



Delivering The New PR – How Blogs, Podcasts and RSS Can Work For You
One Day Conference

Venue: Lancashire County Cricket Club, Talbot Road, Old Trafford, Manchester

Date: Wednesday 15 February 2006

The way that we communicate is changing – and changing fast.

Web logs, newsfeeds, blogs and podcasts create both opportunities and threats that communications professionals simply cannot ignore. The University of Sunderland is bringing a groundbreaking conference to Manchester which will give you the knowledge and skills to react, respond and participate in these fast emerging technologies.

Blogs or weblogs (simple, flexible, easily updated websites) – offer huge opportunities for internal and external communications. They've been adopted by major players such as Microsoft and General Motors and are increasingly being used by public sector organisations and small businesses. Some welcome the opportunities for genuine two-way dialogue with customers and clients; others fear the implications of un-policed commentators attacking their products and services on a world stage.

RSS news feeds allow users to have news and features of their choice delivered to their computers as soon as items of interest appear on the web. Not all websites currently feature RSS but it is growing rapidly in popularity, particularly amongst media outlets such as the BBC, Guardian and CNN as well as retailers including Tesco. This conference will consider how PRs can adapt to ensure they continue to communicate with target audiences who will become increasingly selective.

Podcasts are digital audio files which are downloaded to an MP3 player or listened to direct from your PC. Podcasts are revolutionising audio broadcast communications, currently there are over 20,000 podcasts with approximately 8 – 10 million regular listeners. BMW, IBM and Virgin Atlantic all deliver regular podcasts and have recognised the role that Podcasts will play in the future of corporate communications.

The conference features a roster of highly renowned speakers who are experts in their fields and are at the cutting edge of these new communications practices.

Speakers include:

Tom Murphy – Tom looks after PR and Community Affairs for Microsoft in Ireland, prior to this Tom spent 14 years providing PR counsel to technology companies across Europe and North America. He has worked in both agency and in-house roles with a range of companies including BEA Systems, Gateway and Intel. Tom is the author of PR Opinions at www.natterjackpr.com a blog which covers the challenges facing PR and marketing professionals.

Elizabeth Albrycht – Elizabeth is an independent communications consultant and 15 year veteran of high technology public relations practice. She has authored articles on blogging, RSS and other new tools for PRSA's Tactics magazine, the IABC's CW Bulletin and the New Communications Blogzine. Elizabeth blogs about PR and corporate communications at CorporatePR <http://ringblog.typepad.com/corporatepr/> and is the editor of Future Tense, a Corante blog that explores the future of work.

Neville Hobson, ABC - Neville is a communicator, blogger and podcaster and one of the leading European early adopters and influencers in new-media communication for business. He blogs daily at NevOn (www.nevon.net) with commentary and opinion on business communication and technology, and co-presents For Immediate Release: The Hobson & Holtz Report (www.forimmediaterelease.biz), a twice-weekly business podcast at the intersection of online communication, business and technology.

Philip Young - Philip is a Senior Lecturer in public relations and journalism at the University Of Sunderland, specialising in media ethics. Prior to joining the university he ran a highly successful PR agency and was an award-winning journalist with two major regional newspapers. Philip runs

the Mediations weblog (<http://publicsphere.typepad.com/mediations>) and has written widely on new communications.

Chris Rushton - Chris is Head of Public Relations & Journalism at the University of Sunderland. He is also chief examiner for the Chartered Institute of Public Relations' Advanced Certificate. Prior to joining the university, Chris was managing director of a national PR agency, specializing in corporate and financial PR. In addition, he has had a successful career in journalism, including seven years as an award-winning editor of one of the UK's largest regional newspapers.

Stuart Bruce - Stuart is a founding partner of Bruce Marshall Associates, a PR consultancy based in Leeds and London. Before starting his own business in 1998 he was responsible for UK public relations and public affairs for Grant Thornton, one of the world's largest accountants.. Stuart has blogged since early 2003 and his business blog is at www.stuartbruce.info

Conference delegates will leave with practical information that provides tangible, deliverable business/organisational benefits including :

- Awareness of potential opportunities/threats of web logs for public and private sector PR teams.
- Access to the latest, comprehensive research into how newsrooms want and use PR - sourced information.

The conference is open to all communications professionals and will be equally relevant to practitioners in the public, voluntary and private sectors. Although conference themes and materials will include hands-on practical information, sessions are aimed at decision-makers with a strategic overview.

The event is being held between 10am – 4pm on Wednesday 15th February 2006 at the Lancashire County Cricket Club, Old Trafford Manchester and will include lunch and refreshments. Free parking is available for all delegates.

We are delighted to offer a discount to CIPR members. Delegate tickets are £125 + Vat for CIPR Members and £145 + Vat for non-members. We expect very strong interest in this event and places are strictly limited so delegates are advised to book as soon as possible. For further

information or to book your tickets please contact Nicky Wake at Don't Panic on 01706 828855 or by e-mail nicky@dontpanicprojects.com. Tickets can also be booked on line at www.dontpanicprojects.com/booking.htm