

About the conference package:

Conference Highlights

Education on maintaining long-term communication relevance, public relations technology for small teams, business storytelling, privacy considerations for communicators, and proactively navigating change. (Package contains duplicative sessions from EXPANDED Conference Highlights + Keynote)

SESSION INCLUSIONS

Employee Communications 3.0: How to be relevant five years from now



Steven Crescenzo, CEO, Crescenzo Communications

The pace of change in the employee communications industry is breathtaking . . . and it's only going to get faster. Employees today want relevant, compelling information . . . delivered in the channel of their choice. "Corporate" communications is dead. "Creative" communications is becoming the norm. In this fun session, former #1-rated IABC World Conference speaker Steve Crescenzo will show you: * How to find your strategic focus and make the important INTERESTING. * How to 'do less and do it better,' and be a strategic counselor rather than an order taker * How to take advantage of every tool at your disposal to reach, engage, educate, and motivate your internal audiences * How to collaborate with external communicators to build an employee brand both inside and outside the organization * How to turn even the most boring corporate information into compelling content that people will pay attention to . . .and interact with!

PR Tech For Small Teams - From Apps to Artificial Intelligence



Kristy Christie, Director, TheMalaysian.com

The future communicator is expected to be a multi-skilled professional capable of managing everything from video production to creating SEO-optimised content to online reputation tracking. As PR professionals continue to evolve and adapt in a world gone digital, almost all of us agree that technological innovations will be a significant driver for change in the industry. However, amidst all the buzz on Artificial Intelligence, Industry 4.0 and a future filled with robots & big data, a recent global survey of communicators found that only 3% of respondents understood how AI can be applied in PR. In this session, we are going to be covering a variety of apps, softwares and AI-powered services that will help small teams (who most likely have small budgets!) make the best of technology in their day-to-day, so that you can make the shift and #BeReady. In this session, you'll learn: - What apps, softwares & tools are available to help you achieve communication objectives on a shoestring budget - How to harness the power of Artificial Intelligence to reduce your workload and improve impact - Technologies to watch as PR, Marketing & Advertising continue to integrate We'll demonstrate the use of some of these tools, so that you will be able to takeaway practical know how, for use in your workplace.

“Great presentation and speaker. Really enjoyed the talk, super useful.”

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Business Storytelling to SHIFT people to action.



“Well-crafted interactive and engaging presentation.”

Gabrielle Dolan, Author and Speaker, Gabrielle Dolan Consulting

In a world of complexity and disruption, real communication is needed more than ever. When asking people to shift, we must help prepare them for change. Even the best company strategy, the most beautifully articulated values or a thorough case for change will fail if it is not communicated in a way that employees understand. Consequently, we need to move from the default language of jargon and acronyms to 'real' words and stories. You would have heard about storytelling before and perhaps even attended training, but this workshop is like no other. Gabrielle's methodology is based on 15 years of experience teaching her method to business leaders and communication professionals around the globe. In this interactive hands-on workshop, you will learn how to practically apply storytelling to your communication strategies and techniques to connect, engage and inspire people to action. Specifically, you will learn: - The various storytelling styles in business - What makes a story a story and the critical success factors when sharing stories in business - A framework that will help you generate stories in the future. - The various applications of storytelling in business. - Best practice techniques for introducing storytelling into your organization. The workshop also includes a 90-Day follow up program, consisting of a weekly email containing a short (1-2min) video to help consolidate what you learn during the session.

Our Organizations are Networks: Why Don't We Use Networks for Communication & Leadership?



Maya Townsend, Founder / Lead Consultant, Partnering Resources

Networks have the power to accelerate communication--or undermine it all together. Yet organizations rarely take a thoughtful, planful approach to leveraging networks. In this experiential, technology-powered workshop, we will learn how to use networks to support communication and change while mapping and analyzing the network of participants in the room. This workshop covers three topics: 1. The Networked Organization. A healthy networked organization has certain qualities. How healthy is your organization? Learn about the shifts needed to develop a robust, productive networked organization. 2. Communication in the Networked World. Communication worked differently before organizations were networked. Now that they are, you need to understand networks and the tricks to leveraging change effectively within them. 3. Live Network Mapping. This workshop will include live network mapping. We will send an invitation to all participants at the beginning of the session. In the final part of the workshop, we will view our network map online and collectively assess our system. We will learn how to use the map to make connections with conference participants and increase our learning. Finally, we will use the map as a case study of how we might use the network to increase the efficiency of communication between members.

Conference Highlights

Future is end-user privacy: #AreYouReady?



Suchita Bali, Social Media and Web Specialist, Health Sciences North

#Future is end-user privacy! #AreYouReady? End-user privacy has already taken off over the past couple of years and will continue to be a central point for all major social media networks. This means that end-users will have better control over who they invite on their personal timelines and feeds. What does this mean for social media marketers? It's going to be even more challenging to reach the target audience in a field that's already competitive and fast-moving. Here at Health Sciences North (HSN), we have a social media strategy that's flexible and allows us to adapt quickly to this fast #paceofchange in the social media world. We rely on customization and regular social media analytics to track our performance persistently. Here are the three dimensions of customization that we follow: 1) Customization of content for the target audience: We pay close attention to our audience preference and continue to curate and tailor our content to meet these expectations. 2) Customization of content for each social media platform: We "speak" in a particular social media voice/language based on the platform used. Our social media goals are customized for each social media platform. 3) Customization of analytics & KPIs: We have customized our analytical tools and the industry benchmarks to fit what works best for us and our audience. I would love the opportunity to share how we manage to keep up with the #PaceofChange to maneuver through the #Complex social media world and be prepared for the #Future.

Navigating Next: How to Get Clear (So You Can Get Going)



Darcy Eikenberg, PCC, Chief Creative Officer, RedCapeRevolution.com

Why—in a world of multiple possibilities—do we get stuck and stress about what to do next? Why do we default to well-worn paths for our careers, projects and teams, even though we can see the shifts happening in our companies and profession and know it's time to change course? Here's why. It's because it's harder than ever to get clear about who we are, what we want, and how to get where we want to go with confidence and even courage.