; *Hastings Communications and Entertainment Law Journal*; *Federal Communications Law Journal*; *World Internet Law Report*; and *Communications and the Law* among others.

The Role of CSR

09.45 CSR and the Social Media

- How the social media impacts CSR
- Engaging stakeholders through the social media
- Avoiding the pitfalls

Erin Lyon, Executive Director, CSR Asia

Erin LYON is an Executive Director of CSR Asia based in Singapore. Erin is a qualified solicitor in England and Wales, having trained with and worked for the international law firm, Freshfields Bruckhaus Deringer both in Europe and Asia. Erin has been working in Asia for over six years and has lived and worked in Indonesia as well as Singapore. Erin has advised Asian, US and European companies on Corporate Social Responsibility. Recent clients have included HP, Dell, DHL, Bursa Malaysia (the Stock Exchange of Malaysia) and Singapore Petroleum Company with projects including CSR disclosure, stakeholder engagement, community investment and sustainable supply chains. Erin has a strong interest in the development of CSR in Asia and has worked with clients to assess the changing regulations and voluntary agreements that are developing in Asia and the impact they have on operations. She also focuses on the development of CSR disclosure in Asia and is responsible for the Asian Sustainability Rating™. As well as advising companies and other organizations, Erin is an adjunct at the Singapore Management University School of Law, lecturing in Ethics and Social Responsibility and she also teaches Corporate Governance at SAICSA.

10.15 Q&A Session

10.30 Networking Coffee Break

Utilizing The Power of Social Media For Your Brands

11.00 Developing A Brand's Strategy for Social Media

- How brands can leverage Social Media
- Why a strategy is needed for Social Media
- What are the core elements
- What role can Social Media Play for a brand
- Case studies from Singapore and the US

Ian McKee, CEO, Vocanic

Ian is CEO and chief strategist for Vocanic, Asia's leading Social Media and Word of Mouth Marketing agency, with offices in Singapore and Malaysia. Vocanic develops helps brands develop and execute strategies for them to participate in Social Media and harness the power of personal recommendation. Vocanic had worked for brands such as StarHub, Symantec (Norton), Nokia (CWM), Blackberry (Bold), Motorola (Milestone), Microsoft (Xbox), Pfizer (Wyeth), DiGi and others. Ian has called Singapore home for 13 years.

11.30 From Advertising to Advocacy: Crossing the Chasm

- A traditional marketer's guide to intelligent planning for social media in advertising, PR and marketing campaigns.
- Connection, Conversation, Content: What really matters and how to seamlessly integrate into your campaign schedule.
- Setting-up realistic KPIs.
- Following on successes, coping with failures and preventing crisis from escalating.

Joel Cere, Director, Zzo

A Director with creative agency zzo, Joel has 13 years experience leading international digital and marketing programs for F500/FTSE100 companies such as Merck, Philips, GM, Sony, J&J, AstraZeneca, HP, Deutsche Bank or Mars Confectionery. A former Vice President for public relations agency Hill & Knowlton, he led the development of the firm's social media practice in Europe, Middle East and Africa, voted as Europe's best in the 2004 Holmes Report. Joel also led regional/global change management programs for media agency Aegis, managed the financial, healthcare and consumer goods practice and the strategic planning offer for advertising agency Grey Interactive in the UK and co-founded one of Singapore's first digital communication agency as well as a social shopping venture in California. A MBA graduate of the London Business School he has been advising a number of start-ups in technology, branded entertainment, IPTV and eco-tourism and is a partner in an incubation fund for eco/ethical projects.

Effective Communications Mix

12.00 Do Social Media Have A Role to Play in Building an Effective Communications Mix?

- Why should we consider social media when planning our communications mix?
- How do social media add value when communicating to internal stakeholders?
- What are the key considerations a company needs to bear in mind when communicating externally?
- How do social media play a part in opinion forming: two mini case studies – a brand promotion; an organizational crisis
- Do the rules of the traditional media apply? Or is there a netiquette to be followed?

Sukanti Ghosh, Head of Corporate Affairs, Barclays Bank PLC

Sukanti Ghosh has successfully set up and run corporate affairs functions in India and overseas with Barclays Bank PLC, Bank Muscat SAOG, TBWA India and Contact Advertising India Limited over the 17 years. Last year he graduated 'Magna Cum Laude' from the University of Lugano's Executive Master of Science in Communications Management programme (Europe's leading strategic communications programme, run in association with UCLA Anderson School of Management, CA, USA) where he was awarded the Bursor Marsteller Award for Academic Excellence. He was also a recipient of the prestigious Global Alliance scholarship during the course of the programme.

12.30 Q&A Session

12.45 Networking Lunch

Defend and Protect Yourself Online

13.45 Protecting Yourself Online

- Defamation: Slander or libel?
- What constitutes publication?
- Justification & Fair Comment
- Qualified & Absolute Privilege
- Remedies & Damages

Brian Simon, Senior Counsel, Sirim Berhad

Brian studied law in the UK and after graduation was in private practice for around 10 years. He was in active litigation practice and has appeared up to the Federal Court and handled injunctions to professional negligence suits. He joined thereafter SIRIM, a company which, among others, champions technology and innovation and he has negotiated numerous R&D contracts across borders and cross culturally. Brian also holds an MBA from Australia.

Measuring Success and ROIs

14.15 Old Stories, New Media - Harnessing Social Technologies for the Heritage Cause

- Genesis of Yesterday.sg and NHB's Social Media Approach
- Tactics used to Embrace New Online Audiences
- Outcomes of User Feedback Studies
- Merging Facebook with Face-to-Face Activities
- Measures of Success

Walter Lim, Director of Corporate Services, The National Art Gallery, Singapore

Walter Lim is the Director of Corporate Services and Marketing Communications at the National Art Gallery of Singapore. At his previous job heading Corporate Communications and Industry Promotion at the National Heritage Board, he launched Singapore's first heritage and museums blog – Yesterday.sg – which was ranked as the 3rd museum blog in the world in 2009, and Heritage TV, a YouTube channel featuring bite-sized snippets of amateur content which attracted more than 50,000 viewers to date. He also initiated various radical consumer campaigns like Explore Singapore! Which reached more than 500,000 museum visitors by engaging celebrities like comedian Mark Lee, and International Museum Day? Collectively, these efforts helped the 53 museums in Singapore to reach 6.58 million visitors in FY 2008 – an all time record.

14.45 Understanding your Website Traffic and Marketing Effectiveness with Web Analytics

- Understanding the importance of Web Analytics
- Learn how Web Analytics works
- Retrieving meaningful information from Web Analytics
- Interpreting statistical data and applying it to your business
- How to measure your success & ROIs from Web Analytics

Stanley Tay, Managing Director, PurpleClick Media

A Certified Public Accountant and honours graduate from Nanyang Technological University's School of Accountancy; Stanley was previously engaged with PricewaterhouseCoopers and Credit Suisse before he joined PurpleClick in 2007. With an acute analytical thinking skills and keen sense in managing and inspiring people, he was swiftly promoted from Business Manager to Head of Strategy and Business Development in 2008; General Manager in 2009, and now as Managing Director of this fast-growing online marketing agency in 2010. Stanley's in-depth fiscal knowledge and experience gave him the upper hand when tailoring online marketing solutions for clients from the financial industry such as Citibank, CPF and Fundsupermart. Besides being a great source of motivation and inspiration to all PurpleClick's staff, Stanley is also the best digital marketing advisor for various corporate clients. A strong believer in online marketing, Stanley had previously shared his expertise at seminars conducted jointly with IE Singapore, Singapore Business Federation, Pacific Conferences, Textile and Fashion Federation Singapore and was a consultant at the Solutions Clinic in the 12th Annual Infocomm Commerce Conference in August 2008.

15.15 Q&A Session

15.30 Networking Coffee Break

A Look At The Past & Into The Future

16.00 Panel Discussion: The Future of Online PR & Reputation Management

- What lessons can we learnt from recent crisis across the world
- Predicting how people will interact in future
- Identifying trends before they become mainstream
- How will online PR evolve?

Moderator:

Donald Steel, Chief Communications Adviser, BBC

Panelists:

Sukanti Ghosh, Head of Corporate Affairs, Barclays Bank PLC

Andrew Chow, Founder, Table for Six, LLP

Joel Cere, Director, Zzo

17.00 Day 2 Wrap Up By Chairperson & End of Conference Day 2

3 Separately Bookable Pre-Conference Workshops Monday, 23 August 2010

Workshop A: Mission-Critical Media Communication - Bullet Applications for Sharpshooting Performance

8.00am – 11.00am

Includes Morning Coffee Refreshments

For any organisation or professional trying to break through today's clutter, understanding and managing the media is critical for success. Today, various new channels have been created to cater for the varied demands of a discerning public. While the media's concept has remained the same, the landscape has changed as to how the media interacts with its various stakeholders thereby impacting traditional roles between news-makers and news-gatherers. To compete and thrive in today's new media landscape, decision-makers - including executives, strategists and thought leaders - need to act fast, often before a society's opinion or perception settles into a new equilibrium. As such, dealing with the media - both traditional and new - requires a much more holistic or 'blue ocean' approach to take into account changing societal trends, public awareness and expectation plus transparency and accountability.

Workshop Activities

Effective Media Communication Habits

Objective: To identify the habits of good media communicators.

Activity Description: Pairs or small groups explore four dimensions of media communications by listing both bad and good habits for each. Participants define and discuss each of the communication practices and then complete a given chart. After participants have completed the chart, they make a list of the key habits of excellent media communicators.

'Gorilla Tale' Objective-To introduce the need to stay open to today's ever-changing media landscape

The Gorilla Tale is used to emphasize how the status quo frequently keeps organisations from making change or approaching things differently. After being told the 'Gorilla Tale', participants discuss the lesson of the story by applying it to situations that they have encountered in their organisations. Here are some questions that have generated related discussions: Why is change so threatening? What is the power of the status quo? How can a leader help break 'gorilla' thinking? What motivates people to move out of their comfort zones? In organisations, how is the status quo perpetuated? Why do people react so defensively to proposed changes?

Key Benefits of Attending This Workshop

- DISCOVER how to use the media to your organisation's advantage
- KNOW how to rise above the competition and get noticed by the press
- LEARN how to turn negative press and media coverage to your advantage
- GAIN practical press and media strategies

Course Outline

- Understanding the online/traditional media's needs
- Speaking the media's language
- Exploring and exploiting alternative media channels
- Moulding and maintaining awesome media relations in the new millennium
- Understanding how the media operates
- Enhancing media relationships through effective communication
- Achieving successful media coverage for events, press conferences or interviews for government agencies
- Effective ways of responding to the media to ensure your news are accurately quoted and reported

Conducted by Workshop Leader:



Mr. S. Vicknesan, News Editor, Malaysiakini.com
S. Vicknesan has more than twenty years of experience in journalism both in Malaysia and abroad. He has held senior positions with the Malaysian National News Agency (Bernama) as well as with major newspapers in the region. Currently News Editor with Malaysiakini.com, Malaysia's leading New Media outfit, he is often called upon to share his views on media relations.

Workshop B: Social Media Exposed

11.15am – 3.15pm

Includes Networking Lunch

Ian McKee will be dissecting the core of Social Media and its relevance in today's marketing scene. He will be illustrating detailed components of social media marketing strategies through in-depth case studies from Singapore and the US; showing how positive recommendation by word of mouth can be measured, he will also be speaking on corporate changes required to ensure successful branding and marketing through utilizing cutting edge technology in social media today.

Key Benefits of Attending This Course

- Understand the dynamics of Social Media
- Learn how to harness the power of Social Media to promote and protect your brand
- Learn how to develop a comprehensive strategy for your brand in Social Media

Course Outline

- The Anatomy of Social Media
- The detailed components of Social Media Strategy
- What makes sense in terms of Metrics and Measurement
- Corporate Change needed
- Detailed Case studies from Singapore and the US

Conducted by Workshop Leader:



Ian McKee, CEO, Vocanic

Ian is CEO and chief strategist for Vocanic, Asia's leading Social Media and Word of Mouth Marketing agency, with offices in Singapore and Malaysia. Vocanic develops helps brands develop and execute strategies for them to participate in Social Media and harness the power of personal recommendation. Vocanic had worked for brands such as StarHub, Symantec (Norton), Nokia (CWM), BlackBerry (Bold), Motorola (Milestone), Microsoft (Xbox), Pfizer (Wyeth), DiGi and others. Ian has called Singapore home for 13 years.



Workshop C: Fundamentals of Crisis Communications

3.30pm – 6.30pm

Includes Afternoon Coffee Refreshments

Learn the fundamentals of crisis communications, both internal and external, and put them into practice together in a fully interactive mock crisis exercise. No previous crisis experience is necessary, but those with experience are invited to share ideas and learnings.

Workshop Activities

Fully interactive crisis exercise: involving working with other participants to manage a crisis from a communications perspective.

Key Benefits of Attending This Course

- Learn the fundamental principles of crisis communications
- Increase self confidence in handling crisis and major issues
- Learn how your company can prepare itself for a crisis
- Learn how to manage fast moving and complex issues

Course Outline

- The 10 basic rules of crisis communication
- The speed at which a crisis breaks
- How should companies organize themselves in an emergency
- Preparing your team for a crisis
- When to make a statement
- Avoid the pitfalls of a crisis
- Be alert to the dangers and possibilities of social media in crisis communications

Conducted by Workshop Leader:



Donald Steel, Chief Communications Adviser, BBC

Donald Steel has been the BBC's Chief Media Spokesman for the past eleven years. He leads the Corporation's central press team which provides a service to the media across the world 24 hours a day, seven days a week. In this role he has managed the media response to some of the most challenging media stories of the last decade, from the murder of the BBC television presenter Jill Dando, an Irish terrorist bomb attack on the Corporation's Television Centre in West London, the Hutton Inquiry over the death of the government scientist Dr David Kelly - which led to the resignations of the BBC's Chairman and Director-General, to the recent crisis in trust in broadcasters over the conduct of on-air competitions and the controversy following the BBC's decision not to air a disaster appeal for the people of Gaza. He is a former radio presenter and producer and has held a wide variety of communications roles in the BBC, from publicist of the world's longest running radio serial The Archers and heading press for BBC Production, the Corporation's programme making arm, to a secondment to the Israeli Broadcasting Authority in Jerusalem to help run the Eurovision Song Contest. He speaks regularly on reputation issues, in particular crisis management - recent and forthcoming engagements include the London School of Economics, Dubai, Singapore and Hong Kong. In 2010, he was appointed the BBC's Chief Communications Adviser and the newly created BBC Academy made him their first Associate Fellow. He was elected a Fellow of the Royal Society of Arts in 2009.

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T.U.N. International was formed with the objective of truly understanding the needs of each individual organization's training requirements. Our strength lies in our ability to listen to our clients, understand their unique business issues and assisting them to deliver the appropriate training solution based on the business challenges in the current market situation.

Our vision is to be the No. 1 preferred training provider for all corporate companies by providing an innovative approach to your training requirements. We facilitate a training solution that is not only cost effective, but tailored to yield maximum benefits.

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STRATEGIC ONLINE PR AND MEDIA RELATIONS ASIA 2010

23-25 AUGUST 2010, SINGAPORE

Event Code: OPRM10 PurpleClick

4 EASY WAYS TO REGISTER

- Phone : +65 6376 3176
- Fax : +65 6271 9029
- Email : ariel@tun.sg
- Online : www.tun.sg

VENUE & ACCOMMODATION

M HOTEL SINGAPORE

81 Anson Road
Singapore 079908
Tel: +65 6224 1133
Fax: +65 6226 3781
Website: www.m-hotel.com

Payment Methods

- **Cheque/Bank Draft**
Made Payable To: **T.U.N INTERNATIONAL**
Redhill Forum, 16 Jalan Kilang Timor,
#03- 07Singapore 159308
- **Bank Transfer**
Account Name : T.U.N INTERNATIONAL
Bank Name : OCBC Bank
Account No : 569-034796-001
Bank No : 7339
Branch Code : 569
Swift Code : OCBCSGSG
Bank Address : 65 Chulia Street, OCBC Centre,
Singapore 049513

*Please Quote Ref OPRM10 and Invoice No.

Hotel accommodation & travel costs are not included in the registration fee. A reduced corporate room rate has been arranged at the hotel for attendees at this conference. To take advantage of this special rate, please process the hotel room reservation form provided upon confirmation of your attendance.

Payment Policy

Full payment of course fee to be received by the stipulated date of training, failing which T.U.N INTERNATIONAL will exercise the right to refuse entry to the delegate.

Program Change Policy

T.U.N INTERNATIONAL reserves the right to replace or modify the advertised speakers/topics should there be circumstances beyond the control of the organizers before the event. Any changes will be updated on our website as soon as possible.

Cancellations

If you are unable to attend the training course for which you have registered, you may send a substitute free of charge. If you cannot send a substitute or otherwise need to cancel your class registration, please provide written notice to us via e-mail at admin@tun.sg. Cancellation requests received by T.U.N INTERNATIONAL seven (7) days or more prior to the course start date will receive full credit for use in another future course with no time limit. Credit is not available for cancellation requests received by T.U.N INTERNATIONAL seven (7) or fewer days before the course start date. T.U.N INTERNATIONAL reserves the right to alter or change any part of the course. In the event T.U.N INTERNATIONAL cancel a course due to inclement weather, or other events beyond our control, the fees will be credited to a future seminar of the registrants choice. Upon registration, the registrant acknowledges that T.U.N INTERNATIONAL will not be held liable for any charges or fees incurred due to the cancellation of travel or accommodation reservations.

T.U.N INTERNATIONAL - BIZ REGISTRATION NO 53128089J

This label contains your priority booking code. To expedite registration, please do not remove label. If you have already received a copy of this brochure, we apologise. For reasons of confidentiality, your full particulars were not available to T.U.N. International for deduplication prior to mail drop.

SPECIAL TEAM DISCOUNT

Book 4 delegates for the price of 3 & save up to USD2295!

<p>GROUP OF 3 OR MORE</p> <p>5% OFF</p>	<p>GROUP OF 5 OR MORE</p> <p>7% OFF</p>	<p>GROUP OF 7 OR MORE</p> <p>10% OFF</p>
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RESERVE A SPACE NOW!

- Yes! I/We Will attend Strategic Online PR and Media Relations Asia 2010, 23-25 August 2010, M Hotel, Singapore**
- I cannot attend this event but please include me in your mailing list.
- I would like to purchase the course documentation at SGD 500 per set

Delegate 1

Mr/Ms/Mrs: _____
Name: _____
Job Title: _____
Tel: _____
Email: _____

Delegate 2

Mr/Ms/Mrs: _____
Name: _____
Job Title: _____
Tel: _____
Email: _____

Delegate 3

Mr/Ms/Mrs: _____
Name: _____
Job Title: _____
Tel: _____
Email: _____

Delegate 4

Mr/Ms/Mrs: _____
Name: _____
Job Title: _____
Tel: _____
Email: _____

For group of more than 4 attendees, kindly photocopy this to add on

Company Details

Company Name: _____ Invoicing Person: _____
Address: _____
Tel: _____ Fax: _____ Email: _____

PACKAGES *(Please tick accordingly)*

FEES PER DELEGATE <i>(Please tick accordingly)</i>	EARLY BIRD <i>(Register & pay by 16 July 2010 to enjoy the Early Bird Savings plus attend either Workshop A or B for free!)</i>	STANDARD RATE <i>(Register & pay after 6 July 2010)</i>
Gold Package (2 Day Conference + 3 Workshops)	<input type="checkbox"/> US\$1995	<input type="checkbox"/> US\$2295
Silver Package (2 Day Conference + 2 Workshops)	<input type="checkbox"/> US\$1795	<input type="checkbox"/> US\$2095
Bronze Package (2 Day Conference + 1 Workshop)	<input type="checkbox"/> US\$1595	<input type="checkbox"/> US\$1895
Standard Package (2 Day Conference only)	<input type="checkbox"/> US\$1295	<input type="checkbox"/> US\$1595
Workshop(s) only	<input type="checkbox"/> US\$399 each	<input type="checkbox"/> US\$399 each
Please tick which workshop(s) you will be joining: Workshop <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C		

- Above fee includes refreshments, lunches & course materials
- If you do not receive a confirmation from us within 1 business day of sending in your form kindly contact us to re-confirm your seat.



FREE TRAVEL LAPTOP (NETBOOK)
when you sign up in group of 4 delegates*

*Discounts may not be combined and while stock lasts