



**Communications Summit 2010**  
**The Sebel Surry Hills Sydney**  
**28 Albion Street Surry Hills Sydney**

**The Surry Room, Level 11**



<b>Monday 22 March</b>	
<b>Time</b>	<b>Format</b>
<b>9.00am to 10.00am</b>	<b>Registration and arrival tea and coffee</b>
<b>10.00am to 11.30am</b>	<b>Opening Plenary</b>
	<b>Speakers: Mr David Butt and Dr Michael Moore</b>
10.00am to 10.20am	<b>Mr David Butt, Chief Executive Officer, Australian General Practice Network</b> The national health reform agenda and the Network's role in it – focusing on our future
10.20am to 10.40am	<b>Dr Michael Moore, Chief Executive Officer, Central Sydney General Practice Network</b> Branding, communications and media relationships for Network members – where we are now and where we are heading
10.40am to 11.00am	<b>Question time</b>
<b>11.00am to 11.30am</b>	<b>Morning tea, the Surry Room</b>
<b>11.30am to 1.00pm</b>	<b>Branding and marketing</b>
	<b>Speaker: Mr Stuart Gordon, Marketing Specialist</b> Chair: Pina Versace, Greater Bunbury Division of General Practice
	Selling your programs, selling your organisation, selling your vision This session will cover: <ul style="list-style-type: none"> <li>• Building your brand</li> <li>• In-house promotion and marketing</li> <li>• Branding as a network nationally and locally</li> <li>• Promotional products, useful tools or just a gimmick</li> <li>• Questions and answers</li> </ul>
<b>1.00pm to 2.00pm</b>	<b>Lunch, Albies Restaurant, Level 1</b>
<b>2.00pm – 3.15pm</b>	<b>Newsletters</b>
	<b>Speaker: Mr Lee Shepperd, Communications Officer, Central Sydney General Practice Network</b> Chair: Emma Rees, General Practice Queensland
	Where do you start and where do you want to end up? This session will cover: <ul style="list-style-type: none"> <li>• A brief overview of newsletters and their objectives and audience</li> <li>• A breakout session with group workshop – what newsletters do you use? Who is your audience? What feedback do you get? Ideas for improvements</li> <li>• Report back session</li> </ul>
<b>3.15pm – 3.45pm</b>	<b>Afternoon tea, the Surry Room</b>

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**Delivering local health solutions through general practice**

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<b>Monday 22 March (cont)</b>	
<b>Time</b>	<b>Format</b>
<b>3.45pm – 5.00pm</b>	<b>Public relations (lobbying federal politicians)</b>
	<b><i>Speakers: Professor Phillip Davies, Health Systems and Policy, University of Queensland and Joy Thomas, Mental Health Principle Network Advisor, Australian General Practice Network</i></b> Chair: Ben Graham, Australian General Practice Network
	<b>This session will cover:</b> <ul style="list-style-type: none"> <li>• How to make contact with your local federal politician</li> <li>• An explanation from federal politicians about what they are looking for in establishing relationships with a general practice network</li> </ul>
<b>5.00pm to 5.15pm</b>	<b>Recap of the day</b>
<b>5.30pm</b>	<b>Close of day 1</b>
<b>7.00pm for 7.30pm</b>	<b>Communications Summit Dinner Albies Restaurant, Level 1</b>

<b>Tuesday 23 March</b>	
<b>Time</b>	<b>Format</b>
<b>8.30am to 10.00am</b>	<b>Journalist roundtable</b>
	<b>Speaker: Mark Metherell, Health Writer, Sydney Morning Herald and Paul Smith, Political Editor, Australian Doctor</b> Chair: Janet Grist, Northern Rivers General Practice Network
	Who are they, what do they want to talk to us about and how do we get them to talk to us about our stories? This session will cover: <ul style="list-style-type: none"> <li>• Panel discussion (5-10 minutes)</li> <li>• Questions to the panel from the floor</li> </ul>
<b>10.00am to 10.30am</b>	<b>Morning tea, the Surry Room</b>
<b>10.30am to 12.00pm</b>	<b>Current affairs – media, messaging and issues for the Network</b>
	<b>Speaker: David Butt, Chief Executive Officer, Australian General Practice Network</b> Chair: Frith Rayner, Australian General Practice Network
	This session will cover: <ul style="list-style-type: none"> <li>• Identifying key dates for the Network – including health reform and health days</li> <li>• How to make the most of media opportunities these present</li> <li>• Strategies to prepare for media and lobbying</li> <li>• How to use national and international health campaigns to promote the Network</li> <li>• Templates, how to use them and how we can work together</li> <li>• Discussion of Communications Summit and future topics</li> </ul>
<b>12.00pm to 1.00pm</b>	<b>Lunch, Albies Restaurant, Level 1</b>
<b>1.00pm to 2.30pm</b>	<b>The business end of communications – essential policies and how to create them</b>
	<b>Speaker: Simon Tatz, Director Communication and Marketing, Mental Health Council of Australia</b> Chair: Jan Newland, General Practice NSW
	This session will cover: <ul style="list-style-type: none"> <li>• A brief overview of what policies the Network needs (set by accreditation standards) and others that can be useful</li> <li>• A break out session with group workshop – what policies do you have? How are they used? What are the basics that need to be covered in the policy? Identify other policies needed</li> <li>• Report back session</li> </ul> <b>Outcome:</b> list of policies, idea of how to create them, ideas of who to contact for more ideas
<b>2.30pm – 3.30pm</b>	<b>The interwebs</b>
	<b>Speaker: Lee Shepperd, Communications Officer, Central Sydney General Practice Network</b> Chair: Alex Meagher, General Practice Network NT
	This session will cover: <ul style="list-style-type: none"> <li>• Email communications, tracking, analysing and privacy issues</li> <li>• What questions you ask yourself before you ask a designer to build</li> <li>• Outsourcing your web requirements</li> <li>• Content – who writes it? Who maintains it? Is it part of policy?</li> <li>• Technology and communications, where is it going?</li> <li>• Building and developing a website your members want</li> <li>• Integrating databases – events registration online</li> </ul>
<b>3.30pm</b>	<b>Close of meeting</b>
<b>3.45pm</b>	<b>Close of day 2</b>