

About the conference package:

A New and Virtual World

Welcome to the new world. From AI to digital PR to trending new media, this package helps navigate the ever-evolving digital landscape with ease. Learn from subject matter experts on adapting to AI, optimizing podcasts as a strategic communication vehicle, building virtual events, navigating top trends in tech, and leveraging video.

SESSION INCLUSIONS

Become an AI Mover and Shaker



Mary Hills, Business Principal, HeimannHills Marketing & Communication Group

For the last three years of the Communicating AI survey, 90 percent of respondents felt artificial intelligence allows us to add additional business value. We also believe we should advocate adopting AI tools in communication work. But this SHIFT to add further value and choose AI tools to assist our work struggles to take hold. So, who is doing it? Supported by the IABC Foundation, the 2020 Communicating AI Survey gave insights to make it happen. In our session, we introduce you to the movers and shakers who are getting it done. Join us to meet the communication director and manager, who is moving their organization and department forward. Learn and discuss: When they started looking at AI tools. Where they focused their search. What drove them to select the tools they did. Who they trusted for information and input. How they bought the tools they did. Where they focused their search. Why they're satisfied with their tool-of-choice. Leave the session with a go-forward path to become an AI mover and shaker!

The Future of PR in a Digital World – From Asia Pacific to America #AreWeReady?

Ben Shaw, Kristy Christie, Lydia Gallant, Randolph Pitzer, Rita Zonius

The session will explore communication trends in different regions, where practitioners are dealing with a changing business and marketing landscape, diverse cultures and the rise of integrated PR-Marketing strategies in a digital world. With a panel of speakers from around the globe - spanning Perth, Singapore, Chicago and Malaysia, we will be discussing shifts in local environments, as well as challenges external to PR, that impact the field on a global scale. The panel aims to initiate a two-way conversation between regions and the world, as we examine differing business practices and capability horizons - particularly in terms of the varied levels of maturity across regions when it comes to digital, engagement & measurement. We will look at the idea that communicators must not only be masters of digital marketing and advertising, they must also be well versed with future applications of Artificial Intelligence in communication, an area which only 3% of practitioners recently surveyed in a global report, claimed to be knowledgeable in. We will be addressing questions such as : What is the state of PR in different regions? How do we manage the complexities of a global business communication in local markets? In what ways are PR and Marketing converging and how do we prepare?

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Get Video Smart



Julian Mather, Writer Speaker Educator

“Fantastic session, appreciated the energy and helpful practical tips.”

More people on the planet own a smartphone than own a toothbrush. By 2021, four out of five of your client’s interactions with their phone will involve video. If your organisation has not embraced agile, authentic 21st century smartphone video then you risk becoming invisible to a world addicted to the convenience of their smart devices. Luckily, the solution is in the palm of your hand... literally. Master smartphone video so you not only become self-sufficient for most of your video needs, you will be able to: Boost business Get more leads Introduce new products or events Speak to younger audiences Make your own training videos Raise confidence among your team Blow customer satisfaction through the roof Walk away being able to... Show Shoot Shift: How to make videos that look and feel more professional and make them really fast. Perfect for your social media strategy Walk Talk Twist: How to reassure your clients by showing them everything is under control and... it's faster than sending an email Level Locate Lock: Learn to connect with your audience so they connect with you and want to do business Sessions are full of rollicking stories and a bit of magic so you get a whole lot of knowledge, fun and inspiration from one session. Come along and join us to 'Get Video Smart'!

The Top 10 Digital Video Tech Trends (and whether or not they’re worth it)



Shannon High-Bassilik, chief creative officer, High Ball Media Group

360 video, VR, AR, live, drones, drones and more drones! With all the cool new video tech that’s out there, it’s easy to get lost in a haze of gear lust. Sure, you’d love to have that new 360 degree GoPro rig, but why? In this session, digital video expert Shannan High-Bassilik will explore just that—the “why” behind all the new video tech, breaking down the top ten trends so you can make an educated decision on whether or not it’s right for your organization. In this session, you’ll learn: - The in’s and out’s of the top tech trends in digital video right now. - Average costs you can expect to spend. - Impacts to your workflow (i.e. 360 video is really cool—but do you really have the computing and manpower to bring it to life like you should?). - A collection of the best ways each piece of tech is being used right now—and how you can do something similar at your organization. - Best practices in formats, timing and trends across social platforms.

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Testing 1,2,3: Is podcasting your next strategic communication channel?



Cathy Bouwers, Communications Manager, Canadian Society for Medical Laboratory Science

With a reported 700,000 active podcasts available, this medium has come out of basements and into boardrooms as a strategic communications tool. Are you ready to harness the power of audio to solve your business needs? This session will review how podcasts can create actionable content and truly engage audiences while achieving strategic goals. Learn how a national association shifted their content-delivery model to meet audiences where they were already consuming similar content. Get a frank and honest look at how they integrated a Gold Quill Award-winning podcast into their strategic communications plan. Participants will

- Identify key audiences who are receptive to podcasts
- Identify if podcasting can be a viable solution within your organization's communication plan
- Recognize the challenges that can impact podcast creation and production
- Understand the value and unique position podcasting can offer

Virtual Events: The Good, The Bad, and the Ugly



Michael Bly

The onset of COVID-19 has thrown the virtual event world into the spotlight before it was ready. The mere thought of having to call and speak to sales representatives for each provider in order to get simple pricing conjures up feelings of buying a used car. But don't worry, we did all of the leg work for you. In this session we will discuss: Major Virtual Platform Pros and Cons; Hybrid Events (what they are, how they work and why every event should be this format); Do it Yourself Events (DIYE); Pricing - oh yes, we said pricing! and Brand Extension. This session will help you start preparing today for your next event.