



What's it all about?

Content is King is the most important conference about digital media for the Irish media and communications industry. The focus of this year's conference is on how use digital media to build a dedicated audience for your brand.

Who's speaking at it?

A host of international and domestic thinkers will analyse and discuss how to use social media to engage, inspire and excite your audience.

Highlights?

Facebook's Rick Kelley will outline how to build your social media brand around your customers.


Sebastien Missoffe, Director of YouTube will outline the key elements for success with online movies.

The **quickfire case study session** will see five organisations will tell us their social media dos, don'ts & decision-making tricks.



Social media legend **Christian Payne** will share his views on how citizen journalism is the future of media.

A session entitled **"I Tweet therefore I am"** will see some of Ireland's leading Twitter voices talk about how they are reaching out to their audience in 140 characters or less.



Paul Conneally will talk about how the International Red Cross is using digital media to get real stories out from disaster zones.





Rick Kelley
Head of Mid-market Sales
Facebook EMEA


George Hook
Presenter
Newstalk 106-108 FM


Sebastien Missoffe
Director
YouTube



Jenni Lloyd
Director
Nixon McInnes




Nic Newman
Visiting fellow at the
Reuters Institute, Oxford
Former head of digital products
for BBC Journalism




Will King
Founder
King of Shaves



Pat O'Mahony
Conference Chair




Paul Conneally
International Federation of Red
Cross & Red Crescent Societies


Damien Mulley
Founder
Mulley Communications



Crystal Swing





Tom Scott
Comedian
www.tomscott.com



Colin Hetherington
Managing Director
Zoo Digital

Herb Kim
CEO, CodeWorks
Founder & Director
Thinking Digital





Christian Payne
Social technologist,
mobile media maker, vlogger,
photographer, documenter




Conor Pope
Journalist, The Irish Times

Speakers

Jennifer O'Connell
Editor, TheJournal.ie

What will I learn?

- How to deliver campaigns that are built around your customer with content that resonates and drives brand awareness.
- How to uncover the new media channels that are truly resonating with audiences, and identify which ones best suit your campaign.
- How to handle your reputation online, and how to co-ordinate customer service via social media.
- What resources are needed to service your presence online and how to effectively unite PR, customer services and marketing for consistent messages.

EARLY BIRD RATE!

Price Information	Book before 1st October	Book after 1st October
1 ticket	€199	€275
2 tickets	€398	€550
3 tickets	€478	€660

3rd attendee receives 60% discount

Book Now:

1. Go to www.mediacontact.ie and book online
2. Call us on (01) 473 2050
3. Email evelyn@mediacontact.ie

Cancellation Policy
 Cancellations must be made in writing no later than 21 days prior to the conference. An admin fee of €75 will be charged for all cancellations, to be deducted from any refund or invoice.
 No cancellations can be made within 20 days of the conference but a replacement delegate can be nominated. No delegate is permitted to attend without prior payment being made. Bookings are not confirmed until payment is received.

Our Sponsors



Speakers and Topics

Thoughts from the edge of social media
 Tom Scott, Comedian

How to focus your social media efforts to ensure you are using the most effective tools

Rick Kelley, Facebook
 Colin Hetherington, Zoo Digital
 Will King, Founder, King of Shaves

Take me to your ruler – why measurement of social media is essential for success

Jenni Lloyd, Director, Nixon McInnes
 Damien Mulley, Mulley Communications

Case study quickfire showcase: Insights into social media dos, don'ts & decision making

This unique session will feature five case studies looking at social media best practice and lessons learned.

To participate with your case study please email jack@mediacontact.ie

"I Tweet therefore I am"

George Hook, Newstalk 106-108 FM
 Conor Pope, Journalist, The Irish Times
 Jennifer O'Connell, Editor, TheJournal.ie

How to make it big on YouTube

Sebastian Missoffe, Director YouTube
 From local band to global sensations – the story of Crystal Swing
 The YouTube movie experiment – we are creating a bespoke YouTube movie to promote an Irish charity.

Why the amateur is the new king of content

Christian Payne, Social technologist, mobile media maker, vlogger, photographer, documenter
 Paul Conneally, International Federation of Red Cross & Red Crescent Societies
 Nic Newman, Visiting fellow at the Reuters Institute, Oxford
 Former head of digital products for BBC Journalism

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ContentisKing2010

How to build a dedicated audience using social media

**16th November
RDS, Dublin**

