

NEXT-GEN STAKEHOLDER & COMMUNITY ENGAGEMENT SUMMIT

SKILLS, STRATEGIES & FRAMEWORKS
FOR STAKEHOLDER SUCCESS



25 - 27
JUNE 2019

PULLMAN MELBOURNE
ON THE PARK

LEARN FROM



Lisa Harrington
Executive
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

We live in an increasingly connected world where stakeholders have easier access to information and 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 management.

To ensure success, you must navigate these platforms with confidence and understand how to leverage your social licence to operate. With the right skills, 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 multiple platforms

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

“Very worthwhile and incredibly valuable. Liquid Learning is excellent. Really flawless, thank you.”

“The best conference I have been to. Packed an extraordinary amount of information, speakers, and messages into the 2 days.”

26 JUNE SUMMIT DAY 1

GRASSROOTS COMMUNITY ENGAGEMENT ON INFRASTRUCTURE PROJECTS KEYNOTE 9:00 - 9:50

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 10:55 - 11:45

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 for success.

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
nbn



Joanne Wandel Program Director,
Queen Victoria Market Precinct Renewal Program
City of Melbourne



Melissa O'Neill
General Manager, Corporate Affairs
Bunnings



Malini Raj
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



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 10:00 - 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
Oxfam



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)

PANEL 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 Oyarbide

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



Geoff Deans

Group Manager, Social Performance
Oz Minerals



ENHANCE COMMUNICATION SKILLS FOR ONLINE VS FACE TO FACE ENGAGEMENT

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 STRATEGIES

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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Pullman Melbourne on the Park

Event Reference: SCRO0619A - M
Priority Code: I

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Delegate Information

#	Title	Full Name or TBA	Position	Email	Attendance Date/s
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2					<input type="checkbox"/> 25 <input type="checkbox"/> 26 & 27
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Your Investment

Options (per person)		Value Plus Rate	Super Saver Rate	Early Bird Rate	Standard Rate
Qty		Register and pay by 12 March	Register and pay by 17 April	Register and pay by 22 May	
_____	3 Days	\$3095 + GST = (\$3404.50)	\$3395 + GST = (\$3734.50)	\$3545 + GST = (\$3899.50)	\$3695 + GST = (\$4064.50)
_____	2 Days	\$2195+ GST = (\$2414.50)	\$2495 + GST = (\$2744.50)	\$2645 + GST = (\$2909.50)	\$2795 + GST = (\$3074.50)
_____	1 Day Workshop	\$1595+ GST = (\$1754.50)	\$1695 + GST = (\$1864.50)	\$1795 + GST = (\$1974.50)	\$1895 + GST = (\$2084.50)
Discounted off standard rates :		Save up to \$600	Save up to \$300	Save up to \$150	All prices listed in Australian Dollars

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