

LGx 2020 Forward Facing Program



4 – 5th NOV

**Brisbane's
HOWARD SMITH
WHARVES**

Day 1 Wednesday 4 November

8:00 am – 8:30 am

Registration, arrival tea & coffee

8:30 am – 8:35 am

Acknowledgment of Country + welcome

8:35 am – 9:15 am

Council Comms success story: Balonne's Matesong bonanza

Sally Rigney: A/Media Officer, Balonne Shire Council

Kim Wildman: Manager Tourism, Balonne Shire Council

9:15 am – 10:00 am

A Brolly good idea: it's Australian for social media archiving

Nathan Cram: Founder, Brolly

10:00 am – 10:30 am Morning Tea

10:30 am – 11:25 am

Lessons from Lockdown: post-COVID comms + what we've learned

Facilitated by Kim Skubris: Journalist + Trainer

11:25 am – 11:55 am

Next Gen Councillors: Smart social campaigns for electoral success

Cr Rebecca Vonhoff, Toowoomba Regional Council

Cr Ryan Bayldon, City of Gold Coast

11:55 am – 12:10 pm

LGx, Our Town + Jadu update

12:10 pm – 12:55 pm

Social media 2021: future trends of digital + social media keynote session:

Mel Kettle: Communications strategist



Hastings Deering



12:55 pm – 1:40 pm Lunch

1:40 pm – 2:25 pm

Social media 2021: future trends of digital + social media workshop

2:25 pm – 3:05 pm

Council Comms success story: Rethinking waste

Rebecca Batzloff: Business Communication Officer, Community & Client Services with Mackay Regional

3:05 pm – 3:30 pm Afternoon Tea

3:30 pm – 4:15 pm

CONCURRENT SESSIONS

1. Destination marketing | Hannah Statham: Founder, Media Mortar
2. A deep dive into community sentiment with Our Town | TBA

4:15 – 5:00 pm

CONCURRENT SESSIONS

1. Video that makes a difference | Kim Skubris: Journalist + Trainer
2. Photography for comms | John Elliott: Tourism + Events Officer, Winton Shire Council

5:00 pm – 5:30 pm

LGX Awards for Excellence in Local Government Communications

5:30 pm – 7:00 pm

Networking Drinks supported by Telstra:

Join us for drinks + canapes on our conference venue verandah



Hastings Deering



Day 2 | Thursday 5 November

7:00 am – 8:45 am

Special LGx Breakfast supported by LGIA Super:
With guest speaker, Red Frogs Founder, Andy Gourlay

9:00 am – 9:55 am

Clear for take-off: how BNE rallied the community behind its new runway

Jessica Shannon: Community Relations Manager, Brisbane Airport Corporation

9:55 am – 10:50 am

Turbocharge your internal comms: lessons from Queensland's largest club

Kim Price: Senior Internal Communications Advisor, RACQ

10:50 – 11:20 am Morning Tea

11:20 am – 12:30 pm

The Challenge: background + work-through

Award-winning Queensland-based creative agency Publicis Worldwide will lead a high-level workshop + teams-based scenario

12:30 pm – 12:50 pm

The Challenge: presentations

Mel Kettle: Communications strategist

12:50 – 1:35 Lunch

1:35 pm – 2:20 pm

Social media auditing: from DIY to outsourcing to experts

Kate Wilson: Founder, Cinc Social Media

2:20 pm – 2:30 pm

Social media auditing: how an audit saw LGAQ tune up its social media voices

Kristy Gogolka: Social Media + Corporate Comms Officer, LGAQ

2:30 pm – 3:15 pm

Regional media in focus: maximising returns when mastheads vanish

Panel including 2020 Bean, Lockyer, Ticehurst Award Winner

3:20 pm – 4:00 pm

Council Comms success story: Do It In Douglas + Buy Douglas, Build Douglas

Tom Volling: Communications Officer, Douglas Shire Council

4:00 pm – 4:05 pm

Feedback + conference close



Registration

(GST INCLUSIVE)

Full Registration including networking breakfast

\$990.00

Corporate Registration including networking breakfast

\$1500.00

FUNCTIONS:

Networking Drinks

\$50.00

Special LGx Breakfast only

\$100.00 pp; \$500.00 table of 8

**The Fantauzzo have offered a 15% discount for rooms
for LGx Attendees | The Promo code is - LGX2020**

<https://www.artserieshotels.com.au/fantauzzo/>

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

**REGISTRATION
BOOKING**

All Enquires

Members' Hotline

Ph: 1300 542 700

Em: ask@lgaq.asn.au