

EXPERIENCE

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CONF  
14

EVOLVE

# PRINZ CONFERENCE 2014 AUCKLAND 29-30 MAY

Join us at the public relations and communication  
management sector event of 2014

**REGISTER BY MONDAY 5 MAY FOR JUST \$1050 (PLUS GST)**

**ENJOY PROFESSIONAL DEVELOPMENT,  
SOCIAL EVENTS AND WORKSHOPS**

VISIT [WWW.PRINZ.ORG.NZ](http://WWW.PRINZ.ORG.NZ) TO BOOK OR CALL 09 358 9808

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# YOU ARE INVITED TO REGISTER FOR THE PROFESSIONAL COMMUNICATORS' CONFERENCE OF THE YEAR, #PRCONF14

Hosted by PRINZ for the public relations and communication management sector, you will Experience, Engage and Evolve' over two days of professional development, and enjoy a varied networking and social programme.

The speaker line up is complemented by the choice of three workshops and each full delegate registration includes a ticket to the 40th Annual PRINZ Awards Gala Dinner.

All delegates are invited to meet some of the speakers the night before conference at the opening drinks and also to stay after conference officially closes for a farewell drink.

The 40th Annual Awards evening is held in the unique setting of the Heritage Hotel's magnificent historic Tea Room. On the night PRINZ will award winners and highly commended recipients of the annual Awards and also announce the coveted Supreme Winner Award. The night features MC Neil Waka and jazz trio Third Set.

Make the most of the evening's dress code, 'Glam as you like, black tie optional' have your photo taken during the evening and be in to win the inaugural 'PRINZ Awards Best Dressed', sponsored by Getty Images.

## SCHEDULE

Unless otherwise stated all events are held at The Heritage Hotel, Wyndham Street, Auckland CBD. Refer to conference delegate accommodation details on page 4.

### WEDNESDAY 28 MAY, 2014

- 12.30–4.30pm Optional (separate registration required): Master Class – Best Practice Measurement & Evaluation, presented by Michael Ziviani of Precise Value
- 5–6pm PRINZ National AGM
- 6.30–7.30pm Opening drinks
- 7.30pm PRINZ Fellows – Annual dinner at Ostro Brasserie and Bar, Seafarers Britomart (register online)

### THURSDAY 29 MAY, 2014

- 7.30–8.30am Registration
- 8.30am Welcome and open
- engage** **Keynote: Professor John Parkinson**, Professor of Policy and Democracy at the University of Warwick on 'The power of publics'. Generously sponsored by UNITEC
- Morning tea
- WORKSHOP & MAIN SESSION** **EVOLVE** Linda Clark and Hayden Wilson, Senior Counsel at Kensington Swan on 'Lawyers and PR people changing light bulbs together'.
- engage** **Stephen Knightley**, Director of Pursuit PR and InGame on 'Digital communication and Gamification'.
- engage** **Daniel Lund**, Principal Consultant, Fronde on 'The revolution will not be televised – The emerging technology trends that are changing how we communicate with customers, citizens, and employees'.
- engage** **Dan Ormond**, Ideas Shop on 'Corporate reporting evolved – Communicating value in a modern world <IR>'.
- OR** **EXPERIENCE** **Pete Burdon**, Media Training NZ, presents 'An introduction to becoming a great spokesperson' 90 minute workshop.
- Lunch
- EVOLVE** **Stuart Hannagan**, VP Editorial Asia, Getty Images on 'Visuals for editorial media and brand leverage'.
- EXPERIENCE** **Jake Pearce** of jakepearce.com & **Simon Young** of syENGAGE on 'Authentic content co-creation'.
- Afternoon refresh
- engage** **Michael Ziviani**, CEO of Precise Value on 'Measuring the business value of PR'.
- EVOLVE** **An industry evolving: Chris Pescott**, MD of Perceptive on 'The 'PRINZ 2014 Trends Survey'.
- engage** **Mike Bennetts**, CEO of Z Energy on 'The Z Why'.
- 5.15pm Close
- 7pm–11.30pm **EXPERIENCE** 40th Annual PRINZ Awards Gala Dinner

### FRIDAY 30 MAY, 2014

- 7.30–8.30am Registration
- 8.30am Welcome and open
- APR 2013 graduation roll-call
- EXPERIENCE** **Keynote: Jane Sullivan**, Communications Director, America's Cup and now VP Marketing and Communications at the San Francisco Foundation, on 'San Francisco's America's Cup – Loved, hated, success or failure?' Generously sponsored by ATEED
- engage** 'Major Events' panel discussion chaired by Simon Roche, Wright Communications, featuring Jennah Wooten, Chief Executive World Masters Games, Jane Sullivan, 2013 America's Cup Communications Director and Andrea Nelson on London 2012.
- Morning tea
- WORKSHOP & MAIN SESSION** **EVOLVE** **Tim Murphy**, NZ Herald Editor-in-Chief on 'Future media'.
- engage** **Paul Thompson**, Radio New Zealand Chief Executive
- OR** **engage** **Neil Waka**, Corporate Affairs Manager, GM Holden NZ on 'The road from TV to PR'.
- OR** **EXPERIENCE** **Martin Coates**, Beca, presents 'Visualisation, converting complex jargon into engaging visuals' 90 minute workshop.
- Lunch
- WORKSHOP & MAIN SESSION** **EVOLVE** **Philippa Sellens**, General Manager Communications and External Relations at Airways Corporation of New Zealand on 'Taking a proactive, planned approach to crisis communications'.
- EVOLVE** **Renee Walker**, Head of Communications for Canterbury Recovery at IAG on 'The value of relationships: a coordinated and cooperative approach to communicating in a crisis environment'.
- OR** **EXPERIENCE** **Dave Dunlay**, MD Tandem Studios presents 'Tandem Learning, Content Production' 90 minute workshop.
- Afternoon refresh
- engage** **Catherine Bates**, General Manager PR and Major Events at Tourism New Zealand on 'Owning and driving content creation'.
- engage** **Harold Hillman**, MD Sigmoid Curve Consulting Group and author of The Imposter Syndrome on 'Why authentic leadership really matters'.
- 5pm Close
- 5–5.30pm Closing drinks

## SPEAKER SNAPSHOTS

Read more and view more speakers at [prconf14.weebly.com](http://prconf14.weebly.com)



### JANE SULLIVAN

Vice President of Marketing and Strategic Communications at the San Francisco Foundation, former America's Cup Communications Director

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### SAN FRANCISCO'S AMERICA'S CUP — LOVED, HATED, SUCCESS OR FAILURE?

- Setting the stage – How the city of San Francisco won the America's Cup
- Planning and promoting the America's Cup
- World Series Racing
- From bad to worse, to worse, to the best AC finals ever
- Lessons learned



### JOHN PARKINSON

Professor of Policy and Democracy at the University of Warwick

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### THE POWER OF PUBLICS

What PR can do to facilitate public discussions that are genuinely bottom up rather than top down, and why we should want to do such a crazy thing. While lots of the examples are public sector, this is not something that the private and voluntary sectors can ignore – in a world of Twitter, all corporate communication is bottom-up to some extent, and that's a great thing for brands that can adapt.

## PETE BURDON PRESENTS: AN INTRODUCTION TO BECOMING A GREAT SPOKESPERSON

This workshop will introduce attendees to the subtleties of media interviews. The focus will be on how they differ from any other conversation. It will look at how to prepare for media interviews and how to use them as opportunities rather than threats. The session will cover body language, media messaging, sound bites and how these must come together when answering questions. The workshop will be highly interactive.

## DAVE DUNLAY PRESENTS: TANDEM LEARNING, CONTENT PRODUCTION

Dave and a member of his team will take a small delegate group through how to live stream – both simple and complex. As well, attendees will learn about the Ellerslie Flower Show integrated Facebook page set up – applicable to any client or organisation requiring constant content production.

## MARTIN COATES PRESENTS: VISUALISATION, CONVERTING COMPLEX JARGON INTO ENGAGING VISUALS

After an introduction to visualization, attendees will be presented with a hypothetical case study and provided with a set of visual metaphors to translate complex wording into a visual message. This will be a fun and interactive session, providing attendees with a set of take away practical visualisation tools to assist with ongoing communications.

## PRICING All excluding GST

	DATE	MEMBER	NON-MEMBER	STUDENT MEMBER*	GROUPS 4+
<b>EARLYBIRD</b> extended to Monday 5 May	Book and pay by 5 May, 2014	1050	1450	400	10% off across all booking categories
<b>STANDARD</b> 6–12 May	Book and pay by 12 May, 2014	1250	1650	500	
<b>LAST MINUTE**</b>	13 May – 27 May	1500	1900	n/a	
<b>SINGLE DAY***</b>	Book and pay before 12 May	795	1100	200	
<b>OPENING DRINKS</b> Additional can be purchased for \$50pp			One ticket to opening drinks and one ticket to closing drinks included in all above registration options. <b>RSVP required.</b>		
<b>CLOSING DRINKS</b> Additional can be purchased for \$50pp					
<b>AWARDS GALA DINNER</b> Tickets available before 12 May for \$215pp, table of 10 \$1935. After 12 May cost \$295pp. <b>One ticket to Awards Gala dinner included in most above registration options, see notes below. RSVP required.</b>					

Conference Terms & Conditions apply – see [prconf14.weebly.com](http://prconf14.weebly.com)

### Notes:

\*Student tickets do not include a ticket to the Awards Gala Dinner on Thursday 29 May 2014.

\*\*Last minute registrations are not guaranteed a ticket to the Awards Gala Dinner on Thursday 29 May 2014 – subject to availability, check with PRINZ on 09 358 9808.

\*\*\*Single day registrations do not include a ticket to the Awards Gala Dinner on Thursday 29 May 2014.

**BOOK ONLINE AT [WWW.PRINZ.ORG.NZ](http://WWW.PRINZ.ORG.NZ) OR CALL 09 358 9808**

## ACCOMMODATION OFFER

Stay for the whole conference, or even just the Awards night and pay just \$159 (incl GST) per night. Twin share available on request. Call 0800 36 88 88 or book online at [www.heritagehotels.co.nz](http://www.heritagehotels.co.nz), quote PRINZ14 to get the rate and guaranteed room availability. To ensure a room at this rate you need to book before Wednesday 30 April. If booking online at [www.heritagehotels.co.nz](http://www.heritagehotels.co.nz) enter the code PRINZ14 in the Corporate/Conference code box. The rate is \$159 incl GST/night and up to 2 people can stay in the room (ensure twin share is requested).

## CONNECT

More online at:

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