

PROGRAMME

Wednesday 29 May, 2013

Chateau on the Park lounge bar – PRINZ hosted networking drinks for delegates 7-8.30pm

Fellows Dinner, The George, 7-11pm

Thursday 30 May, 2013

Hot-desking Tower room with wifi is available to delegates from 8am-5pm

The PRINZ Tweet wall and free conference wifi is sponsored by




7.30-8.30	Registration + Pirate coffee – sponsored by Research First		
8.30-8.40	Mihi Whakatau		
8.40-8.45	Jane Dodd, PRINZ President		
8.45-9.05	Mayor of Christchurch, Bob Parker opens the conference		
Inspiring and enduring – the role and place of PR			
9.15-10	Speaker – David Brain, Edelman		
10-10.30	Morning tea		
Case studies – concurrent sessions			
10.30-11.30	<p>Earthquake theme case studies</p> <ol style="list-style-type: none"> Rory Christie and Kate Pierson, Waimakariri District Council Rebuilding Kaiapoi: Engaging With Our Earthquake Affected Community. Donovan Ryan, Comms advisor for Canterbury District Health Board on Becoming All Right? A wellbeing campaign for Canterbury 	<p>Corporate Communication case studies</p> <ol style="list-style-type: none"> Felicity Price – Felicity Price & Associates, Communication audit for Christchurch City Council Fiona Cassidy, Director Defence Communications Group, New Zealand Defence Force on Social media and community engagement: NZDF focusing on its communities and families 	
Putting it in perspective – leadership in a crisis and beyond			
11.30-12	Speaker – Roger Sutton, Chief Executive, CERA		
12-12.15	Bus trip briefing / picnic lunch collection		
Making it real – communities that endure			
12.15-2.15	Gap Filler tour (limited to 55)	Rebuild Zone tour (limited to 55)	Free time
2-2.45	Afternoon tea		
ASA - #ad – social media - paid vs unpaid			
2.45-3.15	Speaker - Hilary Souter, Chief Executive, Advertising Standards Authority		
The ethical implications for enduring relationships in an era of Big Data			
3.15-3.45	Speaker – Simon Rae, Office of the Privacy Commissioner		
Developments in media law – what you need to know			
3.45-4.30	Speaker - Ursula Cheer, University of Canterbury Media Law Professor		
Building an enduring brand with PR			
4.30-5.00	Speaker – Jax Hamilton, Masterchef 2011 runner up		
5.00	Day one closes		
6-6.15	Meet in lobby for travel to Awards venue		
6.30 - late	Awards – reception and Gala dinner		

Please note: The Awards event is included as a free ticket to delegates registering for the full conference. Tickets are available for separate purchase by non-conference delegates, students, one day conference delegates, friends and partners of awards event attendees at a fixed price. If you are a full conference delegate and unable to attend the awards event for any reason our ticket is not transferable to anyone else, nor is it refundable.

Friday 31 May, 2013

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7.15-7.45	Buffet breakfast for delegates attending the AGM	
7.45-8.30	PRINZ AGM	
8-9.00	Pirate coffee sponsored by Research First	
9-9.10	Pauline Rose, PRINZ President	
Adding to the PR toolbox – visual storytelling		
9.15-10	Speaker – Dave Dunlay, MD of Tandem Studios on The use of video and dynamic content as a communications tool	
10-10.45	Speaker – Martin Coates, Technical Director, BECA on Visualisation – A powerful tool for communicating change	
10.45-11	Morning tea	
The media’s role – enduring the crisis as reporter and resident		
11-12.15	Media panel – Joanna Norris, editor of The Press; Mike Yardley, (formerly Newstalk ZB); Rebecca Macfie, New Zealand Listener; Hamish Clark, TV3; Olivia Carville, junior reporter at The Press	
	Internal culture engagement - competing or collaborating?	Creating enduring relationships from ground zero
12.15-12.45	Annemarie Mora, Communication and Stakeholder Relations Manager, SCIRT	Debbie Barber, General Manager Stakeholder Engagement and Reputation, Earthquake Commission (EQC)
12.45-1.30	Lunch	
	Research that informs enduring relationships	Communicating in a crisis - workshop
1.30-2.15	Speaker – Carl Davidson, Director, Research First on The Seven Deadly Sins of Community Research	1.30-3pm Presenter - Lee Halstead, Public Affairs Manager, Christchurch City Council (Public Information Manager at Civil Defence at the time of February 22 earthquake), and Simon Hayes, Christchurch City Council web editor. Workshop limited to 15 places
2.15-2.45	Speaker – David Schnellenberg, GM New Zealand, iSentia on Media Intelligence during a crisis	
2.45-3.15	Afternoon tea	
The business of enduring relationships and enduring communities		
3.15	Speaker – Sam Johnson, Student Volunteer Army founder	
3.45	Speaker – Arihia Bennett, Chief Executive, Ngai Tahu	
4.15	Speaker – Jim Boulton, Chief Executive, Christchurch International Airport Limited	
5 -5.30	Conference closing drinks hosted by PRINZ	

Visit the conference microsite at <http://prinzconference2013.weebly.com>

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