



MEDIA PACK

2016

Media Contact:
Katy Denis
0414 388 879
kt@ktgcreative.com.au

ABOUT QUIIP

Quiip – partnering with Australia’s leading brands for online community and social media success.

Our social media and online community management services maximise engagement and minimise risk. We are experts in difficult, delicate and high-risk content.

Quiip specialises in the art and science of community, from handling sensitive online communities to managing social media for clients of all sizes, from niche organisations to government departments, major brands and multinational corporations, to not-for-profits.

We cover all social media platforms, community forums and blogs and our services include community management, content creation, social media monitoring, listening and reporting, strategy and consultancy. We also deliver in-house training programs and workshops.

Our global team of Australians enables us to deliver a 24/7 service as social media never sleeps.

www.quiip.com.au

www.quiip.com.au/blog

www.twitter.com/quiip

www.instagram.co/inside_quiip



ALISON MICHALK, CEO

- An industry pioneer, Alison founded the world's first annual, online community management conference, Swarm, in 2011.
- Respected speaker at events such as: Gov2.0 Luncheons at Parliament House; Australian Museum's Innovation Sessions; Mumbrella360 and Sydney's Ad School.
- Australia and New Zealand community management trainer for global consultancy firm, econsultancy, and Australian instructor for Feverbee (leading online community management course). Alison has delivered training to Universal Music, Cancer Council, NRMA, Foxtel and more.
- A passionate advocate for the industry, Alison founded Australian Community Managers' Facebook Group. Since 2008 it has grown to be the largest peer-to-peer network of Australian and New Zealand community managers.
- Prior to launching Quiip, Alison was Community Manager for Essential Baby (Fairfax Digital), leading a team of 30 moderators and managing over 180 forums. Alison grew the community by 50% in just two years, from 120,000 to 180,000 members. Essential Baby has long been one of Australia's largest (forum-based) online communities.



Alison comments on:

- Future of work
- Online community
- Risk management
- Management and leadership
- Women in business
- Responsive, remote and distributed work.

Featured in:

The logo for smartcompany, featuring the word "smartcompany" in a blue sans-serif font with a yellow lightbulb icon replacing the letter 'o'.

The logo for mUmBRELLA, featuring a black and white umbrella icon to the left of the text "mUmBRELLA" in a bold, black, sans-serif font. Below the text is the tagline "Everything under Australia's media & marketing umbrellas" in a smaller font.

The logo for news.com.au, featuring a colorful circular graphic of dots to the left of the text "news.com.au" in a bold, black, sans-serif font.

JULIE DELAFORCE, GM

- Specialising in: social media and online community strategy; content strategy; risk and governance; mentoring, consulting and training; high-risk and regulated industries and organisations; measurement, ROI and strategic insights.
- Prior to working for Quiip, Julie was Social Channels Manager at Westpac where she played a key role in Westpac's ranking as the most engaged Australian financial services brand in 2012.
- Past work with: Diageo (Johnnie Walker), uBank (NAB), Nestlé Australia (Greenblend, Kit Kat, Chokito, Smarties and Nestlé Corporate Communications), Paramount Pictures (theatre releases).
- Previous experience includes: Head of Marketing and Communications for an online start-up; Online Community Manager with global advertising agency, JWT; online community specialist roles for Network PR and BubHub and online content management at ninemsn.
- Quiip trainer delivering training programs to social media and community managers from NSW Department of Family and Community Services (FACS), NRMA, Coca-Cola Australia, 60 Minutes.



Julie comments on:

- Social media
- Online community
- Social media measurement and analytics
- Risk management
- Remote teams

Featured in:

THE AUSTRALIAN



smh.com.au
The Sydney Morning Herald

RECENT MEDIA

MUMBRELLA

January 2016

The screenshot shows the Mumbrella website interface. At the top, there's a navigation bar with 'Fairfax Media' and 'GO BEYOND THE BANNER' with a 'FIND OUT MORE' button. Below that is a search bar and a menu with 'News', 'Mumbo', 'Opinion', 'Events', 'Freelance', 'Jobs', and 'Directory'. The main content area features an article titled 'The lessons for community moderators from how Optus' Dan responded to racist comments'. The article text discusses how Optus' Facebook community manager 'Dan' responded to racist comments about the telco's multilingual signage. A Facebook post by 'Virgil Tracey > Optus' is shown, with the text: 'Australia is a country where English is our language. All people who live here are required to read speak understand English. All advertising should be in English. Australians do not care about your previous religion or back ground just the fact you choose to live here and we speak English'. To the left of the article is a sidebar with 'OPINION | FEATURES' and a sub-headline 'From launch to shutdown in less than one day - the rise and fall of celebrity chat app Sociabl'. Below this is a 'Sociabl' section with a sub-headline 'When Sociabl launched on Monday, the tech sector waited with bated breath. But things quickly turned sour. Nic Christensen looks at what went wrong. Sociabl was meant to be a positive news story - not that you'd know that from the torrent of negative stories on everything from news.com.au, to Mashable, Smart Company, Crikey and Business Insider. It had all the required elements of a major tech launch: Young founders? Check. A cool new app promising to connect celebrities with their fans?'. To the right of the article is a 'Retail DASHING' banner for a 'MARKETING SUMMIT' on 'Wednesday 17 February 2016'. Below the banner is an 'EMAIL NEWSLETTER' sign-up form and 'FOLLOW US' social media links for Facebook (30,198 likes) and Twitter (3,100 followers). At the bottom right is a 'COMMS CON AWARDS 2016' banner in association with 'isentia'.

Julie Delaforce, general manager of Quiip, a company that offers 24/7 community manager and moderation, told Mumbrella the Optus case proves the importance for big brands to reply to interactions from customers on social media.

... Delaforce said it is up to the individual brands to “decide what works best for them” when it comes to the type of response it will issue.

... “Negative commenters shouldn’t be pandered to. If there’s a genuine customer service issue, that’s one thing. However if it’s something against a brand’s values the response should reinforce brand positioning,” Delaforce said.

“It’s okay to allow community managers the space to show a bit of personality within some set guidelines.



RECENT MEDIA

SMARTCOMPANY

January 2016



Alison Michalk, founder of Quip: Sharing what we've learnt

"The one thing we'll change, or do more of in 2016, is share our learnings around operating our company as a community, specifically a distributed team."

"As an entrepreneur I believe distributed teams are fast becoming the future of work and we're proud to share our learnings as a company that's built a strong culture and company without a central office. We're seeing the shift to 'companies as communities' and as an online community management company, we certainly understand how this approach can benefit organisations.

"We're also really invested in being a great place to work, which isn't about ping pong tables (impossible in our case!), but rather working out people's personal and professional goals and helping them achieve them through an integrated approach to home and work.

"This approach has helped people complete studies, raise kids, participate in sports, travel and work on side projects, all whilst participating in the community and company that we've built.



RECENT MEDIA

MUMBRELLA

December 2015

mUmBRELLA
Everything under Australia's media,
marketing & entertainment umbrella



**BETTER CONVERSION
STARTS WITH salmat**

LETTERBOX / SMS / SEARCH / MULTICHAN

News Mumbo **Opinion** Events Freelance Jobs Directory

OPINION | FEATURES

From launch to shutdown in less than one day - the rise and fall of celebrity chat app Sociabl

Sociabl

When Sociabl launched on Monday, the tech sector waited with bated breath. But things quickly turned sour. **Nic Christensen** looks at what went wrong. Sociabl was meant to be a positive news story - not that you'd know that from the torrent of negative stories on everything from [news.com.au](#), to [Mashable](#), [Smart Company](#), [Crikey](#) and [Business Insider](#). It had all the required elements of a major tech launch: Young founders? Check. A cool new app promising to connect celebrities with their fans?

Work is no longer a place

In this guest post **Alison Michalk** argues companies need to offer more genuine flexibility with how their employees work.



George Costanza was a visionary.

The makeshift bed under his office desk might not have gone down well with his boss in the 1990s Seinfeld episode, but today George would be right on trend.

A move to 'radical flexibility' in the work place is gaining pace as organisations shift their attitudes and approaches to work out of the 1900s – and out of the central office.

Radical flexibility is ushering in a new era where employees not only choose where they work – but when they work.

We're not talking about leaving at 4pm or having the day off to care for a sick child.

We're talking about a complete overhaul of the idea of work as a 'place' you go to because the old way of working doesn't work anymore.

Our workplaces are based on scientific management principles from the 1900s – principles that were developed around the need for industrial efficiencies.

Radical flexibility is ushering in a new era where employees not only choose where they work – but when they work.

We're not talking about leaving at 4pm or having the day off to care for a sick child.

We're talking about a complete overhaul of the idea of work as a 'place' you go to because the old way of working doesn't work anymore.

RECENT MEDIA

THE SYDNEY MORNING HERALD

October 2015

The Sydney Morning Herald
BusinessDay can benefit from
STRONG RETURN

News Markets Quotes Portfolio Budget 2015 Money Property Focus Small Business
Today's News Comment World Business Mining Banking & Finance The Economy Aviation En

You are here: Home > Business > Retail >

David Jones defies the boos with Adam Goodes marketing win

October 20, 2015 ☆ Read later

Patrick Hatch

Comments included disparaging remarks about Indigenous Australians and dozens of boos, in a digital re-enactment of the hostility he faced in the final year of his playing career.

The two-time Brownlow medallist [took time off playing AFL in July this year](#), in the face of sustained booing from opposition crowds.

"Didn't really like David Jones as a store or chain but can be sure I will never set foot or spend a cent in there now," one negative post from Michael Tierney said.

But by mid-afternoon a flood of support for Goodes saw hundreds of people applauding the company's choice of ambassador.

Advertisement

Marianne Design
Quilling Paper -... 0 X

 **\$6.50**
Shop Online Today -
eBay.com.au
Marianne Design

>

Social media management expert Julie Delaforce said David Jones would have expected and planned for a backlash.

"We know that Goodes has both fans and detractors - lovers and haters - and David Jones would have known that there would be this sort of response," said Ms Delaforce, general manager of social media management company Quiip.

"I can only imagine that one of the things they would have planned for was racist comments."

Ms Delaforce said the outcome was overwhelmingly positive for David Jones, as its Facebook page "self moderated" and became dominated by positive posts. "I'm sure they would have hoped that would have happened but I honestly don't think they could have predicted it."

THE STORY OF QUIIP

The Story of Quiip and thoughts on being a global “responsive” organisation,

Alison Michalk, CEO Quiip

I started the business...

- I left Fairfax Digital and founded the business because I’d identified that social media was going to create a huge opportunity and challenge for organisations. My experience working with huge online communities such as Big Brother and Essential Baby meant I’d had years to refine and develop my understanding of online engagement, community building, managing moderation teams and the associated risks and challenges.
- People were increasingly approaching me for advice and I could see that organisations were going to be hard-placed to find people with community management skills. As social media was an emergent industry it made sense to turn to “traditional” (aka forum) community managers for that experience.

I launched the company when my baby was 3-weeks-old...

- I launched the company in June 2010 when my second child was only 3-weeks-old. I’d anticipated freelancing as a community manager for the first year whilst building the business. As it turned out within 10 days we had an agency contract for a Federal Government youth initiative which ran 24/7 for 6-weeks. I hired a team of 12; called in favours from the most experienced community managers I know and ran a 24/7 operation. I wasn’t getting much sleep with a newborn baby so being awake at all hours of the night proved quite helpful!
- I was really fortunate to have Venessa Paech on the initial team. Venessa is widely regarded as a community management pioneer in Australia and together we went on to form Swarm Conference, which has attracted international respect and recognition.



THE STORY OF QUIIP

The industry challenge we solve is...

- We give organisations access to the most experienced community management team in the country. We assist with all stages of the process - strategy, governance, implementation and ongoing monitoring and reporting.
- With many organisations considering the value, cost-savings and long-term asset of an “owned” community, we’re helping them understand and navigate building their own community.
- As for social media, it’s gone from a nice to have to a necessity to a channel where consumers expect 24/7 engagement. Our 24/7 team enables organisations to extend their capabilities around the clock and across the weekend, leveraging peak user times and ensuring risks are monitored and managed at all times.
- We can also work in-house in Sydney, Melbourne and Adelaide and mentor and train clients’ in-house staff or new hires to ensure knowledge is transferred and built within the organisation.

Industry Observations

- Online communities are the future of business – and the most valuable asset a company owns. We’re witnessing a shift to organisations building owned communities. We can look to major players in the industry as examples of the shape of things to come. Telstra, Optus, AGL, Fox Sports, Foxtel, and CBA.

Work in the past year

- We’ve accrued an incredible client portfolio - we’re proud to have a fantastic track record and high retention rates. Our clients tend to think of us as part of the team and that’s what we strive for. Our clients span the private sector (AMP Capital, AGL, Big W, SEEK, Cbus, BUPA), agencies (Leo Burnett, DDB, One Green Bean, OMD), public (State & Federal Government, NSW Health, VicHealth) and non-profit sector (RedKite, ReachOut, SANE, Cancer Council NSW, BCNA).
- We’ve been trusted to manage the social media for the XXII Olympic Winter Games (Sochi) 2014 through to engaging in sensitive mental health discussions in online forums with young people through ReachOut.



THE STORY OF QUIIP

My thoughts on being a global “responsive” organisation...

- Quiip is a globally distributed team. Our staff are predominantly based in Australia but we've had Australians working from Costa Rica, Hong Kong, Iceland, Germany, USA and UK. When you create true flexibility you source and retain the highest quality talent there is. At Quiip we believe that the freedom to work where you choose, whether home or a co-working space, means a better work-life integration and happier employees.
- We have a holistic approach to our employees (Quiipees). Each year we conduct a survey (the Quiip VIP) and look at what each employee wants to achieve inside and outside of work. Examples of goals our staff might have outside of work might be completing their Masters degree, having time off with their baby or meditating more. When you run a company you have the incredible privilege of being able to improve someone's quality of life and I can't understand why any company would ignore or squander this opportunity.
- Some of these goals are so simple. Gift your staff a meditation app and check in on them. Roster their hours around university. Whilst we're far from a perfect organisation, collectively we work together to be what we've nicknamed 'The Most Awesome Quiip' (TMAQ).
- The notion of the 40 (or 60!) hour week is one that millennials are going to challenge. It's a legacy to the long-gone days of industry and we can do better. Why not create jobs that are 10/20/30 hours a week. Not job-share, not part-time, just simply a role in itself that suits the employee?
- We're incredibly passionate about being a responsive organisation - one that adapts to technological change and the opportunities born from it. So we look forward to doing incredible work for our clients and in turn we respect that their business allows us to create a fantastic work “environment” for our employees.



Media Contact:
Katy Denis
0414 388 879
kt@ktgcreative.com.au

OUR CLIENTS



AMPCAPITAL



BIGW



Bupa



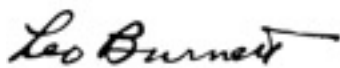
NESPRESSO



AGL



REACH
OUT.COM



Leo Burnett



NSW
GOVERNMENT | Health