

DAY 1 Workshop - Nov. 22, 2009

The 3rd Annual PR Measurement Summit will host a pre-event workshop on Nov. 22, 2009 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 Mazen Nahawi.

DAY 2 - Nov. 23, 2009

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

Time	Topic
8:00	<i>Registration and Morning Coffee</i>
9:00	Opening Speech: Measuring the Impact of Public Affairs Mazen Nahawi, News Group
9:15	Keynote speech Sandra Macleod will be this year's key note speaker. Sandra is the Group CEO at Echo Research and is widely recognized for her work in measurement, evaluation and research.
9:45	MEPRA Introduction News Group strongly supports the Middle East PR Association (MEPRA) and is committed to its success. MEPRA has also endorsed the PR Measurement Summit for a third year running and an address on MEPRA's role in championing PR and measurement across the Middle East will be given by Executive Director Rebecca Hill.
10:00	Measurement and Public Affairs News Group president, Mazen Nahawi, will give a speech on best practice in measurement for government PR and public affairs. He will refer to case study examples and highlight latest concepts, methodology and technology used in evaluating these campaigns.
11:00	<i>Break</i>
11:15	Is there measurement in government and public affairs? How is it done? This panel's speakers will discuss whether measurement is practiced within government PR and public affairs practice in the region. Panelists will be asked to give examples from their work, describe their experience in working with or implementing measurement programs and their vision for how to improve this.
12:15	How do you measure social networking for public affairs & government

Where to Twitter, Maktoob, F3F3, Facebook, MySpace and other social networks come into our measurement programs for government and public affairs? is this phenomenon over-hyped? can measurement be effectively implemented on such online platforms? Alexander McNabb and Carrington Malin share their insights.

13:15 *Lunch*

14:15 **Measuring PR in education**

With education reform spreading across the region, how are governments and schools communicating to parents and students? are their programs effective?

15:15 **Governments and crisis management**

With a host of crisis including economic decline and political turmoil, governments need to enact effective crisis management programs; how can they be measured?

14:30 **Summary / Close of the day**

Mazen Nahawi, News Group

End of day 2

DAY 3- Nov. 24, 2009

Case studies and panel discussions

Time	Topic
8:30	Morning Coffee
9:00	Second Day Remarks Mazen Nahawi, News group
9:15	Amec Introduction
9:35	Measuring success in Health Communications As with education, health care is witnessing tremendous reform across the Middle East. How are regional health officials communicating and how do they evaluate their work

10:30 **Measuring trust in Diplomacy**

A must see panel: Governments from around the world are communicating to the Middle East public on everything from economics to peace making - are they succeeding? A unique look into measuring public diplomacy

11:30 *Break*

11:45 **Measuring success within a crisis - Media & State**

Abu Dhabi represents a unique case of measuring a newly active and wide-spread PR effort aimed at elevating the emirate during the worst economic crisis since the 1930's. From Ferrari and Mubadala, to AMD and Masdar City - how do we measure this campaign and what can we learn from it?

12:45 **Closing Remarks**

13:00 **News Group Awards**

End of PR Measurement Summit 2009