



**SOCIAL MEDIA WORKSHOP**  
**THE MOST POWERFUL WEAPON**  
**IN OUR PUBLIC RELATIONS ARSENAL**  
**OCTOBER 30, 2016 THROUGH NOVEMBER 1, 2016**

**MARRIOTT TEMPE AT THE BUTTES**  
**2000 W WESTCOURT WAY**  
**TEMPE, ARIZONA - USA**

**PROGRAM OF EVENTS**

**Sunday, 30 October 2016**

**12:00-1:00 pm:** Registration, Amphitheatre Foyer

**1:00 pm – 5:00 pm:** A Primer on Social Media – Amphitheater (OPTIONAL)

- what it is
- glossary of common terms
- how/when to use

**7:00 pm – 9:00 pm:** Reception and Dinner at Market Cafe (Partners Welcome)

**Monday, 31 October 2016**

**8:00 am – 9:00 am:** Late Registrations – Amphitheater Foyer

**9:00 am – 12:30 pm:** Morning Session - Amphitheater

Communications guidelines and how they apply to Social Media

- Different media for different messages
- Communicating a difficult message and/or to a hostile audience
- Defining and understanding Target Audiences
- Dealing with criticism, attacks and Crisis Response basics
- Defining realistic and attainable communications objectives
- Advertising, when to resort to paying for results
- Evaluating a campaign's effectiveness

**12:30 pm – 1:30 pm:** Lunch - Kachina Patio

**1:30 pm – 5:00 pm:** Afternoon Session – Amphitheater

- The explosive growth of social media: history and trends
- A look at the future of social media and online communications
- Content awareness building vs. Return on Investment
- Creating a campaign and cross platform campaigns
- Creating audiences
- Targeting: reaching target audience and increasingly likelihood of action
- Mobilizing your champions: how and when
- Identifying trends, messaging, and champions towards building an organic base
- Monitoring conversations, campaigns and trends
- Crisis evaluation: Understanding tools, metrics, and trends in crisis times

**7:00 pm - 9:00 pm:** Dinner at Top of the Rock (Partners Welcome)

## **Tuesday, November 1, 2016**

**9:00 am – 12:00 pm:** Morning Session – Amphitheater

Social Media in Action: Simulations and group exercises.

Participants will be asked to assess a situation and create a campaign from scratch, decide which networks to use based on a pre-set budget and explain how they would monitor progress and/or effectiveness.