AUSTRALIAN MARKETING INSTITUTE

13TH ANNUAL AUSTRALIAN MARKETING INSTITUTE

GOVERNMENT MARKETING AND COMMUNICATIONS CONFERENCE

1-3 SEPTEMBER 2010 · SURFERS PARADISE MARRIOTT RESORT

INNOVATION · CREATIVITY · COMMUNITY ENGAGEMENT

International Speakers:

Lindy Kyzer, Social Media Consultant, US Capital Region and former Social Media Manager, US Army (US)

Andrew Cooper, Chief Executive Officer, Verve Partners (UK)

With a range of speakers including:

Chief Executive Officers, Managing Directors, Strategy Directors, Community and Engagement Directors, Group Managers, Media and Communications Strategists and Managers, Digital Marketing Directors, Researchers, Heads of Marketing and Development, Brand Managers and Social Marketers.

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Welcome to the 2010 Government Marketing and Communications Conference

Last year we presented "The Black Swan - Communicating in an Unpredictable World" and if there was one lesson we took away it was that *now is normal* and *today is tomorrow's "good old days"*. While you've been following the news and the trends, you will have noticed we have all become a bit more cautious, a bit more family focused and, dare I say, a bit more conservative in our thinking.

So what does this mean to government marketing and communication professionals - more innovation? more creativity? more community engagement? And what do we mean by 'innovative', 'creative' and 'community engagement'? - Or more is the point, what are our audiences looking for? This 2010 Conference shines the spotlight on Innovation, Creativity and Community Engagement with best practice examples from national and international peer organisations.

Like Australia, the social media train has hit Washington, DC and organisations across the city have discovered you either jump on board, or risk being run over. Organisations across the United States, including the Department of Defense, are increasingly looking online as a place to tell their story and communicate with key audiences. This year we are very pleased to have Lindy Kyzer join us from the US to share her experience in spearheading the Army's entrance into the social media space.

Mark McCrindle will explore the changing times and changing trends in the Australian audience while one of Australia's foremost marketers, Graeme Chipp will deliver a thought provoking session that will challenge you to re-think how you can deliver a 'citizen-centred approach'. Other speakers will show you how you can generate great ideas on a tiny budget; examine the media and the art of taking part; and give you strategies to balance stakeholder interests with government objectives.

Don't miss the pre-conference workshop on social networking. The workshop is being led by George Patterson Y&R's National Digital Director, Rob Hudson, along with our US guest, Lindy Kyzer.

I look forward to meeting you at the conference in September.

Graham Wright
Chair, 2010 Government Marketing and Communications Conference

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Australian Marketing Institute

The Australian Marketing Institute is the country's peak organisation for marketing professionals, representing practitioners nationally across all marketing functions and industries.

Since its establishment in 1933, the Australian Marketing Institute has evolved to meet the changing needs of marketers. Through its unified voice the Australian Marketing Institute has established strong links with business, academia and government to become the voice of the marketing profession.

The Australian Marketing Institute's leadership role in advancing the marketing profession has resulted in the Certified Practising Marketer (CPM) accreditation as a practising benchmark; the establishment of a Code of Professional Conduct; and the move toward defined practicing standards for marketers.

For more information about Australian Marketing Institute professional, corporate or student membership, or the CPM Program contact:

Australian Marketing Institute

Membership Services
GPO Box 5295
Sydney NSW 2001

Tel: 1300 737 445
Fax: 1300 131 468
Email: membership@ami.org.au
Website: www.ami.org.au

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Wednesday 1 September 2010

12.30 pm
Registration

HIGHLIGHT

1.00 pm
Pre-Conference Workshop
Social Media in Government Communications

Workshop Facilitator:
Rob Hudson, National Digital Director, George Patterson Y&R

Guest Presenter:
Lindy Kyzer, US Army (US)

This workshop will include practical case studies and exercises to assist you in your social media campaigns. Whether you're planning the next stage of your social media campaign or just dipping your toes in the water, this workshop will increase your knowledge of the opportunities offered by social media and how to avoid some of the pitfalls along the way. Key topics include:

- What's happening in social media today - looking beyond the hype and spin
- Understanding human drivers - spiral of silence and herd theories
- Staying in control – decision metrics on risk, effect and reach
- Managing stakeholders and engaging internally
- The truth behind resourcing social media - gurus, staff and your advertising agency
- Planning your social media presence - scheduling the known and allowing for the unexpected

The AMI is pleased to acknowledge the support of George Patterson Y&R in hosting this workshop

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5.00 pm
Workshop Closes

6.00 pm
Pre-Conference Registration and Networking Drinks (1 hr)

Thursday 2 September 2010

8.15 am	Registration
8.45 am	**Roger James,** Chairman, Australian Marketing Institute Welcome
	Keynote Presentations
9.00 am	**Mark McCrindle,** Director, McCrindle Research Changing Times, Changing Trends - A Snapshot of Modern Australia and an Analysis of Fast Moving Times
9.40 am	**Dr Amantha Imber,** Founder, Inventium Shoestring Creativity: How to Generate Great Ideas, even on a Tiny Budget
10.20 am	Morning Tea
10.50 am	**Lindy Kyzer,** US Army (US) Digital Media and Social Networking - Best Practice from Washington
11.30 am	**Trudi Sampola,** Strategy Director, OMD Media and the Art of Taking Part
12.10 pm	Lunch The Conference Lunch is supported by White Pages™
	Innovation and Creativity Presentations
1.15 pm	**Kylie Watson,** Director, Communications, Engagement, Secretariat and Communications Division, Murray–Darling Basin Authority Creative Marketing Strategies
1.50 pm	**Freya Campbell,** Group Manager, Building Brand Australia Brand Australia: the Marketing and Communication Challenges of a National Branding Program
2.25 pm	**Graeme Chipp,** Managing Director, Growth Solutions Group The Truth Behind Successful Innovation
3.00 pm	Afternoon Tea
	Afternoon Streams
Room 1	Stream A: Social Research and Online Communities
3.20 pm	**Joan Young,** Managing Director, Colmar Brunton Social Marketing and Branding Behaviour – More than just Communications
3.55 pm	**Kate Snow,** Director, Social Research, TNS Using Social Media to Track Coverage of an Issue
4.30 pm	**Tim Grogan,** Head of Talent and Solutions, Adcorp The Importance of Creating Community Engagement through your Employees
5.00 pm	Discussion
Room 2	Stream B: Community Engagement
3.20 pm	**Sue Adair,** Marketing Promotions Officer, Marketing and Engagement, Rockhampton Regional Council Community+Council Catch-ups: Don't Leave it for a Little Bird to Tell you
3.55 pm	**Neil Melloy**, Editor in Chief, Quest Community Newspapers, Brisbane Building Community Engagement through Local Media
4.30 pm	**Nadine Crowley,** Media and Communications Coordinator **Rachel Viski,** Web Officer, Wagga Wagga City Council Taking Baby Steps into the Social Media Realm: A Local Government Case Study
5.00 pm	Discussion
5.15 pm	Close of Day 2
7.00 pm	Conference Dinner Surfers Paradise Marriott Resort The Conference Dinner is supported by Regional Mediaworks

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FOR MORE INFORMATION Tel: 1300 737 445 | Email: events@ami.org.au | Website: www.ami.org.au/2010government

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Conference Venue and Accommodation

Surfers Paradise Marriott Resort

The Marriott is a 28-story integrated resort, with rooms offering views of the Pacific Ocean, Hinterland and Nerang River. Centred on an aquatic playground, highlights include a saltwater lagoon, man-made coral reef, sandy beaches, freshwater pools and tropical gardens. There is also a private marina with docking facilities, Kid's Club, Spa and Health Club and tennis courts all within 500 metres of the Surfers Paradise beach.

158 Ferny Avenue,
Surfers Paradise QLD 4217

Tel: 1800 809 090

Website: www.marriott.com

A special accommodation rate of $180 per night has been negotiated with the Surfers Paradise Marriott Resort. Complete the Australian Marketing Institute Conference Registration Form to make your reservation.

Airport and Transfers

The nearest airport with capital city flights is Coolangatta - about 20 minutes drive from the Marriott Resort.

Hughes corporate cars operate a transport service between Coolangatta airport and Surfers Paradise venues. Delegates to the 2010 Government Marketing and Communications Conference are eligible for the corporate rate. For bookings Tel: 07 5504 3800 and quote account number 49987

Friday 3 September 2010

8.15 am	Registration
8.45 am	**Roger James,** Chairman, Australian Marketing Institute Welcome
	Web 3.0 and Social Media Presentations
9.00 am	**Rob Hudson,** National Digital Director, George Patterson Y&R Utilising Human Emotional Drivers and Incorporating Social Media into your Campaigns
9.35 am	**Matt Crozier,** Director, Bang the Table Twitter and Facebook as Community Engagement Tools - the Pros and Cons
10.10 am	**Liz Pavan,** Senior Director, Marketing Education and Alliances, Small-Medium Enterprises, Australian Taxation Office From Forum to Community: SME Tax Forum
10.45 am	Morning Tea
	Stakeholder and Community Engagement Presentations
11.15 am	**Andrew Cooper,** Chief Executive Officer, Verve Partners (UK) Using Online Brand Communities and Customers Advisory Panels - Engaging and Understanding Customers, Citizens, Employees and Stakeholders
11.50 am	**David Marshall,** Media and Communications Strategist Managing the Message: Responding to Issues in the Mainstream and Social Media
12.25 pm	**Louise Martin,** Director, Strategic Communication Branch, Department of Justice, Victoria Reaching a Youth Audience: Championship Moves Campaign
1.00 pm	Lunch
2.00 pm	**Rodney Bloom,** General Manager, Business Development, CSIRO The Marketing of Innovation: From Science to Substance
2.35 pm	**Graham Metcalf,** Media Relations Manager, ENERGEX Balancing Stakeholder Interests and Governmental Objectives
3.10 pm	**Nicholas Giurietto,** Head of Marketing, Export Finance and Insurance Corporation Marketing a Government Organisation to a Commercial Audience
3.45 pm	Discussion
4.00 pm	Close of 2010 Conference
4.05 pm	Networking Drinks

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Conference Presenters

International Speakers

Lindy Kyzer, Social Media Consultant, US Capital Region and former Social Media Manager, US Army

Lindy is a social media consultant in the Washington, DC area. Lindy has served as the social media manager for the Office of the Chief of Public Affairs, spearheading the Army's entrance into the social media space. Lindy has initiated many programs and provided social media training and assistance to dozens of Army organisations and military commands across the globe.

Andrew Cooper, Partner and Chief Executive Officer, Verve Partners (UK)

Andrew is a successful entrepreneur in the international marketing services and technology space. He has worked with major government and private brands in both the UK and overseas. Andrew trained as a Chartered Accountant (ACA), qualifying with Price Waterhouse in 1995. He has a degree in Business Studies from the University of Edinburgh and an MA in Marketing.

Local Speakers include:

Graeme Chipp, Managing Director, Growth Solutions Group

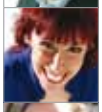
Growth Solutions Group specialise in providing market insights for growth in both the private and public sectors. Graeme has advised many of Australia's leading companies.

Matt Crozier, Director, Bang the Table

Matthew is a founder of Bang the Table - Australia's largest provider of online community engagement services - in the last 3 years managing over 200 projects for over 100 different clients.

Rob Hudson, Digital Director, George Patterson Y&R

Rob has over 18 years experience in digital marketing and online brand strategies and has established GPY&R as a world class digital agency - delivering several world firsts.



Dr Amantha Imber, Founder, Inventium

Amantha is a creativity and innovation psychologist who counters "fluff" – the dubious advice she would regularly encounter from consultants, 'management' books, and 'gurus' in the business world.

David Marshall, Media and Communications Strategist

David spent over 25 years in radio and television, then six years promoting the National Capital in Australia and overseas, and is now a media strategist to Government and the private sector.

Louise Martin, Director, Strategic Communication Branch, Department of Justice, Victoria

The Department of Justice assists the Victorian government to achieve a 'safe and just Victoria' by its involvement with civil and criminal justice, public safety, gaming and racing, and consumer affairs.

Mark McCrindle, Director, McCrindle Research

Mark is a social researcher with an international reputation as a futurist, demographer and social commentator renowned for tracking the emerging trends and analysing the diverse generations.

Liz Pavan, Senior Director, Marketing Education & Alliances, Small-Medium Enterprises, Australian Taxation Office

Liz has many years experience in marketing and communications, developing new and innovative ways of providing strategic marketing and communication services.

Trudi Sampola, Strategy Director, OMD

Trudi works directing strategies for a broad range of OMD's clients including Austereo, Village Roadshow, Dulux, Sorbent, Bakers Delight, Trading Post, Yellow Pages and White Pages.

Kylie Watson, Director, Communications, Engagement, Secretariat & Communications Division, Murray–Darling Basin Authority

Kylie has marketed FMCG, government programs, retail fashion and not for profit services, including successful campaigns for health, road safety, veteran services and the environment.

Joan Young, Managing Director, Colmar Brunton

Joan pioneered social marketing research in New Zealand during the 1990's applying the behaviour change framework to projects and now works with Australian public sector organisations.

For additional details regarding conference speakers visit the conference website at www.ami.org.au/2010government

Value Creation Through Marketing

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Your Details

Please use a separate form for each delegate. This form may be photocopied.

TITLE FIRST NAME

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ORGANISATION

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Choose Your Registration

The CPM rate is for AMI Members who have qualified for and attained Certified Practising Marketer [CPM] Status.

2010 GOVERNMENT MARKETING & COMMUNICATIONS CONFERENCE	AMI CPM	AMI	NON MEMBER
EARLY - 2 DAY CONFERENCE* + WORKSHOP	[ ] $1295	[ ] $1395	[ ] $1595
EARLY - 2 DAY CONFERENCE*	[ ] $1095	[ ] $1195	[ ] $1395
2 DAY CONFERENCE* + WORKSHOP	[ ] $1395	[ ] $1495	[ ] $1695
2 DAY CONFERENCE*	[ ] $1195	[ ] $1295	[ ] $1495
1 DAY CONFERENCE - SELECT: [ ] 2 SEPT OR [ ] 3 SEPT	[ ] $610	[ ] $710	[ ] $830
WORKSHOP ONLY	[ ] $600	[ ] $700	[ ] $800

EARLY REGISTRATION EXPIRY DATE: 29 JULY 2010

* A CONFERENCE DINNER TICKET IS INCLUDED. PLEASE ADVISE IF YOU HAVE ANY SPECIAL DIETARY REQUIREMENTS.

BUSINESS ATTIRE DRESS CODE APPLIES

Accommodation Booking

The $180 conference rate applies for the following nights: 31st August, 1st and 2nd September.
All other nights will be charged at $190 per night.

SURFERS PARADISE MARRIOTT RESORT (CONFERENCE RATE $180 PER NIGHT)	NO. OF NIGHTS	CHECK-IN DATE	CHECK-OUT DATE
ACCOMMODATION FEE [$]			

Calculate Your Payment Amount

CONFERENCE FEE [$] + ACCOMMODATION FEE [$] = [$]

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Tel: 1300 737 445

Email: events@ami.org.au

Online: www.ami.org.au
(Individual registrations only)

or complete the registration form

Fax: 1300 131 468

Mail: 2010 Government
Australian Marketing Institute
GPO Box 5295 Sydney NSW 2001

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All prices inclusive of GST. This form constitutes a Tax Invoice upon receipt of payment. Confirmation of your registration and receipt will be sent via email. Please ensure you have provided your email address details. Registrations without payment will not be processed. Delegates must sign the form to validate the registration. Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, a full refund, less a $164 (including GST) service charge, will be made for cancellations in writing (email or fax) up to two (2) weeks prior to the event.

ONSITE REGISTRATIONS
Name badges and conference proceedings can be collected from the registration desk from 8.30 am on each day of the conference.

INSURANCE
Registration fees do not include personal, travel or medical insurance of any kind. Attendees are advised when registering for the conference and booking travel that a travel insurance policy be taken out to cover loss, cancellation, medical cover, etc for any reason. The Event Managers do not take any responsibility for any attendees failing to insure.

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Please note that details of conference delegates may be made available to sponsors and exhibitors at this event for marketing purposes. If you do not wish this to happen, please indicate:
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This event may be photographed and filmed for the promotional purposes of the Australian Marketing Institute. The images may be used in publications and websites that are accessible by the general public. If you have any questions please contact the events team at the Australian Marketing Institute via email events@ami.org.au

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The information contained in this publication is correct at the time of printing. The Australian Marketing Institute reserves the right to alter or delete items from the program as circumstances dictate and takes no responsibility for any errors, omissions and changes.

AUSTRALIAN MARKETING INSTITUTE CERTIFIED PRACTISING MARKETER PROGRAM

CONFERENCE: 8 hours (per day)
WORKSHOP: 3 hours (per workshop)
FULL ATTENDANCE at the two day conference and workshop is a total 19 hours Professional Development

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