



# mUmbRELLA

Everything under Australia's media & marketing umbrella

## Community Managers Masterclass

**Tuesday September 6, 2011**

**Vibe Savoy Hotel, 630 Little Collins Street, Melbourne**

**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](#)**
- 1.10pm Platforms and tools for community management – [Grace Gordon](#), social media manager, Rodeo**  
There's a plethora of social networks available to brands and organisations wishing to build a community around their products. This session will break down the primary benefits and features of each platform, offer best practice and thought-starters and some handy tips and tools around building and managing your community.
- 2.00pm Value exchange – [Tim Evans](#), digital strategy director, Ogilvy Group Melbourne**  
Demonstrating ROI in social media is a pain point for many marketers and agencies, but consumer's ROI is frequently left out of the equation. This session will discuss how participants can measure return on effort in this space.
- 2.50pm Tea/coffee**
- 3:20pm Tips for social media crises management – [Andy Cronin](#), community manager, Visual Jazz**  
This session will examine case studies on how different community managers have/should've approached social media crises and provides general tools, approaches and considerations for community managers in dealing with trolls, negative comments and social media disasters that we occasionally read about on Mumbrella
- 4.10pm Case study – [Bryony Cole](#), enterprise relationship manager, Yammer Inc.**
- 4.50pm Closing remarks**
- 5.00pm Close**

**TO BOOK NOW**

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