

2nd Delegate \$495 + GST
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DIGITAL STRATEGIES

for the Public Sector, NFPs & NGOs

24 & 25 February 2014, Amora Hotel, Wellington



Driving digital opportunities and projects for communication, economic development and business collaboration

Case studies and insights from public sector and NFP organisations including:

2020 Communications Trust | Auckland Council | Inland Revenue Department
Napier City Council | Porirua City Council | Royal New Zealand Plunket Society
Te Horowhenua Trust | The Trusts | Wanganui District Council

Plus: Separately bookable full day workshop: 26th February
Social media strategies and analytics for the public sector
Facilitated by: Simon Young, CEO, syENGAGE

Supporting Organisations:



NZ's leading business conferences



DIGITAL STRATEGIES

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Day One: 24 February 2014

8.30 Registration and coffee

9.00 **Opening remarks from the Chair**
Stuart Dillon-Roberts, Director, The Digital Office

9.10 **Digital strategies in NZ - The way forward?**
The government has set directives for the public sector and local governments to create stronger communities, more productive economies and Better Public Services across the board. We will examine the role digital strategies have in New Zealand and the benefits for communities and organisations alike.

- Impact of the Better Local Government & Better Public Services directives for digital strategies
- How has technology aided public sector organisations to better meet their community's needs?
- Where are digital strategies headed?

9.50 **Aligning digital strategies with overarching organisational goals and directions**
A successful digital strategy encompasses the best parts of strategic management, marketing and business strategies. By focussing on the broader enterprise level goals and opportunities, a digital strategy can assist and complement existing projects to reduce duplication of resource use.

- Defining the overarching organisational direction
- Getting top-level buy in
- Making better uses of company resources

Colart Miles, Business Agility Coach, Optimiation

10.30 Morning break and refreshments

10.50 **Gigatown - using internet without boundaries to transform New Zealand**
Chorus is offering one town in New Zealand a gigabit fibre - the fastest internet connection in the Southern Hemisphere - to showcase New Zealand to the world. But is it just about faster video - or is it a platform for genuine economic change?

- The Chattanooga example – attracting international business, creative talent and economic growth
- Experimenting with how internet without boundaries can transform communities and help NZ's innovation culture
- What will it take to deliver this change

Rosalie Nelson, Manager – Market Strategy & Insight, Chorus

11.30 **Case Study: Becoming a leader in the digital world**
This session will examine how Wanganui's digital strategies have contributed to the district becoming New Zealand's first globally recognised Smart21 Intelligent Community.

- The vision – how a lofty vision helps communities achieve their goals
- The strategies – what are the key components of a digital future?
- The benchmarks – choosing a global measurement system

Marianne Archibald, Digital Facilitator, Wanganui District Council

12.10 **Case Study: Using strategies to guide digital project choice**



A cohesive and collaborative approach to digital projects can be successfully guided through the use of a strong strategic direction.

- Why ad hoc projects are detrimental to the organisation
- Using the strategy to create priorities and divert resources to the areas of most need

Andrew Siddles, Corporate IT Manager, Napier City Council

12.50 Lunch

1.50 **Governance and monitoring of significant public sector projects**
A robust management and governance regime is essential to increase the probability of success of significant public sector digital projects.

- Project management vs Project Governance
- The Treasury Better Business Cases methodology
- Central agency project monitoring framework and the role of Gateway Reviews
- The benefits of using SSC Risk Profile Assessment (RPA) continuously

Prashanta Mukherjee, The Principal, Prashanta dot Com

2.30 **Consistency across all touchpoints - the customer experience dilemma**
Consistency is about customer experience, well designed processes that deliver your vision, brand experience and allow you to operate as a lean and efficient business.

- Managing the risk of having multiple engagement channels
- Exploring the role of process efficiency
- Why shiny digital toys won't necessarily enhance customer experiences

Jason Price, Managing Director, Price Perrott

3.10 **Case Study: Auckland's Digital Leadership Forum**
A group of local stakeholders have been brought together to realise the benefits of the government's UFB programme and Rural Broadband Initiative (RBI) for Auckland. Hear some of the outcomes from this forum and how the programme is impacting Auckland's digital future.

- Working across stakeholder groups
- Identifying priorities across the region
- Promoting the benefits and making the most of new technology

Robert Lundberg, Regional Digital Policy Advisor, Auckland Council

3.50 Afternoon break and refreshments

4.10 **Digital by default - driving services to the web**
Companies are driving more services to online portals to reduce cost and pressures on traditional service avenues. The shift to digital creates a great deal of pressure to get the web services and digital services right.

- Driving people to use services – how do you get them interested?
- Shifting perceptions of traditional service models vs online models

David Udy, Programme Director – Digital Delivery, Inland Revenue Department



4.50 **Communicating across the digital divide**

The digital divide in New Zealand is alive and well, with some communities having little or no access to digital opportunities and services, and some eschewing digital technologies all together.

- Examples of the digital divide in New Zealand and what is being done to accommodate it
- Creating inclusive digital strategies and projects that allow greater engagement

Hazel Jennings, Trustee, 2020 Communications Trust

5.30 Summary remarks from the Chair and Networking function

Day Two: 25 February 2014

9.00 **Welcome back from the Chair**
Stuart Dillon-Roberts, Director, The Digital Office

9.05 **Case Study: Examining the impact of digital solutions for a national NFP**



Plunket is undertaking a project that will see mobile technology rolled out to its front line staff to improve the health outcomes of their community. This case study will examine why mobile technology was decided as the solution of choice, but also how the use of this technology will impact on their community.

- Taking into consideration organisational needs, organisational culture, stakeholders needs and ability of technology
- Key influences of competencies and organisational culture
- What is the natural level of competencies – is training and awareness needed?
- Outcomes from the project so far

Brenda Hynes, GM Service Delivery, Royal New Zealand Plunket Society

9.50 **Projects in the communities - stronger community engagement and economic benefits**

Working effectively with key community leaders can lessen the strain on resources and encourage proper use of the project outcomes.

- The differences between sole charge, collaborative and community led economic projects
- Creating stronger community ties for economic benefit
- Working in collaborative environments

Chris Lipscombe, Manager – Economic Development, Porirua City Council

10.35 Morning break and refreshments

10.55 **Case Study: Creating digital communities through social media**



A group of individuals bonded by a common interest can find an ideal place to flourish online through digital communities. Hear the story of the Breastfeeding NZ community which has grown to be a place of support, comfort, advice and information for parents as they seek to give their babies the best start in life.

- Sharing our own birthing pangs as we launched
- Guiding the community through infancy and the terrible twos to become a vibrant and supportive community
- Lessons we learnt navigating social media while dealing with sensitive information

Steve Dimakis, Digital Connections, GSL Promotus
Tim Antric, Strategist, Pathos Communication

11.40 **Indigenous and ethnic communications**

- Creating cultural authenticity in digital communications
- Interaction between Maori and Pacific people and social

media communications

- Examining the role of digital branding in ethnic communities

Bradley Walker, Managing Director, Native Council

12.25 Lunch

1.10 **The next generation: Digital leadership forums and driving digital projects**

Having the right support for innovative and mould-breaking projects is essential for ensuring they stay on track. Digital leadership forums can steer the running of the projects and can help get all aboard.

- Who should be included in the forum? Is there any “right” combination
- Tapping into the potential outside of the organisation
- Identifying the drivers for these projects

Stuart Dillon-Roberts, Director, The Digital Office

1.55 **Case Study: Digital strategies for increased engagement**



In this session hear from Peter as he discusses the formation of The Trusts’ plan to rejuvenate their digital assets.

- Formulating a plan and a clear path for action
- Using social media to increase staff engagement
- Using digital to aid The Trusts’ core 3 goals

Peter Jiang, Digital Marketing Specialist, The Trusts

2.40 Afternoon break and refreshments

3.00 **Just where is that crowd? What it takes to run a successful digital project post-launch**

After investing effort into creating a new website, refreshing existing ones or other digital solutions, the last thing you want is for people not to engage, to leave before completing transactions, without finding out what they need to know, or to not turn up at all.

- Fundamentals of post-launch care and promoting uptake
- Meaningfully engaging with visitors, supporters, users, staff and stakeholders
- Examples of some successful and less successful digital ventures

Stephen Blyth, Roving Advisor, Common Knowledge Aotearoa NZ

3.45 **Writing and creating the right content for websites**

Web based services require information to be communicated in the most efficient way possible – if the user is unable to find key information then it is a waste of valuable online assets and digital reputations.

- Tips for web writing
- What should be online? Drawing the line between online and offline materials
- Why does usability matter? Making it intuitive for the user

Joanne Dillon, Digital Services Lead at Te Takere, Te Horowhenua Trust; Owner, Weaving the Web

4.30 Closing remarks from the Chair and end of conference

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SEPARATELY BOOKABLE WORKSHOP

Social media strategies and analytics for the public sector

26 February 2014, 9.00am – 4.30pm

Social media is one of the game changers for the communications field and has an growing impact on the way kiwis communicate with peers and with other organisations. This workshop will go through how best to manage the social media channel for public sector organisations.

- Evaluating the channels and creating a measured response
- Knowing what to post – what does the audience care about?
- Aligning what goes on social media to the overall company strategy
- Analytics – how you can tell you're reaching the right people
- What's hit the right spot? Going viral and the positives and negatives associated with it

Simon Young, CEO, syENGAGE



Simon Young is a principal of social media consultancy syENGAGE, and a coauthor of the book "Social Media MBA". He's been a speaker, consultant and writer for over ten years, helping people see the new world of marketing and communications. Simon has spoken at conferences across the Asia Pacific Region, and been a regular presence in business magazines, TV and radio as a contributor and commentator.



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