

Conference Program: Day 1

Wednesday 21 September 2011			
7.30am - 5.30pm	Registration Open		Banquet Hall Foyer
8.30am - 10.45am	OPENING PLENARY SESSION		Chair: Dr Lianne Cretney-Barnes Theatre Auditorium
8.30am - 8.45am	Conference Welcome	Master of Ceremonies – Dr Lianne Cretney-Barnes , Conference Chair	
	Introduction to 2011 Conference	Deputy Chair, Universities Australia – Professor Alan Robson AM CitWA	
	Welcome to Country	Noel Nannup	
8.45am - 9.15am	Opening Speaker 1	'Social Inclusion as Part of the Universities' Responsibility to Their Communities'. Professor Bill Loudon , Senior Deputy Vice-Chancellor The University of Western Australia	
9.15am - 10.00am	Keynote Speaker 2	'The Student Experience: An Integrated Approach'. Tricia King , Pro-Vice-Master for Student Experience, Director of External Relations, Birbeck, University of London	
10.00am - 10.45am	Keynote Speaker 3	'iGave: The Case of Marketing and Branding that Created a Culture of Giving'. Marina Tan Harper , Director Development Office, Nanyang Technological University	
10.45am - 11.15am	Morning Tea		Banquet Hall
11.15am - 12.45pm	CONCURRENT SESSIONS 1 - 3		
	Session 1.1 - 1.3 Development Seminar Room 1 Chair: Elizabeth Beal	Session 2.1 - 2.3 Communications Case Study Room Chair: Julia Nicol	Session 3.1 - 3.3 Marketing Theatre Auditorium Chair: Tara McLaren
11.15am - 11.45am	1.1: Reach out on their Terms... Engaging Stakeholders in the Digital and Mobile Communications Space. Kathy O'Donoghue , Director, TNS Group	2.1: The Invention Test: Developing an Integrated Communications Campaign. Marie Mills , Director, Mills Wilson Communications Consultants	3.1: Connecting With Gen-Y in a Changing Digital Landscape. Deanne Hallam , Online Planner, Murdoch University
11.45am - 12.15pm	1.2: How to Unearth Major Donors from your Alumni. Vicki Rasmussen , Senior Consultant, Xponential Philanthropy	2.2: Amplifying News Content: Using Social Media to Increase Your Share of Voice. Dan Baker , Senior User Experience Consultant, Precedent Communications	3.2: Is Your Elephant Shy? Tim Elleston , Director, Digital Balance
12.15pm - 12.45pm	1.3: Corporate Sponsors or Corporate Partner? Vanessa Bradshaw , Industry Supervisor, ARC Linkage Grant / ECU Breast Cancer Click.	2.3: The Good, The Bad and The Ugly of Social Media. Roger Blow , Senior Associate, Gadens	3.3: A Comparative Study of Students' Perceptions for On and Off-shore Service Providers. Katherine Mizerski , Senior Lecturer, Edith Cowan University
12.45pm - 2.00pm	<i>Expert Guide</i> Sit Down Lunch (expertguide.com.au)		Banquet Hall
12.45pm - 2.00pm	Strategy Round Table Working Lunch with Tricia King For Senior / Developing Practitioners & Managers.		Formal Dining Room

2.00pm - 3.00pm	PLENARY SESSION			Theatre Auditorium
	<p>'X-ray Specs for Marketers'</p> <p>What does it really take for universities to connect, engage and retain their markets?</p> <p>Find out from three advertising agency types who regularly delve inside the minds of consumers, and find all sorts of weird and wonderful insights.</p>	<p>Mike Edmonds, Co-founder, Meerkats Taryn Payne, Account Director, The Brand Agency Bart Hodgen, Strategic Planner, 303 Group Ronnie Duncan, Head of Planning, Meerkats</p> <p>Mike Edmonds, co-founder of the brand leadership agency, Meerkats, will introduce three speakers with deep experience of successful branded communication strategies and the university sector. Taryn Payne, Account Director at The Brand Agency, will start the ball rolling by talking about audience connection. Bart Hodgen, Strategic Planner for 303 Group, will address how to engage audiences and finally Ronnie Duncan, Head of Planning at Meerkats, will discuss different ideas for retention.</p> <p>The speakers will draw upon seminal examples and case studies from the wide world of marketing, and draw implications for the Australian university sector.</p> <p>Following their short presentations, Mike Edmonds will invite you to challenge our three panellists with those tricky questions you've always wanted to ask about university marketing or the mysteries of advertising but never had the chance.</p>		
3.00pm - 3.30pm	CONCURRENT SESSIONS 4 - 7			
	<p>Session 4.1 Development Seminar Room 1 Chair: Narelle Molloy</p> 	<p>Session 5.1 Marketing Case Study Room Chair: Sarah Ansell</p> 	<p>Session 6.1 Marketing Theatre Auditorium Chair: Michael Hartmann</p> 	<p>Session 7.1 Communications Seminar Room 2 Chair: Julia Nicol</p> 
	<p>4.1: Give and Take: The views of Donors and Recipients in a study of Philanthropy in Western Australia.</p> <p>Prof Margaret Seares, Emeritus Professor, The University of Western Australia</p>	<p>5.1: Branding is Experience – are you up to Scratch?</p> <p>Nick Leigh, Associate Director, Digital Media Unit, Curtin University</p>	<p>6.1: Do You Want An App With That? Implications of Technological Change for Universities.</p> <p>Tim Winkler, Director, Twig Marketing</p>	<p>7.1: Driving Internal Communications – Engagement not just Satisfaction.</p> <p>John LeCras, Director, John LeCras & Associates</p>
3.30pm - 4.00pm	Afternoon Tea Break			Banquet Hall
4.00pm - 5.00pm	PLENARY SESSION		Chair: Dr Lianne Cretney-Barnes	Theatre Auditorium
4.00pm - 4.45pm	Keynote Speaker 4	<p>'Creativity, Idea Generation, Leadership, Cultural Change and Innovation'.</p> <p>Todd Sampson, Star of ABC's hit TV show 'The Gruen Transfer' and CEO of Leo Burnett, Creative Advertising Agency</p>		
4.45pm - 5.00pm	Review of the Day	Presented by Dr Lianne Cretney-Barnes		
5.30pm - 7.30pm	Welcome Reception			Banquet Hall

Conference Program: Day 2

Thursday 22 September 2011

7.30am - 2.00pm	Registration Open	Banquet Hall Foyer	
7.30am - 8.45am	<p>Strategy Round Table Working Breakfast For Senior/Developing Practitioners & Managers.</p> <p>'Aligning International and Domestic Marketing Strategies for Clearer and more Functional Campaigns and Vehicles'.</p> <p>Suzanne Schick, Director, Marketing, CQ University Australia</p>	Formal Dining Room	
9.00am - 10.30am	PLENARY SESSION	Theatre Auditorium	
9.00am - 9.10am	<p>Conference Welcome</p> <p>Master of Ceremonies – Dr Lianne Cretney-Barnes</p>		
9.10am - 9.40am	<p>Keynote Speaker 5</p> <p>'Recruiting Domestic Students in 2012 and Beyond; What Does the Smart Recruiter Need not Know?'</p> <p>David Harrington, Managing Director, Hobsons Asia Pacific & Robert Lawrence, Director, Prospect Research & Marketing</p>		
9.40am - 10.10am	<p>Keynote Speaker 6</p> <p>'Higher Education sector and the concept of the Omniversity'.</p> <p>Professor Stephen Parker Vice Chancellor and President of The University of Canberra</p>		
10.10am - 10.30am	Morning Tea Break	Banquet Hall	
10.30am - 12.30pm	CONCURRENT SESSIONS 8 - 10		
	<p>Session 8.1 - 8.4 Marketing/Development Seminar Room 1 Chair: Rhys Stacker</p> 	<p>Session 9.1 - 9.4 Communications Case Study Room Chair: Julia Nicol</p> 	<p>Session 10.1 - 10.4 Marketing Theatre Auditorium Chair: Susanna Wills-Johnson</p> 
10.30am - 11.00am	<p>8.1: Community Engagement: a Partnership Between Marketing and Academic Functions.</p> <p>Leonardo Snyman, Marketing & Community Engagement Manager, University of Johannesburg</p>	<p>9.1: Headlines, Deadlines and the Real World.</p> <p>Mario D'Orazio, Managing Director, Channel 7 Perth</p>	<p>10.1: Who Is Spreading The Word In My Social Media Community?</p> <p>Nathalie Collins, Student Recruitment, Edith Cowan University</p>
11.00am - 11.30am	<p>8.2: Building a Brand-driven Organisation: Taking Brand from Marketing and onto the Corporate Table.</p> <p>Helen Moorhead, Associate Director Brand Marketing, Murdoch University</p>	<p>9.2: Making New Friends and Keeping the Old: Communicating Institutional Change.</p> <p>Rachel Schmitt, Marketing Manager – New Courses 2012</p>	<p>10.2: Building a World Class Reputation Through Institutional Marketing.</p> <p>Louise Simpson (Cambridge, UK) Managing Partner, The Knowledge Partnership</p>
11.30am - 12.00nn	<p>8.3: Raising Millions for Your Institution – the Things You Must Know!</p> <p>Brian Holmes, Director, Xponential Philanthropy</p>	<p>9.3: From Pulitzer to #FFS: How to tell your story in 100 Characters or Less in the Social Media Age.</p> <p>Ruth Callaghan, Partner, Virago Media</p>	<p>10.3: Compass – Finding Your Way to Higher Education.</p> <p>Louise Atkins, Manager, School Programs & Undergraduate Recruitment, The Natural Sciences, University of Sydney</p>
12.00nn - 12.30pm	<p>8.4: Application Management as a Marketing and Recruitment Tool.</p> <p>Janelle Hansen, Associate Director, National Recruitment Swinburne University of Technology Co-presenters: Steven Johnston and Dianne Ruddell</p>	<p>9.4: Emerging Trends in Corporate Stakeholder Engagement.</p> <p>Marie Louise Sinclair, Principal, Sinclair Management Consulting</p>	<p>10.4: Taking Research to Market.</p> <p>Jas Chambers, Director - Marketing, Communications & International Relations, University of Sydney & Michaela James, University of Sydney</p>

12.30pm - 2.00pm	Sit Down Lunch	Chair: Mr Michael Hartmann	Banquet Hall
12.30pm - 2.00pm	Keynote Speaker 7	<i>'Leveraging International Education as a Public Diplomacy Tool and Using Digital Tools and Services to Improve Engagement and Distribution of Information to Students'.</i> Larry Anderson , Co-founder, Director & Public Officer Think Before Limited Please note: Reserved tables will be allocated for Senior Strategy delegates.	
2.00pm prompt 2.30pm - 5.00pm (approx)	WORKSHOP SESSIONS 11 - 15	Transfers to Western Australian universities (own transport or coaches provided)	
	Session 11 Curtin University Session Title: <i>Partnering for the Future.</i>	A number of Australian industries are facing serious skills shortages, and universities are charged with delivering job-ready graduates to all sectors of the economy to address this need. This presents significant opportunities for universities to create innovative partnerships with government, industry and other education providers. A series of panel discussions with leading industry representatives and university staff will explore how these partnerships can benefit students, universities, and industry.	
	Session 12 Edith Cowan University Session Title: <i>Authenticity in Equity Group Recruitment.</i>	Authenticity in marketing has been touted as the new reality and a means by which consumers determine value and sometimes prestige. Authenticity is the centrepiece of this presentation. When marketing to and recruiting future students from equity group populations, how can authenticity create perceptions of value amongst groups for which a university education is not necessarily perceived as having value? This presentation will appeal to marketers and recruiters seeking their organisations edge in the marketplace when interacting with and engaging audiences from equity groups.	
	Session 13 Murdoch University Session Title: <i>Identifying the Value Benefit in Social Media.</i>	"Don't hire a social media expert if they believe social media activity = strategy. Here's a hint: if replacing 'create Facebook fan page' with 'mow the lawn', and 'set up Twitter ID,' with 'pick up milk,' leaves you with a perfectly good list of weekend chores, it's not a strategy." (Pauline Ores, eConsultancy) Know how and where social media adds value to your communications strategy. We'll look at the basic social media principles, understanding who you're talking to (social techno graphics), the 'content is King' principle, and how to create your brand's social media profile. This workshop will appeal to those who want to create an overarching purpose and approach for using social media as part of their communications mix to drive longer term value from the social evolution.	
	Session 14 The University of Notre Dame Session Title: <i>Who's Looking After You While You Are Looking After Everyone Else?</i>	Marketing, development and communications specialists are renowned for being high energy, "people" persons who possess can do attitudes and a way of engaging individuals from all walks of life. Back-to-back after-hours events, numerous stakeholder engagements or line management responsibilities can lead to you being at the bottom of the priority list. How do you negotiate work/life balance? How do you give your portfolio the time and effort it needs without burning out in the process? This presentation will motivate and inspire you as you negotiate the complexities of a demanding work environment.	
	Session 15 The University Western Australia Session Title: <i>From Prospect to Partner – Developing Mutually Beneficial Relationships.</i>	This interactive workshop will explore strategies for building productive and mutually beneficial partnerships between organisations/institutions and their constituencies. When does a relationship begin and how do we ensure it endures? Creating and building a culture of philanthropy – an art or science? Who should be involved and where does the responsibility lie? The discussion is likely to benefit alumni and development professionals as well as administrators. It presents an opportunity to take time out to think through a few fundamentals.	
5.00pm - 5.30pm	Return Transfers (transport returns to The University of Western Australia)		
7.00pm for 7.30pm start until 11.00pm	Conference Connect-Engage-Retain Dinner	Hyatt Regency, Grand Ballroom Fine wine, food, entertainment and great company.	

Conference Program: Day 3

Friday 23 September 2011			
8.00am - 1.30pm	Registration Open		Banquet Hall Foyer
9.00am - 9.45am	PLENARY SESSION	Chair: Dr Lianne Cretney-Barnes	Theatre Auditorium
9.00am - 9.45am	Keynote Speaker 8	<i>'Crisis Prevention for Reputation Management'</i> Dr Tony Jaques, Managing Director, Issues Outcomes P/ L, Sessional Lecturer and Senior Research Associate, RMIT	
9.45am - 10.15am	Morning Tea Break		Banquet Hall
10.15am - 11.00am	Crisis Communications Panel Theatre Auditorium	<i>'When Facing a Crisis – Never Lie. The Perrier Benzene Crisis'</i> Dr Tony Jaques, Managing Director, Issues Outcomes P/L, Sessional Lecturer and Senior Research Associate, RMIT <i>'Crisis Communications During a Flood Event'</i> Kathy Grube, Communications Officer, University of Queensland <i>'Are you Ready – Connecting with your Own During Disaster'</i> Donnella Aitken-Ferguson, Marketing Coordinator, University of Otago	
11.00am - 11.30am	CONCURRENT SESSIONS 16 - 18		
	Concurrent Session 16.1 Development Seminar Room 1 Chair: Elizabeth Beal	Concurrent Session 17.1 Communications Case Study Room Chair: Narelle Molloy	Concurrent Session 18.1 Marketing Theatre Auditorium Chair: Jasmine Chambers
	<i>16.1: The New Culture of Organisational Philanthropy.</i> Peter Fletcher, Senior Consultant, Xponential Philanthropy	<i>17.1: The Brave New World of Online Alumni Magazines – Early Indicators of Best Practice.</i> Cameron Pegg, Senior Communications Officer/Editor, University of Queensland	<i>18.1: When Does Marketing Stop? Recognising The Stages Of The Student Lifecycle.</i> Kristl Mauropoulos, Manager, Public Programs & Postgraduate Recruitment, University of Sydney
11.30am - 12.30pm	PLENARY SESSION	Chair: Dr Lianne Cretney-Barnes	Theatre Auditorium
11.30am - 12.15pm	Keynote Speaker 9	<i>'What is the Brain Telling us About Commitment'</i> Dr Jan Hofmeyr, Global Director of Innovation for Brand & Communications Research Synovate	
12.15pm - 12.30pm	Conference Review / Close	Presented by Dr Lianne Cretney-Barnes	
12.30pm - 13.30pm	Closing Network Lunch		Banquet Hall

PROGRAM DISCLAIMER: The speakers, topics and times are correct at the time of publishing. However, in the event of unforeseen circumstances, the organisers reserve the right to alter or delete items from the Conference Program.

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