



5th Summit on Measurement

*The annual conference for experts in PR research and measurement –
and smart practitioners who want to learn from them*

October 3-5, 2007
Sheraton Portsmouth Harborside

Schedule of Events

Wednesday, October 3

10 a.m. – 4:45 p.m. **Measurement 101 Pre-Conference Workshop**
(Roberts Room – Grand Ballroom Area – Lobby Level)

An introduction to public relations research and measurement that will examine and explain strategic vs. tactical public relations, the research process, setting measurable objectives, research methods, levels of measurement, dashboards and other metrics. This workshop also will touch upon input, output and outcome objectives as well as connecting measurement and research objectives to organizational planning.

Measurement 201 Pre-Conference Workshop
(Whipple Room – Grand Ballroom Area – Lobby Level)

A more advanced workshop on public relations research and measurement that will provide a detailed look at measurement, methods of observation, content analysis, sampling, surveying, data analysis and writing research reports.

12 Noon **Networking Lunch for All Pre-Conference Workshop Participants**
(Prescott Room – Lower Lobby Level)

Workshop Instructional Team

- David Geddes, Senior Vice President & Partner, Director of Research, Fleishman Hillard
- Angela Jeffrey, Vice President Editorial Research, VMS
- Katie Paine, President & CEO, KDPaine & Partners
- Dr. Brad Rawlins, Associate Chair, Department of Communication, Brigham Young University
- Dr. Don W. Stacks, Professor and Director of the Advertising and Public Relations Program, School of Communication, University of Miami
- Dr. Donald K. Wright, Professor of Public Relations, College of Communication, Boston University

Wednesday, October 3 (continued)

- 5:35 p.m.** **Departure from the Sheraton for Cruise**
(Those who need directions or want to be accompanied to the Isle of Shoals dock – that is directly across Market Street from the Sheraton – should meet near the hotel’s main door on the Lobby Level. Others should be onboard the ship no later than 5:45 p.m.)
- 6 - 8 p.m.** **Scenic Foliage Networking Cruise sponsored by TNS**
Isles of Shoals Steamship Company, 315 Market Street, Portsmouth, NH
- 8 p.m.** Optional dinner on your own in Portsmouth

Thursday, October 4

- 7:30 a.m.** **Networking Breakfast**
(Harbor’s Edge Room – Lobby Level)
- (All of the Thursday and Friday program sessions are in the Grand Ballroom on the Lobby Level)*
- 8:20 a.m.** **Welcome and Opening Remarks**
- Frank Ovaitt, President & CEO, Institute for Public Relations
 - Dr. Don Wright, Director, Institute for Public Relations Forums and Professor of Public Relations, Boston University
- 8:30 a.m.** **An Integrated Approach to Communication Measurement**
- Moderator: Dr. David Rockland, Partner and Managing Director, Ketchum, and Chair of the Institute’s Commission on Public Relations Measurement and Evaluation
 - Dr. Jim Macnamara, Professor of Public Communication and Public Relations Chair, University of Technology, Sydney, Australia
 - Derek Tronsgard, Director, PRIME Research
- Although measurement has become a major focus for public relations and many other aspects of communication, each part of the mix has operated largely independently with little cross-pollination and overlap, resulting in a fragmented approach to measurement. Jim Macnamara, formerly Group Research Director, CARMA, Asia Pacific, argues that an integrated approach to measurement, while challenging to achieve, is essential to accurately identify what drives audience awareness, perceptions, attitudes and behavior – the outcomes sought most in communication. Derek Tronsgard will provide a case study presentation on one such integrated communication measurement project.*
- 9:45 a.m.** **Networking Break**
(All Networking Breaks take place in the foyer area outside the hotel’s Grand Ballroom and include the Summit’s Cyber-Café presented by Wieck Media, the Institute’s technology partner)

Thursday, October 4 (continued)

10:15 a.m. How One Company Uses Measurement in Reputation Tracking

- Chris Frank, Senior Director, Corporate Market Research, Microsoft
- Andrew Bernstein, President, Cymfony

This presentation will walk attendees through the Microsoft PRIME – a consistent global framework that assesses the effectiveness (message pick-up, tone and impact) of communications.

11:30 a.m. The Jack Felton Golden Ruler Award Lunch sponsored by RF/Binder Partners.

(Harbor's Edge Room – Lobby Level)

The Institute honors winners of the 2007 Jack Felton Golden Ruler Awards recognizing excellence in public relations research, measurement and evaluation integrated into public relations practice.

1:30 p.m. How to Measure the Impact of Blogs and Other Consumer-Generated Media

- Moderator: Katie Paine, President & CEO, KD Paine & Partners
- Shel Israel, author of *Naked Communications*
- Kami Huyse, Principal, My PR Pro
- Todd Parsons, Co-Founder, BuzzLogic

Katie Paine, one of the first people in the nation to measure blog communication, moderates this cutting-edge panel discussion exploring what's really happening in the measurement of social media – whether this makes sense, and how this research differs from more traditional measurement techniques.

3:15 p.m. Networking Break

3:45 p.m. What Price Reputation? And the Importance of Measuring It

- Jonathan Low and Pamela Cohen, Partners, CCW (Communications Consulting Worldwide)

As savvy companies continue to realize their reputation can be their most important asset -- and maybe even boost the stock price -- a new series of communication research methodologies are being used to measure the value of perception and reputation. This session examines the most recent examples of this cutting-edge research.

5:30 p.m. Departure from Sheraton to Shankhassic Farm

(Those without transportation who need rides to the Lobster Fest should meet near the hotel's main door on the Lobby Level no later than 5:30 p.m.)

6 – 10 p.m. Annual Summit on Measurement New England Lobster Fest at Shankhassic Farm. Sponsored by CCW.

Friday, October 5

7:30 a.m. Networking Breakfast
(Harbor's Edge Room – Lobby Level)

8:30 a.m. Measuring Communication Effectiveness in the US Military

- Moderator: Dr. Don W. Stacks, Professor and Director of the Advertising and Public Relations Program, School of Communication, University of Miami
- Michael N. Daily, Program Manager, Media Analysis and Effects Assessment Program, Cubic Applications, United States Marine Corps, San Diego, California
- Col. Jayson D. Sawyer, Chief, Communication Analysis and Assessment Team, United States Army
- Mark Russell Phillips, Vice President, USO World Headquarters and Lead Planner, Public Affairs Research Division, United States Air Force (retired)

All branches of the US Armed Forces are actively involved in various aspects of communication measurement. This panel session has representatives from the Army, Air Force and Marine Corps plus two noted academic researchers with unique ties to the US military.

10 a.m. Networking Break

10:30 a.m. Challenges of Communication Measurement in the Not-for-Profit Sector

- Lee Aase, Manager of Media Relations and Research, Mayo Clinic.
- Angela Jeffrey, Vice President Editorial Research, VMS

The Summit's final program segment explores the measurement and evaluation efforts of the Mayo Clinic where the public relations team is measuring the impact of building broad-based awareness through the use of traditional and newer public relations research methods.

11:30 a.m. Networking Lunch and Adjournment
(Harbor's Edge Room – Lobby Level)