

**2019 / 20**

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**GOVERNMENT  
MARKETING  
COMMUNICATIONS**

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**PROFESSIONAL  
DEVELOPMENT  
CALENDAR**

AUGUST 2019



**Government  
of South Australia**

The Department of the Premier and Cabinet Communications, together with the Media Panel have devised interesting and informative professional development sessions available to all government marketing, communications and recruitment staff responsible for Brand or Functional advertising.

These complimentary professional development opportunities are a direct benefit from the Master Media Scheme.

Places are limited for each session – please click on the unique event link to register your attendance.

Registrations are now open for August, September and October sessions, with future sessions opening for registration approximately two months ahead of the scheduled date.

# AUG 2019

**REPRISE**

## Search Engine Optimisation – SEO 101

SEO or Search Engine Optimisation, another acronym in digital marketing that can be the cause of confusion or misunderstanding. SEO has been around nearly as long as Google has and like Google, it plays a critical role in attracting people to your product or service.

With people turning to Google to find answers to a wide-ranging variety of questions, it's more important than ever to have an understanding of the history, effect, and use of SEO in modern day marketing.

This session is designed to give you a competent understanding of SEO and how to leverage it to achieve both your marketing and business objectives.



6<sup>TH</sup>

4<sup>PM</sup> - 5<sup>PM</sup>



State Administration Centre, 200 Victoria Square, Level 1



[eventbrite.com.au/e/reprise-presents-search-engine-optimisation-seo-101-tickets-63324842308?aff=SEO101](https://eventbrite.com.au/e/reprise-presents-search-engine-optimisation-seo-101-tickets-63324842308?aff=SEO101)

# AUG 2019

**WM WAVEMAKER**  
MEDIA. CONTENT. TECHNOLOGY.

## Digital Programmatic and DCO

What is Digital Programmatic?

Why do we use it, how do we use it and how can campaigns benefit from using an automated buying system?

This session will guide SA Government through the key elements of data, technology, media inventory and measurement that make up the world of programmatic.

We will also discuss the benefits of Dynamic Content Optimisation and how you can serve the right message, to the right person at the right time.



30<sup>TH</sup>

1<sup>15</sup><sup>PM</sup> - 2<sup>30</sup><sup>PM</sup>



State Administration Centre, 200 Victoria Square, Level 1



[eventbrite.com.au/e/digital-programmatic-dynamic-content-optimisation-tickets-63365133821](https://eventbrite.com.au/e/digital-programmatic-dynamic-content-optimisation-tickets-63365133821)

# SEP 2019



## Digital Media- what you need to know

Digital media is more than a regular feature in a person's day, it is part of the fabric of life. But as SA Government marketers, do you still wonder if you know everything you need to?

We will be tailoring this session by sending a survey to attendees – asking you about what you want to know.

The session will then be crafted specifically to your feedback and of course we'll cover off the state of Digital Display, Video and Social Media in 2019/20, including helpful ways to choose the correct Digital KPI's to meet your campaign objectives, and updates on brand safety and viewability.



10<sup>TH</sup>

10<sup>30</sup><sub>AM</sub> - 12<sub>NOON</sub>



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/digital-media-what-you-need-to-know-tickets-66641714161>

# SEP 2019



## Regional South Australia Media Partners Roadshow

Hear quick and useful information about using regional media for functional government notices and information.

Brief presentations from the main regional media groups, including press, radio and television, will be followed by a question and answer session.



24<sup>TH</sup>

9<sup>30</sup><sub>AM</sub> - 11<sub>AM</sub>



Lot Fourteen, Eleanor Harrald, Building Lecture Theatre, Frome Road Entrance



<https://www.eventbrite.com.au/e/regional-south-australia-media-partner-roadshow-tickets-66646117331>

# OCT 2019

## REPRISE

### Audio – The Evolution of Listening

What once was broadcast and community radio is now radio, podcasts, digital radio, streaming services, online audio and more.

Today's consumer has many options to tune into what they want to hear. As marketers, we have decisions to make about how we follow consumer trends in the audio space.

In this session we look at the changing audio consumer and how, where, what and when they are tuning in to and how technology drives their options.

We will consider new ways of engaging with audiences in terrestrial and digital audio and how programmatic audio is automating placement choices, making it more efficient to buy audiences across environments.



15<sup>TH</sup>

2<sup>PM</sup> - 3<sup>PM</sup>



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com.au/e/audio-the-evolution-of-listening-tickets-66848352221?aff=affiliate1>

# OCT 2019

## CARAT

### Google and YouTube Update

Carat Adelaide will be hosting an update from Google, with a particular lens on:

- What's Google's Vision? Growing with Machine Learning and AI.
- Updates from the YouTube academy. What is the difference between Brand Safety and Brand Suitability?
- How can we effectively connect with our Audience through creative and products. Such as 6-second Bumpers vs 15-second In-Stream ads.
- A view on Google's roadmap. What's next?

Bring your lunch along and enjoy this interactive session!



28<sup>TH</sup>

12<sup>NOON</sup> - 2<sup>PM</sup>



State Administration Centre, 200 Victoria Square, Level 1



<https://www.eventbrite.com/e/google-and-youtube-update-tickets-67164427611>

# NOV 2019

## REPRISE

### Facebook: What's new?

Reprise and Facebook will provide an update on what's new in Facebook.

Topics covered include: Targeting Best Practice: core audiences, speaking to CALD audiences and maximising first party data; Deep Dive into Effective Creative Ad Formats and Measurement: the importance of measurement and measurement basics.



19<sup>TH</sup>

2<sup>30</sup><sub>PM</sub> - 3<sup>30</sup><sub>PM</sub>



State Administration Centre, 200 Victoria Square, Level 1



Registrations open September 2019

# FEB 2020



### Understanding Young Adults (a Gen Z Audience Deep Dive)

Building upon Wavemaker's previous research into Gen Z, we will provide an update on their differences in relation to communication, technology, cultural behaviours and opinions as well as their media consumption.

We find this audience incredibly fascinating and can't wait to present to you. Their communication preferences are incredibly different, we feel this session is of benefit to all SA Government departments because if they are not your customer/target audience yet, they will be soon.



WEEK COMMENCING 24<sup>TH</sup>

TIME TBC



Location to be confirmed closer to the date.



Registrations open January 2020

# FEB 2020



## Copywriting for recruitment in print and online

This popular session brings together the expertise of Seek and Wavemaker in writing and designing good recruitment advertising for print and online.



19<sup>TH</sup>

9<sup>30</sup><sub>AM</sub> - 11<sub>AM</sub>

OR

12<sub>NOON</sub> - 1<sup>30</sup><sub>PM</sub>



Wavemaker, Level 1 1-5 Wakefield Street, Kent Town, SA



Registrations open January 2020

# MAR 2020



## Finding your employee value proposition

A workshop about the importance of finding an authentic employment brand to attract new employees and retain existing employees.

Led by Ian and Sarah Moore of moore@work, a partner of Wavemaker in the delivery of Employer Branding projects, we show you how researching and knowing your market and coming up with the right communication language can make you an employer of choice.



25<sup>TH</sup>

9<sup>30</sup><sub>AM</sub> - 11<sub>AM</sub>



Wavemaker, Level 1 1-5 Wakefield Street, Kent Town, SA



Registrations open January 2020

# APR 2020



## Recruitment and engagement with Indigenous Australians

Wavemaker's specialist indigenous engagement consultant Noel Niddrie, a Kamilaroi man, will lead a workshop to examine ways to reach and influence Indigenous people, both when recruiting and engaging with employees.



TO BE CONFIRMED



Wavemaker, Level 1 1-5 Wakefield Street, Kent Town, SA



Registrations open March 2020

# MAY 2020



## Special event – Regional Press on show

Wavemaker is partnering with Country Press SA and Australian Regional Media to showcase the regions of South Australia and the newspapers that serve them.

This is a day-long expo with displays, speakers and events for you to engage with and understand the significance of regions and the power of regional press in local communities.

You can attend for a short time, or a long time. There will be plenty of things to experience and knowledge to acquire.



20<sup>TH</sup>

9<sup>AM</sup> - 4<sup>PM</sup>



Location to be confirmed closer to the date.



Registrations open March 2020