

2019 / 20

**GOVERNMENT
MARKETING
COMMUNICATIONS**

**PROFESSIONAL
DEVELOPMENT**



**Government
of South Australia**

Department of the Premier and Cabinet Communications, together with the Media Panel have devised interesting and informative professional development sessions available to all marketing, communications and recruitment staff.

These free professional development opportunities are a direct benefit from the Master Media Scheme. Places are limited for each session – please click on the unique event link to register your attendance.

Registrations are now open for July and August sessions, with future sessions opening for registration approximately two months ahead of the scheduled date.

JUL 2019



Introduction to WM Online: The new Functional Advertising portal

WM Online is the innovative new online system for functional advertising that replaces AdMomentum from 1 July 2019. WM Online is an easy to use and intuitive system that allows you to transact your advertising requests from start to finish.

To launch the system and give you an overview of how it works, Wavemaker will be running two live webinars led by the developer of WM Online to provide you with a practical demonstration of the system. After attending a webinar, you will be contacted by one of the Wavemaker team to arrange for a personalised set-up and training on how to use WM Online for your own jobs. Every user of the functional advertising service will be given access to the system.



2ND

10³⁰ AM - 11¹⁵ AM

OR

3RD

2³⁰ PM - 3¹⁵ PM



This is a webinar, so you can participate from your own computer, with sound enabled.



To register and receive the webinar link, email sagovadvertising@wmglobal.com, with webinar in the subject line. You will receive a link to open for the webinar during the week prior.



The Future Media Landscape

Wavemaker would like to share a view of the current media landscape and a forward look at 2019/20 predictions; including what media, content and technology is coming next and what it means for SA Government in 2019/20. We will review economic trends, data shaping our decisions and media consolidation as well as a review on the "war of attention".

We will finish with a summary of SA Government media negotiations for the 2019/20 financial year.



3RD

2³⁰ PM - 3⁴⁵ PM



Lot Fourteen Eleanor Harrald Building Lecture Theatre
Frome Road Entrance



eventbrite.com.au/e/the-future-media-landscape-tickets-63364385583

JUL 2019

CARAT

Media Fundamentals Session

Carat Adelaide will be hosting an interactive session where attendees will understand how to prepare the foundations for a successful campaign. We will be covering setting smart objectives, why and how to focus the brief and budget setting. We will also take attendees through the fundamentals of media where we will discuss reach and frequency alongside other media maths terms, which are central to creating media plans. The concepts of share of voice and share of spend will also be featured. These concepts help to inform the level of impact your media investment can achieve. We look forward to seeing you there, where all questions will be welcome!



29TH

10^{AM} - 12^{NOON}

OR

1^{PM} - 3^{PM}



Lot Fourteen Eleanor Harrauld Building Lecture Theatre
Frome Road Entrance



Morning Session: eventbrite.com/e/carat-media-fundamentals-session-morning-tickets-63321531405

Afternoon Session: eventbrite.com/e/carat-media-fundamentals-session-afternoon-tickets-63322102112



Secrets & Lies Part 2

- Do our long held “truths” about who we are and what we want as a nation, still hold up?
- What are the values we hold dear? How progressive are we as a nation?
- Are we as ‘fair’ as we like to think we are? And what does fairness mean to us?
- How do we feel about issues like Australia’s immigration or education policy, multiculturalism, technology and innovation, diversity and equality?
- Is Australia still the land of opportunity?
- What do we seek from our leaders and politicians? What’s the truth of our national character? As a Nation where does our future lie?

These questions are all answered in Part Two of Secrets & Lies.

Wavemaker are pleased to invite Rose Herceg, WPP AUNZ’s Chief Strategy Officer to present Secrets & Lies Part 2, the second part of a major national study undertaken by WPP AUNZ.

This comprehensive research study presents some fascinating insights into Australians that might help shape policy development and reveal new ways to connect with Australians.



30TH

SESSION ONE 9¹⁵ AM - 10³⁰ AM

SESSION TWO 11^{AM} - 12¹⁵ PM



Wavemaker, Level 1 – 1-5 Wakefield Street, Kent Town, SA



Session 1: eventbrite.com.au/e/wavemaker-invite-wpp-aunz-to-present-secrets-lies-part-2-tickets-63365522985

Session 2: eventbrite.com.au/e/wavemaker-invite-wpp-aunz-to-present-secrets-lies-part-2-tickets-63365622282

AUG 2019

REPRISE

Search Engine Optimisation – SEO 101

SEO or Search Engine Optimisation, another acronym in digital marketing that can be the cause of confusion or misunderstanding. SEO has been around nearly as long as Google has and like Google, it plays a critical role in attracting people to your product or service.

With people turning to Google to find answers to a wide-ranging variety of questions, it's more important than ever to have an understanding of the history, effect, and use of SEO in modern day marketing. This session is designed to give you a competent understanding of SEO and how to leverage it to achieve both your marketing and business objectives.



6TH

4^{PM} - 5^{PM}



State Administration Centre, 200 Victoria Square, Level 1



eventbrite.com.au/e/reprise-presents-search-engine-optimisation-seo-101-tickets-63324842308?aff=SEO101

SEP 2019

WM WAVEMAKER
MEDIA. CONTENT. TECHNOLOGY.

Digital – what you need to know

Digital media is more than a regular feature in a person's day, it is part of the fabric of life. But as SA Government marketers, do you still wonder if you know everything you need to?

We will be tailoring this session by sending a survey to attendees – asking you about what you want to know.

The session will then be crafted specifically to your feedback and of course we'll cover off the state of Digital Display, Video and Social Media in 2019/20, including helpful ways to choose the correct Digital KPI's to meet your campaign objectives, and updates on brand safety and viewability.



10TH

10³⁰^{AM} - 12^{NOON}



State Administration Centre, Level 1 Training Room



Registrations open August 2019

SEP 2019



Meet Regional SA Media Partners

Hear quick and useful information about using regional media for functional government notices and information. Brief presentations from the main regional media groups, including press, radio and television, will be followed by a question and answer session.



24TH

9³⁰_{AM} - 11_{AM}



Wavemaker, Level 1 1-5 Wakefield Street, Kent Town, SA



Registrations open August 2019

OCT 2019

REPRISE

Audio – The Evolution of Listening

What once was broadcast and community radio is now radio, podcasts, digital radio, streaming services, online audio and more.

Today's consumer has many options to tune into what they want to hear. As marketers, we have decisions to make about how we follow consumer trends in the audio space. In this session we look at the changing audio consumer and how, where, what and when they are tuning in to and how technology drives their options.

We will consider new ways of engaging with audiences in terrestrial and digital audio and how programmatic audio is automating placement choices, making it more efficient to buy audiences across environments.



15TH

2_{PM} - 3_{PM}



State Administration Centre, Level 1 Training Room



Registrations open August 2019

OCT 2019



Recruitment and engagement with Indigenous Australians

Wavemaker's specialist indigenous engagement consultant Noel Niddrie, a Kamilaroi man, will lead a workshop to examine ways to reach and influence Indigenous people, both when recruiting and engaging with employees.



23RD

2³⁰_{PM} - 4³⁰_{PM}



Wavemaker, Level 1 1-5 Wakefield Street, Kent Town, SA



Registrations open August 2019

CARAT

Google and YouTube Update

Carat Adelaide will be hosting an update from Google on their suite of products, including YouTube, and their approach to Brand Safety. Find out more on targeting, effective measurement and creative options available.



28TH

12_{NOON} - 2_{PM}



State Administration Centre, 200 Victoria Square, Level 1



Registrations open August 2019

NOV 2019

REPRISE

Facebook: What's new?

Reprise and Facebook will provide an update on what's new in Facebook. Topics covered include: Targeting Best Practice: core audiences, speaking to CALD audiences and maximising first party data; Deep Dive into Effective Creative Ad Formats and Measurement: the importance of measurement and measurement basics.



19TH

2³⁰ PM - 3³⁰ PM



State Administration Centre, Level 1 Training Room



Registrations open September 2019

FEB 2020



Understanding Young Adults (a Gen Z Audience Deep Dive)

Building upon Wavemaker's previous research into Gen Z, we will provide an update on their differences in relation to communication, technology, cultural behaviours and opinions as well as their media consumption.

We find this audience incredibly fascinating and can't wait to present to you. Their communication preferences are incredibly different, we feel this session is of benefit to all SA Government departments because if they are not your customer/target audience yet, they will be soon.



23RD

2³⁰ PM - 4³⁰ PM



Location to be confirmed closer to the date.



Registrations open January 2020

FEB 2020



Copywriting for recruitment in print and online

This popular session brings together the expertise of Seek and Wavemaker in writing and designing good recruitment advertising for print and online.



19TH

9³⁰ AM - 11 AM

OR

12^{NOON} - 1³⁰ PM



Wavemaker, Level 1 1-5 Wakefield Street, Kent Town, SA



Registrations open January 2020

MAR 2020



Finding your employee value proposition

A workshop about the importance of finding an authentic employment brand to attract new employees and retain existing employees. Led by Ian and Sarah Moore of moore@work, a partner of Wavemaker in the delivery of Employer Branding projects, we show you how researching and knowing your market and coming up with the right communication language can make you an employer of choice.



25TH

9³⁰ AM - 11 AM



Wavemaker, Level 1 1-5 Wakefield Street, Kent Town, SA



Registrations open January 2020

MAY 2020



Special event – Regional Press on show

Wavemaker is partnering with Country Press SA and Australian Regional Media to showcase the regions of South Australia and the newspapers that serve them. This is a day-long expo with displays, speakers and events for you to engage with and understand the significance of regions and the power of regional press in local communities.

You can attend for a short time, or a long time. There will be plenty of things to experience and knowledge to acquire.



20TH

9_{AM} - 4_{PM}



Location to be confirmed closer to the date.



Registrations open March 2020