

4th Asia Pacific Communications Forum, 'Communicating in the Digital Space'
Sejong Hotel, Seoul, Korea

DAY 1		
Time	Session	
8:30 – 9:00	Registration	Korean Red Cross
9:00 – 9:15	Welcome by Korean Red Cross	Secretary-General, Korean Red Cross
9:15 – 9:35	Opening remarks	Patrick Fuller, IFRC & Louise Taylor, ICRC
9:35 – 9:45	Housekeeping & security	Korean Red Cross
9:45 – 10:25	Getting to know each other & reflecting on Forum objectives & expectations	Korean Red Cross & Ahmad Husein, IFRC
10:25 – 10:45	Morning coffee break	
10:45 – 11:45	Asia-Pacific in focus: digital & social media trends in the region	Maria Ressa, Rappler
11:45 – 12:15	IGNITE Presentation: Messaging apps	Yan Run, Red Cross Society of China
12:15 – 13:15	Lunch	
13:15 – 13:30	Post-lunch warmer	Red Cross Youth
13:30 – 14:30	Focus on Facebook: An audience of 1.5 billion and counting...	Kyooeun Jang, Facebook
14:30 – 15:30	Presentations on successful uses of Facebook from within the Red Cross Red Crescent Movement	Jesse Edep, ICRC Philippines; East Asia Red Cross Red Crescent Youth Network; Pacific National Societies
15:30 – 16:10	Afternoon coffee break	
16:10 - 17:40 Skills labs	How to... Write & implement a social media policy & staff guidelines	Giovanni Zambello, IFRC
	How to... Monitor, measure and report on social media	Kate Jean Smith, IFRC & Yan Luong, ICRC
	How to... Use social media to connect with media and opinion-leaders	Patrick Fuller with Giles Hewitt, AFP Bureau Chief in Seoul, featuring Eugene Yi, Twitter
17:40 – 18:00	Review and discussion	Ahmad Husein, IFRC
18:00	Wrap-up	
From 19:30	Welcome dinner	With address by President of Korean Red Cross

DAY 2		
Time	Session	
8:15 – 8:30	Introduction to Day 2	Ahmad Husein
8:30 – 9:20	Youtube: The ongoing rise of video & the world's biggest video platform	Hugh Kim, Youtube
9:20 – 10:20	Looking outside the Red Cross Red Crescent: UNICEF Korea's 'We Action' campaign, Greenpeace Southeast Asia, Twitter	Minchang Kim, inspire/d; Tom Ganderton, Greenpeace Southeast Asia; Eugene Yi, Twitter
10:20 – 10:40	Morning coffee break	
10:40 – 11:20	Presentations of online campaign best practice from the Red Cross Red Crescent Movement	Mr.Jinho Hwang, Korean Red Cross; Aulia Arriani & Ayu Paraswati, Indonesian Red Cross (PMI); Michael Kifle Yohannes, ICRC Bangladesh
11:20 – 12:00	Panel discussion	UNICEF/creators of 'We Action' campaign; Tom Ganderton, Greenpeace; Aulia Arriani, Indonesian Red Cross (PMI); Mr. Joonho Min, Korean Red Cross. Moderator: Eileen Cher, Singapore Red Cross
12:00 – 13:00	Lunch	
13:00 – 13:15	Warmer	Red Cross Youth
13:15 – 14:30	Social media for community engagement	Mandy George, IFRC; Louise Taylor, ICRC
14:30 – 15:45 Skills labs	How to... Make awesome content – for free	Ika Koek, IFRC & Yan Luong, ICRC
	How to... Get organised with social media calendar	Fitri Adi Anugrah & Mia Pitria, ICRC Indonesia
	How to... Manage a social media reputational 'crisis'	Kate Roux, IFRC
15:45 – 16:05	Afternoon coffee break	
16:05 – 17:20 Skills labs	How to... Use your mobile as a content creator and distributor	Jesse Edep, ICRC Philippines
	How to... Fundraise through social media	Mr Joonho Min, Korean Red Cross
	How to... Write a clear & effective social media strategy	Kate Jean Smith & Giovanni Zambello, IFRC; Tom Ganderton, Greenpeace Southeast Asia
17:20-17:35	Review & wrap-up	

DAY 3		
Time	Session	
8:30 – 8:45	Warmer game & re-cap of Day 2	Ahmad Husein + Red Cross Youth
8:45 – 9:00	Reflection	Ahmad Husein
9:00 – 10:15	The power of the Red Cross Red Crescent Movement: Maximising our collective voice	Louise Taylor, ICRC & Patrick Fuller, IFRC
10:15 – 10:35	Morning coffee break	
10:35 – 12:00	Social media during emergencies & disaster response	Patrick Fuller, IFRC with presentations from Palang Merah Indonesia and Philippine Red Cross
12:00 – 13:00	Lunch	
13:00 – 13:15	Game	Korean Red Cross
13:15 – 13:30	IGNITE Presentation: Leveraging online influencers	Lyn Garcia, Philippine Red Cross
13:30 – 14:45	Social media for disaster preparedness and resilience	Omar Abou-Samra, IFRC Global Disaster Preparedness Centre
14:45 – 15:00	Drawing on big data for development and early warning	Jong Gun Lee, UN Global Pulse, Jakarta Lab
15:00 – 15:20	Afternoon coffee break	
15:20 – 16:00	Grouped discussions	Ahmad Husein
16:00 – 16:30	Looking ahead: Making plans of action and commitments	Patrick Fuller
16:30 – 16:45	Final review + wrap-up	Patrick Fuller
16:45	Official closing remarks	Korean Red Cross