









# Workshops

Tuesday 21st February, 2012

Friday 24th February, 2012

## Identifying priorities and linking KPIs

### Pre Conference Workshop A

Tuesday 21st February, 2012

9:00am – 4:00pm

Social media decision making can be difficult; how much budget and resources should be allocated? What should take priority? This decision becomes even more difficult if it's an entirely new and unexplored area for your organisation.

In most instances, you will also understand the difficulty in attributing marketing success to social media when addressing any of the following:

- Setting KPIs for the whole organisation and for individual business units
- Developing analytics systems and templates for management
- Prioritising tactical activities and how much time to spend on each activity
- Choosing marketing attribution models to benchmark and compare performance
- Attempting to measure ROI for Social Media

This session will allow you to walk away with a matrix of opportunities and prioritised action lists, no matter what stage your organisation is at. With a prioritised action list you can spend more time optimising performance and less time chasing opportunities.

### About your workshop leader:



**Christian Bowman**

Internet Marketing Manager  
**Bond University**

Christian Bowman first joined Bond University as the Internet Marketing Manager in 2010. Bond University is a private not-for-profit university situated on the Gold Coast in Queensland.

With over 11 years of online marketing experience, Christian has developed online campaigns for RSPCA including a viral mobile campaign in 2001, an online marketing strategy for the first ever RSPCA online store, and managed the first social media profiles for the non-profit organisation in 2006.

Prior to RSPCA Christian worked for the Achaeus Group for three years as an Internet Marketing Consultant to the SME sector and has been involved in running workshops to help them develop online marketing strategies.

Christian also develops online marketing technology for direct marketers and in 2010 sold an online voucher delivery system to a rewards management supplier.

Christian is very passionate about developing simple solutions for complicated problems and helping others develop innovative marketing strategies using technology.

## Developing appropriate guidelines for online community management

### Post Conference Workshop B

Friday 24th February, 2012

9:00am – 4:00pm

Coordinating the vast multitude of participants and interactions within your social media sphere can be rewarding and challenging. The responsibilities of managing an online community are extensive, including coordinating the message sent by all institution representatives, managing negative feedback and identifying when and how to interact with individuals.

This workshop will help you to develop guidelines to respond appropriately and effectively to a variety of situations you may encounter while interacting through social media. By attending this workshop, you will develop frameworks on:

- What is appropriate content to post, and what is not – what's the line and what are the consequences of overstepping it?
- Monitoring and managing your staff – what they post, upholding the brand message and being ultimately responsible for their words
- Identifying indicators that content needs to be regulated, for example defamation and bullying
- Maintaining consistency across all interactions

### About your workshop leader:



**Ben Osborne**

Digital Content Coordinator  
**University of Adelaide**

Ben Osborne is Digital Content Coordinator for the University of Adelaide's Marketing and Strategic Communication office and manages the University's Facebook and Twitter communities. He has more than 16 years of experience in the media industry, primarily across the education and defence sectors.

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