

## Online Public Relations

### Risks and challenges of the Internet

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|--------------------|--|
| <b>Date</b>        | 8 <sup>th</sup> - 9 <sup>th</sup> September 2005   |
| <b>Location</b>    | World Trade Center, Bucharest  |
| <b>Price</b>       | € 250,- plus VAT   |
| <b>Organisator</b> | <b>Achelis &amp; Partner Relatii Publice Internationale SRL</b><br>Strada Romancierilor nr 5, ap 35, sector 6, Bucuresti<br>tel: 021-4120214, 0722-964382 (mobile), fax: 021-4442519   |
| <b>Contact</b>     | <b>Dr. Dana Oancea, "dana.oancea@achelis.com"</b>  |
| <b>Trainers</b>    | <b>Thomas Achelis, President CERP</b><br><b>Daniel Balan, Head of Customer Care, BitDefender</b><br><b>Violeta-Loredana Calugarescu, comunicatedepresa.ro</b><br><b>Antonio Eram, Netopia System</b><br><b>Radu Ionescu, Managing Director Kinecto Permission Marketing</b><br><b>Christina Kahlert, Munich, Director Central Europe The NewsMarket</b><br><b>Bogdan Manolea, project director RITI dot-Gov</b><br><b>Doru Panaitescu, Online Sales Manager Arbomedia</b><br><b>Mihai Radu, Communication Manager, BitDefender</b> |

### Programme

#### 1. Day

|       |   |  |
|-------|---|--|
| 9:30  | <b>Welcome coffee</b> - registration  |  |
| 10:00 | <b>Opening of the Seminar</b>   |  |
|       | <input type="checkbox"/> Introduction of speakers and participants                          |  |
|       | <input type="checkbox"/> Presentation of the programme                                      |  |
| 10:15 | <b>Communication via Internet (Thomas Achelis)</b>  |  |
|       | <input type="checkbox"/> Latest trends in the electronic "market"                           |  |
|       | <input type="checkbox"/> communication with journalists via internet and email              |  |
|       | <input type="checkbox"/> "dos and don'ts"   |  |
| 10:45 | <b>Internet Communication - Out of the Crowd (Doru Panaitescu)</b>                          |  |
|       | <input type="checkbox"/> Why go online?   |  |
|       | <input type="checkbox"/> Get ready for internet communication                               |  |
|       | <input type="checkbox"/> Electronic newspapers, electronic news agencies - comparison       |  |
|       | <input type="checkbox"/> Case Study revistapresei.ro  |  |
| 11:30 | <b>Effective using of online tools for internal and external communication (Mihai Radu)</b> |  |
|       | <input type="checkbox"/> Email distribution   |  |
|       | <input type="checkbox"/> The problem of attachments (pictures etc.)                         |  |
|       | <input type="checkbox"/> Practical tips for successful email distributing                   |  |
|       | <input type="checkbox"/> Checklist or 10-points programme                                   |  |
| 12:15 | <b>The virtual press office (VPO) - first contact for journalists (Radu Ionescu)</b>        |  |
|       | <input type="checkbox"/> Practitioners tips for successful VPO                              |  |
|       | <input type="checkbox"/> installing, technique and maintaining of data                      |  |
|       | <input type="checkbox"/> demands on a VPO, based on information behaviour of journalists    |  |
|       | <input type="checkbox"/> evaluation, documentation of success                               |  |
|       | <input type="checkbox"/> legal problems   |  |

13:00

#### Questions & answers

- ☐ Open discussion, including participant's personal experiences in using electronic tools

13:15

#### Business lunch

14:30

#### Safety of internet communication - borders of the Internet (Daniel Balan)

- ☐ How can PR professionals communicate safely using the Internet?
- ☐ Viruses, worms, hackers - the risks of electronic communication
- ☐ How do press departments or agencies assure that press releases don't reach the journalists' Junk folders instead of their Inboxes?

15:30

#### Questions & answers

16:00

#### Coffee break

16:30

#### Electronic distribution of press releases

#### (Violeta-Loredana Calugarescu)

- ☐ Professional monitoring of the efficiency of press releases

17:15

#### Legal aspects of electronic communications (Bogdan Manolea)

18:00

End of the first day

#### 2. Day

9:30

#### TV-PR via Internet (Christina Kahlert)

- ☐ Organising and distributing footage material worldwide via Internet
- ☐ Producing footage
- ☐ Systematic use of internet TV - not expensive, but very effective
- ☐ Huge opportunities: 87 percent of TV-editors use external material

10:15

#### Practical demonstration

10:30

#### Questions & answers

11:00

#### Coffee break

11:30

#### The importance of an Intranet - as backbone of Internal Communications (N.N. Microsoft Romania)

- ☐ The content
- ☐ Initiation feedback tools
- ☐ Practitioners tips
- ☐ The right software (Microsoft Sharepoint)

12:30

#### Websites: Ever more important in reputation management (Radu Ionescu)

- ☐ for PR agencies: how can (and should) a website help a PR agency
- ☐ for their clients
  - o 'the website as first point of contact'
  - o Why publish a newsletter to communicate to all stakeholders

13:30

#### Business lunch

15:00

#### The world of Weblogs, a danger for Public Relations? (Antonio Eram)

- ☐ What are blogs?
- ☐ What are their characteristics?
- ☐ How to deal with blogs?
- ☐ Practitioners tips: How to use blogs to improve the PR success?

16:00

#### Final discussion with speakers

17:00

End of the conference

**Note: This programme can be modified by request of the participants**