

# ATA VIC CHAPTER

Contact Centre Industry Event



## SOCIAL MEDIA AND YOUR CENTRE

### What's new and what's legal?

#### Date:

Thursday 15, April 2010

#### Venue:

TressCox Lawyers  
Level 9, 469 Latrobe  
Street, Melbourne

#### Time:

5.00 for 5.30 – 7.30pm

#### Registration:

Members \$45.00

Non Members \$90.00

(Price inclusive of GST)

Canapés, beer, wine &  
soft drink provided.

#### Event Sponsor:



Social Media is revolutionising the way we do business. Many progressive companies are opening up new communication channels and using tools such as Twitter for engagement with their customer base. How are successful centres now taking advantage?

With 54% of companies banning social media usage we also further investigate the pathway for this trend. What are the legal ramifications for companies and what are some of the considerations for your staff? Is your Social Media Policy relevant?

ATA invites you to join Laurel Papworth and Nick Duggal as they lead us on an entertaining journey on what's happening, what's possible, and what's legal!

#### Guest speakers:

**Laurel Papworth** is Australia's leading social media strategist and has been working with online communities, virtual worlds and forums for 20 years.

**Nick Duggal** specialises in industrial relations matters, including compliance with privacy legislation. Nick has extensive experience in providing advice and policy materials to employers on the use of social networking technologies.