



## Creating value through social media

### **A one day conference on Social Media at the Marriott Hotel, Gosforth Park, Newcastle, 9.30am – 4.30pm, Tuesday 27 March 2007**

Social media is revolutionising the way we communicate. Blogs, podcasts and RSS newsfeeds create both opportunities and threats that communications professionals simply cannot ignore. Following last year's highly successful **Delivering the New PR** conferences, the University of Sunderland is launching the first of its groundbreaking **2.0 series events** in Newcastle, giving you the knowledge and skills to react, respond and profit from these fast-emerging technologies.

Driven by cutting edge case study research **Delivering the New PR 2.0** will show PRs how to succeed in a marketplace which gives audiences more control over messages and reputations than ever before. Internationally renowned speakers including Tom Murphy of Microsoft, Neville Hobson and Stuart Bruce will join University of Sunderland researchers to set out the challenges and opportunities presented by the new social media channels.

The **all-new content** will reflect the rapid growth and significance of the 'New PR' and include dedicated sessions on blogging in business, public and voluntary sector applications, integrating social media into communication strategies, media law, and measurement and ROI. Aimed at experts and newcomers alike, **Delivering the New PR 2.0** will feature critical case studies showing who the winners and losers are in social media – and giving practical advice that will directly benefit your organisation. Tangible, deliverable business/organisational benefits will include:

- Awareness of potential opportunities/threats of weblogs for public and private sector PR teams.
- Advice on how blogs and podcasts can be used to enhance your public relations strategies.
- An in-depth overview of the ethics of social media and the legal implications of managing your online reputation

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 primarily aimed at decision-makers with a strategic overview.

**Delegate tickets are £195 + Vat for CIPR Members and charities and £250 + Vat for non-members.**

For further information or to book your tickets please contact Andrew at Don't Panic on 01706 828855 or e-mail [andrew@dontpanicprojects.com](mailto:andrew@dontpanicprojects.com) You can also book online at [www.dontpanicprojects.com/booking.htm](http://www.dontpanicprojects.com/booking.htm)

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