

Don't Miss The **4<sup>th</sup> Forum** From The Advanced Learning Institute's Acclaimed  
Communications & Marketing Training Series...  
*Now Updated And Tailored For Canada!*



**Rave Review from a Past Social Media Summit Attendee:**

*"Timely and topical – all the presentations provided complimentary perspectives on social media."*

M. Hudson, Sr. Communications Executive

**Public Health Agency of Canada**

\*\*\*\* Register by February 21st To Save \$400! \*\*\*\*  
To Register, Call (773) 695-9400

**REGISTER TODAY!**

[www.aliconferences.com](http://www.aliconferences.com)

Phone: (773) 695-9400 • Fax: (773) 695-9403

Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL, USA 60631

**KEY TAKE AWAYS:**

Attend this conference to learn how to use social media, and leverage the latest interactive tools and techniques to advance your organisational goals, by:

1. **Engaging** your organisation to use blogging and podcasting to maximize effectiveness and increase productivity
2. **Developing** a social media (blogging, podcasting, wikis, etc.) strategy to drive performance-based communications
3. **Understanding** how these new social media technologies work including legal considerations, IT support, policy and guidelines
4. **Establishing** a stronger sense of community and brand
5. **Determining** key steps and strategies for setting up and managing an effective blog
6. **Integrating** new social media tools with traditional media to multiply results
7. **Harnessing** the collaborative power of your organisation's blog or podcast to drive organisational performance
8. **Building** senior management support for your social media programs
9. **Measuring** the value of your organisation's blog/podcast: determining key metrics and gathering

**SPEAKING ORGANISATIONS:**

Hear practical solutions you can apply immediately to help integrate social media technology into your communication, marketing and public relations programs to build customer and employee relationships and drive bottom-line results from:

**Microsoft Canada**

**Tucows Inc.**

**Public Health Agency of Canada**

**SYNNEX Canada Ltd**

**Cognos Inc.**

**TD Bank Financial Group**

**Equitable Life of Canada**

**Canada Post Corporation**

**Thornley Fallis**

**Prescient Digital Media**

employee and/or customer feedback

10. **Leveraging** your organisation's blog/podcast to build a brand culture internally and externally
11. **Developing** your online communications to meet the needs of a diverse employee population
12. **Transforming** your organisation's blog/podcast from purely an information source to a comprehensive strategic tool
13. **Building** the business case and demonstrating the ROI of your social media program
14. **Monitoring** customer feedback and satisfaction
15. **Creating** an opportunity for employees to communicate with customers directly and informally
16. **Marketing** your blog/podcast both internally and externally to encourage its use
17. **Discovering** an untapped market

**Presented by:**



**Your Communications  
& Marketing Training  
Partner Since 1997**

**Watson Wyatt Worldwide**

**WhipperSnapper Gallery**

**xynoMedia Technology**

**Segal Communications**

**Bonfire Communications**

**digitalOttawa**

**Supporting Organisations:**



## **WHY IS THIS A CAN'T MISS EVENT?**

According to *Business Week*, blogs and podcasts are "simply the most explosive outbreak in the information world since the Internet itself."

Several organisations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this social media evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

## **EXPAND YOUR LEARNING...**

Sign up for your choice of these interactive workshops to focus on your individual needs:

- **Pre-Conference Morning Workshop A –**

**Monday, March 31, 2008, 9:00am – 12:00pm:**

Social Media 101: How To Develop A Web 2.0 Action Plan For Your Organisation

- **Pre-Conference Afternoon Workshop B –**

**Monday, March 31, 2008, 1:30pm – 4:30pm:**  
Social Media 102: Making Your Web 2.0 Action Plan Real

• **Post-Conference Morning Workshop C –**

**Thursday, April 3, 2008, 8:30am – 11:30am:**  
How To Leverage New Technologies To Drive Important Conversations Within Your Organisation

• **Post-Conference Afternoon Workshop D –**

**Thursday, April 3, 2008, 1:00pm – 4:00pm:**  
How To Deepen Stakeholder Relationships By Using The Latest Web 2.0 Tools: From Crafting Your Strategy To Applying Success Metrics

## **WHO WILL ATTEND:**

This conference has been researched with and designed for Directors, Managers, Senior Vice Presidents, Vice Presidents, Specialists, Officers, Leaders and Consultants of:

- Corporate Communications
- Communications Research
- Corporate & Brand Identity
- Public Relations
- Electronic Communications
- Marketing
- Employee Engagement
- Human Resources
- Information Services
- Brand Development
- Business Development
- Change Management
- Internal Communications
- Intranet Communications
- Digital Marketing
- Online Publication & Web Content
- Public Affairs
- Organisational Development
- Quality Improvement
- Strategic Planning
- Community Relations
- Training & Development
- Organisational Communications

And all those interested in incorporating social media into their strategy toolkits.

## **BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:**

This conference is a must-attend event for all those who are committed to using social media to engage their employees, reach their customers and build their brand to achieve real business results. You will benefit from:

- **17 innovative speakers** at your disposal to share their strategies and experiences in corporate blogging, podcasting and other Web 2.0 technologies
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organisation
- **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards
- **A comprehensive overview** of social media innovations from leading practitioners like **Microsoft Canada, Public Health Agency of Canada, Tucows Inc., Equitable Life of Canada**, and many more
- **Acquiring new knowledge** to help transform your employees and impact your organisation's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to foster your organisation's values and mission in a hands-on environment

- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development

## **A LETTER FROM THE CONFERENCE CHAIRPERSON...**

---



### **Dear Communications, Marketing, PR or HR Executive:**

Today's communication landscape is morphing right before our very eyes. On a daily basis, new and innovative social media and eCommunication tools, techniques, and technologies are being used for a variety of purposes. Experts agree that this is a trend organisations cannot ignore.

Traditional advertising, the mainstream press, and employee communications are all under attack by these new, powerful, and pervasive technologies. From blogging and podcasting, to Second Life, these are just a few early examples of emerging social media in which everybody is simultaneously a creator and receiver of content. These and other new channels are changing the face of both internal and external communications.

### **How Will This Conference Help You and Your Organisation?**

**This conference will help you understand how to utilize social media with your employees, customers, colleagues and competitors and how to develop an action plan for you organisation -- don't be left behind!**

In this next generation of eCommunications, organisations are expanding the connections they have with customers, employees and the media. Organisations are using the latest social networking sites and tools to sell their services or products, to build relationships, and strengthen their brand. Internally, they are used to engage employees, provide information, create interactive collaborative forums, and strengthen culture.

### **What Does This Mean For You?**

Attend this conference and you will learn how you can take advantage of these new tools and techniques. You'll get best practices and hear lessons learned from leaders who are in the trenches with these new tools today so you can be strategic in planning and deploying your own social media strategies, to align them with business objectives, and to integrate them with traditional media.

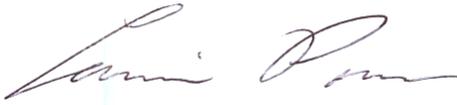
You'll learn how the best and brightest in the business have incorporated these emerging media to engage their audiences and advance their businesses. This conference will feature both case study presentations and hands-on, interactive workshops, with plenty of time to discuss and network with others in the field!

At this conference, you will hear proven strategies and practical experience, firsthand, from leading organisations and practitioners like yourself, on how to integrate the latest social media tools into your communications strategy, including how:

- **Microsoft Canada** uses its corporate blog to engage its various audiences and generate momentum around new ideas
- **Public Health Agency of Canada** is introducing social media into its organisation while monitoring and assessing success
- **Equitable Life of Canada** is stepping outside of its traditional culture to leverage new communication possibilities like blogs and interactive portals

Register today at [www.aliconferences.com](http://www.aliconferences.com) or by calling our conference hotline at 773-695-9400 to attend A.L.I.'s "SOCIAL MEDIA SUMMIT Canada: How To Use Blogging, Podcasting & The Latest Web 2.0 Technologies To Engage Your Employees, Reach Your Customers & Build Your Brand," this April in Toronto, to hear from communicators and marketers who are currently utilizing social media tools. I look forward to seeing you at this information-packed event.

Sincerely,



Carmine Porco, General Manager & Vice President

**Prescient Digital Media**

Conference Chairperson

**P.S. Make your investment pay off even more by bringing a team! Register 3 people and get the 4<sup>th</sup> for FREE!**  
Call (773) 695-9400 or go online at [www.aliconferences.com](http://www.aliconferences.com) for details.

## **RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:**

*"It was a great mix of content – great to hear personal accounts of different uses of new media. The line-up of name brand companies was what brought me here and they delivered."*

B. Dziejzic, Public Relations Specialist

**Xerox**

*"It drew a variety of organizations, which was great in terms of gaining perspective and knowledge."*

K. Medwick, Director of Marketing and Communications

**Nebraska Children & Families Foundation**

*"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."*

S. Russ, Director of Internal Communications

**The Reader's Digest Association, Inc.**

*"I came to get some case studies from leading companies that I could take back and relay to others to get social media started at our department statewide. I feel much more prepared to do this and my expectations are grounded in reality instead of theory."*

S. Palmer, Director, Communications and Health Marketing

**Alabama Department of Public Health**

*"The conference was very well-rounded; friendly group."*

R. Massey, Director, Strategic Communication

**USDA Forest Service**

*"I learned a lot of helpful ideas and insights."*

C. Osolin, Principal Public Information Officer

**Lawrence Livermore National Laboratory**

*"I was very impressed with the speakers and attendees."*

P. Berg, Senior Specialist of Public Relations

**Southwest Airlines**

*"Great examples. Good discussion."*

S. Patton, Senior Media Relations Consultant

**Kaiser Permanente**

*"I learned a great deal and met some very interesting people."*

M. Bhattacharyya, Communications Manager

**Sonnenschein Nath & Rosenthal LLP**

*"I really enjoyed the conference. I got a lot of actionable information."*

M. Szlemp, Director, Global Marketing Services & Brand

**Intermec**

*"Overall, the conference was very informative and enjoyable."*

K. Smith, Director, Brand Marketing

**Alliance Data**

*"All my skepticism towards blogs is now gone. I got a lot of great ideas from the workshops and discussions."*

J. Goldstein, Senior Manager of Web Strategy

**Informatica Corporation**

*"The conference content was great - please do more events like this one."*

C. Baldassano, Senior Vice President

**Take On The Day LLC**

*"The content was great; great overall information. The conference was well-rounded."*

J. Choyce, Technology Manager

**Hewlett Packard**

## **PRE-CONFERENCE WORKSHOPS: Monday, March 31, 2008**

Take social media from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while taking a hands-on, common sense approach to mastering social media that will enhance your understanding of the informative, case study presentations throughout the entire conference.

### **Choose A or B or BOTH for maximum value and learning**

**9:00 a.m. to 12:00 p.m.**

#### **MORNING PRE-CONFERENCE WORKSHOP A**

Registration and continental breakfast will begin at 8:30 a.m. for the morning workshop attendees.

#### **Social Media 101:**

#### **How To Develop A Web 2.0 Action Plan For Your Organisation**

Social software and Web 2.0 — notably blogs, wikis and social bookmarking — offer powerful business opportunities and an advantage to staying competitive on the internet.

Web 2.0 offers a valuable resource for many companies. At a relatively low level of cost and effort, organisations are increasingly beginning to harness this valuable tool. Within certain circles, there is a passionate and wide-ranging discussion about how Web 2.0 technology will transform the way companies do business. And while the debate won't be settled soon, there can be no question that this technology is being embraced faster by consumers than by corporations. This adoption pattern has significant implications, both for how this new technology enters the corporate environment, and for the competitive advantages early corporate adopters can gain.

This session will take you beyond the hype of Web 2.0 and deliver a jargon-free understanding of the concept and its enabling technology, specifically the:

- Key technologies and applications enabling Web 2.0 - - including blogs, wikis and RSS
- Statistics and examples of the emerging trends around Web 2.0, notably social networking
- Consumer generated media and enhanced communities of practice and management models required to harness the power of these new applications

In addition, you will leave this workshop with a concise checklist that you can use to develop a tangible Web 2.0 action plan for your organisation.

This session is geared towards a wide-ranging audience from those well-versed in Web 2.0, to those with little or no Web 2.0 knowledge, who are simply interested in these new technologies. **You are sure to come away from the session with not only a firm understanding of Web 2.0 technologies, but also the associated opportunities involved with this exciting trend and how it can directly benefit your organisation or line of work.**

**WORKSHOP LEADER: Carmine Porco, General Manager & Vice President of Prescient Digital Media, has over 18 years of experience in the areas of Internet consulting, IT management, and software development.** His strengths include employee self-service, content management, e-learning, customer care and Internet commerce primarily in the financial, government, health, energy and retail sectors.

Carmine runs the Toronto practice and operations and provides strategic counsel to numerous clients across North America including California Association of Realtors, British Columbia Lottery Corporation, Royal Bank (RBC Financial Group), Greater Vancouver Regional District, Tourism PEI, Ontario Realty Corporation and others.

Prior to joining Prescient, Mr. Porco has held positions with Cisco, Deloitte Consulting, QuadraVision Communications and Canada Life Assurance. He is a frequent speaker on Content Management, Workforce Optimization, Portals and e-Learning having spoken at numerous conferences throughout North America and Europe.

Carmine Porco has a Bachelor of Science in Computer Science from the University of Western Ontario and an MBA from the University of Toronto. He lives in Toronto with his family.

---

**12:00 p.m. to 1:30 p.m.**

**Afternoon break/lunch on your own.**

---

**1:30 p.m. to 4:30 p.m.**

## **AFTERNOON PRE-CONFERENCE WORKSHOP B**

### **Social Media 102: Making Your Web 2.0 Action Plan Real**

You already know how important being engaged with social media is for your brand, but maybe you are still grappling with how to 'sell' it to upper management.

Maybe you don't have a proper budget for social media and want to know what you can do in the meantime – other than sitting still and watching the competition beat you at every turn.

You may even already have the makings of a social media strategy or have started to use social media, but the results are not what you had planned (little to no feedback, traffic and exposure).

This session will take you to the next logical step in your involvement with social media and show you how to:

- Determine whether your organization should launch a blog, podcast, community or wiki based on the unique purposes of each tool
- Present the most compelling business case to secure buy-in from the C-Suite
- Troubleshoot to get back on track if you're not getting the results from your social media campaign that you anticipated
- Determine what resources you'll really need to get the ball rolling
- Balance which business unit 'owns' the social media initiative
- Fit new social media activities into your team's existing schedule
- Figure out how much involvement is too much and how little is too little – should your organisation really build that Facebook application?
- Establish who your organisation's social media influencers are and the best way to get on their radar to increase the visibility and success of your social media initiative
- Identify which metrics are important to measure and which are time-wasters

This session is suitable for anyone who has a vested interest in or responsibility for the social media and Web 2.0 initiatives inside both large and small organisations.

The top-level take aways will be actionable and contain specific information you will need to advance your organisation's social media campaign – the right way.

**WORKSHOP LEADER: Lena West is the Chief Social Media Strategist of xynoMedia**, a New York-based firm that helps high-growth businesses decode and implement internet-based technology (Web 2.0 and social media) to increase quality lead generation, improve relationships with clients and solidify thought leadership. Some of the companies she has worked with include: MasterCard, Pitney Bowes, Philips and Hyperion.

## Testimonials From Past Lena West Sessions:

*"Lena was great! Great energy – great down to earth useful advice – great at handling questions AND well prepared."*

*"Great hands-on and practical information."*

\*\*\*\* Register by February 21st To Save \$400! \*\*\*\*  
To Register, Call (773) 695-9400

### AGENDA - DAY 1: Tuesday, April 1, 2008

8:00 a.m.

#### Registration & Continental Breakfast

---

8:30 a.m.



#### Chairperson's Welcome & Opening Remarks

---

Carmine Porco, General Manager & Vice President

**Prescient Digital Media**

8:45 a.m.



#### Using Social Media To Keep The Conversation Going With Your Audience

---

Microsoft Canada has been at the forefront of pioneers in implementing social media as a cutting-edge tool to connect with its community. Find out how Microsoft's evangelists use social media to keep the conversation going, what their corporate blogging best practices are and how to manage the challenges that might arise.

During this session, you will learn how to apply Microsoft Canada's lessons learned to your own social media plans, including how to:

- Leverage your corporate blog to engage your consumers and generate momentum around your ideas
- Use your corporate blog as a networking tool and extension of your activities to maintain an on-going relationship with your clients
- Blog about topics of interest to your target audience to attract potential clients
- Focus on the approach and style of your activity versus content
- Engage your consumers by inviting guest bloggers to contribute to your blog

Barnaby Jeans, Audience Marketing Manager

**Microsoft Canada**

9:35 a.m.



## Speed Networking

---

Become acquainted with your fellow conference attendees in this fun and fast-paced forum! You'll have a chance to meet and greet your colleagues.

10:05 a.m.



## Morning Refreshment & Networking Break

---

10:35 a.m.



## How To Successfully Introduce Web 2.0 Concepts And Social Media In Your Organisation And Increase Interactivity And Engagement

---

Nothing touches people more than the issue of health. We all have a vested interest in keeping ourselves, our communities and the world a healthier place to live. The Internet has provided us access to a vast array of health information to help us do so. The advent of social media has provided immense potential for greater participation in an extensive variety of on-line health conversations. It has changed the way people find health information, how that information influences opinions, is shared, and how it can affect behaviour. Each day thousands of health related conversations are taking place on-line, and the Public Health Agency of Canada, recognizing these trends, has been working to engage in these interactions.

The Public Health Agency will share their approach, experiences and challenges in introducing social media and Web 2.0 technologies in a public sector institution. The lessons learned are valuable for any public or private organisation of any size.

In this session, starting with the Agency's vision toward their on-line presence, you will learn strategies and tactics for:

- Influencing the internal culture toward e-communications
- Introducing and integrating social media in your organisation
- Establishing an e-communications governance, policy and operating protocols
- Reprioritizing human and financial resources to incorporate social media
- Monitoring and assessing success

Marquis Côté

Web Strategist, **digitalOttawa** and

Senior eCommunications Advisor, **Public Health Agency of Canada**

Tamey McIntosh

Web Strategist, **digitalOttawa** and

Senior eCommunications Advisor, **Public Health Agency of Canada**

11:25 a.m.



## SPECIAL PRESENTATION

### **How A CEO Is Using Blogging To Communicate With His Customer And Employee Audience**

---

When Jim Estill took over SYNEX Canada, a \$1 billion computer distributor, he had a problem. How could he inspire and connect with his staff? How could he get everyone pulling in the same direction? As a solution to these challenges, he chose to blog. Since beginning his blog, Jim has developed a loyal following of readers from his workforce, customers and supply chain. His blog is now a key part to his branding and marketing strategy. In fact, if you Google, CEO Blog, one of the top listings will be Jim's blog. It has been referenced everywhere, from Forbes Magazine to the Globe and Mail as well as many trade journals.

Before starting a blog, Jim needed to consider legal issues, time factors, and even the angle he wanted to take. He faced many challenges and pitfalls, which demonstrated how he saw a positive value in using the blog to communicate with staff, customers and suppliers.

During this session, Jim will address common challenges and other pitfalls in starting and maintaining a blog. Specifically, you will learn how to:

- Build an engaged audience for your blog
- Blog in 1½ hours per week
- Find your blogging style
- Get your own CEO to buy into and support a social media strategy

Jim Estill, CEO

**SYNEX Canada Ltd**

12:15 p.m.

### **Lunch On Your Own -- But Not Alone!**

---

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media concerns.

1:45 p.m.



## CASE STUDY

### **Fifteen Megs Of Fame: Brand Strategy In The Digital Age**

---

Brands are now and forever outside ivory tower control and there is no turning back. As social media, consumer-generated content and digital distribution gain in popularity, everyone can readily achieve **Fifteen Megs of Fame**. So, where does this leave your brand when the average individual can trump mass media?

Take a look inside today's digital world in terms of the challenges and opportunities. See how your brand can embrace change within this new marketing arena and effectively navigate and join the conversation.

After reviewing various case study examples, you'll leave this session with an understanding of:

- The radical changes taking place in advertising, marketing and communications - - and how to leverage new opportunities
- Today's new world of brand democratization, fragmented media and consumer control
- How to make your brand work and drive results with a solid digital strategy

Michael Seaton, VP Digital Marketing

**Thornley Fallis**

2:35 p.m.



### **Afternoon Refreshment & Networking Break**

---

2:50 p.m.



### **CASE STUDY**

### **How Web 2.0 Can Win With Web 1.0 Technology To Improve Results And Drive Organizational Goals**

---

Don't let technology hold your Internet marketing back. Take a Web 2.0 approach with your Web 1.0 infrastructure. Hear how Cognos, a billion-dollar software manufacturer, built on its successful portfolio of Web marketing efforts with podcasting, RSS, blog outreach, and more. As a result of these efforts, the web-based marketing pipeline (lead generation) has increased 400% over the past two years at Cognos. Learn how their simple, systematic approach and measurement, testing, and results drove their choice of tactics.

During this insightful presentation, you will learn how to:

- Spot opportunities for a Web 2.0 approach
- Choose which blog strategy you should adopt
- Build your web marketing business case
- Drive the web marketing pipeline
- Measure and improve a web marketing funnel

John Blackmore, Director, Global Web Marketing & Content  
**Cognos Inc.**

3:40 p.m.



### **INTERACTIVE SESSION**

### **Interactive Panel Discussion: The Innovators – Where Social Is The Media**

---

Successful Web 2.0 communities focus on great content, user experience, and peer-to-peer mentality that isn't common in traditional corporate communications. This panel discussion will extract key learnings for building social brands that can be applied to corporations looking to enter the social media space.

### **Panelists To Be Announced Soon**

4:30 p.m.

### **Chairperson's Recap And Close Of Day One**

---

4:45 p.m.



## **Networking Reception: Please Join Us!**

---

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

**6:30 p.m.**



## **Dine Around**

---

Sign up during the day for dinner with a group. Take advantage of Toronto's fine dining while you continue to network with your colleagues.

## **AGENDA - DAY 2: Wednesday, April 2, 2008**

**8:00 a.m.**

### **Continental Breakfast & Networking**

---

**8:30 a.m.**



### **CHAIRPERSON'S ADDRESS**

#### **Chairperson's Opening Of Day Two & Presentation: How To Measure Web 2.0 Content**

---

It's not as hard as you think, but you can track the business value of blogs, podcasts and other social media tools that populate the uncharted territory of Web 2.0-land. In this fast-paced session, you'll learn a strategy that will help you evaluate this new form of communication, determine the true impact of your messages in the social media landscape and why the rules for measuring Web 1.0 content don't apply.

Specifically, you will leave this session having learned:

- What to measure in blogs, podcasts and other content-sharing sites
- Why "the conversation" is one of the most critical metrics to gauge
- How to track the effectiveness of your messages in the blogosphere
- How word of mouth on the Web can be a valuable benchmark
- How to measure the business outcome of social media tools
- Where to go online for low-cost tools and trusted advice

Carmine Porco, General Manager & Vice President

### **Prescient Digital Media**

**9:30 a.m.**



### **Morning Refreshment & Networking Break**

---

10:00 a.m.



## Getting It Done With A Small Team: Social Media Is "AND" Not "OR"

---

As one of the oldest Internet services and software companies on the block, Tucows is actively using social media tools to engage their audiences (including customers, prospective customers, employees and interested industry onlookers) both inside and outside the firewall.

In this session, you will hear about their experience with blogs, podcasts, viral video, flickr and other social media tools. You will also get the inside scoop on how a small team manages traditional marketing and communications activities AND a commitment to online conversation.

Specifically, you will learn how to:

- Manage corporate blogging, blogger outreach and online reputation management
- Leverage the collaborative power of a wiki to streamline internal process and enhance collaboration
- Build community
- Experiment with a social media release
- And more

Leona Hobbs, Director of Marketing

**Tucows Inc.**

10:50 a.m.



## Reinventing Traditional Corporate Culture Through Social Media And Program Change To Revitalize And Engage A Large, Diverse And Established Organisation

---

Equitable Life of Canada is a prominent Canadian Insurance company with long-established roots in South Central Ontario. Given the nature of its business, and the long-term service of many of its employees, how can a company introduce significant change, evolve to a more contemporary, interpersonal culture, and fulfill the talent requirements of an aggressive new business plan without disengaging those long-term employees who are comfortable with the status quo?

Social media technology creates opportunities for companies to make creative and meaningful connections with people, connecting across operational levels and functional roles unheard of in previous decades. Even today, many companies balk at the idea of revealing the candid side of their President or other "C-suite" inhabitants. Yet "who" they are is increasingly as important as "what" they do. In an industry stereotyped as impersonal and bureaucratic, Equitable Life of Canada has consciously stepped outside this traditional culture to leverage new communication possibilities like blogs and interactive portals.

Through this case study example, you will hear how Equitable Life is combating the "dry and humorless insurance stereotype" and promoting employee engagement, through:

- Social networking tools
- A revitalized company intranet
- Collaboration across organisational boundaries

You'll also learn the three things a company must keep in mind as they evolve from traditional communications channels to an effective mix of traditional and new media tools.

Chris Brown, VP Human Resources

**Equitable Life of Canada**

**11:40 a.m.**

### **Lunch On Your Own -- But Not Alone!**

---

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media concerns.

**1:10 p.m.**



### **Group Exercise**

---

You asked for it, you got it! Interact and discuss how to implement the latest technology tools to assist you in meeting your social media challenges with your fellow attendees and our experienced speakers. You will leave with new tools and ideas for more successfully applying best practices to your own Web 2.0 initiatives.

**1:40 p.m.**



### **How To Use Social Networking Tools And Word Of Mouth To Increase Marketing, Build Community, And Grow Your Organisation**

---

WhipperSnapper is a non-profit gallery run and created entirely by volunteers. It is a downtown space devoted to supporting emerging artists in Canada. The gallery has hosted a wide-range of events, from a Q&A with the Governor General to Ian MacKaye, to National Art Reach sponsored free group shows.

WhipperSnapper is much more than a space - - through social network tools, online blog conversations, flickr images and word of mouth, they've developed a vibrant community. Online communities are so much more than broadcasting. In an event-based business, it's been quite important to acknowledge the post-event coverage as much as the pre-event marketing. By supporting individuals to share and start conversations about real-life gallery experiences with others online, (through YouTube, facebook and flickr) they found that they can build a base for future events.

This presentation will share insight on what has been done so far as well as how WhipperSnapper has maintained their online community and work to grow their network.

Specifically, you'll hear:

- WhipperSnapper's experiences with community development online, especially how their online network and physical space work together
- How they've corralled volunteers into helping and caring about the gallery, creating buzz online
- How to use tagging to connect your networks with others - - including how to use delicious, flickr, YouTube and digg to link content and be traceable
- How their experiences translate to other organisations and situations, including tips on timing, message style, thinking outside the box, and keeping things fresh

Jessie Hayes, Web Developer and Administrator  
**WhipperSnapper Gallery**

Chris Altorf, Web Developer and Administrator

## WhipperSnapper Gallery

2:30 p.m.



### Afternoon Refreshment & Networking Break

---

2:45 p.m.



#### CASE STUDY

### How to Use New Social Media Technologies to Improve Your Employee Communications

---

The vision and strategy at Canada Post is to be the world leader in providing innovative physical and electronic delivery solutions, creating value for their customers, employees and all Canadians. This session will give you insight into how they are approaching this vision from an Employee Communications stand point.

In this session, you will hear and learn:

- How some of the hot emerging trends and technologies in the Web 2.0 world will aid Canada Post in delivering their key messages to employees in a more efficient manner
- The benefits of these trends and technologies to their overall internal communications strategy
- What they are doing now to adopt these trends and technologies
- What the potential impact will be and overall effectiveness of their new strategy and communication approach to Canada Post employees

Learn from the experiences at Canada Post how you, too, can leverage new Web 2.0 technologies to improve employee communications as well as support your organization's overall efforts to drive change and achieve results.

Brian J. Beehler, Employee Communications

**Canada Post Corporation**

3:35 p.m.



#### CASE STUDY

### The TD Canada Trust Facebook Story

---

In August 2007 TD Canada Trust launched the TD Money Lounge, a Facebook group for university and college students to talk about the financial side of student life. At the end of 2007 the group had over 10,000 members and a well-developed discussion forum.

In this session, you'll:

- Gain insights into the driving forces behind this initiative,
- Learn how it was positioned within the communications mix, key metrics and institutional learnings
- Hear an updated report on the progress of this endeavor

Su McVey, Vice President, Marketing Planning

**TD Bank Financial Group**

Eli Singer, Director of Social Media

## Segal Communications

4:25 p.m.

### Chairperson's Recap:

#### Key Takeaways And What To Do When You Get Back To The Office

---

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

4:45 p.m.

### Close Of General Sessions

---

\*\*\*\* Register by February 21st To Save \$400! \*\*\*\*  
To Register, Call (773) 695-9400

## POST-CONFERENCE WORKSHOPS: Thursday, April 3, 2008

### INTERACTIVE WORKSHOPS

These workshops are designed to take your conference experience to the next level. Workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

### Choose C or D or BOTH for maximum value and learning

8:30 a.m. to 11:30 a.m.

#### MORNING POST-CONFERENCE WORKSHOP C

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

### How To Leverage New Technologies To Drive Important Conversations Within Your Organisation

---

After you have learned the technology basics at this event, this interactive workshop will prepare you for when you're back at the office. You will learn proven ways of identifying the right new technology or social media platform to further your organisation's conversations and collaborative efforts. Whether it's using a blog to track a project, creating a vidcast for departmental training, or building discussion forums to gather insights from multiple audiences, these techniques will yield more effective and engaging communications across borders and time zones.

In this highly-rated, informative workshop, you will learn how to:

- Use audience-centric communications planning to measure your organisation's readiness to adopt new social media
- Select and integrate the most relevant technologies and content within your organisation's existing culture
- Communicate your key messages through these new technologies, whether you are an early adopter or just considering new approaches
- Utilize social media within your current internal, partner or corporate communications infrastructure
- Develop the business case you need to win sponsor approval and roll out the best technologies for meeting your business goals and objectives

**WORKSHOP LEADER: Gordon Rudow is the Co-Founder and Chief Executive Officer of Bonfire Communications, an award-winning organisational communications agency specializing in employee engagement and strategy implementation.** He is a sought-after speaker and strategic facilitator who inspires leaders to connect with their people and create environments where employees can thrive. Some of Gordon's recent clients include Oracle, Genentech, Harrah's Entertainment, Sun Microsystems, and Gap Inc.

## Testimonials From Past Gordon Rudow Sessions:

*"The best workshop/presenter of the conference! Lots of new learning – very interesting!"*

*"I think this was so helpful. It gave me a lot of good information to think over and work through."*

*"Exceeded my expectations!"*

**11:30 a.m. to 1:00 p.m.**

**Lunch on your own.**

**1:00 p.m. to 4:00 p.m.**

### **AFTERNOON POST-CONFERENCE WORKSHOP D**

#### **How To Deepen Stakeholder Relationships By Using The Latest Web 2.0 Tools: From Crafting Your Strategy To Applying Success Metrics**

The culture of Web 2.0 is one of collaboration, openness, transparency and innovation. As the tools of social media start to move more mainstream, these values are now becoming expectations, be they from customers, employees or any number of external stakeholders.

This workshop will share different methods and tools that you can use in your organization to build bridges between traditional structures and your stakeholders. In groups, you will use scenarios to model and prototype, and then evaluate various approaches.

You will leave this session with concrete ideas of how you can apply Web 2.0 thinking in your organization to deepen stakeholder relationships, including:

- The value of connecting with customers via Web 2.0
- How to start crafting your strategy
- Practical tactics
- How to start the discussion with executives at your firm
- The range of success metrics which you can apply

**WORKSHOP LEADER: Eli Singer is the Director of Social Media with Segal Communications, an experiential marketing firm based in Toronto.** His social media clients have included TD Bank, Canadian Breast Cancer Foundation's CIBC Run for the Cure, Deloitte Consulting, WWF and The Art Gallery of Ontario.

### **VENUE AND LODGING:**

#### **ALL CONFERENCE SESSIONS WILL BE HELD AT THE:**

##### **The Sutton Place Hotel**

955 Bay Street

Toronto, ON M5S 2A2

Phone: (416) 324-5621 or (866) 378-8866

<http://www.toronto.suttonplace.com/>

**For this conference, we have secured a special reduced room rate of \$235 CAD per night. Please be sure to contact the hotel directly no later than February 28th to help ensure this rate and mention that you are attending the "Advanced Learning Institute's Social Media Summit." We recommend that reservations be made early, as the number of rooms at our rate is limited.**

One of the best Hotels in Toronto! Immerse yourself in the European elegance and charm of The Sutton Place Hotel in Toronto... located only steps away from the city's business district, world-class entertainment venues and superb

shopping destinations. Airport access is 40 km/25 miles (30-40 minutes) away at Pearson International Airport (YYZ), the nearest railway station is 3 km/2 miles away at Union Station, and the nearest subway station is 2 blocks away at Wellesley.

Join us in Toronto for A.L.I.'s 4<sup>th</sup> Conference on "SOCIAL MEDIA: How To Use Blogging, Podcasting & The Latest Web 2.0 Technologies To Engage Your Employees, Reach Your Customers & Build Your Brand," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Toronto, go to <http://www.toronto.ca/>.

## REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials, continental breakfasts, morning & afternoon refreshments, evening networking reception and breakfast for morning workshop attendees.

<b>Group Discount: Register 3 colleagues and the 4<sup>th</sup> is FREE!</b>	<b>Earlybird Pricing: Register with payment by February 21<sup>st</sup></b>	<b>Regular Pricing: Register with payment after February 21<sup>st</sup></b>
Conference Only (April 1 <sup>st</sup> and 2 <sup>nd</sup> )	\$1,099 CAD	\$1,499 CAD
Conference Plus <b>One</b> Workshop	\$1,499 CAD	\$1,899 CAD
Conference Plus <b>Two</b> Workshops	\$1,799 CAD	\$2,199 CAD
Conference Plus <b>Three</b> Workshops	\$1,999 CAD	\$2,399 CAD
Conference Plus <b>ALL Four</b> Workshops	<b>\$2,199 CAD BEST VALUE!</b>	\$2,599 CAD
Conference Workbook Only	\$199.00* CAD + \$20.00 S&H	
*Illinois (U.S.A.) residents will be charged 8.75% sales tax on workbook orders.		

**Please add 5% GST to all prices above (GST #884005323RT0001). Credit card transactions will be processed in equivalent U.S. dollars, so final charged amounts may vary slightly from those above.**

**Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold will be taken to ensure your space.**

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications and marketing audience. Space is limited, so please call Amy at (773) 695-9400 x17, for more information.

## GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,099! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments — register together with your colleagues from another organisation and receive the same group discount. The free registrant must be of equal or lesser value.

## A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organisations. For every A.L.I. conference attended, receive a \$200 discount off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

## PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is cancelled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

## **CANCELLATION POLICY:**

---

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before March 17<sup>th</sup>), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after March 17<sup>th</sup>) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organisation.

## **ABOUT THE ADVANCED LEARNING INSTITUTE:**

---

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Brand Management · Communications · Marketing · Technology**  
**Government · Human Resources · Performance Measurement · Strategic Planning**  
**Health Care · Biometrics · e-Commerce**

## **ABOUT OUR SUPPORTERS:**

---



Founded in 1970, the International Association of Business Communicators (IABC) provides a professional network of more than 14,794 business communication professionals in more than 70 countries, operating within more than 100 chapters around the world.

Members worldwide -- in every industry both within the public and nonprofit sectors -- have leveraged our resources in advancing their careers and meeting organizational objectives by delivering value through improving business performance via effective communications.

IABC/Toronto is the largest chapter of the association with approximately 1,500 members. The chapter provides access to products, services, activities and networking opportunities in Toronto and around the world -- helping people and organizations achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other communication disciplines.

For more information, please go to: <http://toronto.iabc.com/>.



The London, Ontario chapter of IABC was founded in 1979. As of July 2007, their membership numbers approximately 130 professionals and students, all of whom work and/or study in the corporate communications and public relations industry in the Forest City and surrounding regional community. IABC London members represent a diverse range of professional experience, educational background and fields of expertise. They are a welcoming and friendly community and are proud to be part of an international network of more than 14,000 fellow communications practitioners who are active in over 100 chapters in more than 70 countries around the world.

For more information, please go to: <http://london.iabc.com/>.



Established in 1983, the Grand Valley Chapter of IABC is proud to serve over 100 members from Kitchener, Waterloo, Cambridge, Guelph and the surrounding areas. Their chapter strives to be a positive influence to members both professionally and personally, and to be respected and recognized as the authoritative voice of business communications. Their members represent a wide-range of industries, including: insurance, small business, government, education, health, agencies and technology. Their proximity to both London and Toronto allows them to easily tap

into other IABC Chapter events with ease, expanding your network to other communication professionals.

For more information, please go to: <http://www.iabcgrandvalley.ca/>.



IABC Newfoundland and Labrador is the 2007 IABC Small Chapter of the Year! Proudly serving more than 70 members across the province, the chapter has established itself as the premiere professional association for business communicators in their market. In an effort to sustain and grow the IABC brand in Newfoundland and Labrador, the chapter continually offers top quality professional development and networking opportunities to its members and other

communications professionals across the province. In addition to holding the 2007 Small Chapter of the Year honour, IABC Newfoundland and Labrador earned IABC International Chapter Management Awards in professional development and community involvement in 2007 and maintained the highest percentage of accredited members for the second consecutive year. IABC Newfoundland and Labrador is pleased to support the Social Media Summit Canada.

For more information, please go to: <http://www.iabc.nf.ca/>.



IABC/Calgary links local communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. They are the third largest chapter out of 100 chapters worldwide and as 2007 International Chapter of the Year they are the professional association of choice for marketers and communicators in and around Calgary. With a membership of over 550 professionals and students, they are Calgary's largest communications association and top provider of professional development events, networking opportunities, and business resources, research and knowledge.

For more information, please go to: <http://www.iabccalgary.com/>.

## **WE GUARANTEE RESULTS:**

---

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organisational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

### **A Few Of Our Past Attendees Include Representatives From These Leading Organisations:**

- Hydro-Quebec
- Royal Canadian Mint
- AT&T
- Nationwide Insurance
- Bell Canada
- Calgary Airport Authority
- Prudential
- R.R. Donnelly & Sons
- Commonwealth Edison
- Allstate Insurance
- First USA Bank
- Chrysler
- Atomic Energy of Canada
- University of Toronto
- Disney
- Canada Post
- Polaroid Corporation
- Celestica
- SaskTel
- Alliance Atlantis Communications
- American Express
- Shell Chemicals
- Verizon
- Capital One Financial Corporation
- IBM Corporation
- BellSouth Corporation
- Pennzoil-Quaker State Company
- National Semiconductor
- Gateway
- Hewlett-Packard
- Chase Manhattan Bank
- General Motors
- Lockheed Martin
- Microsoft
- Motorola
- Target Corporation
- Sprint Nextel
- Pharmacia Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service

- State Farm Insurance
- AstraZeneca Pharmaceuticals
- Morgan Stanley
- American Electric Power
- Mayo Clinic
- Cisco Systems, Inc.
- Southwest Airlines
- Whirlpool Corporation
- John Deere
- Staples
- Starbucks
- PepsiCo

**Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!**

Event #0308B4 ©2008 A.L.I., Inc. All rights reserved.



# Registration Form

Please photocopy for group members.

Yes, I'd like to register for the April 2008 Social Media Summit Canada in Toronto.

## Please check:

E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Workshop A: Social Media 101: How To Develop A Web 2.0 Action Plan For Your Organisation
  - Pre-Conference Workshop B: Social Media 102: Making Your Web 2.0 Action Plan Real
  - Post-Conference Workshop C: How To Leverage New Technologies To Drive Important Conversations Within Your Organisation
  - Post-Conference Workshop D: How To Deepen Stakeholder Relationships By Using The Latest Web 2.0 Tools: From Crafting Your Strategy To Applying Success Metrics
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Approving Manager: \_\_\_\_\_

Payment by:  Visa/IMPAC  MasterCard  Amex  Diner's Club  Discover  
 Check/Training Form (payable to Advanced Learning Institute, Inc.)

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Extra 3-4 digits on front/back of card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Event #0308B4 • ©2008 A.L.I. All Rights Reserved

**REGISTER TODAY!**

**[www.aliconferences.com](http://www.aliconferences.com)**

**Phone: (773) 695-9400 • Fax: (773) 695-9403**

**Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave.,  
Suite 920-N, Chicago, IL, USA 60631**

**\*\*\*\* Register by February 21st To Save \$400! \*\*\*\*  
To Register, Call (773) 695-9400**