

# WORKSHOP: Public Relations and New Media



Mark you calendar on  
Tuesday, May 26, 2009



## WHO OR WHAT'S MOVING YOUR CHEESE?

Like it or not, even in Indonesia where Internet penetration rates are low and broadband is slow, something is moving your cheese if you're in the business of public relations.

Slowly for now but surely, New Media such as blogs, Twitter and podcasts, and social networks such as Facebook and Friendster are changing the rules of the game when it comes to communications between businesses and their customers. Already the more progressive Indonesian companies are trying to market themselves through, for instance, Facebook and Twitter.

Many of them do not do a good job because they fail to recognize the new rules of the game that New Media and Social Networks bring to the business of communications.

Maverick, the organizer of Pesta Blogger which is into its third year this year and one of the first Indonesian businesses to run a corporate blog, has been an active participant and observer in the development of new media in Indonesia. This year it formed its New Media Division to help its clients make sense of New Media and how to be part of the Conversation.

## Where:

Room JASMINE 3  
Lower Ground  
Intercontinental Mid Plaza,  
Jl. Jend. Sudirman Kav 10-11,  
Jakarta 10220

## Time:

From 9:30 am to 5 pm

## Fee:

IDR 600,000,- ( IDR 500,000,- for  
Maverick's retainer clients)

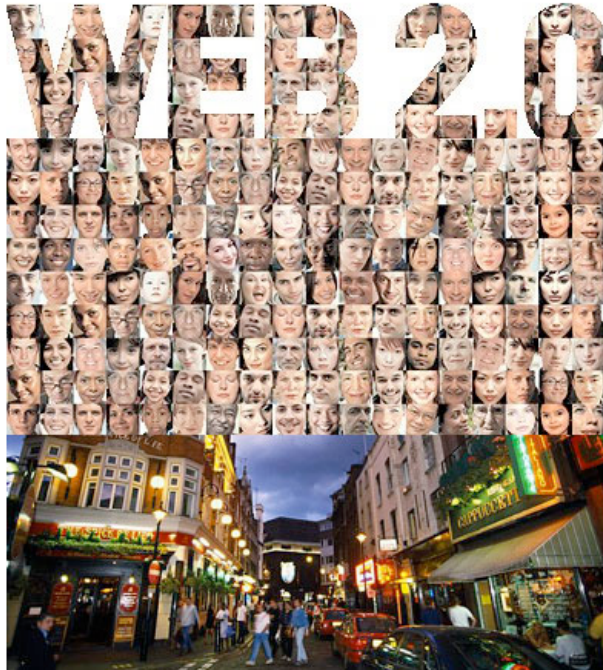
Limited seats for 35 persons, first come, first served. Limited to 2 persons per company/ organization.

RSVP to [hanny@maverick.co.id](mailto:hanny@maverick.co.id) before May 20, 2009.

*Please bring your own laptop to this workshop for on-site practice.*

# WORKSHOP: Public Relations and New Media

Maverick is organizing a workshop to share our knowledge and experience of New Media with in-house PR practitioners. We've decided to make the workshop small and intimate by limiting it to 35 places so that there can be a full and meaningful exchange of views. We've also kept the costs low so that PR practitioners find it affordable. The fee is merely to cover the costs of the venue and F&B.



<http://digiredo.files.wordpress.com/2009/03/web20.jpg>

## FOR MORE INFORMATION :

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<http://mavericknetwork.biz/>

## TOPICS

1. Who's moving the PR cheese?
2. Emerging digital media
3. Online PR
4. Different uses of new media for PR-related efforts
5. Understanding the online community
6. Planning a digital PR campaign

## WHEN AND WHERE

Tue, May 26, 2009

Room JASMINE 3, Lower Ground

Intercontinental Mid Plaza, Jl. Jend. Sudirman

Kav 10-11, Jakarta 10220

From 9:30 am to 5 pm

## Maverick

Jl. Balitung III no. 8, Senopati, Kebayoran Baru  
Jakarta, 12110  
<http://mavericknetwork.biz/>

## TRAINERS

### ONG HOCK CHUAN | TECHNICAL ADVISOR, MAVERICK

Ong is a prominent blogger that is well known for his sharp and witty postings mainly related to current issues, media, and politics. His blog (Unspun) ranks the 3rd place among English language blogs in Indonesia according to an independent blog-ranking site, Indonesia Matters. Ong also is the architect behind the idea of Pesta Blogger.

### HANNY KUSUMAWATI | NEW MEDIA DIVISION, MAVERICK

As the event manager of Indonesia's national-scale blogger gathering, Pesta Blogger 2007 and 2008, Hanny has established close contacts with Indonesia's most prominent bloggers and netters. A well-known blogger herself (Di Sini), Hanny heads Maverick's New Media Division.

### WICAKSONO | GUEST TRAINER, EDITOR IN KORAN TEMPO, BLOGGER

Well-known as NgoroKakung in the blogosphere, Wicaksono has become an icon of Indonesian blogosphere. He is also the Chairman of Pesta Blogger 2008. His blog (Pecas Ndahe) ranks the 3rd place among Indonesian language blogs according to an independent blog-ranking site, Indonesia Matters.