



## Program

### Enquiries

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### ANZSOG

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ANZSOG reserves the right  
to alter the details of this program at  
any time.

## Thursday 18 August 2011

**8.30—9.00am** Registration and arrival tea and coffee

**9.00—9.30am** Welcome and introduction  
—Peter Thompson

**9.30—11.30am**  
**Managing public communication: an introduction**  
*Case study: Werribee Zoo*  
—Peter Thompson

**11.30—11.45am** Morning tea

**11.45am—12.45pm**  
**New and social media - strategies for execution**  
—Facilitator: Anni Rowland-Campbell (Digital Brand)

**12.45—1.30pm** Lunch

**1.30—2.30pm**  
**New and social media - practical application and use**  
—Facilitator: Anni Rowland-Campbell

**2.30—3.00pm** Afternoon tea (including syndicate group preparation for *WorkChoices* case study)

**3.00—4.30pm**  
**Adaptive change**  
*Case study: WorkChoices*  
—Peter Thompson

**4.30—6.00pm**  
**Managing public communication: the practitioner**  
—Session leader: Sandi Logan (National Communications Manager, Department of Immigration and Citizenship)

**6.30—9.30pm** Dinner and round table discussions (location TBA)  
—Special guests: Sandi Logan and Anni Rowland-Campbell

## Friday 19 August 2011

**8.30—8.45am** Arrival tea and coffee

**8.45—9.15am**  
**Syndicate discussions**  
*Case study: Sydney Water*

**9.15—10.45am**  
**Risk communication: Sydney Water crisis**  
—Peter Thompson

**10.45—11.00am** Morning tea

**11.00—11.30am**  
**Syndicate discussions**  
*Case studies: TAC cases*

**11.30am—12.45pm**  
**Changing public behaviour**  
*Case studies: TAC cases*  
—Peter Thompson

**12.45—1.45pm** Lunch

**1.45—3.15pm**  
**Managing public engagement**  
—Christine Nixon

**3.15—3.30pm** Afternoon tea

**3.30—4.30pm**  
**Summary, close and evaluations**  
—Peter Thompson

## Registration form

You can also register for this workshop online.  
Search 'ANZSOG - Managing Public Communication'.

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### Secure your place now

**Fax 03 9650 8785**  
or register online, search  
'ANZSOG - Managing Public  
Communication'.

ANZSOG respects the privacy of individuals and acknowledges that the information you provide on the form is personal information as defined by privacy legislation. The information is being collected for the purpose of processing registrations. The intended recipients of the information are ANZSOG and service providers engaged by ANZSOG from time to time. The provision of this information is voluntary, but if it is not provided ANZSOG may be unable to process your registration.

### Cancellations

We regret we cannot accept cancellations or refund money with less than 14 days notice. A full refund, less a 2.5% service charge (including GST), will be made for cancellations in writing (letter, fax or email) made in advance of 14 days notice.

*This registration form will be a tax invoice for GST when fully completed and payment is made. All prices include GST.*

### Participant details

Title Surname  
First name Preferred name  
Organisation  
Jurisdiction Position

### Mailing address

Street name  
Suburb Postcode State  
Business telephone Mobile  
Email

(confirmation of your registration will be sent to the above email address within two business days)

ANZSOG alumni

### Special diet requirements (please fill circle)

Vegetarian  Vegan  Gluten free  Other (please specify)

I would like to be kept informed of future ANZSOG courses

I do not want my contact details included on the course 'participant list' used for networking purposes

### How did you hear about this workshop? (please fill circle)

Direct mail  Email  Colleague  Advertisement (please specify)

ANZSOG website

Other website (please specify)

Other (please specify)

### Payment options (please select one option below)

Please invoice my organisation  Cheque (please make payable to ANZSOG)  Credit card

Workshop fees- \$AU2,000

Organisation name

Attention

Street name

Suburb

Postcode

State

### Credit card

Cardholders name

Card number

Expiry date

Please specify card

Mastercard

Visa

Amex

Cardholder's signature

Date

### Office use only

entered (init)

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complete (init)