



yMedia  
CHALLENGE

yMedia Workshop  
Series 2010

NOT-FOR-PROFIT  
ORGANISATIONS



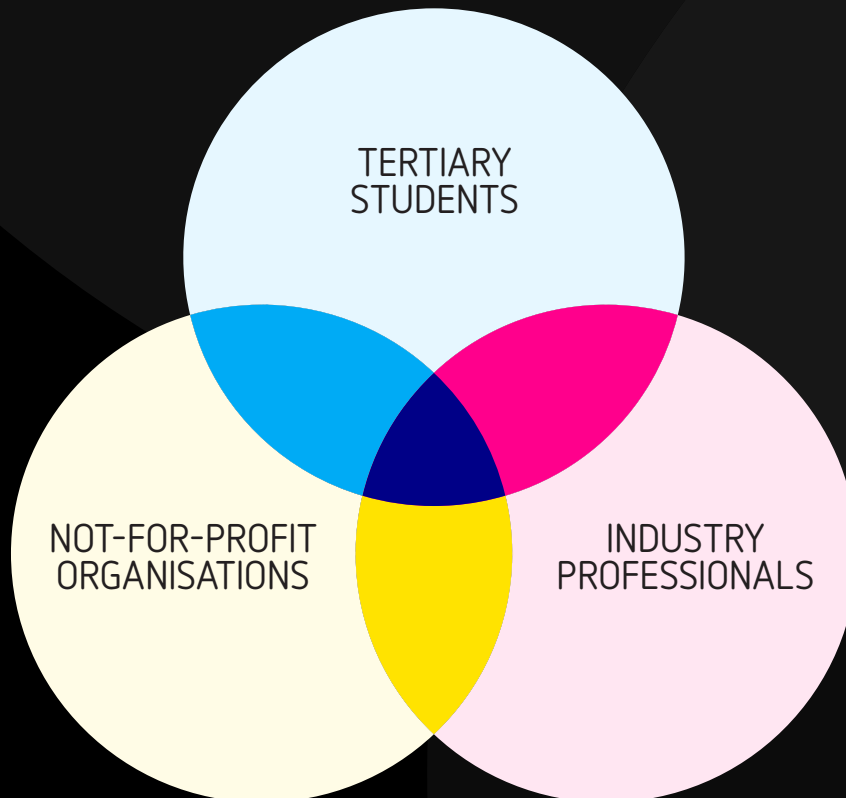
# yMedia

What is yMedia?

yMedia connects students, industry and not-for-profit organisations to develop and implement new media initiatives for collective growth.

## TERTIARY STUDENTS

Are often uncertain of their career path after study and therefore need **practical experience** and an **introduction to the industry** to help increase their employability.



## NOT-FOR-PROFITS

Are often lacking in time, funds, resources and expertise to explore the benefits of new media initiatives and therefore need **dedicated support** to help **increase their competency online.**

## INDUSTRY PROFESSIONALS

Have a wealth of knowledge and experience and can therefore **provide guidance and insight to talented students**, while gaining a strong understanding of their capabilities for potential employment opportunities.

# yMedia Workshop Series:

The yMedia Workshop Series has been designed to help you understand the importance of building your brand and connecting with your audience/supporters.

## It will cover topics including:

- Defining your brand cause
- Knowing your audience
- Networking and how to nurture your contacts
- How to use online tools for both internal and external communications development and student growth and education

The workshop series will be delivered through presentations from industry leaders providing insightful demonstrations and engaging exercises to get you thinking.

**Costs:** There is a fee of **\$500** for your organisation to be involved in the yMedia Workshop Series.

## This fee includes:

- Up to four community representatives from your organisation to can attend ALL workshops run prior to and during the yMedia Challenge 2010 (there will be a total of eight workshops - four before the challenge (detailed below) and four during the challenge itself)
- A Comprehensive Online Toolkit, with a full overview of some of the best tools you can utilise on the web will be delivered for you to take away, at the end of the fourth workshop
- Your not-for-profit organisation also gets the opportunity (where appropriate) to participate in the yMedia Challenge 2010

# yMedia Workshop #01: Brand Aid

**Presenter:** James Hurman, Head of Planning Colenso

**Venue:** Media Design School, 242 Queen St, Auckland Central

**Date:** Wednesday 05 May, 6pm – 8pm

Branding can often come across as fluffy clichéd baloney. But done right, “branding” brings clarity and focus to an organisation, aligning teams of people around a clear purpose and enabling them to work together to achieve extraordinary things. In this workshop we’ll take inspiration from brilliant brands both big and small. You’ll learn how to understand and define, clearly and simply, what’s at the heart of your organisation, and how to activate that understanding in powerful and cost-effective ways.

# yMedia Workshop #02: Elevator Pitching

**Presenter:** Eddy Helm, Account Director Running with Scissors,  
Managing Director yMedia

**Venue:** Media Design School, 242 Queen St, Auckland Central

**Date:** Wednesday 12 May, 4pm – 6pm

You know who you are and what you're trying to achieve, but would you be able to explain your organisation and sell the idea to a stranger within a short ride in an elevator? What about at an event, are you able to work the room and clearly convey what you and your organisation do? In this workshop we'll look at the importance of networking, and how to define yourself in a short compelling way so that you can make the most of every connection you make. We'll also look at some upcoming meetups, tweetups and conferences that you could attend to test these new skills.

# yMedia Workshop #03: Traditional tricks for new media

**Presenter:** Courtney Lambert, Communications Consultant

**Venue:** Media Design School, 242 Queen St, Auckland Central

**Date:** Wednesday 19 May, 4pm – 6pm

With new technologies and online communication growing, the way that people consume information is changing. With all of the fragmentation of media, it can be difficult to navigate where people's attention lies, and build a communication strategy to talk to people in the spaces that they're actually in. During this workshop we'll introduce the 'Engagement Pyramid', and look at creating and curating personal media channels online. We'll also explore tools to get you started such as Twitter, Facebook, YouTube, LinkedIn and MailChimp.

# yMedia Workshop #04: Smooth Operators

**Presenters:** Anthea Whittle, Business Development Terabyte and Jade Tang, Freelance Designer, Art Director & Connector yMedia

**Venue:** Media Design School, 242 Queen St, Auckland Central

**Date:** Wednesday 26 May, 4pm – 6pm

We're all trying to make the world better in our own way, a task that can often feel overwhelming. However there is a plethora of tools available that can help you operate more efficiently and effectively so that you can get on with saving the planet! In this workshop we'll show you how to use Gmail, Basecamp, GoogleApps, Teuxdeux and more to manage your projects smoothly.

## Bios:

### **James Hurman is Planning Director at Colenso BBDO.**

Renowned for their work on Yellow Pages, Vodafone and V energy drink, Colenso BBDO were recently named Campaign Brief's Agency of the Decade and B&T Magazine's Agency of the Year for the second year running.

During his career James has worked at Publicis Mojo, DDB, Lowe and Colenso BBDO and is the planner behind some of New Zealand's most effective advertising, including the launch of MacKenzie's Bread in the Brown Paper Bag, Vodafone 'Best Mate', The Big V and Vodafone 'Fold'.

Last year, James' work on the Yellow Pages Group's 'Yellow Treehouse' campaign earned Colenso the Platinum award at the Asian Marketing Effectiveness Awards for the most effective advertising campaign in the Asia Pacific region in 2008.

At last year's New Zealand Advertising Effectiveness Awards, Colenso won thirteen awards for seven different campaigns, the most ever awarded to a single agency. Colenso were named Effectiveness Agency of the Year and their client Frucor Beverages were named Effectiveness Client of the Year.

James is an active participant in the advertising community, writing for Idealog, Campaign Brief and Contagious magazines and teaching on strategic and creative programmes at AUT and AWARD School.

### **Eddy Helm is Account Director Running with Scissors, Managing Director yMedia**

Eddy Helm has been working in the advertising and PR industry since 2002. After five years at DDB, working with clients in many different industries (FMCG, Electronics & Technology, Travel & Transport, Fashion and Charity), she has spent the last three years freelancing as a PR Consultant and Event Co-ordinator with Consortium, and has recently taken on a new role as Account Director at indy agency Running with Scissors.

Eddy is also the Managing Director of yMedia. She has found many of the skills learned in advertising and communications naturally transfer to this role and she enjoys sharing her experience and learning with others for collective growth.

## Bios:

### **Courtney Lambert, Communications Consultant**

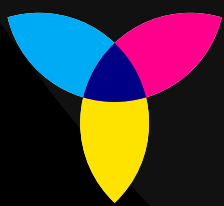
Courtney Lambert specialises in the integration of emerging media channels (social media, digital communications) to extend the traditional media mix. Courtney has experience in government (Auckland City Council, Land Transport Agency, Auckland District Health Board) and private sector (Tip Top, Progressive Enterprises, MP Finance) marketing and communications. She is one of New Zealand's leading strategists in emerging media and regularly comments in the media. Courtney has a Master in Management Studies degree from the University of Waikato and a Diploma of eCommerce from Media Design School.

### **Anthea Whittle, Business Development Terabyte**

Anthea has been working with yMedia since 2007, when she was one of the participants in the inaugural yMedia Challenge - she has never looked back! Swiftly adopted into Terabyte Interactive, Anthea was soon a Project Manager working with clients such as Nickelodeon, the Radio Network, Foodstuffs, and New Zealand Trade and Enterprise. After two years spent in Project Management, she has, this year, advanced into Business Development, and loves applying her analytical skills and passion for the internet to her clients and their business objectives.

### **Jade Tang, Freelance Designer, Art Director & Connector yMedia**

Jade has been involved with yMedia since its inception in 2007. A web, graphic and social designer, Jade endeavors to combine her professional skill set with social needs, this year she's taking a small step back from web and graphic design and currently doing her Master of Arts Management, focusing more on design strategies, systems and how these skills can be used to effectively bring about a social change. Jade is currently working with a number of creative socially minded organisations such as The Big Idea Trust, New Zealand Centre for Social Innovation and Design Assembly.



# yMedia

CHALLENGE

There are huge benefits to being involved with the yMedia Challenge — if you would like to find out more please contact: [info@ymediachallenge.co.nz](mailto:info@ymediachallenge.co.nz)