



# mUmBRELLA

Everything under Australia's media & marketing umbrella

## Community Managers Masterclass

**Thursday August 4, 2011**

**Vibe Hotel Sydney, 111 Goulburn Street**

**Price: \$199**

This Mumbrella Masterclass is for anyone keen to understand the role of the Community Manager in managing your brand online. It offers all the practical help and advice you need to get started when you're back at your desk.

**12.30pm Registration and coffee**

**1.00pm Welcome –** [moderator, Kim McKay](#), Director, Klick Communications, [www.klick.com.au](http://www.klick.com.au)

**1.10pm Community management, where do you begin? –** [Nicola Swankie](#), Content and Social Director, TCO  
You keep hearing how, in order to connect with today's consumer, you need to have a two-way conversation with them and start a community around your brand. But with a myriad of networks where do you begin and what do you say? This session will give you the insider view of how social platforms like Facebook, Twitter, Reddit, Flickr, YouTube, Wordpress, Quora, Instagram and Google + work. As well as examples of brands who are using them to engage their consumers – and some who don't. You'll also learn how to measure your success.

**2.00pm There's no need to shout, be social –** [Dan Azzopardi](#), Digital Strategist, Klick Communications  
Social media is just that, social. People don't like being yelled at, nagged to, or bitched towards at the best of times, let alone on a platform which embraces the 'community'. At the crux of all social channels is the idea of conversation. Brands and even personal accounts need to have mass appeal, longevity and provide communications which are engaging and honest. This session will provide you with the keys to craft great communications and create a rewarding relationship with your audience.

**2.50pm Tea/coffee**

**3.10pm Story telling for search and social media –** [Jye Smith](#), Digital Strategist, Weber Shandwick  
An advanced class in understanding the critical relationship between content, community and story-telling and how they drive social media's effect on search engine optimisation and the subsequent impact on reputation and sales.

**4.00pm Case study**

**5.00pm Close**

[CLICK HERE TO BOOK](#)

Focal Attractions Pty Ltd, 126 Abercrombie Street, Chippendale, NSW 2008. ABN: 86 121 918 090



► **For more information contact:**

**Denise Jinks**

Direct: **+61 2 8296 0229**

Email: **[denise@focalattractions.com.au](mailto:denise@focalattractions.com.au)**