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Melbourne Australia  
18-20 November 2012

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## Programme Details

| #  | CD | iPad | MP3 | Session Title and Speaker   |
|----|----|------|-----|---|
| 1  |    |      |     | Welcome & Opening... <b>Tisch, Turner, Xavier</b> ; Keynote – Communication without borders... <b>Khanfar</b> ; Plenary Panel Discussion... Communication without borders... <b>Khanfar, Beswick, Bseiso Law,</b> |
| 2  |    |      |     | Marketing and brand: being in the winners circle... <b>Fechner, Finn, Young</b>   |
| 3  |    |      |     | Stakeholder-centred communication in global organisations... <b>Zugaro, Milano, Paluszek</b>  |
| 4  |    |      |     | Engaged and onboard: building community - long term complex projects... <b>Corbett, Murrihy, Sharp</b>  |
| 5  |    |      |     | Melbourne Mandate symposium... <b>Trioli</b> ; Feature Presentation... <b>Pearson, O'Rourke</b>   |
| 6  |    |      |     | Consumer and lifestyle brands; from fast moving to slow movement... <b>Allen, Ure</b>   |
| 7  |    |      |     | Integrated reporting... <b>Druckman, Ellis-Jones, Tisch</b>   |
| 8  |    |      |     | Communication and global crisis; a discussion on natural disasters and recoveries... <b>Lim, Yao</b>  |
| 9  |    |      |     | The Stockholm Accords: achievements and challenges since 2010... <b>Arrow, Kalweit, Martelle, Oppi, Rensberg</b>  |
| 10 |    |      |     | Keynote presentation... <b>Edelman</b> ; Plenary Panel Discussion... <b>Druckman, Gregory, Holmes, Tisch</b>  |
| 11 |    |      |     | Communicating and connecting in digital and social spaces... <b>Burns, Lee, Marshal</b>   |
| 12 |    |      |     | Great people in great places: career planning and keeping your best talent... <b>Daymon, Roberts, Sefiani</b>   |
| 13 |    |      |     | Retweet: reorienting public relations in the Asia-Pacific century... <b>Fitch, Gregory, Half</b>  |
| 14 |    |      |     | Feature Presentation... <b>Adriani</b>  |
| 15 |    |      |     | Social media for social change... <b>Young, Sheldrick</b>   |
| 16 |    |      |     | When the markets turn: managing change during economical turmoil... <b>Floretin, Grossman, Frahm</b>  |
| 17 |    |      |     | Have we found the 'Higgs Boson' of public relations in our advances measuring value?... <b>Croll, Paluszek, Moore, Ziviani</b>  |
| 18 |    |      |     | The Asian Century... <b>Lawler, McGregor, Tidd</b>  |
| 19 |    |      |     | Lightning talks... <b>Giessen, Rose</b>   |
| 20 |    |      |     | Lightning talks... <b>Little, Scott</b>   |
| 21 |    |      |     | Lightning talks... <b>Bagshaw</b>   |
| 22 |    |      |     | Feature Presentation... <b>Miller</b>   |
| 23 |    |      |     | Keynote; Closing Comments... <b>Tisch, Turner</b>   |

*Disclaimer: Not all speakers submitted approval forms and as a result some sessions may be withdrawn. All details contained in this order form are to the best of EverTechnology's knowledge correct at the time of printing.*