

# Inaugural Measuring and Evaluating Communications Forum

26th October 2010, Duxton Hotel, Wellington

# 8th Annual Media Relations Conference

27th October 2010, Duxton Hotel, Wellington



## Measuring and Evaluating Communications Forum

*Measuring the value of your internal and external communication efforts and evaluating their success*

- Featuring Case Studies from NZ Army and Intergen
- Interactive group discussion about the future of measuring and evaluating communication

### Focus on:

- Proving the value of communication to your organisation
- Understanding when and how you should measure the impact of your communications plan
- Undertaking a communications audit
- Measuring social media communication internally and externally

## 8th Annual Media Relations Conference

*Is your media relations strategy paying dividends?*

- Hear Case Studies from Ministry of Social Development, Northland Regional Council and Ports of Auckland
- Interactive and informative with roundtables and our popular panel of media experts

### Get insight into:

- Managing your reputation in the media
- Utilising media relationships to your advantage
- Understanding media relations during a time of diverse media

Supporting Organisations:



ICN Auckland  
Internal Communications Network

# Inaugural

# Measuring and Evaluating Communications Forum

26th October 2010, Duxton Hotel, Wellington

8.30	Registration and coffee		
9.00	<b>Opening remarks from the Chair</b> <b>Anna Kominik, Partner, Ideas Shop</b>		
9.05	<b>Case Study: Proving the value of communication in the NZ Army</b> It is difficult to quantify the importance of communication to your organisation but measuring communication outcomes is crucial to being accepted as a strategic communications advisor. <ul style="list-style-type: none"><li>• The ability to show ROI - a powerful tool for communication professionals to have, helping you assert the value of the communication team to the executive and the board</li><li>• Ensuring your communication plans link to organisational goals and strategies</li></ul> <b>Kimberley Brady, Communications Manager, NZ Army</b>		
9.55	<b>Developing a communications measurement and evaluation strategy</b> <ul style="list-style-type: none"><li>• Where to start when you are developing a communication measurement strategy</li><li>• How can you build measurements into your internal and external communication planning?</li><li>• Snapshot measurements provide useful metrics which quantify the effectiveness of your communications</li><li>• Measurements and evaluation can show that time spent on communication has led to change i.e. behaviour, which in turn can be translated into a financial value</li><li>• Insight into global developments occurring in communications</li></ul> <b>Catherine Arrow, Board Member, Global Alliance for Public Relations and Communication Management; Representative of PRINZ</b>		
10.40	Morning tea		
11.00	<b>When and how should you measure the impact of your communications plan?</b> "If you don't measure it you can't manage it!" It's an old adage but a true one – and it applies to your communications plan too. This practical session will help you design a measurement programme that shows whether your communications are hitting the mark or where you need to improve. <ul style="list-style-type: none"><li>• What should you measure? When, how often and how?</li><li>• Interpreting the results found and using them</li><li>• Finding the time to do all this in your busy schedule</li></ul> <b>Kate Thompson, On Message Business Communications</b> <i>Kate was previously the Internal Communications Manager at The Warehouse Group and has worked on major change projects at Air New Zealand and Fonterra</i>		
11.45	<b>Case Study: Using small measurements to achieve big results</b> Measuring communication need not be on a large scale; small scale measurement can give you a snapshot of how your communications are doing and can often have a big impact on what you do. This case study will look at how Auckland City Council changed engagement levels and lack of participation in communications through the set-up of an internal communications network. <ul style="list-style-type: none"><li>• Creating a group of 40 people from across the organisation who participated in surveys, interviews and focus groups on the Council's communications</li><li>• Understanding how effective the Chief Executive's communications were and how they could be improved</li><li>• Measuring communications of change efforts and evaluating external marketing campaigns</li></ul> <b>Sharon Coombes, Director, Write Solutions</b> <i>Sharon was previously Internal Communications Manager at Auckland City Council and was responsible for developing organisational internal communications and change communications</i>		
12.30	Lunch		
		1.15	<b>Undertaking a communication audit</b> Is your organisation successfully communicating its message internally and externally? Are you engaging employees and gaining their support regarding the key challenges of your organisation? Which methods of communication are most effective in reaching your intended audience? A communication audit can help you answer these questions as well as quantify and qualify your communication practice. <ul style="list-style-type: none"><li>• How to get stakeholder buy in when conducting an audit</li><li>• Identifying problem areas and best practice</li><li>• Implementing audit findings and recommendations</li></ul> <b>Mariska Mannes, Director, Deliquo Communication</b>
		2.15	<b>Panel and Group Discussion: The future of communication measurement and evaluation</b> With increased awareness about the importance of measuring and evaluating your communication strategies, where will communications head in the future and will measurement techniques evolve even further? The panel will discuss the future of communications measurement, make some predictions and gain input on where we are heading. <b>Anna Kominik, Partner, Ideas Shop</b> <b>Mariska Mannes, Director, Deliquo Communication</b> <b>Kate Thompson, On Message Business Communications</b>
		2.55	<b>Case Study: Internal social media and networking</b> Internal social media communication and networking can create a real sense of belonging and inclusion, but how can this be achieved and how can we measure its success? <ul style="list-style-type: none"><li>• Tools available to create your own network - the use of Yammer at Interger</li><li>• Measuring the success of internal social networking - what metrics are on hand to measure and evaluate the success of a communication and networking initiative?</li><li>• What benefits does internal social networking provide and how can these be sustained over the long term?</li></ul> <b>Katy Sweetman, Communications Manager, Interger</b>
		3.40	Afternoon tea
		3.55	<b>Evaluating your communications efforts and their success</b> Evaluating your communication efforts is essential for your organisation to undertake in order to understand how successful they have been. <ul style="list-style-type: none"><li>• Taking stock of your past efforts - what worked</li><li>• How can we evaluate our communication efforts accurately?</li><li>• Did we achieve our communication goals?</li><li>• Sharing the insight learnt from communication evaluation to others - sharing with your team and the executive</li></ul> <b>Tim Marshall, Managing Director, Communication by Design; Representative of PRINZ</b>
		4.40	<b>Measuring the impact of social media communication on your organisation</b> Social media communication can impact engagement levels as well as impact on your organisation's ROI. This session will outline tools available to measure social media and will compare social media to traditional methods of communication. <ul style="list-style-type: none"><li>• Tools available to measure social media - web analytics and software which measures the impact of your presence in cyberspace, both good and bad</li><li>• Benefits and pitfalls of new age communication</li></ul> <b>Amanda Woodbridge, Associate Partner, Ideas Shop</b>
		5.25	Closing remarks from the Chair and networking drinks

# 8th Annual Media Relations Conference

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8.30 Registration and coffee 1.20

9.00 **Opening remarks from the Chair**

9.05 **Building an effective digital engagement strategy through your organisation**

The media landscape has seen a seismic shift due to the rapid increase in digital adoption. Every organisation needs to be aware of how this, and media relations in general, impacts their business.

- Ensuring your media strategy and brand are consistent
- Integrating online and offline activity
- Improving the perception and knowledge of your company
- Measuring the impact of digital engagement

**Alex Erasmus, Digital Strategist, Bullet PR**

9.55 **Managing your reputation in the media**

Your organisation's reputation is an important asset and it must be protected and managed; this session will discuss Mike's experiences in reputation and crisis management at AIG.

- Practical strategies for managing your reputation
- What is and isn't important to communicate to the media?
- Knowing what is being said about your organisation
- The importance of implementing a media crisis management plan and understanding what the media wants in a crisis
- Managing brand reputation by building media relationships

**Mike Loftus, Group Manager, BrandAdvantage**

10.40 Morning tea

11.00 **Media Panel: Networking with the media to generate awareness and credibility**

Media relations professionals need to know of how best to connect with the media; this panel will outline how this can be best achieved and the differences between different media channels.

- Understanding what information is required for news and story coverage
- Understanding media channels different requirements
- Details essential for putting together a press release
- Maintaining relationships with media contacts
- Assembling the story - adding in new information over time which the media can use
- Making your organisation interesting and newsworthy

**Selwyn Manning, Co-Editor, Scoop Media**

**David Farrar, Founder, Kiwiblog**

**Stephanie Edmond, Project Manager - It's not OK Campaign, Ministry of Social Development**

**Nevil Gibson, Editor in Chief, The National Business Review**

11.45 **Case Study: Using your relationship with the media to raise awareness**

The It's not OK Campaign aims to change how New Zealanders think and act about family violence. The Campaign uses various media channels, and personal stories and its relationships with the media to raise awareness of family violence in our communities.

- Changing the media's attitude towards family violence
- Ensuring strong messages are used to convey the Campaign
- Different news outlets available and their effectiveness
- Using an audience driven approach to changing behaviour
- The way the news media reports the issue

**Stephanie Edmond, Project Manager - It's not OK Campaign, Ministry of Social Development**

12.30 Lunch

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**Roundtables: Increase your knowledge on specific media relations topics**

**Roundtable 1 - Turning your organisation into a heavily quoted source**

**Facilitated by: David Broome, General Manager Strategic Communications, Federated Farmers of New Zealand**

**Roundtable 2 - Reputation management - how have you been able to manage your reputation in trying times?**

**Facilitated by: Mike Loftus, Group Manager, BrandAdvantage**

**Roundtable 3 - Practical tips for maximising your relationship with key media outlets**

**Facilitated by: Stephanie Edmond, Project Manager - It's not OK Campaign, Ministry of Social Development**

**Using Twitter as part of your media relations strategy**

With Twitter coming into the mainstream the phenomenon of the half second news cycle has been born. Traditionally media operated on a 24-hour news cycle but Twitter has sped this up and created quicker communications. Does this mean that we can better inform our customers and the media about new initiatives, organisational changes or crises?

- Understanding that you need to reach out to the media - the need to be proactive
- Examples of good and not so good communication via Twitter - from New Zealand and internationally

**Emma McCleary, Consultant, Ideas Shop**

**Case Study: Communicating quickly and effectively to a diverse audience**

Northland Regional Council needs to communicate with a large and diverse audience and deliver clear messages to the public. The council is using a range of tools including social media to communicate the outcomes of council meetings, civic issues during public consultation and natural disaster threats.

- Ensuring communication is delivered in a timely and accurate manner
- Working with different media outlets to communicate a message
- Utilising new media i.e. Twitter to communicate with the public directly

**Jason Dawson, General Manager - Community Relations, Northland Regional Council**

Afternoon tea

**Media relations during a time of diverse media**

With an increased number of media outlets there are more opportunities for free and wide-reaching publicity but what is the impact on the media relations profession?

- More opportunities for unpaid persuasion and greater utility for the skill of media relations
- Creating credible communication and enhancing your organisation's perception by the media
- Understanding what type of media suits your audience and keeping up to speed with new communications channels

**Craig Dowling, Senior Manager Communications, Ports of Auckland**

**Communication with the powers that be: The how to of lobbying**

This session will give you the ins and outs of lobbying government and offer helpful hints on how to deal with government departments.

- Understanding the formal protocols of lobbying government
- Using informal channels to influence government
- Ensuring that you maximise your time when you get face-to-face time with a Minister - adhering to informal courtesies

**Mark Blackham, Partner, Senate Communication Counsel**

5.05 Closing remarks from the Chair and networking drinks

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