



THOMSON REUTERS™

ALB SOCIAL MEDIA FOR LAWYERS MASTERCLASS 2011

22 September **Sydney** & 23 September **Melbourne**

Thomson Reuters and ALB Masterclass Series are delighted to present a Social Media event for Lawyers focusing on the key elements of social media including consumer interaction, internal expectations, employee engagement and awareness for the potential risk-factors that may arise such as technology and platform changes.

MEET OUR PANEL OF EXPERTS



Sophie Dawson



Damian Damjanovski



Michael Corry



Anita Cade



Belinda Findlay

- Explore best practice scenarios from leading organisations
- Mitigate the potential pitfalls in using social media
- Find out about privacy and defamation risks
- Determine intellectual property protection challenges

**EARLY BIRD
OFFER:**
Book by 22nd
July and
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HOW TO REGISTER

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Sophie Dawson
Partner, Blake Dawson

Sophie is experienced in advising on a range of issues that arise in an online environment, including privacy, defamation and issues arising under Chapter 2 of the Australian Consumer Law. She has advised on a large number of defamation and privacy complaints and disputes, and has also advised a variety of organisations (including media organisations) as to how best to maximise online business opportunities whilst minimising risks. Sophie was also instructing solicitor for the media interveners in the landmark Gutnick High Court decision which dealt with choice of law and choice of forum issues in relation to internet defamation. She is a member of the executive committee of the Communications and Media Lawyers Association. She is a co-author of Thomson's Media & Internet Law & Practice.



Damian Damjanovski
Head of Digital Strategy, Ogilvy & Mather & Adjunct Lecturer, AdSchool

Originally from a corporate background at one of Australia's largest blue chip companies, AMP as an Entrepreneur, Damian's extreme passion for technology, and its practical application in business, communications and creativity, has taken him across to world of advertising. Taking up the role of Digital Strategist at BMF in 2008, Damian was pivotal in developing effective strategic approaches across a broad range of brands, including corporate (Commonwealth Bank, ALDI Supermarkets, MBF, BPay), FMCG and Electronics (LionNathan, RYOBI, Schweppes, Foxtel, Samsung, Fujifilm, OPSM), Federal Government departments (DoHA, DBCDE), and many others. Damian is also a lecturer at The Communication Council's AdSchool, and keeps himself regularly involved in industry events as a speaker and panellist. In early 2010 Damian moved to Ogilvy and Mather for the opportunity to spread his wings and work side-by-side with awarded industry creative director Brian Merrifield as Ogilvy's Innovation team.



Anita Cade
Special Counsel, Blake Dawson

Anita Cade has broad experience in intellectual property law, and communications and media law, focusing on copyright, content, licensing, sponsorship and media regulatory issues.

As part of her practice, Anita drafts and negotiates contractual arrangements relating to social and convergent media and advises clients about the intellectual property and regulatory issues and risks associated with social and convergent media.

Anita also advises clients about commercialising, licensing and protecting intellectual property, including content, across traditional and new media as well as setting up management policies and frameworks to manage it.

Anita has been a member of the executive committee of the Communications and Media Lawyers Association, the Copyright Society of Australia and the Intellectual Property Society of Australia and New Zealand.

Anita has undertaken a number of secondments to key clients of Blake Dawson and brings a commercial and practical approach to the application of her legal skills.



Michael Corry
Online Marketing Specialist, iiNet

Michael oversees online marketing channels and campaign management, with special focus on improving website conversion to reduce reliance on costlier, more traditional sales channels. His media and campaign planning responsibilities involve regular liaison with external agencies at strategic, creative and technical levels. Michael's most recent campaign involvement was as part of the nationwide launch of iiNet's BoB. Michael helped launch iiNet's Twitter, YouTube and Facebook accounts before assisting with the procedures for a new social media team to take the reigns full time. In 2010/11 Michael led a mini lifestyle brand campaign online, in the search for Australia's TopGeek. The competition elicited significant amounts of positive sentiment online, with the resulting user generated content ranging in the thousands. The competitions final event was streamed live to thousands of viewers and conversation on Twitter saw the Twitter hashtag #topgeek trend first overnight and the next day on Twitter.



Belinda Findlay
Partner, Blake Dawson

Belinda leads an integrated team with legal expertise in all aspects of marketing products, including food labelling, and IP protection and

enforcement in the areas of trade mark, copyright and designs. Her clients include National Foods Limited, Ocean Spray Cranberries, Inc., McCain Foods, Samsung Electronics Co., Ltd, Sony Computer Entertainment Europe Limited, Henley Properties, Corporate Express, Woodside Energy Limited, TRUenergy, Jemena. Belinda has undertaken secondments to Crown Limited as Acting General Counsel and BlueScope Steel Limited as Corporate Counsel for the Australian Manufacturing Markets business.

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SYDNEY & MELBOURNE AGENDA

8:30am Registration & Arrival Coffee

9:45 – 10:30am Social Media uses in Business

It's not just marketing - the variety of uses of SM in business

- Social media and your brand
- Customer service with Social Media
- Integrating social media across different business functions

Damian Damjanovski, Head of Digital Strategy, Ogilvy & Mather & Adjunct Lecturer, AdSchool

Michael Corry, Online Marketing Specialist, iiNet

9:00 – 9:45am Understanding Social Media Basics

The fundamentals of what you need to know

- Platforms & Technology Basics
 - Understanding Consumers in the Space
- Measurement Basics

Damian Damjanovski, Head of Digital Strategy, Ogilvy & Mather & Adjunct Lecturer, AdSchool

10:30 – 11:00am Morning Tea

11:00 – 12:00pm Where others have gone wrong

A look at some interesting case studies where brands have mis-stepped in social media

- Crisis Management
- Consumer expectations

Damian Damjanovski, Head of Digital Strategy, Ogilvy & Mather & Adjunct Lecturer, AdSchool

1:00 – 2:00pm Understanding the brand-user balance

Looking at the needs of the business vs. the needs and wants of the consumer, and where the key risk-points are

- Evaluating needs using the consumer journey
- Prioritising your business objectives
- Identifying risk points for your brand

Damian Damjanovski, Head of Digital Strategy, Ogilvy & Mather & Adjunct Lecturer, AdSchool

12:00 – 1:00pm Lunch

2:00 – 3:00pm Practical analysis of best practice social media in a large organisation

How to plan, engage key stakeholders, understand risks, and respond quickly

- Starting off - developing a game plan
- Picking a team - getting the right people on-board at the right time
- Making it happen - the playbook
- Considerations - the pitfalls to keep a look out for

Damian Damjanovski, Head of Digital Strategy, Ogilvy & Mather & Adjunct Lecturer, AdSchool

Michael Corry, Online Marketing Specialist, iiNet

3:15 – 4:45pm Legal Risks

Understanding and managing risks in any social media strategy

- Privacy and defamation risks arising from the use of the social media;
- Techniques to minimise privacy and defamation risks;
- Intellectual property management and protection issues;
- Issues that you need to be aware of when entering contracts relating to social media marketing.

Sophie Dawson, Partner, Blake Dawson (Sydney & Melbourne)

Anita Cade, Special Counsel, Blake Dawson (Sydney)
Belinda Findlay, Partner, Blake Dawson (Melbourne)

3:00 – 3:15pm Afternoon Tea

4:45pm Masterclass Close

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REGISTRATION

8.30am for a 9:00am start. Registration fee includes all sessions, materials, morning tea, afternoon tea and lunch.

CONFIRMATION

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SYDNEY Social Media Workshop 22 September 2011	EARLY BIRD (Expires 22/7/11)	65849SEB	\$874.00*			
	FULL PRICE	65849SFP	\$1094.00			
MELBOURNE Social Media Workshop 23 August 2011	EARLY BIRD (Expires 22/7/11)	65849VEB	\$874.00*			
	FULL PRICE	65849VFP	\$1094.00			
*EARLY BIRD SPECIAL OFFER: Workshop must be booked and paid before 22 July 2011 for each of the workshops. Not to be used in conjunction with any other offers or discounts. Call 1300 304 195 for details.					Total Amount Payable \$	\$

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