

2020

**GOVERNMENT
MARKETING
COMMUNICATIONS**

**PROFESSIONAL
DEVELOPMENT
CALENDAR**

JANUARY 2020



**Government
of South Australia**

The Department of the Premier and Cabinet Communications, together with the Media Panel have devised interesting and informative professional development sessions available to all government marketing, communications and recruitment staff responsible for Brand or Functional advertising.

These complimentary professional development opportunities are a direct benefit from the Master Media Scheme.

Registrations are now open for February, March and April sessions, with future sessions opening for registration approximately 1-2 months ahead of the scheduled date.

Places are limited for each session – please click on the unique event link to register your attendance.

It is understandable that last minute and unavailable priorities may conflict with your ability to attend a session you have registered for. However, it is kindly requested that you register an apology with the media agency presenting the session as soon as possible via email.

Please click on the relevant media agency to connect with their email details:

Wavemaker

GOVTBRIEFS@wmglobal.com

Carat

SAGOV BRIEFS@carat.com

Reprise

SA_GOV_BRIEFS@reprisedigital.com

FEB 2020

REPRISE

Google/SEM - Learn how to better market your products and services using Google's digital tools

Google has moved beyond just providing answers to your questions and has built an array of products and services that influence your customers every day.

This training session will provide you with a high-level overview of key Google products that can enhance your marketing approach and results.

It will cover Search Ads, YouTube and the suite of Google's other online tools including Google Analytics and Data Studio.



Tues 4 Feb



2^{PM} - 3^{PM}



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/google-reprise-enhance-your-knowledge-of-googles-key-products-tickets-85043466297>

FEB 2020



Job Ads Utilising AI Technology

From compelling job ads to comprehensive talent pools, this session will be a how-to on tips and tricks for optimising your recruitment advertising, presented by Seek.

In a world where the Future of Work is seeing structural shortages of talent and skills gaps emerging, you need to ensure that your talent sourcing is agile and reliable.

This session will cover the following:

- Candidate Behaviour – how candidates are using the site
- Ad Content Optimisation – getting your job ad to work harder for you
- Data Insights – what's happening in the market



Wed 19 Feb



9.30^{AM} - 11^{AM} OR
12^{PM} - 1.30^{PM}



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/job-ads-utilising-ai-technology-tickets-83561710325>

FEB 2020



Understanding Young Adults - a Gen Z Audience Deep Dive

Building upon Wavemaker's previous research (2018/19) into Gen Z, this presentation will be delivered by our Strategy Directors from Adelaide and Sydney.

You will receive an update on Gen Z's differences in relation to communication, technology, cultural behaviours and opinions, as well as media consumption.

We find this audience incredibly fascinating and can't wait to present to you.

Gen Z's communication preferences are uniquely different and we feel this session is of benefit to all SA Government agencies because if they are not your customer or target audience yet, they will be soon.



Thu 27 Feb



2^{PM} - 3.30^{PM}



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/understanding-young-adults-a-gen-z-deep-dive-tickets-83563062369>

MAR 2020

REPRISE

Learn the basics of programmatic media and how it is revolutionizing the way media is bought

Programmatic media has been on the rise over the past 10 years as more channels offer programmatic buying including Display, Video (Online and Broadcast), Audio and Outdoor.

How does programmatic differ to other types of buying? How do we ensure your activity is brand safe?

These are questions that this session will answer as well as providing insight into how programmatic buying can fit in to your marketing plans.



Thu 5 Mar



11^{AM} - 12^{PM}



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/learn-programmatic-with-reprise-tickets-85047028953>

MAR 2020



Government of South Australia
Department of the Premier
and Cabinet

Government Communication Essentials

DPC Communications will guide you through the GCAC (Government Communications Advisory Group) approval process, providing you with all the information you need to ensure you are up to speed with the latest approval process requirements.

We will put a spotlight on the Master Media Scheme – how to best use the Scheme and the benefits it provides.

This session will contain essential information for all government communications professionals and will be interactive with questions welcome!

This session is only open to South Australian Government employees. Please use your government email address when registering.



Tue 24 Mar



2PM - 3PM



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/government-communication-essentials-registration-90552154933>

MAR 2020



Inclusion is the Future – the changing landscape of inclusion and diversity

Great strides have been made in inclusion and diversity, but there is still a long way to go and a lot more to achieve.

Often, it's the overwhelming experience of where do we start?

Presented by SEEK's Client Training Manager Nicola Laver, we will delve into recent research exploring the changing landscape of inclusion and diversity.

This is an interactive session designed to raise your own self-awareness around inclusion and diversity.

You will come away equipped with actionable insights and tools to help inform your decisions on inclusion and diversity initiatives.



Wed 25 Mar



9AM - 10.30AM



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/inclusion-is-the-future-the-changing-landscape-of-inclusion-diversity-tickets-83562237903>

APR 2020



How to develop more effective CALD and Indigenous Audience Communications

Etcom, a communications agency that specialises in connecting brands with Australia's diverse and growing multicultural audience will present the CALD Audience landscape.

Hear how the market is changing and how your campaigns can effectively reach CALD audiences.

With 21% of the Australian population speaking a language other than English at home this is a session you can't miss.

Key topics will cover:

- Key CALD audiences in SA
- CALD media landscape in SA
- Key trends in CALD media
- Growth of Chinese social media
- Other emerging CALD audience communications platforms
- Government case studies and best practice



Fri 3 Apr



9.30^{AM} - 11^{PM}



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/getting-the-most-out-of-your-cald-indigenous-communications-tickets-83562675211>

APR 2020

REPRISE

Media Landscape of 2020

The media landscape is constantly changing as digital spending continues to rise and traditional channels shift their approach.

This session will provide attendees an overview of the current media landscape and highlight what changes we can expect to see in the future.

This is an essential session for all marketers who want to understand how the shifting landscape could affect their 2020 marketing strategies.



Tue 14 Apr



2^{PM} - 3^{PM}



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/the-media-landscape-of-2020-tickets-86773522943>

MAY 2020

CARAT

Update from Facebook

Carat will be hosting our Partner Manager from Facebook to come and provide an update on the latest learnings and insights from Facebook.

This session will cover:

- Trends for 2020 and beyond – Facebook IQ study
- Deep dive into Messenger best practice
- Deep dive into Instagram Stories best practice
- The opportunity for Q&A



Thu 7 May



2^{PM} - 3^{PM}



State Administration Centre, 200 Victoria Square, Level 1



Registrations open April 2020

MAY 2020

REPRISE

Social Media Influencers - what you should know

Think you know your Lauren Curtis from your Steph Claire Smith? Over the last several years, influencer marketing has evolved from an ancillary marketing tactic to a multi-billion dollar industry.

This session will demystify influencer marketing, covering topics such as what influencer marketing really is, how to activate a successful influencer marketing campaign and how Reprise provides due diligence when recommending influencers.



Tue 12 May



2^{PM} - 3^{PM}



State Administration Centre, 200 Victoria Square, Level 1



Registrations open April 2020

MAY 2020

CARAT

Programmatic update and what is Marketing Intelligence?

We will provide you with an introduction to data-driven marketing: extracting insights from a brand's data assets to fuel business strategy and connect marketing to business outcomes.

We will also update you on new opportunities in "Broadcast Video On Demand" and Programmatic Out of Home (OOH) advertising.

There will be a chance for questions and answers following the presentation, so bring any you have along with you!



Wed 20 May



9^{AM} - 10.30^{AM}



State Administration Centre, 200 Victoria Square, Level 1



Registrations open April 2020

JUN 2020

REPRISE

Emerging Platforms

Every year a new platform will come to the forefront and capture the public's attention and leisure time.

As with all attention-grabbing mediums, marketers aren't far behind in trying to understand how that attention can be leveraged to engage their target markets.

This session aims to highlight the platforms that are emerging and how they can be leveraged in your marketing mix.



Tue 16 Jun



2^{PM} - 3^{PM}



State Administration Centre, 200 Victoria Square, Level 1



Registrations open April 2020

JUN 2020

CARAT

Research & Insights update – the 4D consumer

This session will introduce you to the '4D Consumer' who are 'Diverse, Demanding, Distrusting, and Distracted'.

We will guide you through the 4D Consumer's current mind states and highlight the megatrends that we believe will redefine consumer economies and the underlying drivers behind future trends.

This all sits with the expectations of the experiences that brands provide and the new benchmarks they create for gaining attention and achieving audience satisfaction.



Wed 17 Jun



1^{PM} - 2.30^{PM}



State Administration Centre, 200 Victoria Square, Level 1



Registrations open April 2020

JUN 2020



Government of South Australia
Department of the Premier
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Mon 22 Jun



10^{AM} - 11^{AM}



State Administration Centre, 200 Victoria Square, Level 1



Registrations open April 2020