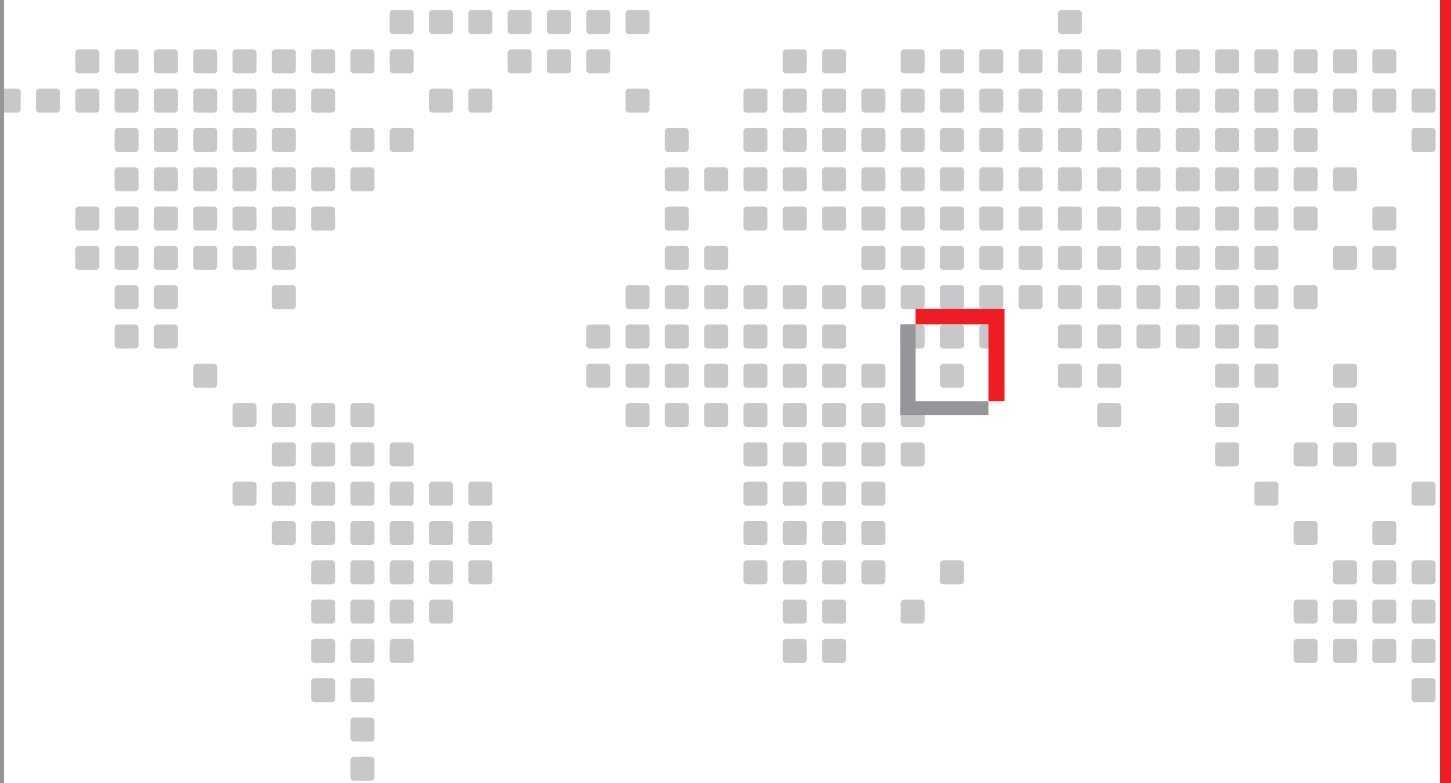




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WORLD CONGRESS
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THE PR WORLD CONGRESS 2012

WORKSHOP OVERVIEW

DAY-1 OF PRWC 2012





Held under the Patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President & Prime Minister of the United Arab Emirates and Ruler of Dubai, the Public Relations World Congress 2012 (PRWC) will take place from March 13-15, 2012 at the Grand Hyatt, Dubai.

The biennial event will bring together communications professionals from across the world to brainstorm on the latest trends and challenges facing the industry today. Over 500 delegates are expected to attend the PRWC that will feature world renowned speakers.

DATE: 13 MARCH 2012 | TIME: 9.30AM – 5.30PM | VENUE: GRAND HYATT DUBAI

DEVELOPING & IMPLEMENTING A DIGITAL PR STRATEGY



Steve Dunne is a PR practitioner with 30 years experience of in-house and consultancy roles. He is also the United Kingdom's top PR trainer – particularly in the Digital PR field. He is a much in demand speaker at conferences around the globe and is famous for his high octane, amusing and insightful presentation style. Delegates always leave his sessions feeling motivated, confident and knowledgeable.

About the Trainer: **STEVE DUNNE**

Steve is a former Head of Corporate Communications for British Telecom, HSBC and South African Airways. On the consultancy side Steve was managing director of travel and lifestyle agency Affinity Consulting and a former director of Countrywide Porter Novelli. He was managing director of Brighter Group, one of the UK's leading travel and leisure communications consultancies for 5 years and is today its Executive Chairman. He is also currently the CEO of Digital Drums, the UK's fastest growing On-Line communications strategy consultancy.

Steve currently advises a range of international brands, companies and Government agencies on their digital strategies and is retained by many organisations to advise and manage on their responses to crisis and issues management in the digital arena. In particular Steve is an expert in combating hate sites, anti sites and negative feedback in public arenas.

Session 1

THE DIGITAL LANDSCAPE AND THE DIGITAL AUDIENCE

- The digital environment – Web 2.0 to Web 4.0 and beyond!
- Social media, not social networking! – Demonstrating the seven pillars of social media and how to integrate them effectively
- The five C's of digital PR and how they dictate your success (or failure)
- The digital audience – their characteristics and how they impact and engage your organisation on the digital plain
- The Prosumer – and how crowdsourcing, co-creation and conversations are not desired but expected
- Citizen journalism – and how to deal with it
- Platforms – their capabilities and how to integrate them effectively – which ones work best for which audience

Session

2

GETTING READY FOR A DIGITAL PRESENCE

- Getting your organisations culture ready for your digital PR campaigns – tricks and tips to speed up the internal processes that will make your digital campaigns effective
- Developing a virtual press office – an absolute cornerstone of your digital strategy must be your VPO; get insights and tips on how to build a top class one that will increase your presence on the digital plain
- Social media etiquette – the digital world is a different one in terms of culture and etiquette and many brands have failed spectacularly because they didn't understand the social mores of the environment; we'll guide you through the minefield
- Maximising your "findability" and using SEO to increase our digital presence

Session

3

DEVELOPING YOUR DIGITAL STRATEGY

- Developing aims and objectives for your digital campaigns
- Developing SWOTS and PESTLEO models to develop your digital strategy
- Creating the content – the three secret ingredients to creating compelling, engaging and, if desired, viral communications on the digital plain
- The pull-in and push-on strategy – why blogs and Twitter must sit at the heart; why you have to have a call-to-action and where to point that to
- Writing for the web – thinking outside-in not inside-out – one of the main reasons brands are unsuccessful in the digital environment
- Profiling your target audience – the social networker, content creator, content seeker and the "lurker" amongst others
- Recruiting advocates for your cause

Session

4

IMPLEMENTING AND MANAGING YOUR DIGITAL CAMPAIGN

- Seeding your content – using Digg, Delicious, Reddit, Newsvine and other social bookmarking sites
- Integrating the digital platforms available – how do you get all the platforms available to work together (and separately) but within an integrated campaign to drive your message home
- Using LinkedIn to create engaging profiles and groups for your organisation – the how to's
- Using Twitter and hash tags to drive your strategy
- Using blogs to increase findability and recruit advocates and followers
- Facebook and other social networking sites in the strategy mix
- Encouraging crowd sourcing with YouTube, Metacafe, Daily Motion, Facebook etc
- Using geo-social networking sites like Four Square and Gowalla for target audience incentives and engagement
- Management tools for implementing the campaign and listening
- Budgeting for the digital strategy – how to set the best budget
- Evaluation – How to measure the effectiveness of your digital strategy

CLOSING

- How to manage the negatives of the digital world
- Hate sites
- Anti sites
- Citizen journalists
- Negative feedback on public sites

RECAP

Key components revisited

BENEFITS TO PARTICIPANTS

This PRCA Workshop, which is accompanied by a comprehensive workbook and notes, is designed to give delegates a thorough overview of the digital landscape from a PR perspective. It will lay emphasis on how to develop, implement and manage a successful PR campaign in the digital world.

The workshop also guides the delegate through what will work for their organisation – more importantly, what pitfalls to avoid – and how to ensure that the campaign they implement is successful in every sense of the word.

Presented in an energetic but sensitively paced manner, the PRCA Workshop is packed with case studies, exercises, up-to-date thinking and opportunities to interact with the trainer and benefit from real life expertise.

At the end of the workshop, the delegate will leave feeling confident, motivated and aware of what to do and not to do in order to create an effective digital PR campaign in the B2B or B2C marketplace.

MAKING A PR CAMPAIGN HAPPEN



About the Trainer:

ADRIAN WHEELER

Adrian Wheeler trained as a reporter before joining a corporate and financial public relations consultancy in the City of London. Four years later he co-founded Sterling Public Relations, a general-practice PR company which grew to become one of the UK industry's top ten. In 1990 Sterling was acquired by Grey Advertising. Wheeler retained responsibility for the UK company while also building an EMEA PR network for Grey under the GCI brand.

Wheeler began training in 2001 with the establishment of the GCI Academy. Since then he has delivered seminars, workshops and lectures in Western Europe, Central Europe, the USA, South Africa and the Gulf region: Dubai, Abu Dhabi, Manama, Muscat and Dhahran. He is a partner at Agincourt Communications and a non-executive director with Firefly Communications, the London Communications Agency and Best Communications Group.

In 1999/2000 he was chairman of the PRCA and in 2008/2011 chairman of the Professional Practices Committee of the CIPR. In 2011, he was awarded the Sir Stephen Tallents Medal. He is a trustee of Speakers' Corner Trust, an international free-speech campaigning charity. Since 2000, Wheeler has directed PR campaigns for British Airways, Dell, Novartis, Electrolux, Cotton USA, Lilly, Hasbro, Procter & Gamble, Lexmark and Arthur D. Little.

This one-day workshop shows participants how to plan, manage and evaluate a PR campaign. Using a mixture of best practice guidelines, checklists, real-life examples and scenario-based team exercises, the trainer leads the group through the key requirements of a successful PR programme.

Session

1

CAMPAIGN STRATEGY

Successful PR campaigns achieve communications results contributing to the achievement of business (or organisational) results which are set by senior management. This session shows delegates how to translate business objectives (for instance, increase sales by 20 per cent within 12 months) into realistic communications targets (for instance, raise familiarity by 30 per cent and favourability by 40 per cent among the potential customer-base within 9 months).

The workshop describes how to present public relations proposals in a format, and using language, which creates confidence among senior managers and colleagues who are not PR professionals. Delegates learn how to analyse stakeholders and audiences in order to pinpoint those which matter most to the success of the campaign.

Finally, this session covers key message selection: how to decide on the three or four key messages which must be communicated to the target audiences; how to make them simple, compelling and memorable; and how to back them up with proof-points.

TOOLS AND TECHNIQUES

- SWOT and PEST Analyses
- Familiarity/Favourability Graphs
- Influence/Interest Matrix
- SMART Objective-setting
- Message Trees

Session 2

CAMPAIGN PLANNING

This session focuses on creativity: choosing communications vehicles which will succeed in capturing the attention of the target audiences and communications channels which will succeed in reaching them through the media which they consume.

Delegates will learn about the creative and brainstorming techniques most favoured by the advertising and PR industries, and will participate in creative exercises based on a specially-written, realistic scenario centred on a typical GCC communications challenge.

The workshop covers the full range of communications channels available to PR practitioners and discusses their strengths and weaknesses. Delegates will learn when to use tried-and-tested channels, when to experiment and when to take a risk with a truly original route to market.

TOOLS AND TECHNIQUES

- The James Webb Young System
- SCAMPER
- Coloured Hats
- Role Cards
- Sticker Voting
- Talking Walls

Session 3

CAMPAIGN MANAGEMENT

This session looks at the nuts-and-bolts of campaign machinery: money, people, logistics and day-to-day supervision. It starts by showing how the entire campaign can be visualised using the Message/Audience Matrix, then demonstrates the use of the Gantt Chart in co-ordinating timing of events with resources available. Delegates are introduced to basic budgeting and given a set of financial guidelines designed to make budget management simple but effective.

The group discusses the kind of problems which crop up unexpectedly and is shown how to compile a risk analysis predicting the most likely contingencies. The trainer describes international best practice in PR monitoring and evaluation, with recommendations for systems best-adapted to market circumstances in the GCC. The session ends with advice on reporting results to management and techniques for capturing learnings.

TOOLS AND TECHNIQUES

- The Message/Audience Matrix
- The Gantt Chart
- Budget Guidelines
- Risk Analysis
- Inputs/Outputs/Impact/Results

Session 4

CAMPAIGN SIMULATION

This final session puts it all together. Delegates are divided into teams and set a campaign planning challenge – a fictional but realistic case-study based on markets and media in the GCC. Their task is to spend 45 minutes deciding on one key audience, one key message, one creative idea, one communications channel and one system of monitoring and evaluation – in other words, a miniature version of the work they will do in planning a full-scale, real-life PR campaign.

Each team then presents its ideas to the group and answers questions from the other delegates and the trainer. To end the training workshop, delegates are invited to describe the new tools or techniques which they will personally introduce into their day-to-day work. The trainer then summarises the day's learnings.

MATERIALS AND EQUIPMENT

The workshop is presented against a background of PowerPoint slides which contain bullet-points and guidelines; each delegate receives a printed and/or disk copy of the slide-deck.

Most of the course-work is conducted by the trainer on flipcharts or white-boards. Delegates receive printed check-lists and printed descriptions of the tools and techniques which have been explained during the workshop.

The case-studies are distributed during the workshop in printed form and are also displayed as slides on the screen. Delegates receive a list of recommended books covering the topics on the workshop agenda. They also receive a free PRCA "hotline" service entitling them to contact the trainer by phone or email if they have questions about the application of the workshop material at any time in the course of the following 12 months.

BENEFITS TO PARTICIPANTS

This is an intensive course containing a great deal of practical information – tools and techniques recognised as Best Practice by leading international PR practitioners. Whether they are learners, middle management or more senior, delegates will leave the workshop knowing more about how a first-class PR campaign is conceptualised. They will also learn how a campaign is aligned with real business objectives, how it should be planned in a methodical and analytical manner, how it should be managed and monitored, and how its effectiveness should be measured and reported.

They will also be introduced to Best Practice methods of generating effective creative ideas and to the ultra-important PR challenge of defining key campaign messages. They will learn more about why and how some campaigns catch the attention of the media, while others don't, and why some campaigns succeed in delivering a return-on-investment of 100x. Although the workshop contains a lot of new ideas and techniques, it is designed to be highly interactive and enjoyable. Delegates work in teams to solve problems; in these sessions, and in the open discussions facilitated by the trainer, delegates learn from each others' ideas and experiences as well as from the workshop materials and from the trainer.

Register now at www.prwcdubai.com