

**2021**

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**GOVERNMENT  
MARKETING  
COMMUNICATIONS**

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**PROFESSIONAL  
DEVELOPMENT  
CALENDAR**

APRIL 2021



**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 May and June 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.  
All training sessions until July 2021 will be held online.

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](mailto:GOVTBRIEFS@wmglobal.com)

**Carat**

[SAGOVBRIEFS@carat.com](mailto:SAGOVBRIEFS@carat.com)

# FEB 2021

## Wavemaker

### Finecast – The future of screens

In 2020 we saw Australian Smart TV and BVOD audiences grow dramatically driven by COVID and mass shifts in viewer consumption behaviours. The adoption of Smart TV penetration in Australia is now at critical mass with 87% of Aussie households now having more than 1 Connected TV or Digital Streaming device in their homes. This session will look at key trends, viewer behaviours and how advertisers are adapting fast to capitalize on these behaviours, transforming traditional TV advertising into modern TV planning & buying with addressable TV.

#### Presenter

Tania David, Head of Marketing & Business Development, Finecast



Mon 8 Feb



10:30<sup>AM</sup> – 11:30<sup>AM</sup>



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



<https://www.eventbrite.com.au/e/finecast-the-future-of-screens-tickets-132487237895>

# FEB 2021

## CARAT

### TV – A day in the life of a spot

Have you ever wondered how a TV ad goes from a media schedule to running on air? The Nine Network will take us through an insightful behind-the-scenes session on the process of implementing a television buy, to help you get the most out of your campaign spend.

#### Hosted by

Channel Nine



Tue 16 Feb



10<sup>AM</sup> – 11<sup>AM</sup>  
(45 minutes plus Q&A)



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



<https://www.eventbrite.com/e/television-a-day-in-the-life-of-a-spot-tickets-135791912265>

# MAR 2021

## Wavemaker

### Writing for the Web

The way we view, interact and engage with websites has changed substantially in the past few years. From tablet and phone optimisation to the improvement of analytics and data capture, digital is an integral platform that often falls victim to lack of strategic planning or tactical know-how, particularly when it comes to the written word. This short, informative workshop will run through key tips and advice to ensure you are optimising your writing for online spaces - from the initial content framing right through to mining your own data to ensure the content you create is relevant to your audience. Presented by leading communications agency BCW in conjunction with Wavemaker.

#### Presenter

Tess Fisher, Senior Account Director, BCW.

BCW is a leading agency specialising in corporate communications, consumer campaigns, and issues and crisis management. With personnel throughout Australia and New Zealand, as well as at more than 200 locations around the world, BCW is part of the WPP group and works closely in SA with sister company Wavemaker to provide clients with integrated communications campaigns and projects.



Wed 17 Mar



9:30<sup>AM</sup> – 10:30<sup>AM</sup>  
(1 hour, including Q&A)



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



<https://www.eventbrite.com.au/e/writing-for-the-web-tickets-142469924379>

# MAR 2021

## CARAT

### LinkedIn update

LinkedIn are hosting an informative session on how to get the best out of the platform, current Government Best Practice and the latest organic and paid product updates.

#### Hosted by

LinkedIn



Tue 23 Mar



10<sup>AM</sup> – 11<sup>AM</sup>  
(45 minutes plus Q&A)



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



<https://www.eventbrite.com/e/linkedin-update-tickets-135793268321>

# MAR 2021

## CARAT

### Google – Search

Join us for a debrief on what's new in Google Search - we will get you up to speed on new formats, campaign types and bidding options. This session will suit those with a basic understanding of SEM.

**Hosted by**  
Google



Tue 30 Mar



10<sup>AM</sup> – 11<sup>AM</sup>  
(45 minutes plus Q&A)



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



<https://www.eventbrite.com/e/an-update-on-google-search-tickets-135792203135>

# APR 2021

## Wavemaker

### SEO – Understanding how it works

A topline overview of how SEO works and what needs to be considered within any website.

**Presenter**  
Jake Whitten, National Head of SEO & CRO, Wavemaker



Tue 13 Apr



10:30<sup>AM</sup> – 11:30<sup>AM</sup>



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



<https://www.eventbrite.com.au/e/search-engine-optimisation-tickets-132493705239>

# APR 2021

## CARAT

### Indigenous insights

Cox Inall Ridgeway is a social change agency working to disrupt disadvantage in Indigenous communities. This session will cover holistic approaches to Aboriginal and Torres Strait Islander Mental health and the work Cox Inall Ridgeway have done in the development of models of care, mental health policy, operational plans and communication campaigns to support behaviour change and reduce the burden of mental health illness disproportionately experienced by Aboriginal and Torres Strait Islander people.

#### Hosted by

Cox Inall Ridgeway



Tue 20 Apr



10<sup>AM</sup> – 11<sup>AM</sup>  
(45 minutes plus Q&A)



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



<https://www.eventbrite.com/e/mental-health-challenges-with-indigenous-australians-tickets-135793603323>

# APR 2021

## Wavemaker

### WPP Presents – The Role of Communication in Public Policy Development

The events of 2020 constrained public behaviours, altered public attitudes, and fundamentally reformed the relationship between citizens and the state. But which of these changes will be temporal, and which are likely to be permanent? Drawing on WPP's global work with both public and corporate clients over the last year, the Government & Public Sector Practice has identified the key societal and behavioural changes that are taking place; summarised the significant trends and media habits that have emerged; and analysed how government communicators need to respond in a world that's changed rapidly – and will continue to do so for the rest of the decade.

#### Presenter

Michael Harris, Executive Director, WPP Government & Public Sector Practice AUNZ and Sean Larkins, Global Head of Strategy, WPP



Tue 27 Apr



9:30<sup>AM</sup> – 10:30<sup>AM</sup>  
(1 hour, including Q&A)



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



<https://www.eventbrite.com.au/e/wpp-presents-the-role-of-communication-in-public-policy-development-tickets-132495735311>

# MAY 2021

## CARAT

### SA Real Estate Market update and what's new with REA

Special guest Cameron Kusher, a senior research analyst, will join us to present a South Australian Real Estate market update, to help guide your future planning. REA will also be providing a snapshot of their latest offerings and insights on what is performing best for current campaigns.

**Hosted by**  
REA



Tue 11 May



11AM – 12PM  
(45 minutes plus Q&A)



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



<https://www.eventbrite.com/e/south-australia-real-estate-market-insights-and-platform-updates-from-rea-tickets-135787320531>

# MAY 2021

## CARAT

### Building brands on social

Social media's ability to drive short term business results has been proven beyond any doubt over the last few years. What we'll explore in this session is whether social media can build a brand over the long term? And if so, how would a brand need to approach social? How the that different to current best practice?

**Hosted by**  
Mark Byrne – Dentsu



Tue 18 May



10AM – 11AM  
(45 minutes plus Q&A)



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



<https://www.eventbrite.com/e/building-brands-on-social-media-tickets-135793105835>

# MAY 2021

## Wavemaker

### 2021 Trends that Matter

The 10 trends government needs to know to help them connect with their voters. One of Australia's most respected social forecasters and futurists, Rose Herceg, will go live with the 2021 Trends That Matter.

#### Presenter

Rose Herceg, Chief Strategy Officer WPP AUNZ



Mon 24 May



10<sup>AM</sup> – 11<sup>AM</sup>  
(1 hour, including Q&A)



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



<https://www.eventbrite.com.au/e/2021-trends-that-matter-tickets-150677437271>

# JUN 2021

## CARAT

### Future Focus series – The 4D Australian Consumer

Australia is more diverse than it has ever been and when brands don't act accordingly, it can be detrimental. Higher cross category expectations and an impossible barrage of ads have left Australian's today feeling distressed, demanding, distrusting and distracted. We will investigate consumer mindsets and how brands can act accordingly.

#### Hosted by

Mark Byrne – Dentsu



Tue 1 Jun



10<sup>AM</sup> – 11<sup>AM</sup>  
(45 minutes plus Q&A)



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



<https://www.eventbrite.com/e/the-4d-australian-consumer-tickets-135792562209>



# JUN 2021

## Wavemaker

### WPP Presents: What is Family Now – a Multicultural Perspective?

Our most important connection in a multicultural context is family - but the meaning of family ties and how we behave with them can vary considerably. This presentation gets up close and meaningful to explore the meaning of family in a Covid-coping world, and how the way Government communicates to discreet audiences within the framework of families is changing too.

#### Presenter

Alison Tilling, Chief Strategy Officer VMLY&R and Lou Petrolo, Managing Partner, Etcom.



TBA  
June 2021



TBA  
(1 hour, including Q&A)



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



Live in May 2021 (at least one month prior to event)