

Coming back to Ottawa by popular demand! Don't miss the **30th** updated forum packed with the latest tools, tips and techniques to help you transform the way you communicate with your employees and citizens!

SOCIAL MEDIA For Government



How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results

MARCH 19 - 22, 2012 • OTTAWA

REGISTER BY JANUARY 19TH TO SAVE \$400!

WHAT YOU WILL LEARN

Attend this seminar to learn how to capture the power of social media in your organization, along with helpful tools, tips and techniques to get started, including:

- **Developing** a social media (blogging, podcasting, Twitter, Facebook, mobile, wikis, etc.) strategy to drive performance-based communications
- **Communicating** more effectively and efficiently while using both official languages through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, video podcasts, and more
- **Preparing** for the future of social media including a step-by-step look at how to create, integrate, and market a mobile application
- **Engaging** your employees and the public by connecting them to you organization's goals and strategic plan for the future
- **Demonstrating** the Return on Investment (ROI) of your social media programs
- **Aligning** your social media tools to better fit your overall approach to internal and external communications
- **Building** senior management and IT support for your social media programs
- **Matching** your organization's policies to the right social media tools
- **Communicating** during a crisis by incorporating social media strategies into your crisis communications plan
- **Blending** new technologies with traditional media to multiply results
- **Creating** an opportunity for employees to communicate with both clients, and citizens, directly and informally
- **Understanding** the online landscape, where your audience is, and how they interact
- **Utilizing** social media tools to accomplish more when your budget is less

SUPPORTING ORGANIZATIONS



Accredited CPRS members will receive 2 accreditation units



Presented by the Advanced Learning Institute Your Government & Communications Training Partner Since 1997

SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on how to engage your employees and citizens by using social media, from leading government agencies and organizations, including:

City of Regina, Saskatchewan

Canadian Army

Canadian Red Cross

Regional Municipality of Niagara, Ontario

SaskTel

City of Oshawa, Ontario

Canada Revenue Agency

Federation of Canadian Municipalities

KENDALL WOOD

Action Strategies

Thornley Fallis Group

Intersol Group, Ltd.

Jive Software

Purple Forge Inc.

Francis Loughheed Consulting

Children's Hospital of Eastern Ontario

City of Brockville, Ontario

The Lotus Pad Consulting

And Be Sure Not To Miss Our Panel On The Future Of Mobile Apps!

**Register by Jan. 19th to Save \$400! • Save 25% - Bring a Team and Save -- Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com**

Social Media for Government - March 19-22, 2012

WHO WILL ATTEND:

This seminar has been researched with and designed for FEDERAL, PROVINCIAL & MUNICIPAL GOVERNMENT Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff, Assistants & Consultants involved in:

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

Employee Communications & Relations

Marketing

Organizational Transformation
& Development

Human Resources

Executive Communications
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Communications Research
& Management

And all those interested in developing social media strategies within their organizations.

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies are making dramatic strides in developing approaches and systems that work for them in their communication and marketing efforts. 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."

BENEFITS OF ATTENDING THIS CRITICAL SEMINAR

This seminar is a must-attend event for all those who are serious about using social media to engage employees and citizens by using the latest Web 2.0 technologies and social networks to drive communication results.

You will benefit from:

- **18 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
- **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the seminar
- **The opportunity to customize your learning** by participating in 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 organization - go to www.aliconferences.com for more details
- **An abundance of networking opportunities** -- you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of social media strategies and processes** from leading practitioners like the **City of Regina, Sasktel, Canadian Army**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this seminar
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **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 engage your employees and citizens** by using social media from leading government agencies and organizations
- **Access to the seminar wiki** -- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

REGISTER BY JANUARY 19TH TO SAVE \$400!

**Register by Jan. 19th to Save \$400! • Save 25% - Bring a Team and Save -- Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com**

Social Media for Government - March 19-22, 2012

DEAR GOVERNMENT COMMUNICATOR:



In November, the Treasury Board released *the Guidelines for External Use of Web 2.0*, officially making social media mainstream in the Government of Canada. It's not surprising as more and more of us live an increasing part of our lives online every day. We seek information, share with friends, colleagues and even strangers, and connect and form online communities of interest.

All those hours spent on blogs, YouTube, Facebook and Twitter have an impact. Our time spent on the social web shapes our expectations of the experience we should have and the interaction others will have with us. Social media holds the potential to redefine and strengthen the relationship between citizens and government. However, introducing social media into the government communications process is not risk free. **The good news is that resourceful government managers have devised practical strategies and tactics that reconcile social media with the responsibilities of government.** The Advanced Learning Institute is bringing together the people behind successful government social media initiatives to discuss the secrets to their success and the lessons they learned from their experience.

WHY YOU SHOULD ATTEND THIS SEMINAR:

I've attended the Advanced Learning Institute's (A.L.I.) social media seminars and found them to be a unique blend of leading-edge thinkers with practical examples of social media applied in a government context. It's a unique opportunity for in-depth insight into what your colleagues are learning and succeeding with in the social media context.

The producers have tapped their networks to identify the newly-emerging and best case studies of social media in government. To this, they've added some of the best examples of social media in government from the past two years, updated to reflect the way in which the best never repeat themselves, but improve constantly. Finally, the training also will feature some outstanding thought leaders who will help us to look into the future, anticipating tomorrow's challenges and the strategies we can apply to them.

It's a real pleasure to be chairing the "Social Media for Government Conference" in Ottawa, March 19-22, 2012. I hope you'll join me at this outstanding opportunity to meet, mix with and learn from some of the leading practitioners of social media for government.

I encourage you to attend this conference to gain practical advice and lessons which you can apply to your own social media strategies and plans.

Sincerely,

Kelly Rusk, Consultant
THORNLEY FALLIS GROUP
Seminar Chairperson



Add to the dialogue! Using #smgov, tweet your questions and comments prior to the seminar to @Erin_ALI

SEMINAR HIGHLIGHTS:

This training will feature speakers who have tested and proven the power of social media in public sector settings. They will talk about what worked, what didn't and how to avoid making the mistakes that can lead to failure.

You will hear, firsthand, from many government organizations, including how the:

- **Canada Revenue Agency** discovered out which social media tools best fit their audience, their goals, and their message
- **City of Oshawa, Ontario** developed an effective social media plan without resources, budget or buy-in
- **Canadian Red Cross** successfully launched a social media strategy including collaboration between departments, testing ROI, and creating a policy

Register today at www.aliconferences.com or by calling the training hotline at 773-695-9400 to attend A.L.I.'s "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," this March 19-22, 2012, to hear from communicators who are currently utilizing social media tools, with results & benefits.

P.S. Make your investment pay off even more by bringing a team! Register 3 people and get the 4th for FREE! Call (773) 695-9400 or click here for details.

A LETTER FROM THE SEMINAR CHAIRPERSON

Social Media for Government - March 19-22, 2012

Interactive Pre-Seminar Workshops ~ March 19, 2012

Monday, March 19, 2012

Jump-start your seminar experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common sense approach to mastering social media strategies that will enhance your understanding of the informative, case study presentations throughout the entire seminar.

.... Choose **ALL FOUR** for Maximum Value and Learning

8:30 a.m. to 11:30 a.m. – PRE-SEMINAR MORNING WORKSHOP **A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

Social Media 101: From Curiosity To Comprehension Learn How To Make Your Organization Social Media Friendly

Attend a hands-on interactive course that will walk you through each form of social networks, help you set up accounts, and give you experience using each of the different tools. You will be provided with an overview of the dominant social media platforms with a focus on their audiences, strategic uses and the time and resources required to manage them effectively.

After attending this workshop, you will walk away with the ability to make your social media tools useful, professional and personal. Including the knowledge of:

- Key social media tools and platforms and how they are used
- Selecting the right social media tool for your needs
- Insights and tools for you to use for maintenance of your social media
- Exploring how to evaluate and document the success and results of your social media efforts - managing your return on investment
- Benefits (and risks) of social media in the public sector environment
- Leveraging social media in public consultation, participatory and/or collaborative processes

WORKSHOP LEADERS: Eric Collard is a Consultant at Intersol Group, Ltd. Eric is a seasoned communications professional, with over 10 years' experience in government, NGO's and the private sector. He has worked on countless communications strategies, both complex and national. @_ECinc

Stéphanie Montreuil is Principal at The Lotus Pad Consulting. A passionate marketer and communicator, Stéphanie enjoys living out loud and using social media to meet new and interesting people. A champion of causes, her success in leveraging the power of social media for good has led to the creation of her own firm, The Lotus Pad Consulting.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – PRE-SEMINAR AFTERNOON WORKSHOP **B**

Learn How To Build An Effective Social Media Communications Plan: What Tools To Use, What Metrics To Take, And How To Figure Out Your ROI

New media, social media and mobility have changed the way government communicates. It's one thing to be on Facebook, YouTube and Twitter but the real task lies in figuring out how do you incorporate these tools into your overall government communications strategy?

By attending this workshop you will learn how to begin developing a social media communications plan that works and ways to prove it is working, including how to:

- Build a social media marketing plan
- Gain get senior management buy-in for your plan
- Measure your ROI on social media

You will gain the tools and techniques needed to successfully create your social media plan through the review of real case studies and actual success metrics.

WORKSHOP LEADER: John Craig is the Vice-President of Sales and Marketing of Purple Forge Inc. Mr. Craig is an award winning market expert in the application of social media and mobile technologies for collaboration and communication for grassroots organizations, associations, politicians, governments and interactive marketing firms. @purpleforge

Social Media for Government - March 19-22, 2012

Interactive Post-Seminar Workshops ~ March 22, 2012

Thursday, March 22, 2012

These workshops are designed to take your seminar experience to the next level. Post-seminar 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 seminar by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

.... Choose **ALL FOUR** for Maximum Value and Learning

8:30 a.m. to 11:30 a.m. – POST-SEMINAR MORNING WORKSHOP C

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

How To Incorporate Social Media Into Your Crisis Communications: Prepare, Promote, Respond And Improve

The rise of social media means that everything happens at lightning-speed. Success and reputation management in this mobile age means that your organization needs to be nimble with social media. Dialogue is just as important as message delivery. When responding to an emerging crisis, you need to react fast, with a streamlined approach; communicating solely through news releases doesn't work. It's important to remember that your critics have access to the same tools.

In this hands-on interactive workshop, you will gain the tools you need to succeed in this new landscape as well as learn how to use them as part of your emergency preparedness and overall crisis communications plan, including:

- How to prepare: have a streamlined approach and a team in place
- Merging social media tactics with traditional communication approaches
- Determining which social media outposts and management tools to use
- Creating content that's mobile and web-friendly
- Building an engaged and active community following

WORKSHOP LEADER: Christine Wood is the Director of Innovation & Integration at KENDALL WOOD. She is passionate about strategic communications, collaboration and innovation. She is a seasoned communications specialist with more than 12 years experience in the private sector and eight years in the public sector. @chicken_scratch

TESTIMONIAL FROM PAST CHRISTINE WOOD SESSIONS:

"The tools and links were so helpful!"
"Excellent, Christine is an awesome presenter makes everything seem so much better & doable."
"Great tactical advice and takeaways."

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – POST-SEMINAR AFTERNOON WORKSHOP D

How To Combine Social Media And Traditional Communication Tools To Create A Communications Plan That Delivers Results

Social media is now recognized as the next wave in marketing, however, many organizations have yet to understand that social media can and should be integrated with traditional marketing and PR strategies. Social networking can and should be integrated into media relations, events, PR, fundraising & sponsorship campaigns, advertizing, internal communications/ employee-member communications, and many other aspects of outreach. But for many organizations, integrating social media into existing marketing and communications plans remains a daunting prospect.

This session will demonstrate how this can be done, including how:

- To take a holistic approach in strategic communications leads to more effective internal and external marketing functions
- Determine strategy vs. tactics in social media and linking them to your organization's current marketing and communications plans
- Social media can back up each of your organization's marketing and public relations initiatives from advertizing, internal communications, media relations, face to face relationship marketing, and many other outreach plans your organization may have in its plans.
- To decipher the difference between traditional and new media communications

WORKSHOP LEADER: Mark Buzan is Principal and Chief Magnifier in Action Strategies. He is the driving force behind Action Strategies' success. He is an experienced expert in public affairs, advocacy and strategic communications for the non-profit and association sector. @markbuzan

Register by Jan. 19th to Save \$400! • Save 25% - Bring a Team and Save -- Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com

INTERACTIVE, HANDS-ON WORKSHOPS

Social Media for Government - March 19-22, 2012

General Sessions - Day One - March 20, 2012

General Session - DAY 1: Tuesday, March 20

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks



Kelly Rusk, Consultant

THORNLEY FALLIS COMMUNICATIONS

@krusk

8:45 a.m.

Introduction To Social Media In The Government Space

Today, 80% of all Internet users actively use social networks causing governments to carefully reevaluate how they connect to their citizens. Social media opens a new and better way for governments to engage employees and citizens and drive communications results. With so many tools, different policies, and a communication strategy already intact the question is "Where do I begin?"



Christine Wood, Consultant

KENDALL WOOD

@chicken_scratch

9:15 a.m.



CASE STUDY

Social Media Is Not One-Size-Fits-All: Learn Which Tool Is Best For You And How To Manage Comments, Give Your Organization A "Voice", Tweet In Both Official Languages And Match Your Policies To Your Tools

Many government departments and agencies are considering launching their own YouTube channel or Facebook fan page. But how do you choose which tools are the right ones for your organization? Social media is not one-size-fits-all. Not every tool is appropriate for every situation.

This information-packed session will provide you with the knowledge you need to choose the right tools for your audience, your message and your organization's goals. You will also learn about some common issues to consider when using social media tools in a government environment, including:

- Tweeting in both official languages
- Managing comments – and responding when necessary
- Giving your organization an authentic "voice" and personality through social media
- Avoiding the "shiny new toy" temptation
- Developing content that is relevant, interesting and timely
- Matching your policies to your tools

Danielle Donders, Social Media, Senior Advisor
Public Affairs Branch

CANADA REVENUE AGENCY

@canrevagency & @danigirl

10:00 a.m.



Break-Out Blitz!

Network And Discuss Social Media Challenges With Your Fellow Seminar Attendees

This session will open the conversation by connecting you with other seminar participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow seminar attendees in this fun and fast-paced forum!

10:30 a.m.



Morning Refreshment & Networking Break

10:50 a.m.



Non-Profit
CASE STUDY

How To Successfully Launch A Social Media Strategy: Collaborating Between Departments, Creating A Policy, Communicating Internally, And Testing The ROI

The Canadian Red Cross is in the process of launching their first-ever social media strategy, policy as well as a handbook to teach Red Crossers how to use social media. It has been an 8-month process for and has involved input from communications experts across the country, HR, legal and various other departments. Before one can even begin formulating a strategy, you must test various social media tools to determine their individual value. The Canadian Red Cross found that the ROI of the tested social media initiatives, including Tweet-ups and blogs, was the foundation for their national strategy.

This session will give you firsthand information on how to implement a social media strategy when working with many different departments and objectives, as well as explain why an organization-wide policy is critical, including:

- Why you need to and how to involve the right partners (Communications, HR, Marketing, Operations, etc.) across your organization to engage employees and drive results
- How to use social media to address internal audiences
- Evaluating the ROI of your organization's social media efforts
- Creating a social media policy to be implemented throughout your entire organization

Karen Snider, National Media Manager

CANADIAN RED CROSS

11:35 a.m.



CASE STUDY

How To Develop An Effective Social Media Presence For Your Government Organization On A Budget That Will Engage Stakeholders And Promote Your Brand

The City of Oshawa entered the world of social media just over two years ago as part of a pilot project -- today, the City's Corporate Communications & Marketing Team has implemented many benchmarking practices that many municipalities now follow.

The City of Oshawa has integrated social media into all of its communications strategies to produce proactive and positive news coverage while maintaining a thriving Twitter account, combined with Facebook and YouTube in addition to using QR codes to maximize community reach.

In this session, the City of Oshawa will share their social media journey and lessons learned along the way, with insights and information on how to implement social media strategies and tools into your organization, including:

- How to get senior management and IT to "buy-in" to social media
- Time-saving, easy-to-use (and FREE) social media tools and techniques
- How to monitor and measure social media campaigns on a budget
- How to engage the community, answers questions, address concerns, acknowledge criticism on Twitter and Facebook
- Ways to incorporate social media platforms to support high profile community awareness campaigns including Media outlet transition from traditional media releases to social media
- Creating a coordinated approach with other departments for consistent messaging

Heather Dunn, Corporate Communications and Marketing Officer

CITY OF OSHAWA, ONTARIO

@hdunn7

Social Media for Government - March 19-22, 2012

General Sessions - Day One - March 20, 2012

General Session - DAY 1: Tuesday, March 20

12:20 p.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion on a social media hot topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media concerns.

1:45 a.m.



CASE STUDY

Social Media In A Municipal Context: Building The Virtual Community Space

With a focus on the description of critical success factors and key measures of success in utilizing social media for Municipal Governments. This session will highlight two projects, one from the City of Brockville and the second from developing community portals for Smart Community projects. Both of these projects have garnered international attention for their use of social media to connect citizens, build community education and awareness, promote investment attraction and enhance community recruitment of volunteers and ambassadors.

This session will provide you with the tools and techniques to implement social media into your own organization allowing you to develop a virtual community with your citizens, including:

- Understanding social media concepts in a municipal world
- Knowing the four stages of community digital development
- Implementing, and mechanics, of successfully using social media on a restricted budget
- How to foster audience reach and message frequency for effective communications
- How to engage in online conversations with diverse geographic audiences with an interest in your organization
- Learning the economic impact of using online digital social media

Dave Paul, Director, Economic Development

CITY OF BROCKVILLE, ONTARIO



Francis Loughheed, Consultant-Facilitator
FRANCIS LOUGHHEED CONSULTING
@floughheed

2:30 p.m.



Afternoon Refreshment & Networking Break

2:50 p.m.



INTERACTIVE PANEL

The Role Of Mobile Applications In Effective Government Communications Strategy

This forward-thinking panel session will offer real-world insights into the use of mobile technology at the municipal and federal level. Hear and discuss the use of mobile as a means of informing the public, selecting content to be shared and engaging the public to perform activities to the benefit of all, including:

- Marketing mobile applications
- ROI from the mobile application deployment
- What lies in the future of mobile applications

Moderator:



John Craig, Vice-President of Sales and Marketing
PURPLE FORGE INC.
@purpleforge

Panelists: TBD

Social Media for Government - March 19-22, 2012

General Sessions - Day One - March 20, 2012

General Session - DAY 1: Tuesday, March 20

3:35 p.m.  CASE STUDY

Using Social Media In A Challenging Fiscal Environment: How To Do More With Less

As the Director of the Mayo Clinic Center for Social Media puts it: "Social media in health isn't just inevitable; it is the right thing to do."

This session will require you to put on your thinking cap/brainstorming toque to discuss a variety of potential applications for social media – spanning healthcare education, research, support, staff engagement, community consultation and more.

In an age of increasing communication and declining budgets to support it this session will give you the tips and tools you need to expand your message without stretching your budget, including:

- Opportunities for the use of social media in your organization
- The role social media can play in today's challenging fiscal environment
- Practical social media projects for your organization to begin with

Ann Fuller, Director, Public Relations

CHILDREN'S HOSPITAL OF EASTERN ONTARIO

4:20 p.m.

More "How To's" To Help You Get The Work Done: An Interactive Panel Discussion With Today's Participants

Need to dive deeper into specific topics? Want more details? Here's your chance! Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

4:50 p.m.

End Of Day One

5:00 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 Ottawa's fine dining while you continue to network with your colleagues.



Join Our LinkedIn Group: "Social Media For Government Best Practices."

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"Our organization is VERY new to social media. We knew it was something we needed to look into and weren't sure where to start. This was an amazing couple of days -- great speakers and networking opportunities. We're now armed with the proper information and ready to make informed decisions."

T. Calhoun, Communications Assistant

TOWN OF HIGH RIVER, ALBERTA

"Good range of material. Lots of ideas I will be looking to use in my own workplace."

PAST SOCIAL MEDIA SEMINAR ATTENDEE

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation: Using Social Media For Research: Understand Your Audience, Learn Where Your Audience Is And How They Communicate Online

Formal research can be costly, impractical and even out-of-reach for many government organizations. While using social media for research could not and should not replace traditional research methods, it has opened a world of possibility and can provide insight into thoughts and opinions that were previously inaccessible.

However, to truly capture and understand this value, organizations must have an understanding of how human behaviour differs online and where and how people typically communicate online.

In this session, we will discuss the theory behind social research and the step-by-step procedure to successfully mine data and recognize patterns of information, including how to;

- Proactively identify key topical influencers and online communities of interest relevant to your issues and organization
- Identify Canadian, or geo-specific, search results and narrow results to your target audience
- Understand the online landscape and how citizens interact with each other, businesses and government
- Build a report and position findings in a factual and easy to understand format



Kelly Rusk, Consultant @krusk

THORNLEY FALLIS GROUP

Seminar Chairperson

9:30 a.m.



CASE STUDY

Understanding How Social Media Affects Traditional Media And How To Use It To Your Advantage

Social media means many different things to many different people. The social media movement is currently happening and changing the way most people, corporations, cities and political parties do business. It's also changed the way media operates and has changed the news cycle. Knowing how media use social media will help your organization in both the proactive and reactive segments.

This session will shed light on social media and on the many factors at play for government. It will also provide some principles that can be applied to help you with this ever-changing world, including:

- Opportunities and challenges specific to social media
- The main platforms, and which are best suited for your organization
- Principles to use when getting started in social media
- Political vs. practical applications



Carole Saab, Manager of Government and Media Relations

FEDERATION OF CANADIAN MUNICIPALITIES

@carolesaab



Eric Collard, Consultant

INTERSOL GROUP LTD.

@_Ecinc

10:15 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



Private Sector
CASE STUDY

You've Started Your Social Media Journey – Now What?

Learn How To Manage The Growth Of Social Media Within Your Organization

Maybe you started social media in your organization with one or two people, a Twitter account, and perhaps a Facebook presence. It was fun and exciting but now you have more followers asking more questions and your other work isn't getting done. As a communicator, how do you let go of day-to-day interaction while keeping the ball rolling? Who will take over your hands-on role and how do you ensure that the content, tone and responsiveness stay at a high level?

SaskTel, Saskatchewan's leading communications provider and a provincial Crown Corporation, has a dual role as a competitive company in a rapidly evolving industry, and also a government-owned entity.

This session will provide you with the experiences and lessons learned while growing social media from a Twitter account off the side of a desk in the corporate communications department, to a cross-functional team guided by a comprehensive social media strategy, including:

- Enlisting other departments to play a role in social media
- Building and training a social media response team to take over the hands-on role of answering questions
- Becoming a communications consultant to your social media team in order to ensure consistent messaging and be able to identify and manage issues before they blow up
- Managing your employee base as they interact with social media in their work and personal lives

Andy Tate, Communications Manager – External

SASKTEL

11:15 a.m.



CASE STUDY

Aligning Your Social Media Tools To Better Fit Your Overall Strategic Approach To Internal And External Communications

The Canadian Army has been using social media tools for several years now. Its current tool kit includes YouTube, Facebook, Twitter and Flickr. Recently, the Canadian Army reviewed its use of social media tools with a view to better aligning the use of each tool to most effectively reach target audiences with specific messages and to better fit into an overall Canadian Army strategic approach to external and internal communications.

This forward thinking session will provide you with an overview of the review processes, the resulting strategy being developed and how to employ it through each of your social media channels, including:

- Finding your target audience and the social media channels they are actively using
- Tactics and techniques to get your message heard through the clutter
- Discovering which tools fit your communications strategy best

Hal Doran, Manager of Integrated Communications

Sheila Wadden, Social Media Specialist

CANADIAN ARMY

12:00 p.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion on a social media hot topic. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing

Social Media for Government - March 19-22, 2012

General Sessions - Day Two - March 21, 2012

social media concerns.

1:30 p.m.  **INTERACTIVE SESSION**

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your social media challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own social media initiatives.

2:10 p.m.  **CASE STUDY**

A Step-By-Step Look At How To Create, Integrate And Market A Mobile Application

According to Bricks and Mobile, 1 in 4 Canadians will cut their landline by 2014. Citizens are moving from hard line connections to wireless, so how do you keep up?

Owning a small piece of an individual's digital real estate results in a very personal connection, and an app gives you the opportunity to be on that real estate.

In this information-packed session, you will hear first-hand how the City of Regina launched and marketed their CityApp, providing you with the tools and techniques to do the same, including answering the following key questions:

- Should you go in-house? Buy a service? 3rd party developer?
- Even if your site is already mobile-enabled, should you still bother?
- What can you deliver? Should this be on your app?
- How do you actually get people to download your app?

Philippe Leclerc, Interactive Communications Manager

CITY OF REGINA, SASKATCHEWAN

@CityofRegina

2:55 p.m. 

Afternoon Refreshment & Networking Break

3:05 p.m.  **Private Sector CASE STUDY**

How To Successfully Use Social Media For Crisis Communications: Keeping Your Community Safe And Informed At All Times

The goal of any crisis communications incident is to keep the community as safe and as well informed as possible. Through the use all of the tools available, including social media, this goal can be accomplished.

In June 2010, a diesel spill near a Regional water plant resulted in the possibility of contaminated drinking water for almost 20,000 residents. Social media played a crucial role in communicating with residents during the crisis.

This session will provide you with the tools and techniques you need to ensure maximum preparedness for the next crisis situation you find yourself in, including:

- The impact of social media on resident communications
- The benefits of having a social media presence in place prior to an emergency
- How to leverage social media during a crisis
- Why social media can no longer be ignored
- How to manage risk

Daryl Barnhart, New Media Communications Coordinator

REGIONAL MUNICIPALITY OF NIAGARA, ONTARIO

@DarylBarnhart

General Session - DAY 2: Wednesday, March 21

3:50 p.m.  **CASE STUDY**

Gov 2.0: Impacts And Opportunities Of Using Social Media In Your Agency

Prompted by the many media debates about twitter revolutions and the Arab Spring, Social Media is on the radar for many governments, from townships to federal branches. This session will briefly explore the impact of social on government and the societies they govern, including some thoughts on present controversies.

A look into the impacts of social media and giving you a look at the future of social media in government, this session will give you the facts you need to back up your reasoning for launching a social media strategy or continuing with you current one, including:

- The opportunities to embrace Gov 2.0
- Details at how to increase your employee's collaboration with other and with other agencies
- Best practices that can be adapted to your government collaboration, then naturally evolve to meet your specific needs
- A social media challenge for the governing and the governed

TBD

GOVERNMENT OF CANADA

Tim Albright, President

JIVE SOFTWARE

4:35 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.

Kelly Rusk, Consultant

THORNLEY FALLIS COMMUNICATIONS

5:00 p.m.

Close Of General Sessions

Maximize Your Training By Attending The Hands-On, Interactive Post-Conference Workshops:

Thursday, March 22, 2012

C: 8:30-11:30 a.m.

**How To Incorporate Social Media Into Your Crisis Communications:
Prepare, Promote, Respond And Improve**

D: 12:30-3:30 p.m.

**How To Combine Social Media And Traditional Communication Tools To Create
A Communications Plan That Delivers Results**

Please see page 5 for detailed descriptions.

ABOUT OUR SEMINAR SUPPORTERS



Social Media Club is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

For more information, please go to <http://www.socialmediacub.org/>.



OhMyGov! wants better government -- a more creative, more efficient, smarter government! So we set out to do the unthinkable: build a news and information site about government that was both interesting and fun to read. We offer an entertaining mix of "good gov" stories about public sector innovations and advances (yep, imagine that!) and comforting "bad gov" tales of government embarrassments and outrages. In short, we cover anything that makes you say OhMyGov!

OhMyGov! was founded by 3 guys looking to make a difference — an experienced federal executive, a motivated government contractor and writer, and a best-selling investigative journalist.

For more information, go to: <http://ohmygov.com/>.



Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

brandchannel. always branding. always on.



Backbone Magazine is a broad-based business magazine that focuses on technology for business executives who need to stay up to date. It provides a tangible tool to enhance productivity and agility in the changing economy of Canada. It is the only magazine in Canada with this focus that reaches a large senior business executive audience.

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



Founded in 1970, The International Association of Business Communicators (IABC) provides a professional network of over 15,500 business communications and marketing professionals in over 80 countries. As a member of IABC Ottawa, you can tap into a wealth of resources and opportunities that will help increase your value as a communicator. IABC Ottawa brings communications, marketing and creative professionals together to grow in their career and succeed in their jobs.

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



The Canadian Public Relations Society, Inc. (CPRS) is Canada's only professional association representing 1,800 public relations practitioners in 16 Member Societies across Canada who commit to following a Code of Professional Standards. The Society offers a program of professional accreditation in public relations (APR), professional development and education programs affiliated with various colleges and universities, a job registry and networking opportunities, an annual national conference, a directory of all members and a forum for information sharing.

Visit their website for more information: <http://www.cprs.ca/>.



All accredited CPRS members who attend this seminar will qualify for 2 Maintenance of Accreditation Units.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"I thoroughly enjoyed this training – not only will I attend again, I will strongly encourage others to do so as well. Thanks."

J. Blodgett, Jr. Communications Advisor
DEPARTMENT OF JUSTICE CANADA

"I never rate anything excellent unless it amazed me! Great training. Keep up the good work. The government needs more like this. Love the networking."

S. Jodouin, Jr. Media Relations Officer
ELECTIONS CANADA

Register by Jan. 19th to Save \$400! • Save 25% - Bring a Team and Save -- Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com

Social Media for Government - March 19-22, 2012

ALL SEMINAR SESSIONS WILL BE HELD AT THE:

Fairmont Chateau Laurier

1 Rideau Street, Ottawa, ON K1N8S7

Hotel Phone: (613) 241-1414 or (866) 540-4410 • Reservations: (800) 441-1414

<http://www.fairmont.com/laurier>

Please contact the hotel directly when making your reservation. **For the seminar, a limited number of rooms have been reserved at the reduced rate of \$199/night. Please call the hotel no later than February 6th, 2012** to help ensure this rate and mention "Social Media for Government." We recommend that reservations be made early as rates are subject to availability.

The Fairmont Chateau Laurier is located in the heart of downtown, convenient to many of the area's top sites. Airport access is just 13 km/8 miles away at Ottawa International Airport (YOW). It is Ottawa, Ontario's premier business lodging with extensive services available to accommodate the needs of the business traveler.

If you are a Fairmont President's Club (FPC) member, you will be given complimentary 1-800/local calls as well as complimentary in-room internet access. If you would like to become a FPC member, enrollment is free. Go to <https://www.fairmont.com/fpc> in advance of your stay for more information and to sign up.



Photo Courtesy of Great.com

Join us in Ottawa for A.L.I.'s 30th updated forum on "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to Ottawa, please go to www.ottawatourism.ca.



REGISTRATION FEES:

The following are included in your seminar registration: attendance, a detailed seminar workbook and any additional meeting materials -- including access to the seminar wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register by Jan. 19th	Regular Pricing: Register after Jan. 19th
Seminar Only (March 20 & 21)	\$1,499 CAD	\$1,899 CAD
Seminar (March 20 & 21) Plus One Workshop (March 19 or 22)	\$1,899 CAD	\$2,299 CAD
Seminar (March 20 & 21) Plus Two Workshops (March 19 &/or 22)	\$2,199 CAD	\$2,599 CAD
Seminar (March 20 & 21) Plus Three Workshops (March 19 &/or 22)	\$2,399 CAD	\$2,799 CAD
Seminar (March 20 & 21) Plus All Four Workshops (March 19 & 22) – ALL ACCESS PASS!	\$2,499 CAD BEST VALUE!	\$2,899 CAD
Seminar Workbook Only (if not attending)	\$199* + \$30 S&H	

*IL residents will be charged 9.75% sales tax on workbook orders.

Please add 13% HST to all prices above (A.L.I.'s GST #884005323RT0001).

Credit card transactions will be processed in U.S. dollars determined by rates at www.bankofcanada.ca/.

The final charges will vary slightly from those above due to variances in exchange rates.

Payment is due two weeks prior to the seminar. If payment has not been received two weeks before the seminar, a credit-card, training form, or purchase order hold will be taken to ensure your space.

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 5**) a refund will be provided less a \$295 administration fee. Registered participants who do not attend or who cancel two weeks prior to the conference or less (**on or after March 5**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

VENUE & REGISTRATION FEES

**Register by Jan. 19th to Save \$400! • Save 25% - Bring a Team and Save -- Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com**

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This seminar provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Erin at (773) 695-9400 x18, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,499! **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 agency and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn seminar attendance bonuses as you benchmark with other organizations. For every A.L.I. seminar attended, receive a **\$200 discount** off your next A.L.I. seminar. 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 canceled. 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 5**) a refund will be provided less a \$295 administration fee. Registered participants who do not attend or who cancel two weeks prior to the conference or less (**on or after March 5**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"The seminar met my expectations and took away the 'mystique' of social media."

K. Barsoum, Promotion & Education Coordinator
REGION OF WATERLOO, ONTARIO

"Excellent cross-section of speakers & topics that gave a very thorough overview of social media's role in government. Liked the length of presentation, good flow. Moderator was excellent."

PAST SOCIAL MEDIA SEMINAR ATTENDEE

"The conference was timely and topical, and all the presentations provided complimentary perspectives on social media."

M. Hudson, Senior Communications Executive
PUBLIC HEALTH AGENCY OF CANADA

"I thought it was wonderful content; you covered so many different topics from different perspectives..."

J. Reeves, Communications Advisor
ALBERTA SCHOOL EMPLOYEE BENEFIT PLAN

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:

**Government · Communications · Performance Measurement · Strategic Planning
Human Resources · Health Care · Brand Management · Marketing · Biometrics · Social Media**

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 organizational 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 Social Media Attendees Include Representatives From These Leading Organizations:

- Agriculture & Agri-Food Canada
- Alberta Environment
- Atomic Energy of Canada
- Bell Canada
- Calgary Airport Authority
- Canada Post
- Canadian Food Inspection Agency
- Canadian Heritage
- Canadian Intellectual Property
- Canadian Real Estate Association
- Canadian Trucking and Human Resources Council
- Cancer Care Ontario
- City of Burlington
- City of Calgary
- City of London
- City of Ottawa
- College of Physiotherapists of Ontario
- Correctional Services Canada
- CNW Group
- Department of Canadian Heritage
- Department of Tourism & Parks, NB
- digitalOttawa
- Enterprise Saskatchewan
- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- Health Canada
- Health Council of Canada
- Health Force Ontario MRA
- Human Resources and Social Development Canada
- Hydro-Quebec
- Industry Canada
- Innovation Institute of Ontario
- Justice & Consumer Affairs, NB
- Legislative Assembly of Alberta
- Library and Archives Canada
- Meloche Monnex
- Microsoft Canada
- Ministry of Attorney General, ON
- Ministry of Community & Social Services, ON
- Ministry of Education
- Ministry of Enterprise & Innovation
- Ministry of Government and Consumer Services, ON
- Ministry of Municipal Affairs and Housing
- Ministry of Natural Resources
- Ministry of Research & Innovation, ON
- Ministry of Training
- MTV Canada
- National Aboriginal Health Organization
- National Defence Canada
- National Energy Board
- Natural Resources Canada
- Office of the Premier, BC
- Ontario Energy Board
- Ontario Municipal Affairs & Housing
- Ontario Ministry of Revenue
- Ontario Pension Board
- Ontario Trillium Foundation
- Prescient Digital Media
- Public Health Agency Canada
- Public Safety Canada
- Public Service Commission
- Public Works Canada
- Regional Municipality of Halton, ON
- Regional Municipality of Waterloo, ON
- Royal Canadian Mint
- Royal Ontario Museum
- SaskTel
- Service Canada
- SYNEX Canada Ltd
- TD Bank Financial Group
- Transport Canada
- Transmission Content + Creative
- Tucows Inc.
- University du Quebec Montreal
- University of Toronto
- WebDrive Canada, Inc.
- Workplace Safety and Insurance Board

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

Event #0312B30 ©2011A.L.I., Inc. All rights reserved.



SOCIAL MEDIA For Government

How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results

MARCH 19 - 22, 2012 • OTTAWA






Registration Form

Please photocopy for group members.

Yes, I'd like to register for the March 2012 Social Media for Government seminar in Ottawa.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Seminar Only
- Seminar Plus Workshop(s):
 - Pre-Seminar Workshop A: Social Media 101: From Curiosity To Comprehension Learn How To Make Your Organization Social Media Friendly
 - Pre-Seminar Workshop B: Learn How To Build An Effective Social Media Communications Plan: What Tools To Use, What Metrics To Take, And How To Figure Out Your ROI
 - Post-Seminar Workshop C: How To Incorporate Social Media Into Your Crisis Communications: Prepare, Promote, Respond And Improve
 - Post-Seminar Workshop D: How To Combine Social Media And Traditional Communication Tools To Create A Communications Plan That Delivers Results
- I would like to order a seminar workbook only
- Please add me to your mailing list to receive future seminar notifications

Name: _____

Job Title: _____

Organization: _____

Address: _____

City: _____ Province/State: _____ Postal/Zip Code: _____

Phone: _____ Fax: _____

Registrant's E-mail: _____

Credit Card Holder's Phone: _____

Credit Card Holder's E-mail: _____

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

Card #: _____ Exp. Date: _____

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

Credit Card Billing Address: _____

Signature/Name on credit card: _____

Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from the quoted Canadian dollar fees due to daily variances in exchange rates. Event #0312B30 • ©2011 A.L.I. All Rights Reserved

REGISTER TODAY! • 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 60631