



mUmbRELLA

Everything under Australia's media & marketing umbrella

Community Managers Masterclass

Thursday August 4, 2011

Vibe Hotel Sydney, 111 Goulburn Street

Price: \$199

This Mumbrella Masterclass is for anyone keen to understand the role of the Community Manager in managing your brand online. It offers all the practical help and advice you need to get started when you're back at your desk.

12.30pm Registration and coffee

1.00pm Welcome – moderator, Kim McKay, Director, Klick Communications, www.klick.com.au

1.10pm Community management, where do you begin? – Nicola Swankie, Content and Social Director, TCO
In order to connect with today's consumer, you need to have a two-way conversation and start a community around your brand. But with a myriad of networks where do you begin and what do you say? This session will give you the insider view of how social platforms work, as well as examples of brands who are using them to engage their consumers – and some who don't. You'll also learn how to measure your success.

2.00pm There's no need to shout, be social – Dan Azzopardi, Digital Strategist, Klick Communications
People don't like being yelled at, nagged to, or bitched towards at the best of times, let alone on a platform which embraces the 'community'. At the crux of all social channels is the idea of conversation. Brands need to have mass appeal, longevity and provide communications which are engaging and honest. This session will provide you with the keys to craft great communications and create a rewarding relationship with your audience.

2.50pm Tea/coffee

3.10pm Story telling for search and social media – Jye Smith, Digital Strategist, Weber Shandwick
An advanced class in understanding the critical relationship between content, community and story-telling and how they drive social media's effect on search engine optimisation and the subsequent impact on reputation and sales.

4.00pm Support your customers, be human – Mike Hickinbotham, Head of New Media, Brand, Creativity and Strategy, Telstra
For a business, moving from one way to two way, real time interactions is a scary proposition. Especially since the traditional business is not resourced or structured that way. This case study will highlight how a business can effectively engage/help customers when a solution is not immediately available.

5.00pm Close

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