

LGx conference 2023



16–17 May 2023

Edge Auditorium,
State Library of
Queensland
Brisbane

PROGRAM



SPONSORS

PLATINUM



Hastings Deering



GOLD



SILVER



NETWORKING DRINKS

GIFT SPONSORS



Day One

Tuesday 16 May

Time	Program
8:00am – 8:30am	Registration open, coffee + tea available
8:30am – 9:00am	A STORY OF WELCOME with Gold Sponsor, State Library of Queensland Kellie-Ann Robinson, Acting Manager, Marketing & Communications, State Library of Queensland
9:00am – 9:30am	COUNCIL COMMS SUCCESS STORY: Lessons from Logan’s brilliant re-brand Kate Ryan and Angie Scott, Logan City Council
9:30am – 10:00am	2024 COUNCIL ELECTIONS: what they mean for how we work This ECQ-LGAQ facilitated session gives you everything you need to know ahead of next year’s quadrennial elections, with plenty of time for your questions.
10:00am – 10:30am	Morning tea
10:30am – 11:00am	BREAKOUT SESSIONS ADVANCED ANALYTICS – crunching numbers and meeting the LGAQ’s new social dashboard. NEXT LEVEL VIDEO – some simple steps to getting the best possible video content.
11:00am – 11:20am	MAKING THE MOST OF YOUR AUDIENCE INTELLIGENCE with Gold Sponsor, iSentia Russ Horell, Chief Commercial Officer
11:20am – 11:35am	COUNCILS AT THE READY: Queensland’s new disaster management arrangements and how comms comes into play
11:35am – 12:30pm	TO PLAN OR NOT TO PLAN: The Comms Plan on trial They say ‘fail to prepare, prepare to fail’ but do you really need a comms plan? What elements go into creating a good one and how do measure its performance? <ul style="list-style-type: none">• NO: Beau Jackson, Isaac Regional Council• YES: Samantha Dean, LGAQ• IN THE MIDDLE: Kirsty Visman, Superdream
12:30pm – 1:30pm	Lunch

Day One continued...

Tuesday 16 May



1:30pm – 2:15pm	THE STORYTELLER: Hedley Thomas – from print to pod to justice at last The award-winning Teacher's Pet podcast creator on storytelling across different media.
2:15pm – 2:45pm	THE KIDS ARE ALRIGHT: can councils better communicate with the 1.5 million Queenslanders aged 25 & under? Liz Ballantyne, Media Mortar
2:45pm – 3:15pm	A SUPER, THREE FUNDS INTO ONE, RE-BRAND with Platinum sponsor - Brighter Super Oliver Best, Marketing Lead
3:15pm – 3:45pm	Afternoon tea
3:45pm – 4:15pm	IS TIME RUNNING OUT FOR TIK-TOK: Risk v reward for the social media superstar Tracy Whitelaw, LGAQ Digital
4:15pm – 4:30pm	HOW GREEN IS MY BRANDING? Ensuring your environmental credentials survive the spin cycle with Gift Partner Portfolio Creative Services Dai Gwynne-Jones, Director
4:30pm – 5:00pm	LGx AWARDS FOR EXCELLENCE IN LOCAL GOVERNMENT COMMUNICATIONS Now expanded and with revised categories: https://lgaq.news/3MXZykX
5:00pm – 7:00pm	Networking drinks sponsored by Peak Services

Day Two

Wednesday 17 May

Time	Program
8:00am – 8:30am	Registration open, coffee + tea available
8:30am – 9:00am	COUNCIL COMMS SUCCESS STORY: 'Your Noosa' a \$0.00 snap success Three years of the simple social media campaign that continues to drive huge engagement. Ken Furdek, Noosa Shire Council
9:00am – 9:15am	Council comms during disaster management with Silver Sponsor, Articulous Sue Monk, Group Executive and Amanda Newbery, Managing Director
9:15am – 9:45am	BREAKOUT SESSIONS INTERNAL COMMS – what's working (and what isn't) in-house and for distributed workers? SHOW ME THE MONEY – getting community buy-in to your council's budget comms.
9:45am – 10:00am	A RE-BRAND WALTZ FOR WINTON with Silver Sponsor, Wonderkarma Nick Deane, Owner and Creative Director, Wonderkarma
10:00am – 10:30am	Morning tea
10:30am – 12:30am	CAMPAIGN EXERCISE: Brainstorming the 'Locals Like You' roll-out Fun and fast-paced, this hands-on, no-one-has-a-monopoly-on-good-ideas workshop sees participants collaborate to 'gamify' a brief and turn it into innovative campaigns.
12:30pm – 1:30pm	Lunch
1:30pm – 2:00pm	THE ABC OF ChatGPT: DISPATCHES FROM THE AI BATTLELINES Is AI something that might help you do your job – or do you out of it? Matt Oxlade and Tracy Whitelaw, LGAQ Digital

Day Two continued...

Wednesday 17 May



2:00pm – 2:45pm	LESSONS FROM I WILLIAM: Comms, social and other learnings from 3+ years with the Premier (and how councils can catch the eye of State Government) Emily Arlidge, Former Digital Director, Queensland Premier's Office
2:45pm – 3:15pm	Afternoon tea
3:15pm – 3:45pm	THE COUNCIL COMMS CONFSSIONAL Back by popular demand, a candid dive into the good, the bad & the ugly of council comms!
3:45pm – 4:00pm	Feedback and farewell



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

