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Managing risk in social media

Thursday March 1, 2012 – 12pm - 5pm

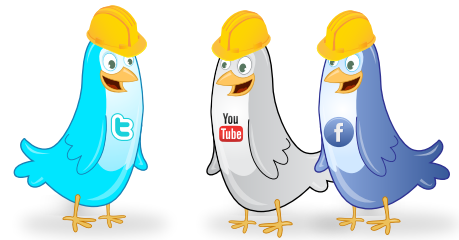
Dockside, Cockle Bay Wharf, Darling Harbour, Sydney

Price: \$299 including light lunch

Risk management has emerged as the single most important consideration for brands operating in social media. This half day session helps develop an understanding of the key considerations including legal, PR and regulatory.

► **Who should attend?**

- » Members of marketing teams whose brands use social media as a marketing tool; marketers whose brands might be discussed on social media
- » Agency staffers responsible for assisting brands on social media strategies; agency staffers - whether from PR, media, digital or creative agencies - responsible for developing and overseeing social media strategies.
- » Community managers



Prof Mark Pearson – Media law

Mark is a journalist, academic and author. He has worked as a section editor of The Australian and been published in the Wall Street Journal and the Far Eastern Economic Review. His fields of expertise are journalism practice and the law of journalism and social media. His latest book, Blogging and tweeting without getting sued, will be released in March.



Stephen Von Muenster – Legal issues

Stephen is an attorney who has specialised in advertising, communications, marketing, promotions and media law since 1995. He is a regular advisor to the Communications Council, the Media Federation of Australia and the Social Media Club Sydney. In 2009, Stephen authored a comprehensive 'Digital Media Guide to Legal Compliance in Australia'.



Julia Cornwell McKean – Regulatory

Described by the media as the Australian Government's 'Chief Spam-Buster', Julia Cornwell McKean has managed the Australian Communications and Media Authority's (the ACMA's) Anti-Spam team for more than three years.

Julia's latest contribution to the fight against spam has been the ACMA's campaign: 'Successful e-marketing; It's about reputation'.



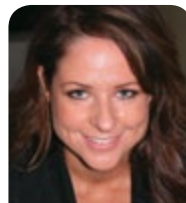
Cathie McGinn – Case studies

Cathie was formerly Strategy Director at media agency Mindshare. Prior to that she was at digital agency Reading Room and before that in search, social media and marketing roles at former Photon Group company Geekdom. Her background is in media planning and production, with specialties including social media, search engine optimisation, film and digital production. She is a co-founder of Social Media Club Sydney and Digital Citizens.



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Kim McKay – Moderator

With more than 15 years' experience in the media and marketing industry, Kim McKay has directed award-winning national and international campaigns. In April 2008, Kim launched Klick Communications. Klick specialises in driving communications through social media channels.

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