



# Investigating the future of social media: Public Sector Congress

30th September – 1st October, Rex Hotel, Canberra

Sharing global insights on future social media development across the public sector- Points of discussion will include:

- The future direction for social platforms
- Social strategy '3.0' – determining how social media is evolving and the impact on the social communicator
- A social strategists outlook for 2015 – what to anticipate and how to prepare
- Emerging technologies – an assessment of future social technologies in the development pipeline
- Content 3.0 – how to sustain and innovatively create fresh content



Global thought leaders include:

 <b>SEAN HERRON</b> Presidential Innovation Fellow, The White House	  <b>OLIVER GRUNDY</b> Google Australia	  <b>DAVID NEMES</b> LinkedIn	  <b>YIANNI KONSTANTOPOULOS</b> Group MD, Social@Ogilvy	  <b>CHARLIE HAWKINS</b> Business Development, CSIRO	  <b>ROGHAN MCKERLIE</b> Content Director, Bullseye
  <b>ELLIOTT BLEDSOE</b> Digital Producer, Regional Arts Australia	  <b>NEIL VARCOE</b> Social Media Lead, ABC Innovation	  <b>DAVE PARIS</b> Digital Communications, Australian Greens	  <b>AMANDA DENNETT</b> Senior Media Advisor, Department of Human Services	  <b>JOHN KERRISON</b> Social Media Manager, Transport for NSW	  <b>BENJAMIN MULLIGAN</b> Head of Social Media, Microsoft
  <b>RICHENDA VERMEULEN</b> Founder, ntegrity	 <b>SHEILA ROSE CAMPBELL</b> Director, Centre of Excellence, Digital Government, USA	  <b>GRANT HOWIE</b> Yahoo Australia	  <b>JULIE DELAFORCE</b> General Manager, Quiip	 <b>JAMES DELLOW</b> Social Business Design, The Ripple Effect Group	  <b>ANNI ROWLAND-CAMPBELL</b> Director Intersticia and Intersticia Foundation
  <b>BORA WIEMANN</b> Representative, Australian Web Sciences	 <b>NICK ALLARDICE</b> Founder and Director, Change.org				

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## THE FUTURE OF SOCIAL...?

This coming year 2015 looks set to host some significant developments and changes in the field of social media. Social marketing strategy in the 3.0 realm will no doubt raise the bar in creativity and authentic engagement. A majority of public sector organisations are on board with social media platforms and strategies although it's getting harder to shine in social media - where users are in the driving seat screening out anything that fails to be of instant interest. Although with a deeper understanding and application of emerging social technologies organisations can become more able to succeed through their social innovations. This two day investigation of social innovation and 3.0 strategy will assist in creating pioneering social strategy throughout Government and the Public Sector.

Sustaining a fresh social approach is not possible without clear insight into emerging innovations and their possibilities – this forum will gather those developing the technologies and the cutting edge social marketers who will share their anticipation and insight into 'future' social public sector marketing and 'web3.0'.

## DEBATE WILL BE FOCUSED ON:

### The 2015 social shift:

- what technologies are emerging – from where- and what's the expectation
- Social innovation – what will it require beyond this year? What should social communicators be anticipating.
- Case studies of global pioneering social initiatives – why they worked and their future evolvement
- Generating fresh and meaningful content in the 3.0 realm.
- Securing the 'buy-in' from the board to go further into unknown social territory.
- Assessing where next for organisations in the social arena, moving out of social comfort zones and into new areas of potential social impact and benefit.
- Global social research and technology updates - insights into specific trends and social behaviour to assist in strategy development.

# INVESTIGATING

## THE FUTURE OF SOCIAL MEDIA: PUBLIC SECTOR

This conference, now in its 4th year attracts those responsible for digital and social media strategy across the public sector and government including:

**Digital Professionals,  
Market Research  
executives, Community  
Managers,  
Communication  
Professionals and  
PR Executives.**

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## Day One: 30th Sept 2014, Tuesday

### 09.00 Opening session: The Evolution of Social

- How Far We've Come – an overview of the social journey
- Investigating the content needed to move forward
- Anticipating what the near future holds



**Yianni Konstantopoulos, Group Managing Director, Ogilvy**

### 09.35 The evolving web – insights into the imminent developments

- An exploration of 'web3.0' and the internet's development in the coming years
- How social media looks set to change in light of emerging web platforms
- Investigating the 3.0 realm- the marketing landscape and expectations



**Sean Herron, Social Innovation Fellow, The White House, USA**

### 10.15 Break and networking

### 10.45 Developing content creation in the 3.0 realm

- Future considerations in creating genuinely successful social content
- Investigating new ways to initiate relevant and authentic content
- Exploring the range of determinants and criteria to ensure your organisation supports the next move into social



**Roghan Mckerlie, Content Director, Bullseye**

### 11.20 Government in the age of the Social Machine

We now live in the age of the "social machine". That is where we have intelligent information machines that are taking care of many of the day to day process of life, and where humans are the source of the data which feeds those machines. If "information is currency of the digital economy" then how are these machines changing the way we live, and, in particular, the way we interact with other organisations and each other? What new skills will we, as humans, need to master in order to be in control of the future we create, rather than the passive cogs in the information wheel? This presentation will explore some of these ideas and suggest some ideas to consider as our digital societies evolve.



**Anni Rowland-Campbell - Director Intersticia and Intersticia Foundation**

### 12.00 An exploration of innovative Twitter use and pioneering social development

Marie Sornin will discuss how organisations can own the moment with social media to effectively engage with their audience in real-time. In particular, Marie will discuss how organisations can best use Twitter in the 'future' to interact smartly with their audience, and use real-time Tweets to connect their messaging with what's most meaningful to their audience, as well as highlight global best practice examples and provide future direction

### 12.45 Lunch and networking

### 13.45 Innovation case studies: CSIRO

- Social developments in gathering intelligence
- Emergency response – investigating the future social direction
- Improving government service delivery – discussion of recent innovations



**Charlie Hawkins, Business development, CSIRO**

### 14.15 Exploring a new realm of citizen engagement – case study Department of Human Services case study

- Determining the criteria for real success – in social media citizen engagement strategies
- Focusing on education and service delivery in a government context – lessons learnt and developing continual social media innovations
- Understanding the involvement of the digital landscape and citizen behaviour within it



**Amanda Dennett, Senior Social Media Adviser, Department of Human Services**

### 14.45 Interactive panel discussion: How to align social strategy to imminent advances in technology.

- Exploring citizen engagement 2015
- Investigating the emerging social customer's expectations
- Managing evolving social initiatives, understanding the practical aspects

**Charlie Hawkins, CSIRO**  
**Yianni Konstantopoulos, Group Managing Director, Ogilvy**  
**Dave Paris, Digital Communications, The Australian Greens**

### 15.00 Networking and refreshments

### 15.30 An exploration into Google innovation and future social pathways

- How Google's social strategy is evolving and the potential impact on social communicators
- Anticipating the next steps in Google's development process
- Open question and discussion on emerging opportunities



**Oliver Grundy, Industry Head, Google Australia**

### 16.10 Building party and political influence through social in the coming years

- Social media can change an election - it just isn't happening in Australia...yet.
- Richendra will explore the 3 stages required to build party and political influence
- Including how to best invest in digital media buying and allocation of resources to deliver measurable results.



**Richendra Vermuarlan, Director, Ntegrity**

### 16.45 Open panel discussion: Roundtable discussions – sustaining social innovation.

- Securing buy-in from the board for social growth
- Navigating through the risks – a shared and open discussion on the practical management of risk arising in the coming years.

**Richendra Vermuarlan, Director, Ntegrity**  
**Oliver Grundy, Industry Head, Google Australia**  
**Roghan Mckerlie, Content Director, Bullseye**

### 17.15 Drinks reception



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## Day Two: 1st October 2014, Wednesday

08.30 Registration opens

09.00 Anticipating future change for YouTube

- Public sector considerations in exploring the future of video
- Assessing pioneering global public sector campaigns
- Sustaining fresh video content – the trends and future expectations
- Staying relevant on YouTube

*Oliver Grundy, Industry Head, YouTube*

Case study

09.30 'Future Social': Case study: Transport NSW

How to manage a federalised model of social media engagement for a large organisation.

- John Kerrison will outline effective tactics for production and distribution of planned and unplanned content across multiple social platforms.
- Future insights on social strategy development – key considerations for upcoming social programs

*John Kerrison, Social Media Manager, Transport for NSW*

10.15 Networking and refreshments

Case study

10.35 Investigating future strategies – ABC Innovation

- Addressing the pipeline innovations and the expected impact
- How to nurture social innovation within large organisations
- Keeping social programs fresh and relevant – understanding changing landscape

*Neil Varcoe, Social Media Lead, ABC Innovation*

11.15 Investigating emerging social intelligence: and the evolving role of the social strategist

- Insights into developments in the pipe line – that look set to impact the social landscape
- Anticipating these developments and the opportunities for social communicators
- Social intelligence 2020 – a look into the future
- Establishing key future changes for future social success

*James Dellow, Social Design, Ripple Effect Group*

11.50 Navigating the ever-changing social media landscape

- More users, more hostility, more opportunity
- New, emerging and evolving platforms
- Where to next?

*Dave Paris, Digital Communications, The Australian Greens*

12.30 Lunch and networking

13.30 Investigating global social innovation: global success case studies

Presenting global public sector and Government initiatives: Updates on the US social policies and initiatives successfully transforming policy communication.

- Investigating the key focal points of social innovation across the US Government
- How these evolved, how they were managed and the outcomes
- Confronting the obstacles in driving social strategy
- Exploring best practice social team management

*Speakers include: Sheila Rose Campbell, Director, Centre for Excellence in Digital Government, General Services Administration, US Government*

Case study

14.10 Technology is not leaving regional Australia behind, we are!

- Rethinking digital training and capacity building for regional, remote and very remote Australia
- Letting go of the assumption that 'low bandwidth' and 'network fidelity' is why there is crap internet and low digital literacy outside of the city
- Regional Art's Australia's Digital Drop-ins as a model of informal, community-led, face-to-face, peer-learning opportunities (and why that even matters!)

*Elliott Bledsoe, Digital Producer, Regional Arts Australia*

14.45 Networking break

15.15 The future of online communities: how to lead the way instead of joining the crowd.

We need to move past testing and learning. We need to be risk aware, not risk adverse. It's time to put the audience first and start creating dynamic online communities that achieve your organisational objectives. Learn how to start becoming more like a social business and take a look beyond tomorrow - at the demise of Facebook, the rise of the long tail (niche interests) and why knowing your audience always has and always will reap rewards.

*Julie Delaforce, Director, Quipp*

16.00 Creating social content for the connected citizen

- Microsoft's view on future content creation – how to create innovative content in the coming years
- Establishing the key considerations for the Public Sector
- The way showers – who are they and the content that looks set to transform social media impact

*Benjamin Mulligan, Head of Social Media, Microsoft*

16.40 Round – up panel discussion.

Determining the key takeaways for future social success – where are we headed, and are you ready? How to stay fresh and innovative in the years to come, addressing the trends and aligning strategies.

*Neil Varcoe, Social Media Lead, ABC Innovation*

*Benjamin Mulligan, Head of Social Media, Microsoft*

*Elliott Bledsoe, Digital Producer, Regional Arts Australia*

Round – up panel discussion.

17.10 Conference close



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