

DAY 1 - 30 March 2008 : Pre-event Exclusive Katie Paine Workshop

The Second Annual PR Measurement Summit will host a pre-event workshop on March 30 for professionals wishing to receive personal training in measurement best practice, dashboard technology, creating of measurement plans and implementation schedules. The multi-faceted workshop will be limited to a maximum of 50 registrants and will be conducted by Katie Paine. Registration fees for the pre-event workshop is \$540 per person.

DAY 2 - 31 March 2008

Measurement's focus on ethics, best practice, tools of the trade, client expectations and agency viewpoints

Time	Topic	Main Speaker or Panel Chair	Company
09:30	Keynote opening speech: Importance of Measurement	Mazen Nahawi	Media Watch
09:45	Best practice: Definitions of measurements, What are output, outcome, uptake and impact? Aligning measurement to corporate objectives and communications goals	Katie Paine	KD Paine
10:45	<i>Break</i>		
11:00	How to write communications goals and to measure them.	David Rockland	Ketchum
12:00	Tools of the trade: Dashboards and field studies. How to make Sure tools are aligned with best practice guidance and making sure they work effectively	Katie Paine	KD Paine
13:00	<i>Lunch</i>		
13:30	How to measure the ROI of public relations. How to create a public relations scorecard.	David Rockland	Ketchum
14:30	Case study + Panel discussion: Measuring the effectiveness of PR campaigns working to build global brands	Tim Walmsley Sanaa Bagersh Nader Elmir	IPN Brandmoxi Dunhill
15:30	<i>Break</i>		
15:45	Case study - Fundraising	Dr. Ron G Wolfe	Zayed University
16:00	Measuring the effectiveness of financial PR	Jonas Rodney Hassan Al Saleh	OMX TRACCS
16:45	Measuring the effectiveness of Sports Sponsorship (Case study + Panel discussion)	Donal Kilalea Alun James	Promoseven Four Communications
17:45	<i>Summary / Close of day</i>	Katie Paine	KD Paine
18:00	Networking - cocktails		

DAY 3 - 1 April 2008

Case studies and panel discussions

Time	Topic	Main Speaker or Panel Chair	Company
09:30	Measuring Journalistic Integrity	Mazen Nahawi	Media Watch
10:00	How to evaluate PR performance in a diversified global holding group (Case study + Panel discussion)	David Rockland Hania Thabet Hassan Al Saleh	Ketchum TBWA Raad TRACCS
11:00	Measuring PR on the Internet: How important is this and how can it be measured. (Case study + Panel discussion)	Katie Paine Samih Toukan Mohammed Qaddourah Rob Jones	KD Paine Maktoob Du AME Info
12:00	<i>Break</i>		
12:15	Case study + Panel discussion: Measuring the effectiveness of Public affairs, CSR and Community relations.	Ammara Khan	H&K
13:15	Awards ceremony – MEPR/IPR/IPRA statements	Katie Paine	KD Paine
13:30	<i>Close</i>		