



Advanced Social Media Insights & Strategy Forum

13 - 14 November 2014
CLIFTONS - Level 13
60 Margaret St, Sydney
(near Wynyard Station)



STRATEGIC REVIEW OPPORTUNITY

Tap into the knowledge, expertise and experience of colleagues and 'field experts' to test the effectiveness of your existing social media strategy, and take the opportunity to streamline your social media processes.

This Forum is an opportunity for you to both learn and share with your Mutual industry colleagues and field experts Tim and Mark. The Forum learnings and takeaways will allow you to evolve your social media strategy and marketing processes to world's best practice standards.



Shifting consumer behaviours, the rise of the social web and the stunning application of digitisation to business processes is **challenging every aspect of effective marketing** for all businesses including for customer owned banking institutions.

This workshop acknowledges that every mutual has begun the journey to adapt their business models to both meet the challenges and more importantly to grasp new opportunities with the two key imperatives being to:-

- Optimise the member experience so as to win and earn their business; and to
- Capture significant productivity improvements to support a reallocation of resources to business investment and development.

So for Directors, CEOs and the Executive Team there needs to be an ongoing investment towards understanding how to harness the new tools for communication with existing and potential customers and how to harness the new marketing tools. Such an investment, mainly in time, and in the right form of creative environment should better position the Board/Management discussion around future business strategy and the allocation of resources in pursuit of the business opportunities.

However even greater value can be derived where these workshops also have the benefit of marketing and IT operatives who bring an ideal mixture of ideas, on the ground experience and a fair dose of frustration due to the lack of resources on the ground – so the workshop focus must be on how to achieve more from the limited available resources.

In this context the two-day Workshop will seek to balance new learning from our 'field experts' together with a 'Fish Bowl' approach by which the strategies currently being pursued by Forum participants will be examined in plenary session format to extract key learnings and to identify refinements, alternative approaches and new ideas for all to contemplate. In other words a highly interactive best practice environment whereby all participants can benefit from the collective knowledge and experience of the entire group.



YOUR EXPERT PRESENTERS

TIM MARTIN

Tim Martin is the founder of NET:101, Australia's largest social media educator. He has a 15 year background in digital marketing, is a popular conference presenter, and a Master Speaker for CEO group The Executive Connection. His presentations are widely valued for their practical 'how-to' focus.

Tim regularly delivers in-house training and has run programs for organisations including NRMA, Nestle, ANZ, Beyondblue, Lifeline, PGA Australia, YMCA, Deakin University and the World Presidents' Organisation. He is also the founder and director of online blogger community, Blogger Connect.

MARK PARKER

Mark heads up the Online Reputation Management practice for social business consultancy KINSHIP digital (www.kinshipdigital.com).

Mark has close to 20 years experience in sales and senior executive roles for local and international companies, focused on emerging and customer-oriented technology solutions.

Over the past six years, the focus of Mark's work has been on real world application of social technologies, and understanding how to effectively harness the intersecting communities of staff, customers, and partners to deliver sustainably better business outcomes.

Mark is a resource speaker for CEO leadership group The Executive Connection, mentoring business leaders on social media and digital marketing best practice.



Thursday 13th November (Mark Parker)

Social Media Insights

A review of what's happening in the social and digital media space and overview of the two-day agenda

Online Reputation Management

Using Social Media Monitoring to manage your brand reputation, monitor community sentiment, and capture competitive insight

Social Media Risk Management

Social media presents Mutuals with a fantastic opportunity to further member and community engagement. However, risks do exist both internally and externally. This session will present attendees with an overview on how to manage internal and external risks, what's required, and a simple governance framework

Enterprise Social Networks

Changing how you communicate internally - bring social networking behaviours inside your Mutual; how this helps your external social media efforts; best practice; where to start

LinkedIn Advanced

Using LinkedIn to build the Mutual brand, your personal brand, and how to use LinkedIn for recruiting



Facebook Community Building Insights

Using Facebook Insights to build an engaged community on Facebook; Best practice page design; using sponsored posts and Facebook Ads

Day 1 Recap Group discussion about today's learning's; preparation for day 2.



Friday 14th November (Tim Martin)

Social Media Strategy

Use a strategy canvas to align your social media activity with your stated organisational objectives; install bridging calls-to-action to move your social media community to your conversion end-points, i.e. your website, retail environment, contact centre or event; measure your social media derived conversions for return-on-investment reporting or internal justification.

Social Media Publishing Calendars & Scheduling

Establish a publishing or content calendar based on your objectives and resource capabilities; use a content canvas to plan your posts based on angle, format, timing, distribution points and reportable metrics; pre-schedule elements of your social media publishing schedule using Hootsuite.

Twitter

Advanced keyword/ hashtag searching to target the right users to follow; build a community around your brand through proactive and consistent engagement; segment users into manageable marketing and communications lists; understand common Twitter abbreviations and user etiquette; insert rich media into your tweets, i.e. images, video and audio

Social Media Hashtags

Adopt hashtags as part of your social media publishing for increased visibility; define hashtags by category and use; promote your brand, competition and event related hashtags offline to facilitate social media sharing.

Social Media Image Management

Apply simple and effective text and brand overlays options for your image-based posts; position strong visual branding across your social media platforms; source free images for your posts; use sophisticated online image editors for cropping, effects, overlays, frames, textures and collages.

Social Media Storyboarding

Curate and distribute your own interactive storyboard by assembling select social media posts from other people or your own - discover an effective means of capturing the best social media stories generated around industry news, your brand, your sponsored events and activities, or for social media campaign reporting purposes.

REGISTRATION

➤ ***AM Institute Continuing Professional Development Accreditation 12 hours***

AM Institute Members who complete this two-day Forum will earn 12 CPD points

➤ ***Accommodation / Travel***

AM Institute and Cliftons (the venue) recommend the Menzies Hotel, directly opposite the venue. The rate per night is \$235.30 ex GST (**Rates subject to change and availability**). Please contact Sonya to make a booking. Delegates are responsible for their own travel arrangements.

➤ ***Further Enquiries***

Sonya Schuh
AM Institute Ltd
PO Box 525, Burwood NSW 1805
Ph: (02) 9744 5717 Fax: (02) 9744 5752
Email: info@aminstitute.org.au

➤ ***Limit on Numbers***

AM Institute reserves the right to close down acceptance of registrations to ensure that the learning process is optimised. You are therefore encouraged to register early for this Forum.

REGISTRATION CAN ONLY BE CONFIRMED UPON RECEIPT OF REGISTRATION FORM AND PAYMENT.

➤ ***Cancellations and Transfers***

50% refund will be available to persons cancelling with two weeks notice. Cancellations within two weeks of the Forum will receive no refund, but will receive Forum papers. Alternative persons will be accepted.

➤ ***Dress***

Dress Code throughout the event is smart casual. Delegates are advised to wear comfortable clothing.

➤ ***Dietary Requirements***

If you have special dietary requirements please advise Sonya Schuh via email info@aminstitute.org.au

➤ ***Timing***

Thursday 13th to Friday 14th November 2014
8.30am Registrations, Tea & Coffee
9.00 to 5.00pm Workshop sessions
Morning & Afternoon Teas & Lunch provided both days.

PLEASE RETURN A COPY OF REGISTRATION WITH PAYMENT TO:

Sonya Schuh

Australasian Mutuals Institute Ltd (AM Institute Ltd)

PO Box 525 Burwood NSW 1805

Ph: 02 9744 5717 Fax: 02 9744 5752

Email: info@aminstitute.org.au

REGISTRATION

Advanced Social Media Insight & Strategy Forum

Thursday 13th to Friday 14th November 2014

Tax Invoice

Please register me for the Forum:

Date of Issue: 15th September 2014

Name: _____

Position: _____

Organisation: _____

Business Address: _____

Phone: _____

Email: _____

Description:

The Forum fee covers - All Forum materials, attendance, meals (other than breakfast and dinner).

Payment:

The forum fee	\$1,540 for members	
	\$1,705 non-members	\$ _____
	Less \$110 discount for Mutuals with assets <\$200m	\$ _____
	Less 10% MEMBERS ONLY discount for 3 or more registrations from a single organisation	\$ _____
	TOTAL	\$ _____

The total price includes 10% GST
THIS REGISTRATION FORM WILL BE A TAX INVOICE FOR GST WHEN YOU MAKE PAYMENT.

Cheque enclosed for \$ _____

Please charge my credit card facility in the amount of \$ _____

(nb: credit card payments will incur an additional 2% charge)

Visa Mastercard Amex Diners

Credit Card Number: _____

Cardholder's Name: _____

Signature: _____ Expiry Date: _____

Or

Via EFT

Credit Union: Credit Union Australia Ltd

Branch: Burwood

BSB: 814282

Account No: 30686942

Account: AM Institute Ltd

Quote Reference: ASM1114

Or

Authorise AM Institute Ltd to debit Cuscal Ltd S1 Account No: _____

Authorising Officer: _____ Signature: _____