NEXT-GEN STAKEHOLDER & COMMUNITY ENGAGEMENT SUMMIT

SKILLS, STRATEGIES & FRAMEWORKS FOR STAKEHOLDER SUCCESS



LEARN FROM



Lisa HarringtonExecutive
General Manager,
Stakeholder Relations



Melissa O'Neill General Manager, Corporate Affairs



Mikala Hehir General Manager, Customer & Community Engagement



Shara Speight General Manager, Media & Stakeholder Relations



Miguel Oyarbide Corporate Responsibility Manager











ALSO FEATURING













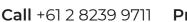




EVENT PARTNERS



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SUCCESS THROUGH SYNERGY

platforms to make their voice heard. While this is one of the positive feats of the digital age, the multiple platforms on which we operate make it difficult to engage meaningfully. This stresses the need for accountability, honesty and efficiency in stakeholder

the challenges of the digital age can be overcome to unveil rewarding opportunities.

Join us to discover how to supercharge your success with stakeholder management and build lasting synergy within your community.

- **Analyse** your stakeholders to understand their needs & drivers
- **Leverage** online engagement & innovation
- Establish & evolve your Social Licence to Operate
- Enhance communication & engagement over

WHO WILL ATTEND?

Professionals working for corporations, the Public Sector, private companies and not-for-profit organisations:

- ► Community Relations / Engagement Manager
- ► Communication Officer
- ► Corporate Affairs Advisor
- ► Stakeholder Relations / Engagement Officer
- ► Public Affairs Specialist
- ► Community Development / Partnerships
- ► External Relations
- ► Sustainability / Environment
- ► Councillors

WHAT OUR DELEGATES ARE SAYING

66 Very worthwhile and incredibly valuable. Really flawless, thank you. >>

26 JUNE

SUMMIT DAY 1

GRASSROOTS COMMUNITY ENGAGEMENT ON INFRASTRUCTURE PROJECTS **KEYNOTE**

Lisa will share AGL's experience engaging local communities on proposals based on identifying risks and concerns, rather than selling the benefits.

Lisa Harrington

Executive General Manager, Stakeholder Relations **AGL Energy**



MANAGE EFFECTIVE STAKEHOLDER RELATIONSHIPS TO SUPPORT STRATEGIC & PUBLIC VALUE

CASE STUDY

9:50 - 10:40

Achieving synergy in a highly regulated environment is not always straightforward. Gain strategies for successful stakeholder management and insights from James' experiences working for the government and with Mercy Health.

James Lye Executive Director,

Marketing, Communications and Stakeholder Relations

Mercy Health



EXPLORE CHALLENGES, PROCESSES AND NEW MODELS FOR ENGAGEMENT MINI-WORKSHOP

What are the biggest issues your organisation is facing? What are you hoping

to take away from the next two days? This mini-workshop will give you the opportunity to explore current challenges and future goals to set yourself up

David Ross Director Phoenix Strategic Management

DESIGN PUBLIC CAMPAIGNS FOR IMPACT

CASE STUDY

11:45 - 12:35

Stakeholder consultation and social research are essential components of campaign accuracy. Explore how Sustainability Victoria is moving from raising awareness to making an impact.

Katie Pahlow

Director, Communications & Engagement

Sustainability Victoria



MANAGE COMMUNITY ACTIVISM & MINIMISE FALLOUT IN A HIGH PRESSURE ENVIRONMENT

PANEL

1:35 - 2:25

Examine how to effectively manage community engagement and explore a variety of experiences in addressing stakeholder concerns before they morph into conflict.

Amy Cooper General Manager,

Power, Land Access & Stakeholder Engagement

Joanne Wandel Program Director,

Queen Victoria Market Precinct Renewal Program



Melissa O'Neill

General Manager, Corporate Affairs

Bunnings

Malini Rai

Head of Strategy, Multicultural Community Banking

Commonwealth Bank

DELIVERING COMMUNITY ENGAGEMENT ON MEGA-PROJECTS

CASE STUDY

2.25 - 3:15

The ability to communicate and engage with a variety of stakeholders over multiple platforms is vital to your success. Effective communication can ease stress, build confidence and defuse conflict while steering you toward your goals.

Tim Holmes

Communications and Stakeholder Director, West Gate Tunnel Project

CPB Contractors



WEST GATE TUNNEL PROJECT

CHANGE MINDSET: ORGANISATIONAL CHALLENGES IN GUIDING **STAKEHOLDERS**

EXPERT COMMENTARY

3:30 - 4:20

Implementing change can be both exciting and daunting for staff. Leading an organisation through this process is a challenge that requires strong planning, strategic thinking and an understanding of how the brain works.

Clare Desira Founder & Director Top Five Movement

DRINKS AND CANAPÉS

4:20 - 5:30

Continue to network while you enjoy complimentary refreshments.

27 JUNE

SUMMIT DAY 2

MAXIMISE YOUR ONLINE STAKEHOLDER ENGAGEMENT STRATEGY

KEYNOTE

9:00 - 10:00

For 21st century stakeholders, online multi-platform communication is the norm. Mikala will share how she successfully engaged customers, communities and stakeholders across her engagement projects.

Mikala Hehir

General Manager, Customer & Community Engagement

South East Water



MANAGE CULTURAL SENSITIVITY WITH EFFECTIVE ENGAGEMENT STRATEGIES

CASE STUDY

0:00 - 11:00

A strong stakeholder management strategy will help you engage with first nations communities. Gain insights on how Oxfam manages large-scale public engagement programs and innovative community change programs.

Pam Anders

Director Public Engagement



BALANCE RETURN ON INVESTMENT WITH RETURN ON RELATIONSHIP

CASE STUDY

11:15 - 12:15

Building and maintaining trust in times of change is essential for your organisation's success. Melissa will share her experiences nurturing key stakeholder relationships.

Melissa O'Neill

General Manager Corporate Affairs

Bunnings



BUILD & MAINTAIN A SOCIAL LICENSE TO OPERATE (SLO)

PANFI

1:15 - 2:15

Developing a high-quality SLO will guarantee community buy-in, but it can be difficult to sustain and measure accurately. Explore a variety of experiences and strategies for obtaining a successful SLO.

Miguel Ovarbide

Corporate Responsibility Manager

Australia Post

Shara Speight

General Manager, Media & Stakeholder Relations

V/Line

Emma de Voss

Stakeholder Engagement, Director, Insights & Education

Roads and Maritime Services



Group Manager, Social Peformance

Oz Minerals

ENGAGEMENT



ENHANCE COMMUNICATION SKILLS FOR ONLINE VS FACE TO FACE

EXPERT COMMENTARY

2:15 - 3:15

The ability to communicate and engage with a variety of stakeholders over multiple platforms is vital to your success. Effective communication can ease stress, build confidence and defuse conflict while steering you toward your goals.

Katalin Howell Leadership Program Facilitator, Speaker, Coach & Consultant **Flow Leadership**

SUPERCHARGE YOUR STAKEHOLDER MANAGEMENT SUCCESS

ROUNDTABLE

3:30 - 4:20

In this final interactive session, you will get the chance to reflect on the takeaways over the last few days and create an action plan moving forward.

David Ross

Director

Phoenix Strategic Management

25 JUNE

PRE-SUMMIT WORKSHOP

EXPLORE AND IMPLEMENT BEST PRACTICE STAKEHOLDER MANAGEMENT STRATEGIE

Explore essential best practice stakeholder management strategies and gain the skills to enhance your engagement toolkit.

Master stakeholder engagement fundamentals

- Understand the challenges, opportunities and emerging trends
- Understand the nature of conflict and why it exists
- ► Build and maintain a Social Licence to Operate

Sharpen your engagement tools and tactics

- Different models to segment and prioritise your stakeholder groups
- Establish success criteria, measures and metrics for engagement
- Explore formats, media and communication styles to facilitate two-way dialogue

Build your stakeholder management or outrage management strategy

- Fundamentals for establishing an outrage management program
- Develop a program that's the right "fit" for the internal architecture of your organisation
- Steps to establishing an outrage management program and strategy development

Embed your stakeholder communication action plan

- Identify actions you can put in place to improve stakeholder communication
- Apply knowledge and specific practices to the unique situations encountered by your team
- Develop practical ideas and strategies to improve outrage management within your organisation

David Ross
Director
Phoenix Strategic Management

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Next-Gen Stakeholder & Community Engagement Summit 25 - 27 June 2019

Booking Form

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