

**STRATEGIC SOCIAL MEDIA**  
A DON'T PANIC ONE DAY CONFERENCE  
THE BRIDGEWATER HALL, MANCHESTER

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# STRATEGIC SOCIAL MEDIA

THE BRIDGEWATER HALL, MANCHESTER

WEDNESDAY 2 DECEMBER 2009, 9AM - 4PM

£195 + VAT EARLY BOOKING / CHARITIES, £250 + VAT



## ABOUT THE CONFERENCE

**Social media has now truly entered the mainstream and organisations and businesses are embracing the very real benefits that platforms such as Twitter, YouTube and blogs provide to inform, listen and converse with audiences old and new.**

**The internet has revolutionised the way we all seek and share information and has acted as a catalyst for wide ranging social interaction and potential communication opportunities with individuals, niche audiences and mass markets. In a few short years we've seen the rise of social networking, hugely popular user generated sites and bloggers with the influence to make or break brands and reputations.**

**Strategic Social Media is the follow on conference to the highly successful Don't Panic Guide To Social Media and features an all-new line up of expert speakers. The conference is aimed at senior communicators and will examine best practice in integrating social media into your communications strategy.**

**Delegates will hear inspirational case studies on successful online strategies from the public sector, politics, media and some of the hottest communications agencies in the UK.**

**The conference takes place at The Bridgewater Hall, Manchester and refreshments, lunch and access to presentations are included in the ticket price.**



## BOOKING

**Ticket prices are £195 + VAT for charities & early booking by 16 November and £250 + VAT thereafter. To book a place or for further information please contact Andrew or Rowan at Don't Panic on 01706 828855 or alternatively places can be securely booked online at – [www.dontpanicprojects.com/booking.htm](http://www.dontpanicprojects.com/booking.htm)**



## SPEAKERS

### Alex Aiken, Director of Communications and Strategy, Westminster City Council

Alex Aiken joined Westminster City Council as Head of Communications in May 2000. Between 2003-5 he was also Head of Communications at the London Borough of Richmond upon Thames in the first-ever communications partnership agreement between two local authorities. He has also served as interim Head of Communications at the London Borough of Hillingdon. At Westminster his role includes internal and external communication and consultation.

The work of the communications team has been recognised in a number of national PR competitions, including winning the PR Week Public Sector team of the year in 2007 and 2009 alongside 20 other national awards for media, marketing, internal communications, public affairs and evaluation. Before joining Westminster Alex held senior posts at Conservative Central Office, leading the Party's Campaigns Unit from 1999-2000 and the Press Office between 1995 and 1999. He has trained politicians and officials in newly democratic states around the world in communications techniques and in the UK was a key member of the group that developed the 'Reputation' project to improve perceptions of local government.

Alex will talk about the integration of social media into local authority communications and the benefits of these tools in creating dialogue with stakeholders, employees and the public the council serves.

[www.westminster.gov.uk/](http://www.westminster.gov.uk/)

### Rob Brown, MD (UK) Staniforth

Rob graduated from York University in Economics and Politics and spent a year in radio before joining Staniforth as a PR account executive. He ran his own media PR business in the 90s, working with ITV, Granada, Channel Four and Endemol. In 1999 he joined McCann Erickson as PR Director to set up their PR operation; working there for seven years with clients as diverse as Durex, Aldi, Peugeot and the Disability Rights Commission.

In 2008 Rob returned to Staniforth, now part of the TBWA group, as its UK Managing Director responsible for its offices in Manchester and London. He works with companies and brands that include M&S, Nissan, Haagen Dazs and the NHS. He was named outstanding PR Professional by the North West CIPR last November and is the author of 'Public Relations and the Social Web' published by Kogan Page in April 2009.

Rob will provide our opening presentation covering the rapid evolution of online PR and why social media is an essential part of everyone's strategic communications.

Rob blogs at <http://pr-media-blog.co.uk/> Twitter - @robbrown

## Simon Collister, Head of Non-Profit and Public Sector, We Are Social

Simon recently moved to We Are Social and was previously Head of Digital with PR firm Weber Shandwick's Consumer team in London. Prior to that he was Head of Digital Culture and Emerging Media with PR firm Edelman's London-based digital team. In all his roles he has helped organisations adapt to the digital society through researching emerging trends, developing creative communications strategies and delivering workshops and training.

He is also a Non Executive Director with the Open Rights Group, a UK based digital rights NGO which campaigns to protect civil liberties threatened by the poor implementation and regulation of digital technology. Simon's presentation will focus on the role of social media for charities, non-profit and public sector organisations and will feature a number of best practice case studies.

Simon blogs at [www.simoncollister.typepad.com](http://www.simoncollister.typepad.com) Twitter - @simoncollister

## Craig Elder, Online Communities Editor, The Conservative Party

Over the past two-and-a-half years Craig has worked on a range of diverse projects including Webcameron, the Stand Up Speak Up interactive manifesto site, the Cameron Direct webcasts and the 2008 relaunch of the Party's online campaigning platform, Conservatives.com. More recently, he has been concentrating on developing the Party's social media presence, which has included setting up UK politics' first policy launch webcast - in which David Cameron was questioned by an exclusively online audience on his new environmental plans.

Craig's presentation will focus on how social media fits into the communications strategy of a modern political party, and the new opportunities and challenges that it presents particularly in the run up to what many commentators are now predicting will be the UK's first ever internet election.

Craig blogs at [www.conservatives.com/News/Blogs.aspx](http://www.conservatives.com/News/Blogs.aspx) Twitter - @craigelder

## Mark Hanson, Deputy MD, Wolfstar

Mark is deputy managing director of Wolfstar, a specialist public relations, social media and word of mouth marketing and communications consultancy that was the winner of the CIPR's Outstanding Small Consultancy 2009 award. He has run UK and global social media campaigns and provided strategic counsel to clients as varied as Sony Ericsson, Nissan, Royal and Sun Alliance and the Labour Party.

He was recently made an associate fellow by the Institute of Public Policy Research for his work in modernising their communications strategy and currently blogs on social media for the Independent. Mark will be examining the specific role Twitter is now playing in strategic communications.

Twitter - @markhanson

## Sarah Hartley, Guardian Local Launch Editor

Sarah has been an online journalist since 2000 after starting her career in regional newspapers. She blogs about the evolution of journalism, social media and online communities as well as Media Guardian's PDA blog

Journalism training and development is an area of particular interest for Sarah who has run courses in all aspects of online content production, blogging and multimedia for organisations in the UK and overseas ranging from NATO to NCTJ journalism colleges.

Before joining the Guardian she was the head of online editorial for MEN Media in Manchester and her presentation will focus on the impact of social media for news organisations.

Twitter - @foodiesarah

## Ann Longley, Digital Strategy Director, Mediaedge:cia

Ann is Digital Strategy Director with Mediaedge:cia, the global communications planning agency. Ann's presentation will focus on the growing use of social media as part of the marketing and communications strategies of major brands wanting to reach stakeholders who are spending more and more of their time online. Based on real case studies, Ann will present MEC's approach to social media providing actionable insights for brands wishing to innovate online.

Ann has been working in the digital arena for over 10 years as a consultant, practitioner and mentor with digital agencies including View, Agency.com. and now MEC. Her current focus is on social media and its impact on marketing and communications.

Her work has also taken her to Africa where she helped set up an award-winning social enterprise with support from Vodafone and to Bristol where she worked with Futurelab, a think-tank and ideas incubator focusing on digital innovation in education. Over the years, Ann has written and presented on the subject of digital age dynamics and the networked enterprise. She is an avid user of Twitter and other social media.

Ann blogs at <http://annlongley.net/> Twitter - @annmargaret

## Sarah Lundy, e Marketing Manager, Lancashire and Blackpool Tourist Board

Lancashire and Blackpool Tourist Board have excelled in using social media for the benefit of tourism and the wider economy in the county. They blog about activities and events throughout Lancashire and have the highest Twitter following for any tourist board outside of London.

They continue to encourage and develop social media use amongst their tourism businesses and are also responsible for the commissioning of the multi award winning 'J'aime la tour' viral video for Blackpool. Sarah Lundy will talk about their passion for the county as a 21<sup>st</sup> Century tourism destination and the huge ongoing success of their online strategy.

Twitter - @visitlancashire

## Martin Thomas, Co-Author of Crowd Surfing

Consumer empowerment means new challenges and opportunities for today's marketing professionals. It has forced business and political leaders to reshape their organisations in response to new patterns of consumer behaviour and rising expectations. The successful ones have learnt how to crowd surf: to harness the energy, ideas and enthusiasm of the empowered consumer and to cope when those consumers occasionally turn angry. Do you want to learn how to surf? Martin Thomas, co-author of Crowd Surfing, will tell you how.

Martin has led award-winning media, PR and sponsorship teams and has been one of the pioneers of integrated brand and communications planning as a specialist marketing discipline. He has been operating as a marketing consultant, trainer and writer for the past two and a half years, working with brand owners and marketing agencies, on a broad range of business, brand and communications planning assignments.

Martin blogs at [www.crowdsurfing.net](http://www.crowdsurfing.net) Twitter - @crowdsurfing

## Robin Wilson, Director Of Digital PR and Social Media, McCann Erickson

Robin has worked in social media and technology PR and marketing for over 18 years, running campaigns for brands including Apple, MTV digital, Motorola, Facebook and Yahoo. Most recently, Robin helped launch the iPhone in the UK, headed up the UK Facebook communications team and launched the UK version of Yahoo! Answers.

Robin's presentation will examine the importance of planning a social media campaign and techniques for monitoring online coverage with an emphasis on free software tools for the job. He will also offer an insight into the issues of measuring and evaluating the ever-growing influence of social media on your brand or organisation through a variety of case studies.

Robin blogs at <http://robin1966.blogspot.com/> Twitter - @robin1966




## PRESENTATIONS

Speaker presentations will be made available to all delegates as downloadable PDFs from a post conference micro site subject to speaker approval. Access details will be provided to all delegates by email within a few days of the conference.



## PROGRAMME

09.00	Registration & Coffee
09.30	Welcome
09.45	Rob Brown, Staniforth
10.15	Alex Aiken, Westminster City Council
10.45	Mark Hanson, Wolfstar
11.15	Coffee
11.30	Sarah Hartley, The Guardian
12.00	Ann Longley, Mediaedge:cia
12.30	Lunch
1.30	Martin Thomas, Crowd Surfing
2.00	Simon Collister, We Are Social
2.30	Sarah Lundy, Lancashire and Blackpool Tourist Board
3.00	Coffee
3.30	Craig Elder, The Conservative Party
4.00	Robin Wilson, McCann Erickson
4.30	Close



All speakers are confirmed however we reserve the right to make changes to the line up in the event of circumstances beyond our control.

With thanks to LGcomms for supporting this event