

# PR Measurement

## Conference

Reputation | Social Media | Public Affairs |  
Media Relations | Engagement

March 23, 2010 | The National Press Club, Washington DC

Register at [www.pnewsonline.com/measurement](http://www.pnewsonline.com/measurement)



You're invited to a one-day gathering of PR professionals on March 23 that will provide you with all the tactics and strategies you need to boost the performance of your measurement efforts. Whether it's measuring your social media strategy or how you handled a crisis through the media — this PR News Measurement Conference is designed to provide you and your team with proven and cost-effective strategies to measure your PR efforts.

We know you don't have a lot of time to be away from the office, so we have developed a full-day information-packed program with top communicators who will share next practices in PR measurement. Learn, network, brainstorm and get the competitive edge by reserving one day with our conference's experts.

### In one day you'll become an expert in:

- Using PR to drive sales
- Integrated communications
- Issues management and messaging
- Proving pr's value
- Media relations measurement
- Social media metrics
- Digital PR measurement secrets
- Branding/product launches
- Reputation management
- Internal communications
- Research tools, vendors and resource allocation

### In Just One-Day You'll learn:

- How to prove and leverage PR's worth to senior management and stakeholders.
- How to manage issues and control messages through social media and other media platforms.
- Simple but effective "tricks" with math, including some easy ROI and "proof-of-performance" calculations.
- How to measure the influence of blogs on your brand.
- How to use and monitor Twitter effectively.
- How to build a foundation for strong internal communications.
- How to conduct smarter competitive analysis by measuring what really correlates to outcomes.
- Media (print, Internet, broadcast) measurement— what's new and what's possible.
- Key tools and techniques you can walk away with to help you manage crises smarter.
- How to measure customer engagement with your brands
- What is "Trust" and how can you measure it?
- How to determine the resources you need to build an internal measurement program.

### Take-Aways

- 35+ ideas from award-winning communicators.
- Best practices examples you can implement right away.
- Workbook that includes speaker presentations, checklists and more.
- Proprietary networking contact list of attendees & speakers.
- Direct, immediate opportunity to connect via social networks.

### Who Should Attend?

If you spend at least a quarter of your time in any of these areas, you should attend this Conference:

- Public Relations
- Media Relations
- Measurement/Research
- Public Affairs/Issues Management
- Digital Communications
- Crisis Management
- Business Development
- Management
- Financial Communications
- Employee Communications

### About PR News

Now in its 65th year, PR News is the knowledge resource for professional communicators building the bridge between public relations and the business bottom line. The PR News family of products includes Awards Programs, Webinars, Conferences and Guidebooks. For more information visit [pnewsonline.com](http://pnewsonline.com).



[www.pnewsonline.com/measurement](http://www.pnewsonline.com/measurement)

## Agenda

8:00 a.m.

### REGISTRATION AND BREAKFAST

8:35 - 8:45a.m.

### OPENING REMARKS

8:45 - 9:30a.m.

### MAKING THE BUSINESS CASE FOR PR

In this tough economic climate, where PR departmental budgets are eyed more closely, how can PR professionals better demonstrate and validate PR's value to the organization? This opening panel will provide you with the tactics and strategizing needed to prove the value of your communications efforts to top-tier execs and stakeholders. Our speakers will share case studies, lessons learned, savvy communication tactics to help you make the case for PR and the associated resources you need to be successful.

#### You'll learn how to:

- Communicate and leverage PR's worth to senior management and stakeholders by demonstrating the link between fulfillment of organizational goals and PR efforts
- Measure the impact of your PR programs on stakeholder behavior and attitude
- Learn some easy ROI "proof-of-performance" calculations, as well as how to pull correlations guaranteed to translate your efforts into the language of management
- Determine the resources you need to build an effective and measurable PR program
- Create the right benchmarks for your communications initiatives
- Win a larger share of marketing and communications spend from your organization and clients

#### Speakers:

**Tim Marklein**, Executive VP, Measurement & Strategy, Weber Shandwick  
**Craig Mitchell**, Vice President, Analysis Services, Cision  
**Mark Weiner**, CEO, North America, Prime Research

9:30 - 10:45a.m.

### HERE'S WHAT A COMMUNICATIONS AUDIT LOOKS LIKE

A communications audit or effectiveness evaluation equips you with the answers and guidance you need to advance your communications efforts, justify your activities and make the necessary midcourse corrections. In this session, you'll see what an effective audit looks like, the methodologies involved in conducting an audit, and to how to create and execute one for your PR department or client. This session will include peer review audits and allow for brainstorming and interactivity with fellow attendees so you can come away with a smart audit for your PR dept, whether you're with a corporation, a nonprofit, a PR firm.

#### Session Leader:

**Michael Odle**, Public Affairs Officer, U.S. Department of the Interior

10:45 - 11:00am — NETWORKING BREAK

11:00a.m. - 12:15p.m.

### MEDIA MEASUREMENT: FROM MAINSTREAM TO SOCIAL MEDIA

This panel will give you the most practical and results-oriented techniques for measuring your media relations and social media activities most effectively - from measuring your brand on Twitter and Facebook to tracking influencers in the mainstream media. You'll learn the latest methodologies for measuring media coverage and media relationships.

#### Your takeaways:

- How to link media analysis to business objectives
- Tools to manage issues and control messages through social media and other media platforms
- How to measure the influence of blogs on your brand
- The real-world impact of Twitter, including tracking followers and secondary followers
- Content analysis of online messages
- Online traffic, links, and revenues: how PR can drive these indicators
- Search Engine Optimization: using SEO in your measurement toolbox
- Instituting consistent messaging between paid and earned media
- Conducting smarter competitive analysis by measuring what really correlates to outcomes
- The latest research and thoughts on Advertising Value Equivalences (AVEs)
- Media (print, Internet, broadcast) measurement - what's new and what's possible
- How to compare coverage across various mediums - ie, the value of a Wall Street Journal vs. wjs.com vs blog: what you need to know.

We've built in ample time for Questions & Answers from the audience, so come to this session with your toughest questions!

#### Speakers:

**Johna Burke**, Senior Vice President, BurrellesLuce  
**Katie Paine**, Founder and CEO, KD Paine & Partners LLC  
**Anthony Sanzio**, Director, Corporate Communications, Campbell Soup

12:30 - 1:45p.m.

### LUNCHEON & KEYNOTE PRESENTATION

### INFLUENCER MAPPING: THE SCIENCE OF STAKEHOLDER ENGAGEMENT

Using illustrative case studies, Dr. Scott will show how Influencer Mapping has been used as a powerful resource by communications professionals looking to identify and engage the third parties who significantly influence the reputation of their brands.

#### Keynote Presenter:

**Jennifer Scott, PhD**, Managing Director, Research & Insights, Ogilvy

**1:45 - 2:30p.m.**

**MEASURING THE ISSUES: HOW TO MAKE A REAL IMPACT WITH YOUR PUBLIC AFFAIRS ACTIVITIES**

This session will show you how to measure the effectiveness of your messaging to your key influencers and adjust your public affairs and overall communications initiatives accordingly. Learn how to craft impactful messages, tell compelling stories, test messages in key markets and ensure your issues resonate in a cluttered marketplace so that you can see real results. From leveraging social media and digital communications, to improving on the more traditional modes of public affairs communications, you'll hear how to execute measurable public affairs initiatives that will make a significant impact on outcomes.

**Speakers:**

**Jackie Fishman**, Senior Consultant, Media Relations, Blue Cross Blue Shield  
**Monte Lutz**, Senior VP, Digital Public Affairs, Edelman

**2:30 - 2:45 pm — NETWORKING BREAK**

**2:45 - 3:30p.m.**

**INSIDE OUT MEASUREMENT: AN INTERNAL COMMUNICATIONS CASE STUDY**

Bob DeFillippo, chief communications officer at Prudential Financial, will share an insightful case study of how he and his team measured the impact of employee engagement during the recent financial crisis. You'll hear how Prudential's integrated internal and external communications strategy has fostered a sense of community and participation among employees and helped drive positive messaging among other key constituencies, including customers, third party brokers, distributors, and other influencers.

**This panel will teach you how to:**

- Build a strong foundation for internal communications
- Manage/monitor what employees are saying about you online
- Learn how to measure outputs and outcomes
- Partner with HR and other departments for maximum success
- Conduct smart employee surveys and use employee feedback effectively
- Verify employees' understanding of key internal messages
- Facilitate communication between all groups within the company through events and communication platforms
- Leverage technology to facilitate internal communications and, in turn, encourage dialogue
- How employees using social media can help your external outreach efforts

**Session Leader:**

**Bob DeFillippo**, Chief Communications Officer, Prudential

**3:30 - 4:30p.m.**

**REPUTATION MANAGEMENT: MEASURING CRISIS RESPONSE & BRAND EQUITY**

Managing the reputation of your organization is job #1 for any savvy communicator, as it's hard to gain mindshare and market share if your

company is in the dumps. And if a crisis hits, you know that you better have a plan in place and relationships intact. In this panel, we'll show you how to measure your organization's reputation both in good times and in crisis, and to determine just how much equity your company or individual brands hold. This session will look at reputation measurement from the perspective of the researcher as well as from the communicator using the information.

**This panel will address:**

- Testing messages during a crisis
- Key tools and techniques you can walk away with to help you manage crises smarter
- How to measure customer engagement with your brands
- What is "Trust" and how can you measure it?
- Rebuilding confidence and trust among employees from a high level
- Managing the issues and turning the matter from a crisis into solutions-oriented campaign
- Communicating to stakeholders that your company can be trusted
- The guiding principles to understand and live by in preparing for any crisis
- How to (and when to) respond to bloggers and negative exposure online
- Leveraging social networking sites and other new media to your advantage to manage reputation

**Speakers:**

**David Michaelson**, President, Echo Research  
**Laura Kane**, Vice President, External Relations Manager, Aflac

**Registration Information**



1 Go to [prnewsonline.com/measurement](http://prnewsonline.com/measurement)



2 Fax the registration form to 301-309-3847



3 Call 301-354-1699



4 Mail the registration form to:  
 PR News/Amy Jefferies  
 4 Choke Cherry Rd. 2nd Floor  
 Rockville, MD 20850

**VENUE INFORMATION**

The National Press Club  
 529 14th Street NW, 13th Floor  
 Washington, DC 20045

Visit [prnewsonline.com/measurement](http://prnewsonline.com/measurement) for hotels options in the area.

**QUESTIONS?**

If you'd like to register by phone or have questions regarding the program, please contact conference coordinator Amy Jefferies at 301-354-1699 or [ajefferies@accessintel.com](mailto:ajefferies@accessintel.com).

**CANCELLATIONS**

All cancellations are subject to a \$300 service fee (per attendee). Before March 2, 2010, you will receive a refund of your payment minus the service fee. After March 2, 2010, your payment will be credited toward a future PR News event, minus the service fee. Registrants who fail to attend and do not cancel prior to the event are not entitled to a credit or refund of any kind. No exceptions.

# REGISTRATION FORM

See inside for details on registration options.

**COME AS A TEAM AND POWER UP YOUR  
ONLINE & OFFLINE MEASUREMENT STRATEGIES!**

## REGISTRATION FEES

	Individual	Group
Early Bird	\$795	\$745
Regular Rate	\$895	\$845

**Early Bird Ends March 1, 2010**

*Group = Two or more from the same company.  
When faxing or mailing your registration,  
please photocopy this form for each registrant.*

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- Yes, I will Attend!**
- Yes, My Team Will Attend!**
- My check for \$ \_\_\_\_\_ is enclosed.  
(Make checks payable in U.S. dollars to PR News.)
- Charge my credit card:  MasterCard  VISA  
 American Express  Discover
- Register online at  
[www.prnewsonline.com/measurement](http://www.prnewsonline.com/measurement)

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