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PRIA National Conference

COMMUNICATION INNOVATION

2016

14th - 15th November
Four Points by Sheraton, Sydney



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Want to know more contact **Asha Oberoi**

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 **isentia**

Welcome

We are proud to present a diverse line-up of communication experts who represent innovation in communication from many perspectives.



As the new CEO of PRIA I'm delighted to have the opportunity to meet the wonderful professional communicators attending this year's conference and talk with you about the future of our industry.



Your thinking will be challenged by global and local leaders, your appreciation of your colleagues expertise will be enhanced, and your professional networks will expand at Communication Innovation 2016.

Communication Innovation can be interpreted in many ways. As you absorb the information presented to you, think about what innovation means to you and your organisation and why innovation is essential in order to thrive in this disrupted industry – not just survive.

Do you need to innovate to feed your creativity? Are you innovating because of budget constraints? Is innovation a Government directive? Are you looking at technology to innovate? Or something else entirely...

How you interpret, and then practically transfer the knowledge you gain at Communication Innovation is entirely up to you. It's a great opportunity to learn about other industries which will hopefully equip you with the tools you need to transform your communication programs, and potentially society, nay – the world!

We hope you enjoy the conference as much as we enjoyed curating the content for you and we look forward to connecting with and supporting you in your career journey.

Jenny Muir | FPRIA
PRIA National President

I truly believe communication professionals have a critically important role to play in today's society. We are key influencers in politics, economics, business, community and cultural change.

Our industry is experiencing unprecedented change, particularly with the impact and application of digital technology, merging media landscapes and changing expectations.

As we all know, Innovation is the successful application of new ideas - but what does this mean in the context of public relations and communication? Communication Innovation 2016 will help answer this question.

The PRIA is here to support our members through professional development and to strengthen the industry by championing and influencing change that supports organisations through partnerships, policy development and various other initiatives.

Transformational change has begun at the PRIA, the fruits of which will start to bear in early 2017, so to all our members – watch this space. To our non-members – now is the time to get on board and be part of something special.

Together, we will build a stronger PRIA, and create a more collegiate public relations and communication industry.

Anne Howard | MPRIA
Chief Executive Officer

Your MC



Richard Morecroft is best known for his two decades as the 7 o'clock news presenter for ABC Television.

Before moving to Sydney in 1982, Richard was presenter of the current affairs programme Nationwide in South Australia, conducting a wide range of studio interviews as well as making film reports.

In addition to his role in news and current affairs, Richard was frequently involved in other national broadcasting projects, covering a range from radio and TV educational programmes to election-night specials. Richard is particularly remembered for his years as host of the programme watched by every schoolchild in the country, Behind the News - BTN.

Richard has always had a strong interest in wildlife and the environment and for several years hosted Richard Morecroft Goes Wild! - a weekly national wildlife programme for the ABC. Richard was involved with the production of several films through the ABC's Natural History Unit, one of which, Raising Archie, about a young flying-fox, won two ATOM awards. Richard has also narrated numerous other wildlife documentaries. He has been a long-time trustee of the World-wide Fund for Nature (WWF), is a patron of WIRES (the Wildlife Information and Rescue Service), a Governor of the Taronga Foundation and one of the Directors of the Zoological Parks Board of NSW.

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Program

Day One

Monday 14th November

8:45am 30 mins	Welcome & opening remarks Uncle Allen Madden, <i>Gadigal Elder</i> Jenny Muir, <i>PRIA National President</i> Richard Morecroft, <i>Television Presenter (MC)</i>	
9:15am 70 mins	Brain, behaviour, story: where a gruesome head wound meets the Vulcan Mind Meld to reveal the most effective way to craft mind-changing narratives Christopher Graves, <i>Global Chairman, Ogilvy Public Relations (USA)</i>	
10:25am 40 mins	The ABC's innovative approach to digital transformation Louise O'Donnell, <i>Head of Strategy, ABC Digital Network, ABC</i>	
11:05am 25 mins	Morning tea	
11:30am 40 mins	Campaigning for change – the power of innovative collaboration // Maritime 4 Marcia Balzer, <i>National Public Affairs Manager, Australian Veterinary Association</i>	Building your own career plan // Maritime 2-3 Anthony Lowe, <i>Director, Roxburgh Group</i>
12:15pm 40 mins	Treasure, measure, walk and talk // Maritime 4 Kris Laurie, <i>Manager of Nobel Laureates</i> Marie Howarth, <i>Managing Consultant, Mills Wilson</i>	Channels vs approach // Maritime 2-3 David Hawkins, <i>Managing Director, Socom</i>
12:55pm 50 mins	Lunch	
1:45pm 40 mins	Challenges and innovations in science communication // Maritime 4 Bernie Hobbs, <i>Broadcaster/Writer, ABC Science & Radio National</i> Dr Rod Lamberts, <i>Deputy Director, CPAS</i> Alvin Stone, <i>Media and Communications Manager, ARC Centre of Excellence for Climate Change Studies</i> Dr Sarah Perkins Kirkpatrick, <i>ARC DECRA Fellow, Climate Change Research Centre</i>	Research, measurement and evaluation – where to from here? // Maritime 2-3 Carol Moore, <i>Principal, Moore Public Relations</i> Khali Sakkas, <i>Chief Executive, Insights, Isentia</i> Peter Lewis, <i>Executive Director, Essential</i>
2:30pm 40 mins	New thoughts on diversity // Maritime 4 Richard Brett, <i>Group Managing Director, Consumer, Ogilvy Public Relations</i>	Copyright law in the world of imagery // Maritime 2-3 Natasha Cywinski, <i>Associate Corporate Counsel, Getty Images</i>
3:10pm 25 mins	Afternoon Tea	
3:35pm 40 mins	Vivid: Driving the visitor economy Allison Lee, <i>Director, Media and PR, Destination NSW</i>	
4:15pm 40 mins	Mugged by reality Graeme Dobell, <i>Journalist Fellow, Australian Strategic Policy Institute</i>	
4:55pm 5 mins	Closing remarks Richard Morecroft, <i>Television Presenter (MC)</i>	
5:15pm 30 mins	Annual General Meeting [Members only] // Maritime 2-3	
7:00pm	Golden Target Awards Gala Dinner (optional)	



Day Two

Tuesday 15th November

8:45am 15 mins	Welcome & opening remarks Richard Morecroft, <i>Television Presenter (MC)</i>	
9:00am 40 mins	Come the revolution! Jane Caro, <i>Social commentator, writer and lecturer</i>	
9:40am 40 mins	We have skin in the game... creating safe and civil online communities Jenna Price, <i>Journalist/Academic, University of Technology Sydney</i> Prof Jane Burns, <i>Professor of Innovation and Industry, University of Sydney</i> Lewis Shields, <i>Managing Director, Touch Creative</i> Jane Caro, <i>Social commentator, writer and lecturer</i>	
10:20am 30 mins	Morning tea	
10:50am 40 mins	From the digital age to the experience age James Wright, <i>Group COO, Havas Worldwide Australia and Managing Director, Red Agency & Havas PR APAC</i>	
11:35pm 40 mins	How diverse is the Australian PR and Communication industry? // Maritime 4 Susan Redden Makatoa, <i>Group Managing Director, Corporate, Ogilvy Public Relations</i> David Dunn, <i>Account Manager, Howorth</i>	Public Relations and Entrepreneurship // Maritime 2-3 Prita Kemal Gani, <i>President, ASEAN Public Relations Network, Founder and Director, London School of PR</i>
12:15pm 60 mins	Lunch	
1:15pm 40 mins	Behind the scenes of Pedestrian.TV and how to work within the new media landscape // Maritime 4 Chris Wirasinha, <i>Co-founder, Pedestrian.TV</i>	Overcoming propaganda // Maritime 2-3 Amanda McKenzie, <i>CEO, Climate Council</i>
2:00pm 40 mins	Revolutionising your internal communications Andrew Hall, <i>Executive General Manager, Corporate Affairs, Commonwealth Bank</i>	
2:40pm 30 mins	Afternoon Tea	
3:10pm 40 mins	Cutting through in a fragmented media market Andrew McGinnes, <i>Executive Manager of Corporate Affairs, Qantas Group</i>	
3:50pm 40 mins	Award winning lessons from Europe Anders Hult, <i>Partner, Prime (Sweden)</i>	
4:30pm 5 mins	Closing remarks Richard Morecroft, <i>Television Presenter (MC)</i> Jenny Muir, <i>PRIA National President</i>	
5:30pm	Networking @ The Port, Darling Harbour Free to attend for conference attendees, and guests	



Awards

This year Australia's highest accolade for the PR and Communication profession – the Golden Target awards celebrates its 40th Anniversary.



The PRIA would like to thank everyone involved in the rigorous multi-level judging process, as well of course our extraordinary State/Territory and National entrants.

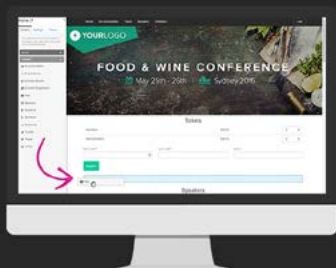
The Golden Target Awards will continue to recognise the outstanding achievements of our industry in 2017 and beyond.

Be sure to put your best foot forward when entries for the 2017 awards open early next year.

golden target awards



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About the Public Relations Institute of Australia

The Public Relations Institute of Australia (PRIA) is the national industry body for public relations and communication professionals in Australia. PRIA represents and provides professional support and recognition to over 4,000 practitioners and more than 100 consultancies nationwide.

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