

# LGX EVENT PROGRAM 2022



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

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**Every Queensland  
community** deserves  
to be a liveable one

# SPONSORS

## PLATINUM



Hastings Deering



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# Day One

## Monday 27 June

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

# Day Two

## Tuesday 28 June

Time	Program
8:00am – 8:30am	<b>Registration, arrival tea and coffee</b>
8:30am – 9:25am	<b>Having a Reel-y good time: how relatable is your council, really?</b> Liz Ward, Co-founder & CEO, Navii
9:25am - 9:30am	<b>A word from our sponsor: Brighter Super</b> Matt Hogno, Manager Stakeholder Engagement
9:30am – 10:00am	<b>Council success story: lessons learned from a post-hacker attack rebuild</b> Kristina Olsen, Media, Communications & Customer Experience Coordinator, Cook Shire Council
10:00am – 10:30am	<b>Morning tea</b>
10:30am – 11:25am	<b>Facebook and the floods: vital video updates that kept a community informed</b> Cr James Mackay, Walter Taylor Ward, Brisbane City Council
11:25am – 11:50am	<b>Champion campaigns: setting out your social for premier performance</b> Kristy Gogolka, Social Media & Corporate Communications Advisor, LGAQ
11:50am – 12:50pm	<b>The ABC of social media: unpacking the national broadcaster's social media strategy</b> Scott Gamble, Head of Social Media, ABC
12:50pm – 1:00pm	<b>A word from our sponsor: ServiceNow</b> Bridget Davidson, Senior Account Executive, ServiceNow Paul Wyatt, Public Sector QLD & 2032 Taskforce, Fujitsu
1:00pm – 2:00pm	<b>Lunch</b>
2:00pm - 3:00pm	<b>Inside the Metaverse: how councils can use Facebook to better connect with their communities</b> Roy Tan, Head, Politics & Government Outreach (Asia-Pacific), Meta
3:00pm - 3:10pm	<b>A word from our sponsor: Telstra</b> Tony Ellison, State Manager QLD/NT, Whispir
3:10pm - 3:40pm	<b>The council comms confessional: current and future challenges and how we manage them</b> Lacee Martell, Media & Communications Officer, Lockyer Regional Council Greg Martin, Manager, Communications & Marketing, Whitsunday Regional Council Anne Hallam, Manager Marketing, WA Local Government Association Brendan Steinhardt, Principal, Media & Strategic Relations, Toowoomba Regional Council
3:40pm - 3:50pm	<b>Feedback and conference close</b>



# Registration

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Full registration

**\$660**

Networking drinks

**\$60**

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To register, please click the link or register  
via the events page on [www.lgaq.asn.au](http://www.lgaq.asn.au)

**REGISTRATION  
BOOKING**

## **All Enquires**

Members' Hotline

**Ph: 1300 542 700**

**Em: [ask@lgaq.asn.au](mailto:ask@lgaq.asn.au)**