

Changing Mindsets

PRINZ Conference
25 – 26 July 2019 // Wellington

#PRConf19



To be leaders not followers, we must draw on our professional skills - a fine balance of strategy, cultural knowledge and communication expertise.

'Changing Mindsets' investigates the role of public relations and communication management professionals as agents of positive change. You'll hear from people who are challenging the status quo, illuminating new perspectives, and flipping problems into opportunities.

Critical thinking and problem solving starts with an open mind.

Programme

Thursday 25 July 2019 – Conference Day One	
9.00 - 9.15	Welcome and opening remarks from Felicity Price FPRINZ, PRINZ President, and Wallace Chapman, Conference MC
9.15 - 9.45	<i>Opening address: TBC</i>
9.45 - 10.15	Carl Davidson, Chief Social Scientist, Research First will run a short workshop demonstrating the behavioural science behind changing mindsets.
10.15 - 10.45	Morning tea
10.45 - 11.15	Karalyn van Deursen, Executive Director of Communications, Canterbury District Health Board , on the crisis response to the Christchurch terror attack.
11.15 – 11.45	Pioneering visual trends forecasting for over 20 years, Getty Images' past predictions have pre-empted visual movements across gender, social consciousness, design, technology, travel and more. Arran Birchenough, Country Director, NZ, Getty Images will be presenting their latest insights and initiatives in Changing Mindsets through content creation.
11.45 - 12.15	Panellists Henare Johnson, Manager Maori Projects, Air New Zealand, Michelle Baguley, Head of Corporate Communications, Spark , and Te Anga Nathan, Head of Content, Te Māngai Pāho , will share stories on how business is embracing te ao Māori and te reo Māori.
12.15 - 12.45	Jackie Clark is the "aunty in charge" of The Aunties , a charity that operates entirely through Facebook and Twitter to provide emotional and financial support for women who are survivors of domestic violence. Jackie will share her personal story and explain why she has changed the way she does her work.
12.45 - 1.45	Lunch
1.45 - 2.15	Jim Macnamara, Distinguished Professor and Head of Discipline, Public Communication, University of Technology Sydney will investigate how organisational listening is holding back

	engagement and causing disengagement and declining trust; and discuss the latest thinking on ways to evaluate your PR and communication work.
2.15 - 2.45	Associate Professor Anna Brown, Director, Toi Āria: Design for Public Good will showcase how Massey University is generating positive social change by putting people who will be most affected at the centre of the discussion. Bringing together policy-makers with members of the community, you promote empathy, equality and collaboration that can change mindsets, and ultimately deliver to a better solution in the long run.
2.45 - 3.15	Community Viewpoints panel
3.15 - 3.45	Afternoon tea
3.45 - 4.15	Kim Young, Suffrage 125 Project Manager will share Suffrage 125 'crowdsourced' a national commemoration festival through community engagement.
4.15 - 4.45	Tracey Spicer, Author, Journalist, TV Presenter spearheaded the #MeToo movement in Australia and has been a driving force to achieve gender balance and gender equality. At 'Changing Mindsets' Tracey will address some of the challenges women face and share her unique experiences with you to inspire and empower you to overcome them.
7.00 - 11.00	PRINZ 2019 Awards Gala Dinner (Parliament Banquet Hall)

Friday 26 July 2019 – Conference Day Two

7.45 - 8.45	OPTIONAL Research First Breakfast
9.00 - 9.15	Welcome and opening remarks from Felicity Price FPRINZ, PRINZ President, and Wallace Chapman, Conference MC
9.15 - 9.45	Greg Cross, Chief Business Officer, Soul Machines on re-imagining how we connect with machines and creating life-like, emotionally responsive artificial humans with personality and character that allow machines to talk to us literally face-to-face.
9.45 - 10.15	Patrick Wagner, Head of Interactive, Weta Workshop will showcase how mixed reality can be integrated into the way organisations communicate with their internal and external stakeholders.
10.15 - 10.45	Morning tea
10.45 - 11.15	A Q&A session with Margaret Stuart, Head of Corporate and External Relations, Nestlé Oceania on reputation and societal issues.
11.15 - 11.45	Be inspired by organisations making a socially positive impact in the world – Board member Brannavan Gnanalingam and Volunteer Jo Boyle, Film for Change Aotearoa; Christine Langdon, CE and co-founder of The Good Registry; Joanna McLeod, Founder of House of Boom.
11.45 - 12.15	Thea Knight, Senior Behavioural Strategist at H+K Smarter will bring behavioural insights to life for communicators and show how empathy can lead to behavioural change.
12.15 - 1.15	Lunch
1.15 - 1.45	Panellists Patrick Reynolds, Deputy Director, Greater Auckland and Urban Auckland, Chris Ford, Fordwrite and Disabled Persons Assembly New Zealand and Laura O'Connell Rapira, Director,

	ActionStation discuss how different advocacy models have been used to positively influence policy.
1.45 - 2.15	Ngairé Crawford, Head of Insights for Isentia New Zealand shares research into what can be learnt from the media's portrayal of different types of leaders, and the impact that this can have on wider media narratives, as well as our own views of a "good leader".
2.15 - 2.45	John Dengate, Collaboration Coach, Twyfords will hold an interactive conversation with Nigel Corry, General Manager, Environment Management Group, Greater Wellington Regional Council on how as a leader you need to challenge your thinking and shift the way your team tackles complex projects through collaboration.
2.45 - 3.15	Afternoon tea
3.15 - 3.45	<i>Closing session - TBC</i>
3.45 - 4.00	WPRF2020 PRIZE Draw Closing remarks from PRINZ President Felicity Price

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