

LGX EVENT PROGRAM 2022



27th – 28th
JUNE 2022
Novotel Sunshine
Coast Resort, Twin Waters



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community deserves
to be a liveable one

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Day One

Monday 27 June

Time	Program
8:00am – 8:30am	Registration, arrival tea & coffee
8:30am – 8:40am	Welcome to LGx 2022! Jon Guarna, Communications Manager, LGAQ Tim Cox, Communications Advisor, LGAQ
8:40am – 9:45am	Top cops: arresting messaging and social from the long arm of the law Simon Kelly, Director, Media & Public Affairs, Queensland Police Service
9:45am – 10:20am	Council success story: how the Our Logan Media Portal has raised the bar Rebecca Waters, Media Advisor, Logan City Council
10:20am – 10:30am	A word from our sponsor: iSentia Russ Horell, Chief Commercial Officer,
10:30am – 11:00am	Morning tea
11:00am – 11:55am	Fraser Coast floods: Communicating with the community George Seymour, Mayor, Fraser Coast Regional Council Scott Whitby, Marketing & Communications Manager, Fraser Coast Regional Council
11:55am – 12:00pm	A word from our sponsor: LGIAsuper Emma Ball, Head of Acquisitions, Events & PR
12:00pm – 1:00pm	Enablo, Workplace and the future of work: platforms for next-gen internal comms Andrew Knott, Chief Customer Officer, Enablo Emily Vernon, Client Partner, Enablo
1:00pm – 2:00pm	Lunch
2:00pm – 4:30pm	The Workshop: a quickfire campaign-building exercise, from concept to complete [includes working afternoon tea] Hannah Statham and the award-winning Media Mortar team
4:30pm – 5:00pm	LGx Awards for Excellence in Local Government Communications <ul style="list-style-type: none">• Best Collaboration• Best Social Media Campaign• Best Creative Campaign• Best Communications Digital Professional
5:00pm – 7:00pm	Networking drinks & canapes on the Minyama Room Verandah – sponsored by Peak Services

Day two

Tuesday 28 June

Time	Program
8:00am – 8:30am	Registration, arrival tea and coffee
8:30am – 9:30am	Having a Reel-y good time: how relatable is your council, really? Liz Ward, Co-founder & CEO, Navii
9:30am – 10:00am	Council success story: lessons learned from a post-hacker attack rebuild Kristina Olsen, Media, Communications & Customer Experience Coordinator, Cook Shire Council
10:00am – 10:30am	Morning tea
10:30am – 11:25am	Facebook and the floods: vital video updates that kept a community informed Cr James Mackay, Walter Taylor Ward, Brisbane City Council
11:25am – 11:50am	Champion campaigns: setting out your social for premier performance Kristy Gogolka, Social Media & Corporate Communications Advisor, LGAQ
11:50am – 12:50pm	The ABC of social media: unpacking the national broadcaster's social media strategy Scott Gamble, Head of Social Media, ABC
12:50pm – 1:00pm	A word from our sponsor: ServiceNow Bridget Davidson, Senior Account Executive, ServiceNow Paul Wyatt, Public Sector QLD & 2032 Taskforce, Fujitsu
1:00pm – 2:00pm	Lunch
2:00pm – 3:00pm	Inside the Metaverse: how councils can use Facebook to better connect with their communities Roy Tan, Head, Politics & Government Outreach (Asia-Pacific), Meta
3:00pm – 3:10pm	A word from our sponsor: Telstra Tony Ellison, State Manager QLD/NT, Whispir
3:10pm – 3:40pm	Rebrand or brand new: making the most of your council's brand power Damien Lugg, Director, Market 2 Market
3:40pm – 3:50pm	Feedback and conference close



Registration

Full registration

\$660

Networking drinks

\$60

To register, please click the link or register
via the events page on www.lgaq.asn.au

**REGISTRATION
BOOKING**

All Enquires

Members' Hotline

Ph: 1300 542 700

Em: ask@lgaq.asn.au