



Making the news – Blogging, Really Simple Syndication and the New PR

Venue: Media Centre, St Peter's Campus, University of Sunderland

Date: Friday November 18 2005

“No-one is sure how blogging will change the corporate communications business, but there is a view that companies should get involved – and now.” – *Financial Times*, July 15 2005.

The University of Sunderland is holding a one day conference on Friday 18 November 2005 to provide an insight into the new opportunities for PR professionals arising from the online digital revolution.

Blogs, Really Simple Syndication (RSS) and other innovations are changing the way journalists and the public receive and filter information and therefore awareness of these new channels is essential for everyone working in PR communications.

Blogs or web logs (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.

Every communications professional knows that most news releases are ignored or discarded. The format used to send the information has a significant bearing on the chances of publication, according to new research from the University of Sunderland. Do you post releases, send out web links or attach Word documents? An in-depth study shows why editors prefer some formats and hate others.

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.
- A copy of the University of Sunderland 'Style Guide for PR writers' delivered on CD for unlimited users.

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 9.30am – 3pm on Friday the 18 November 2005 at the Media Centre; St Peter's Campus, University of Sunderland and will include lunch and refreshments. Free parking is also provided for all delegates.

Conference Programme

09:30 **Coffee & registration**

10:00 **Welcome** – Tony Bradley, president–elect Chartered Institute of Public Relations (CIPR)

10:15 **Keynote** – Tom Murphy, author of PR Opinions and leading weblog commentator (www.natterjackpr.com)

- 11:00** **How web logs are changing PR** – A practical guide to help technophobes to recognise the opportunities and see the dangers of the fast emerging field of blogging – Philip Young, University of Sunderland.
- 11:30** **How to get newsrooms to notice PR** – Exclusive access to indepth research into how North East newsrooms decide which press releases to use and how they rate agencies against in-house teams – Chris Rushton, University of Sunderland
- 12:30** **Monitoring, evaluation and networking in the new PR** - Elizabeth Albrycht, of Blogging Planet,
- 13:00** **Lunch**
- 14:00** **Why style matters** - How to ensure your team speaks with one voice and in a way that the media understands – Philip Young, University of Sunderland
- 14:30** **Blogs in business** – Case studies of blogs, building business and awareness - Stuart Bruce, Bruce Marshall Associates
- 15:00** Speaker to be confirmed
- 15:30** **Closing remarks**

We are delighted to offer a discount to CIPR members. Delegate tickets are £75 + VAT for CIPR members, £95 + VAT for non-members. We expect strong interest in this event and places are strictly limited so delegates are advised to book as soon as possible. For further details or to book your place please call Nicky Wake at Don't Panic Projects Ltd on 01706 828855 or e-mail nicky@dontpanicprojects.com

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