

BLOGGING SOCIAL NETWORKING CITIZEN JOURNALISM  
TWITTER PODCASTS VIRAL SEO/WEBSITES ONLINE VIDEO

# PR & New Media In Practice

Connect & Engage With Today's Online Journalists & Opinion Formers To Ensure Your PR Campaigns Gain Maximum Coverage With Minimum Risk



Robin O'Kelly  
Head of Corporate Affairs  
**T-Mobile UK**



Stuart Handley, Director  
of Communications EMEA  
**Dell**



DJ Collins  
Director, Communications  
and Public Affairs, EMEA  
**Google**



William Ostrom, Director  
of Communications  
**118 118**



Katie Sheppard  
Head of Relationships  
**Match.com**



Rob Salmon, Marketing  
Communications Partner  
**Coors Brewers**



Dominic Burch, Head of  
Corporate Communications  
and New Media  
**Asda**



Derek Draper, Editor of  
**labourlist.org**  
and Psychotherapist with  
**diy-therapy.com**



Lucia Adams  
Web Development Editor  
**Times Online**



Marcus Warren  
Editor  
**Telegraph.co.uk**



Michael Pranikoff  
Director, Emerging Media  
**PR Newswire**



Will McInnes  
Managing Director  
**NixonMcInnes**



Sara Ashton, Web and  
New Media Manager  
**Amnesty International UK**



Doug Wills, Managing Editor  
**The Evening Standard**  
and **London Lite**



Jon Gripton  
News Editor  
**Sky News Online**



Chaired By:  
Paul Simmons  
Regional General Manager - UK  
**easyJet Airline Company Ltd**

## Introducing 2009's Exciting, Practical & Interactive Format:

- 1 Blogger outreach:** still the Holy Grail? Get inside the minds of bloggers and citizen journalists to know what, where, when, and why they choose to post and report
- 2 Practical step-by-step guide to using social networks and blogs:** get the tone right to ensure your efforts don't end up as an example of 'how not to...'
- 3 The rise of the digital journalist:** adapt your PR media communication methods to ensure your story is making the news on all the right channels
- 4 Social media ROI:** how much time and money should you be investing in new media channels and how can you accurately measure success?

- New to blogging? Sophisticated blogger? Choose the **practical 'how to' session** most relevant to you
- **State Of The Nation's Media** and **Integrated PR Strategy** keynotes – Have your priorities and PR strategy adapted with the times?
- **Online/traditional/citizen journalist panel** – Discover the best ways to communicate with them to increase exposure for your organisation
- Bad news is instant news – Test your ability to manage your brand's reputation online with an **onsite crisis management scenario**
- **Practical snapshots** on the hottest new media channels including: twitter, viral, guerrilla PR, SEO and online video

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