Including: ‘The Advanced Twitter Bootcamp’ – Establishing the future of Twitter possibility, new Twitter strategies for 2018, new ways to ignite engagement through the new platform capabilities.

International Business Review Presents

INVESTIGATING THE FUTURE OF SOCIAL MEDIA – GOVERNMENT AND PUBLIC SECTOR 2017 FORUM

19th - 20th July 2017 | The Rex Hotel, Canberra

Bringing social strategists, marketers and innovators together, to discuss the future pathway for social strategy development

Confirmed International Live Connect Presentations:

- **Miri Rodriguez**
  Social Media Head, Microsoft USA

- **Chris Hsiung**
  Captain, City of Mountain View Police Department, CA, USA

- **Vikas Bagri**
  Social Media Innovation Advisor, Government of India

- **Lee Ussher**
  Social Strategist, Twitter Expert

- **Craig Mack**
  Community Ambassador, R U OK

- **Susan Manniche**
  Social Media Manager, Department of Human Services

- **Amanda Dennett**
  Head of Social Media, Children’s Health Queensland

- **Biba Whythes**
  Social Media Lead, WWF-Australia

- **Adrian Hall**
  Senior Content and Social Producer, Engineers Australia

- **Louise Vansleve**
  Social Media Head, Transport for NSW

- **Mark Warncken**
  Social Media Trainer, Social Media for Business

- **Roghan McKerlie**
  Founder, Rogues Gallery

- **Dionne Lew**
  Founding Partner, Zoetic

- **Vikas Bagri**
  Social Media Innovation Advisor, Government of India

- **Damien Sebion**
  Social Media Manager, WWF-Australia

- **Adrian Hall**
  Senior Content and Social Producer, Engineers Australia

- **Kate Heironymus**
  Media Advisor, RACQ

- **Roger Christie**
  Managing Director, Propel Group

- **Alien Michalk**
  CEO, Quiip

- **Emily Malone**
  Digital Strategist, ntegrity

Key discussion points include:

- How social strategy looks set to evolve in the coming years
- The key requirements for forthcoming social media success for your organisation
- Overcoming the obstacles to social innovation
- Monitoring and measuring future campaigns
- Social strategy – future operational excellence
- Assessing the upcoming platforms and technologies and how they impact strategy

REGISTER NOW:

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It’s official: 2017 has entered the building. And with the new year comes an array of new social possibilities, opportunities and innovations for public sector organisations. Unlike other forms of media, social media is riding the evolution super-wave into the future. As people are becoming smarter and more aware, so has social media. With the increasing emergence of new social media platforms, it’s time to revaluate your organisation’s social media presence to ensure it's reaching your customers where they’re active and engaged today. Revaluating your social media policy is also critical this year to ensure it’s still relevant for the new platforms, trends and behaviours of 2017. The social media landscape looks set to shift again this year and to ensure you stay on top of the trends and emerging tools, this two day congress has gathered social thought leaders to explore the next wave of opportunity.

This year’s program has been designed to create an interactive environment between speakers and delegates to share insights and learnings over the past year. There will be ample opportunity to have specific challenges addressed amongst the practitioners and strategists in the group. We encourage delegates to arrive ready to explore the potential possibilities of their strategies and how best to move forward.

Key Discussion will be based on:

- Top trends transforming social media in 2017
- Driving decisions through more effective analytics
- Social video wins again – rolling out the opportunities for the public sector
- Keeping up with the evolution of story telling
- The future of targeting and integration
- Managing ‘Real’ – real time engagement
- Why ‘trust’ is the next frontier
- Social messaging in 2017 – what’s to learn
- The increasing impact of influencer marketing
- Social content in 2017 – what’s now required to become captivating
- The time of AI and natural language processing
- Face Off: Snap Chat Vs Instagram for the Public Sector
- Advanced Twitter bootcamp
- Humour and social media - 2017 approaches
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DAY ONE 19th July 2017

08.30 REGISTRATION OPENS
09.00 CONFERENCE WELCOME ADDRESS

09.10 RE-ESTABLISHING YOUR SOCIAL GOALS FOR 2018
• How social excellence will be unveiled this year
• Transforming standard social protocols into pioneering strategies
• The new rules for public sector social development – are you ready to step beyond the comfort zone?

Todd Wheatland, Head of Global Strategy, King Content

09.50 STEPPING INTO THE IMMINENT FUTURE REALMS OF SOCIAL POSSIBILITY – ARE YOU READY AND DO YOU HAVE THE ALIGNED MIND-SET?
• Assessing social strategy – what’s holding you back?
• Pushing the boundaries to create a cutting edge social framework – how to pursue this in a Government/ Public Sector environment

Susan Manniche, Social Media Manager, Bureau of Meteorology

11.00 Networking Break

11.20 WHY SOCIAL MEDIA ‘INTELLIGENCE’ IS CRITICAL FOR GOVERNMENT
• How Government can gain deep intelligence on their services and help inform decision making
• Using Social Media Intelligence for assessing and mitigating risk
• Case studies of governments who have successfully tapped into the Power Social Media Intelligence

Mireille Ryan, Founder, Social Intelligence HQ

11.55 FACEBOOK’S NEW FRONTIER: USING SOCIAL SCIENCE TO MAKE FACEBOOK GROUPS WORK
• Utilise Facebook groups for your brand/organisation
• Establish governance and build community within a Facebook group
• Understand how social science can support community growth
• Tips and pitfalls to managing communities online

Alison Michalk, CEO, Quip

12.25 Q&A: THE SOCIAL MEDIA JOURNEY AND CROSSING THE BOUNDARIES

Biba Whythes, Social Media Strategist, Childrens’ Health Queensland Hospital and Health Service

13.10 Lunch And Networking

14.00 DIGITAL TRANSFORMATION: CONNECTED CITIES AND THE DIGITAL CITIZEN
• Social has transformed the expectations of citizens, and ability for government organisations to deliver impactful life experiences.
• From citizen engagement, to service delivery and critical response, see how leading government organisations are thinking ‘social first’.
• Government organisations need to break out of ‘send mode’, and think ‘receive and respond’.

Benjamin Mulligan, Marketing Lead, Hootsuite

• The Australian social landscape 2017 and beyond
• Why organisations must be their own media channels
• The content challenge - how to create, curate and calendar content in time and resource stretched environment
• Bringing it all together with social

Dionne Lew, CEO, The Social Executive

15.30 GLOBAL LIVE LINK TO INDIA: HOW SOCIAL IS EVOLVING WITHIN THE PUBLIC SECTOR WORLD-WIDE, WHAT CAN BE LEARNT, WHERE IS THE INSPIRATION EMERGING FROM AND HOW CAN WE ACHIEVE PIONEERING SUCCESS IN SOCIAL.

Vikas Bagri, Social Media Innovation Advisor, Government – India

16.00 NINJA TIPS FOR EXCEPTIONAL SOCIAL MEDIA ENGAGEMENT: FOCUSING ON YOU TUBE, LINKEDIN, SNAP CHAT
This practically focused session will be exploring:
• How to optimise your social media pages and the mistakes most people still make when doing this
• How and what to post to create user engagement and the mistakes most people still make when doing this
• How to record and post interesting video content that will get viewers taking the next step and clicking through to your website or sales page.
• How to correctly setup and optimise your YouTube Channel to get your videos on Page 1 of Google that almost no one knows how to do.
• Maximising reach through YouTube – understanding the No 1 ranking factor – and maximising the opportunity

Mark Warncken, Social Media Trainer, Social Media for Business

16.50 Day One Conference Summation
17.00 Drinks Reception, All Welcome.
DAY TWO 20th July 2017

08.30 Registration And Coffee

09.00 WELCOME BY CONFERENCE CHAIR:
Craig Mack, Social Media Strategist/ Community Ambassador RUOK

09.10 GLOBAL SOCIAL INNOVATION – US POLICE DEPARTMENT (LIVE LINK)
Chris Hsiung, Captain, City of Mountain View Police Department, CA, USA

09.45 CONTENT 2018! THE FUTURE POSSIBILITIES AND MEASUREMENT
Roghan McKerlie, Content Jedi, Rogues Gallery

10.20 Refreshments And Networking

10.45 STORY TELLING THAT DOESN'T SUCK! – LIVE LINK – MICROSOFT AMERICAS
Miri Rodriguez, Social Media Lead, Microsoft USA

11.20 Evolution 101 - Of Social Media For Government
Amanda Dennett, Digital Director, Department of Human Services

11.55 INVESTIGATING THE FUTURE ROLE OF SOCIAL FOR GOVERNMENT?
Roger Christie, Managing Director, Propel Group

12.30 WHAT MAKES THE ‘NEWS’ FOR YOUR ORGANISATION!
Kate Heironymus, Media Advisor, RACQ

13.10 Lunch and networking

14.00 CAN GOVERNMENT AGENCIES BE ONLINE INFLUENCERS?
Emily Malone, Head of Social Media, ntegrity agency

14.45 ARE INFLUENCERS REDEFINING / DEFINING THE FUTURE OF SOCIAL MEDIA?
Adrian Hall, Senior Digital Producer, Engineers Australia

15.15 OPEN TO DELEGATE QUESTIONS

15.50 ADVANCED TWITTER STRATEGIES FOR FUTURE ENGAGEMENT
Why Twitter Could Be Your Silent Social Media Marketing Tool!
Lee Ussher, Social Strategist, Twitter Expert

16.50 Conference Summation
17.00 Conference Close
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* For Group Discount Offer: Register and pay for 2 delegates & Get 2 FREE, you will pay the normal rate for tickets.
* All ‘Early Bird’ discounts & Group discounts are subject to availability and require payment at time of registration and before the cut-off date in order to receive any discount.
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