

Back By Popular Demand...The 4th Forum From The
Advanced Learning Institute's Acclaimed Executive Training Series For
Federal, Provincial and Municipal Government Communicators...

Now Updated And Tailored For Canada!



Rave Review from a Past Social Media Summit Attendee:

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

K. Barsoum, Promotion & Education Coordinator
Region of Waterloo, Ontario

**** Register by August 1st To Save \$400! ****
To Register, Call (773) 695-9400

REGISTER TODAY!

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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 capture the power of social media in your organisation, along with helpful tools, tips and techniques to get started, including:

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 and how to use them for your organization
4. **Building** senior management support for your social media programs
5. **Incorporating** other social media tools such as blogs, podcasts and social networking into your current communication strategies
6. **Communicating** more effectively and efficiently through the use of social media (blogs, wikis, Real Simple Syndication (RSS) feeds, and much more)
7. **Operating** social media tools within the boundaries of government restrictions and firewalls
8. **Determining** key steps and strategies for setting up and

SPEAKING ORGANISATIONS:

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

Public Health Agency of Canada

Canada Post Corporation

Royal Ontario Museum

Canada School of Public Service

Academy for Educational Development

Office of the Privacy Commissioner of Canada

Royal Canadian Mint

U.S. Department of Defense

Commonwealth of Virginia

The Canadian Trucking Human Resources Council

Microsoft Canada

CNW Group

WebDrive Canada Inc.

managing an effective blog

9. **Learning** how to easily communicate to the public through external blogs, podcasts and other new media tools
10. **Integrating** new social media tools with traditional media to multiply results
11. **Utilizing** blogs and podcasts as sources of information that the public can use and trust
12. **Engaging** your employees and the public by connecting them to your organisation's goals and strategic plan for the future
13. **Harnessing** the collaborative power of your organisation's blog or podcast to drive organisational performance
14. **Measuring** the value of your organisation's blog/podcast: determining key metrics and gathering employee and/or customer feedback
15. **Leveraging** your organisation's blog/podcast to build a brand culture internally and externally
16. **Developing** your online communications to meet the needs of a diverse employee population
17. **Transforming** your organisation's blog/podcast from purely an information source to a comprehensive strategic tool
18. **Demonstrating** the Return on Investment (ROI) of your social media program
19. **Creating** an opportunity for employees to communicate with customers directly and informally
20. **Maximizing** awareness of your agency's mission to the public

Thornley Fallis Communications

digitalOttawa

Transmission Content + Creative

NIC, Inc.

Ontario Power Authority

NATIONAL Public Relations

Treasury Board of Canada Secretariat

Presented by:



Your Government & Communications Training Partner Since 1997

Supporting Organisations:



WHY IS THIS A CAN'T MISS EVENT?

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, September 15, 2008, 9:00am – 12:00pm:

Making Social Media Work For Your Organisation:
Demystifying The World Of Web 2.0 And Developing A Strategy That Really Works

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

Monday, September 15, 2008, 1:30pm – 4:30pm:

How To Identify The Right Open Source Options For Your Organisation's Social Media Strategy - - And Build Your Own Requirements Matrix

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

Thursday, September 18, 2008, 8:30am – 11:30am:

How To Use And Integrate Social Media Releases Into Your Government Communications Campaigns, Including Blogs, Websites & Social Networks

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

Thursday, September 18, 2008, 1:00pm – 4:00pm:

Using Social Media To Engage More Canadians - - Planting Seeds Online

WHO WILL ATTEND:

This conference 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/Relations**
- **Public Information**
- **Internal Communications**
- **External Communications**
- **Employee Communications**
- **Employee Relations**
- **Marketing**
- **Web Communications**
- **Human Resources**
- **Organisational Transformation & Development**
- **Executive Communications**
- **Change Management**
- **Publication & Web Content**
- **Communication Consulting**
- **Communications Management**
- **Communications Research**
- **Electronic Communications**
- **New Media/Interactive Media**
- **Community Relations**
- **Technology**
- **Digital Strategy**
- **Training & Development**
- **Outreach**
- **Journalism/Reporting**
- **Information Services & Systems**
- **Administration**
- **Program Management**
- **Customer Service & Satisfaction**
- **Evaluation**
- **Research**
- **Intranet & Internet**

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

You will benefit from:

- **20 innovative speakers** at your disposal to share their strategies and experiences in government blogging, podcasting and other Web 2.0 technologies
- **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 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 **Public Health Agency of Canada, Royal Ontario Museum, Canada School of Public Service** 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
- **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 Government Communicator:

The world in which we work has begun to change at a shocking rate. When I began working in public relations in 1994, there were government offices with “word processing operators”, e-mail was beginning to have a presence, the fax machine was still king, and the Internet was just beginning to be known as a business tool.

Since then, technology has advanced at an increasing pace, and our struggle to understand it and use it to our organisations' advantage has accelerated with each new technology.

And the advent of social media has only made the challenges of applying this rich-media, conversational model of communications to a government environment more present. It's no longer an option to issue a news release and assume it will reach its audience; committed communicators know they have to monitor the conversations that a news release will start and contribute to, and to advise their organisations on how to participate in those conversations.

If you are working as a government communicator, wouldn't you want to be atop the wave of new media and content, rather than having that wave crash down upon you?

WHY YOU SHOULD ATTEND THIS CRITICAL CONFERENCE:

You have a responsibility to yourself and to your organisation to lead and advise on the new tools and trends that fall under the umbrella of Social Media.

This conference is designed to help you learn from success stories at all levels of government and to return to your organisation with knowledge, ideas, and expertise that will make you a more valuable employee and a leader in social media implementation.

You will hear, firsthand, how the:

- **Public Health Agency of Canada** has introduced and integrated social media into its organisation, while increasing their ability to engage in health-related conversations
- **Royal Ontario Museum** has shifted into using Web 2.0 to engage the public, and ultimately build new audiences
- **Canada School of Public Service** is building virtual Communities of Practice (CoPs) for Public Servants across Canada

Register today at www.aliconferences.com or by calling our conference hotline at 773-695-9400. Attend A.L.I.'s "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using BLOGGING, PODCASTING And The Latest WEB 2.0 Technologies To Drive Communication Results," this September in Ottawa, to hear from communicators who are currently utilizing social media tools, with results & benefits.

I look forward to meeting you F2F (that's face-to-face!) at this thought-provoking forum to benchmark best practices in the latest social media tools and applications.



Bob LeDrew, Senior Consultant,
Thornley Fallis Communications
Conference Chairperson

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 go online at www.aliconferences.com for details.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"Terrific, informative, interactive, relaxed, (and) great conversations – would recommend."

S. Mackie, Internal Communications Specialist
SCOUTS CANADA

"Excellent Canadian/"local" examples – (it) made the conference especially relevant."

L. Willson, Principal
HEADLINE COMMUNICATIONS, INC.

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

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

*"The conference really gave me **many, many**, good ideas and how to accomplish them. The conference was good for my organisation and for me personally."*

J. Blair, Public Affairs Specialist
U.S. DEPARTMENT OF COMMERCE

"I have learned so much over the past two days! I'm anxious and excited to apply some of these lessons to my communications plans."

K. Manuel, PR Manager, Graphics
COREL CORPORATION

"I liked the way the content was presented by practitioners & not sales people."

Shannon Duplessis, Assistant IT Director
LOUISIANA DEPARTMENT OF CIVIL SERVICE

"I was pleasantly surprised. I didn't anticipate this much information, and the peer-to-peer sharing. Real world experiences are much more valuable than theory."

S. Reilly, Communications Manager
CITY OF OVERLAND PARK, KANSAS

"What an amazing collection of forward-thinking information."

S. Shultz, Deputy Director, Public & Community Relations
SAN DIEGO AIRPORT, CALIFORNIA

"Overall, the conference was excellent."

M. McCaskill, Public Affairs Specialist
ARMY MATERIEL COMMAND

"I gained a lot of helpful information...I am invigorated."

D. Babcock, Program Analyst

INTERNAL REVENUE SERVICE

"I was pleasantly surprised at the excellent presentations. Happily, I've learned a lot and appreciate the information sources gained from the conference."

G. Shane, Technical Information Specialist

DEFENSE TECHNICAL INFORMATION CENTER

"Lots of good info! Two days well spent!"

C. Dobbs, Program Analyst

U.S. GENERAL SERVICES ADMINISTRATION

"I loved the conference booklet – it was easy and convenient for note-taking!"

E. Franklin, Social Work Reinvestment Initiative

NATIONAL ASSOCIATION OF SOCIAL WORKERS

PRE-CONFERENCE WORKSHOPS: Monday, September 15, 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.

Making Social Media Work For Your Organisation: Demystifying The World Of Web 2.0 And Developing A Strategy That Really Works

While two-way communication has long been the Holy Grail for communicators inside and outside government, social media has now made it possible. The world of Web 2.0 – which includes everything from networking sites like Facebook or LinkedIn, content sharing sites like Flickr or YouTube, "aggregation" tools like RSS feeds or Friendfeed, collaborative tools like wikis, and personal publishing tools like blogs and podcasts – has become both a blessing and a curse for communications professionals. It is a blessing, because these tools and tactics have created uncountable new ways of communicating directly with stakeholders; a curse, because the tools also allow those stakeholders to communicate with each other, and you, on an equal footing.

So what's a communications professional to do? There are four basic ways of dealing with social media: ignore it, monitor it, respond to it, and initiate your own conversations.

In this interactive workshop, we will explore the various ways of using social media and how your organisation can begin using these indispensable tools, including how to:

- Assess the cost of ignoring the conversations that are already going on about your organisation
- Explain the impact of social media on your organisation to senior management
- Learn how to monitor social media and begin to assess what is being said about your organisation
- Develop and implement a social media strategy for your department

Get an instant assessment of how you can use these tools NOW to increase your productivity and add value to your organisation.

WORKSHOP LEADER: Bob LeDrew is a Senior Consultant at Thornley Fallis Communications, one of Canada's leading communications companies focusing on social media. Bob became Canada's first PR blogger in April 2003 when he created Flacklife. Bob has more than 20 years experience as a journalist and public relations practitioner, and has worked in the university sector, for government agencies, and now as a consultant for a number of government and private-sector organisations.

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

How To Identify The Right Open Source Options For Your Organisation's Social Media Strategy - - And Build Your Own Requirements Matrix

There are a plethora of tools and applications out there which offer various solutions for social networking needs. Many of the most popular options are Open Source, which means there is no licensing cost to set them up or use them. This removes a potential hurdle in implementation, as setup costs are substantially reduced. While the lowered cost of entry is a big benefit, the wide variety of options can lead to analysis paralysis in determining what systems are right for you. Not all tools will provide the social media features you are looking for.

This workshop will offer a process which will allow you to accurately identify the systems that are right for your organisation's needs. We will work hands-on with some of the technologies, and explore how different applications deliver the same features. We will then dig into how you can identify which sets of features are right for your organisation's needs, and give you the tools to identify the software which delivers them best for you.

In this workshop, you will leave with an understanding of:

- What features make up a social networking application
- Current Open Source offerings

By the end of the session, you will be able to build your requirements matrix, with special focus on:

- Audience - Who will be using the tools?
- Editors - Who will be managing and monitoring the content of the tools?
- Administrators - Who are the decision makers or business owners?
- Organisational goals - What are the goals that the tool is being used to meet?
- Additional considerations - cost, hosting, maintenance, etc.
- Matching your requirements with the market
- Staffing and following through with your team

WORKSHOP LEADERS: Marquis Côté and Jason Prini are partners at digitalOttawa. digitalOttawa delivers eCommunications services and strategies for public sector organizations. They create a foundation with governance review, education and change management and then build project-specific tools to help meet and exceed mandated goals with sustainable solutions.

****** Register by August 1st To Save \$400! ******
To Register, Call (773) 695-9400

AGENDA - DAY 1: Tuesday, September 16, 2008

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Bob LeDrew, Senior Consultant

THORNLEY FALLIS COMMUNICATIONS

8:45 a.m.



Getting Your Agency Started And Excited About Using Social Media: Advantages And Strategies

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 online health conversations. It has changed the way people find health information, how that information influences opinions, how that information is shared and, how it can affect their behaviour. Each day thousands of health related conversations are taking place online, and the Public Health Agency of Canada, recognizing these trends, has been working to build an ability to engage in these interactions.

Formed to ensure a capacity for Canada's public health system to anticipate and respond effectively to public health threats, the Agency's mandate is to promote and protect the health of Canadians. 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.

Starting with the Agency's vision toward their online presence, you will learn strategies, tactics and ideas for:

- Influencing the internal culture toward new media concepts and Web 2.0 technologies
- Introducing and integrating social media in your organisation
- Using evidence-based research to fashion strategic web communication direction
- Establishing web governance, policy and operating protocols
- Reprioritizing human and financial resources to incorporate social media
- Developing capacity and procedures that facilitate use of social and new media
- Monitoring and assessing success

Mark Hudson, Senior Communications Executive
PUBLIC HEALTH AGENCY OF CANADA

Marquis Côté
Senior eCommunications Advisor, **PUBLIC HEALTH AGENCY OF CANADA**
Partner & Web Strategist, **DIGITALOTTAWA**

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.



Using Social Media To Attract And Engage The Public

Toronto's Royal Ontario Museum (ROM) is Canada's largest museum with internationally significant collections relating to its dual mandate of world cultures and natural history. It is also one of the country's oldest arts and science institutions and, like most non-profit cultural agencies, it has relied on its galleries, exhibitions and programming to drive attendance and revenues. But in an increasingly competitive and rapidly changing world, it has recently had to reinvent itself.

Today ROM posts regular videos to YouTube, produces monthly podcasts, hosts a community on Facebook, holds blogger previews for exhibitions and uses other social media tools to build audience and attract new visitors. As the Internet has evolved to Web 2.0, so too has the nature of how established organisations like ROM must engage the public and ultimately build new audiences - Audience 2.0. It is people, not technology, that are at the heart of the social media revolution and ROM is learning to tap existing platforms and communities to reach this new audience.

In this session, you will walk away with the answers to these important questions:

- What are the lessons from ROM for other government agencies, and particularly non-profits, in developing a social media communications plan?
- When does an organisation risk losing its authority over its content and assets to the wider public voice and scrutiny of Web 2.0?
- What implications does it have in organisations for the people who produce Web content on a daily basis?
- How do we prepare for the next wave of innovation on the web?

Attend this session and learn how your organisation can tap into existing platforms and communities to reach potential customers.

Brian Porter, Senior Director, New Media Resources
ROYAL ONTARIO MUSEUM

Tony Hushion, ROM Vice-President Exhibits, Programs and New Media Resources
ROYAL ONTARIO MUSEUM

11:25 a.m.



Increasing The Visibility Of Your Communications Campaigns Using Social Media And Evaluating the Effectiveness Of These Efforts

For-profit companies have been using Web 2.0 technologies for some time while public sector has been slow to adopt the technologies. There is increasing evidence that these technologies can be used for public sector work.

This case study will analyze the use of influencers to mobilize people online and link to groups or individuals who have similar interests, and explore the use of social networking sites such as MySpace and YouTube, and how the creation of a Web Ambassador Program is possible. This translates the traditional community mobilization model from the offline world to the online and can provide great opportunity for expansion and viral marketing of social marketing messages.

During this session, you will hear the details behind the Web Ambassador Program used at the Academy For Educational Development, including how this program enabled them to:

- Identify appropriate online social networks in order to reach campaign target audiences
- Develop these social networks as part of a communication campaign
- Evaluate the effectiveness of social network/media on public health communication campaigns

At the end of this session, you will be able to:

1. Identify the basic concepts of social media
2. Propose concrete online strategies and tools that can be implemented for your organisation
3. Describe ways to evaluate these media tools to your stakeholders

You will learn how to reap the benefits of social media including increased visibility of campaign messages, the identification of key influencers, and the development of champions that own the issue and can maintain momentum long after project work has stopped.

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 for government concerns.

1:45 p.m.



CASE STUDY

How To Increase Engagement In Your Programs And Reach Your Customers More Effectively By Using The Latest Web 2.0 Technologies

The Royal Canadian Mint is a dynamic, market-driven organisation that specializes in the production and distribution of coins for Canada and the world, investment gold products (bullion) and refinery. It is a for-profit Crown Corporation and its shareholder is the Government of Canada.

The Mint engages in various promotional activities for the production, promotion and distribution of its circulation coins. In the last few years, the Mint has consistently and aggressively used the web as a medium to reach their consumers, get their feedback and have them engaged in their programs.

Over the years, the Mint has implemented various Web 2.0 technologies (e.g. voting programs for coin designs, online auctions, e-cards, Facebook) to reach out to our customer base. Through that approach, the Mint has overcome many challenges, including:

- Customers' resistance to the web as a medium
- Lack of familiarity with social media tools
- Acceptance of the open Brand concept

You will learn how to better utilize the web and its resources to reach your customers effectively and efficiently and will leave with tools and ideas to increase involvement and engagement in your programs.

Vessela Zaykova, Director of Marketing
ROYAL CANADIAN MINT

2:35 p.m.



Afternoon Refreshment & Networking Break

2:50 p.m.



CASE STUDY

How Blogs And Wikis Can Build Your Online Community And Achieve Active Participation In Your Government Initiatives

Wikis, blogs and other social media are being implemented more regularly to support online communities. Whether they are on departmental intranets, inter-jurisdictional portals or part of Government of Canada outreach programs, social media tools are helping Canadians become active participants in government initiatives.

In this session, you will learn about the journey that the Canadian Trucking Human Resources Council took to implement social media tools to support their human resources mandate. You will walk away with tips, tools and techniques that will include:

- Exploring the various social media options available for building communities
- Developing social media strategies for creating online communities

- Monitoring social media areas of a website
- Determining the return on investment of incorporating social media into your programs

Joshua Rose, Manager of Projects

THE CANADIAN TRUCKING HUMAN RESOURCES COUNCIL

Jennifer Savage, President

WEBDRIVE CANADA INC.

3:40 p.m.



CASE STUDY

Membership Has Its Privileges: How to Integrate Social Media to Share Knowledge and Drive Innovation

A Community of Practice is, *"The process of social learning that occurs when people who have a common interest in some subject or problem collaborate over an extended period to share ideas, find solutions, and build innovations."* - Wikipedia

Using cutting-edge social media technologies, the Centre of Expertise in Communities of Practice at the Canada School of Public Service (CSPS) is building virtual Communities of Practice (CoPs) for Public Servants across Canada.

In this session, you will learn how the Centre is exploiting innovative technologies to help Public Servants learn, transfer knowledge, innovate, network and solve work-related problems together. More importantly, you will find out how virtual CoPs are situated within the strategic context of Public Service Renewal and how you can help your department maximize the potential of CoPs to:

- Attract and retain new Public Servants
- Integrate technology into existing leadership and development programs
- Motivate and improve performance
- Provide access to expert knowledge
- Share best practices
- Network with Public Servants across the country
- Create a culture of learning
- Develop innovative solutions to solve work-related challenges

Traditional forms of training and professional development can no longer respond to the challenges we face in today's complex and changing work environments. Virtual CoPs is one approach that is quickly spreading across the Public Service.

Did you know that:

- 55 virtual CoPs have been developed by the Centre of Expertise in Communities of Practice?
- Almost 2000 Public Servants are already connected?
- Over 24,000 learning objects are being shared?
- Service Canada, Public Service Commission of Canada, Natural Resources Canada, Public Health Agency of Canada, Justice Canada, Canadian Human Rights Commission and Department of Canadian Heritage are already on board?

Join in on the social media revolution and learn how your agency can also tap into what other organisations have already discovered.

Hope Seidman, Ph.D., Supervisor, Research & Development

CANADA SCHOOL OF PUBLIC SERVICE

4:30 p.m.



How To Leverage Web 2.0 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 Web 2.0 technologies to their overall internal communications strategy
- How to begin integrating and using new social media technologies along with traditional media
- Measuring the value of social media tools to your employees and organization

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 mission and overall efforts to drive change and achieve results.

Brian J. Beehler, Manager, Intrapost Operations and Design - Employee Communications
CANADA POST CORPORATION

5:20 p.m.

Close Of Day One

5:30 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.

AGENDA - DAY 2: Wednesday, September 17, 2008

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



Chairperson's Opening Of Day Two & Presentation: Achieving Your Agency's Mandate, Mission, And Core Values With The Help Of Social Media

Many government agencies act as the protectors of the rights of consumers. The Canadian Transportation Agency, for example, acts as the watchdog for travelers on by air and rail and watches the Canadian shipping industry as well. Each year, it receives thousands of consumer complaints and works with air carriers and rail companies to resolve them.

But what role could social media play in changing the way in which an agency operates? What obstacles would it face? Is the Canadian Transportation Agency already present in the blogosphere, with or without its knowledge?

This agency will serve as a test case to examine how a government office can use social media to monitor emerging issues, to become more responsive to its audiences (consumers, media, airlines, shipping lines), and to better achieve the agency's mandate, mission, and core values.

In this session you'll learn how to:

- Discover what people are already saying about your organisation
- Create a social media strategy that uses the right tools and tactics for you and dovetails with your organisation's goals
- Implement a social media strategy
- Create a framework to evaluate your social media activity and create measures that demonstrate two ROIs – Return on Investment and Return on Influence

Bob LeDrew, Senior Consultant
THORNLEY FALLIS COMMUNICATIONS

9:25 a.m.



How To Empower Social Change Through The Use Of Social Media

The Government of Ontario has charged the Chief Energy Conservation Officer and the Ontario Power Authority (OPA) the task of fostering a culture of conservation within the province. This undertaking includes changing people's relationship with electricity, as well as setting the most aggressive electricity conservation targets in North America. Indeed, Ontario is the only jurisdiction in the world to place such a significant role for conservation in its management of electricity supply, demand, and transmission.

Canada's largest public relations firm, NATIONAL, is the OPA's Agency of Record. NATIONAL has developed a social media and online strategy to enable the OPA to deliver their messages across Ontario (and indeed the world), and engage Ontarians in such programs as the first-ever Energy Conservation Week (May 2008). Online and social media tools were the primary tactics that engaged more than 50 percent of all residents to participate the program.

In this session, we will discuss:

- Challenges of proposing, creating and managing social media tactics within the public sector – an audience that is traditionally wary of grassroots initiatives
- Maintaining a sense of control in an highly uncontrolled messaging environment
- Issues such as audience measurement, return on investment, and influencing social behaviour

Peter Love, Chief Energy Conservation Officer
ONTARIO POWER AUTHORITY

Ted Griffith, Vice President
NATIONAL PUBLIC RELATIONS

10:15 a.m.



Morning Refreshment & Networking Break

10:35 a.m.



Maximizing Your Communication Efforts By Integrating Social Media (Blogging, Podcasting & Other New Media) With Traditional Channels

The U.S. Department of Defense (DoD) is increasingly turning to "New Media" to improve its communications and information sharing. In this session, you will learn how DoD is using Web 2.0 & beyond, mobile content, blogger engagement, podcasting and other new media tools to reach its audiences without breaking the budget and without mainstream media filters.

DoD is using new media definitions to define its audiences. It's all about connectivity. Understanding this connectivity helps promote your own website search engine results and takes your information directly to your audiences.

Here are a few examples of why new media plays such a critical role in DoD communications, and why your organisation needs to be ready to engage in this information and communication revolution too:

- Did you know that the top government and organisation podcasts downloaded from iTunes are from DoD?
- Did you know that when you talk to one blogger, you are potentially talking to 2 million virally-linked people per blogger?
- Did you know that the blogosphere is doubling in size every 6 months? Did you know that more than 1.1 billion people worldwide are now online?
- Did you know that web traffic to blogs of the top 10 online newspapers grew 210% this past year?

Web 2.0 & beyond and social/consumer generated media is changing the way we work, communicate and live. As a result, DoD is engaging in two-way communications with the blogger community – it's all about the viral spread of your message via the connectedness of the blogosphere.

This session will help you prepare your organisation to join this new information and communication revolution by:

- Applying simple, low-cost, effective ways to broaden your communications reach using new media tools
- Repackaging your existing communication products to streamline your messages

Jack Holt, Chief, New Media Operations
Office of the Assistant Secretary of Defense for Public Affairs
U.S. DEPARTMENT OF DEFENSE

11:25 a.m.



Stepping Out Of Your Comfort Zone: How To Build An Effective Business Case For Social Media In Your Organisation

The Office of the Privacy Commissioner is integrating new media in its communications, public education and outreach programs. Blogs, videos, podcasts and active online engagement with stakeholders are helping to transform how the Office deals with Canadians, and in a flexible, responsive and very cost-effective manner.

Social media has proven to be a difficult “sell” within government organisations. Not only does it require experimentation with new tools and tactics, but social media also forces an organisation to examine how it chooses to deal with stakeholders, constituents, clients and the public in general.

In this session, you will learn how to:

- Identify the appropriate social media tools for your needs
- Build an effective business case for social media in your organisation
- Prepare your boss for the inevitable missteps and stumbles

Colin McKay, Director, Research, Education and Outreach
OFFICE OF THE PRIVACY COMMISSIONER OF CANADA

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.



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.

2:25 p.m.



How To Use Blogging To Connect And Build Relationships With Your Target 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 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 blog to engage your consumers and generate momentum around your ideas
- Use your 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 and attract customers to your mission
- Focus on the approach and style of your activity versus content
- Engage your consumers by inviting guest bloggers to contribute to your blog

Hear one of the top corporate social media experts and learn how your government organisation can better engage your audiences, as well.

Barnaby Jeans, Audience Marketing Manager
MICROSOFT CANADA

3:15 p.m.



Afternoon Refreshment & Networking Break

3:30 p.m.



Cutting Through The Clutter: How To Apply A Web 2.0 eGovernment Strategy To Your Organisation

During this discussion, you'll get practical, usable strategies to effectively create Web 2.0 eGovernment services that deliver tangible value to constituents.

This interactive discussion will address the four essential elements of your future Web 2.0 strategy.

At the end of this session, you will be able to share these key take-aways with your organisation and communicate the importance of:

- **Defining Web 2.0** -- It's the intersection of design, communities, technology, data access, and crystal-clear content
- **Understanding the Web 2.0 building blocks** -- From blogs and wikis to AJAX (asynchronous JavaScript and XML) and RSS, Web 2.0 includes a broad array of services that are already being applied to government Web sites
- **Applying Web 2.0 to government** -- Social networking technologies allow savvy leaders to create a meaningful two-way dialogue with constituents through collaboration and community-building
- **Identifying early eGovernment Web 2.0 successes (and hiccups):** eDemocracy, civic participation, enhanced customer service, and diplomacy are among the emerging applications of "eGov 2.0" around the world

Peggy Feldman, Chief Applications Officer
COMMONWEALTH OF VIRGINIA

Hillary Hartley, Director of Integrated Marketing
NIC, INC.

4:20 p.m.

Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

As a group, we'll recap the highlights and share key insights from the past two days.

4:45 p.m.

Close Of General Sessions

*** Register by August 1st To Save \$400! ***
To Register, Call (773) 695-9400

POST-CONFERENCE WORKSHOPS: Thursday, September 18, 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 Use And Integrate Social Media Releases Into Your Government Communications Campaigns, Including Blogs, Websites & Social Networks

In this workshop, you will learn about one of the hottest topics in Public Relations (PR) today, the Social Media Release (SMR).

The Social Media Release is similar to the traditional news release in that its goal is to provide journalists with information with which they can craft their story. However, rather than being limited to text, the SMR incorporates multimedia elements. Photos, video and audio can all be included, as well as links to additional resources.

The “social” aspect of the release is the addition of a system allowing users to comment on it, as well as the ability to easily share the release and use or embed its multimedia components on blogs, websites and social networks. From being a static medium designed for one-to-many communications (from one point of origin to many possible readers), the SMR turns news releases into a kind of many-to-many communications tool – allowing people to interact with, comment on, share, and redistribute the content of the release. It can be an ideal way for government agencies to communicate with both professional and traditional journalists and new, citizen journalists like bloggers.

This workshop will consist of a brief overview where you will learn about the origins of the SMR and how it was originally used. We will walk through examples of the social media release that are available today, including examples of successful and unsuccessful uses of the SMR in communications campaigns.

In the second portion of the workshop, we will discuss the ideal types of media to include in an SMR. At this point, we will also discuss when it is or is not appropriate to use an SMR to communicate a message, or whether a traditional release or other methods will suffice.

By the end of the session, you will take away an understanding of:

- How to use SMR’s to maximize your communications – including examples of successful and unsuccessful uses of the SMR in communications campaigns
- When it is appropriate to use a SMR
- What you should include in a SMR to leverage the power of this communications tool
- The Future of the SMR and how to begin using this new communications tool right away

Attend this session to learn why you need to integrate the use of SMR’s into your government organisation now, and gain insight into the future of one of the most widespread topics in PR today.

As this will be an interactive workshop, participants are strongly encouraged to bring a laptop computer so that we can more easily explore and experiment with these online tools.

WORKSHOP LEADER: Parker Mason, Web Content Specialist at CNW Group, has been actively involved in social media and blogging since 2005, and currently manages the BlogCampaigning.com, a blog devoted to exploring the intersection of PR, Politics, and Technology.

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

Afternoon break/lunch on your own.

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

AFTERNOON POST-CONFERENCE WORKSHOP D

Using Social Media To Engage More Canadians - - Planting Seeds Online

Having a website as your online hub is no doubt important, but establishing a web presence to reach more Canadians on their terms is becoming just as significant too. Today, it’s no longer sufficient to wait for key

interest groups to find your website, you have to connect with them on their terms and give them a reason to visit. By “planting seeds” online, you can help people discover you, get to know you and find common interests – all so they can form a solid relationship with your department.

In this workshop, you’ll learn about some of the tactics, tools and websites you can use to accomplish this, including:

- The importance of monitoring online conversations and introducing you to the basic tools that can help you accomplish this
- Looking at the different ways to respond to the ongoing conversations as you start to dip your toes into the “social media” waters
- How to initiate your own conversations to help you engage Canadians
- A look at some key social networking sites and how you can start “Planting Seeds” by participating in these existing communities

The workshop will also include examples of how government agencies are participating in social media by planting their own seeds online.

WORKSHOP LEADER: After 10 years working in marketing as a copy writer at several traditional advertising agencies, **Mark Goren, New Media Coach with Transmission Content + Creative**, turned his attention and creative thinking to the field of social network marketing, all so he can help businesses reach people on their terms. Non-profit work includes an award-winning campaign for The Youville Centre (Ottawa), Home Hospice (Toronto), The Old Brewery Mission (Montreal) and The Gazette Christmas Fund (Montreal).

ABOUT OUR SUPPORTERS:



With more than 1,500 members, the Toronto Chapter of International Association of Business Communicators (IABC) is the largest IABC chapter in the world. The organisation provides their members with multidisciplinary resources and a global network of more than 15,000 communicators, in 70 countries, working in diverse industries and disciplines to identify, share and apply the world's most effective communications practices.

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



IABC/Montréal is the largest bilingual chapter of IABC. Offering a global link to communications professionals, the chapter promotes the use of best practices in our profession through development seminars, access to industry experts and networking.

For more information, please go to: <http://www.aipc-mtl-iabc.com/>.



The Canadian Public Relations Society, Inc.
Ottawa/Gatineau

The Canadian Public Relations Society (CPRS) is a federation of 16 societies representing more than 1,800 members across Canada. CPRS recently celebrated its 60th anniversary (1948-2008) as the leading professional organization for communicators across the country. Together, we maintain the highest professional standards and share a uniquely Canadian experience in public relations.

CPRS Ottawa/Gatineau is a dynamic, growing society with representation from all sectors including associations, non-profit, private, health, service, government and consulting.

We're pleased to offer our members, future members and students an educational program to keep them on top of the latest issues; a dynamic Web site; a new local awards program – the 2008 PuRe Elements Communications Excellence Awards – being launched this fall; professional development through the annual national CPRS conference; an accreditation program; access to the CPRS National Resource Library; a national membership directory; great networking opportunities with fellow communications professionals and much more.

For more information, email cprs.scrp@sympatico.ca or visit <http://www.cprsottawa.com/>.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Delta Ottawa Hotel and Suites

361 Queen Street

Ottawa, Ontario K1R 7S9

Phone: (613) 238-6000

Toll Free: (800) 268-1133

Email: ccampeau@deltahotels.com (Carolyn Campeau, Reservations Manager)

Website: <http://www.deltahotels.com>

Please contact the hotel directly when making your reservation. **For the conference**, a limited number of rooms have been set aside at **the government rate of \$174 CAD/night. Please be sure to call the hotel no later than August 14th, 2008, to help ensure this rate and mention that you are attending the Advanced Learning Institute event and quote the Reservation ID Code: GFADVA.** We recommend that reservations be made early, as the number of rooms at our rate is limited.

The Delta Ottawa Hotel and Suites 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).

Join us in Ottawa for A.L.I.'s 4th Conference on "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using BLOGGING, PODCASTING And The Latest WEB 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Ottawa, go to <http://www.ottawa.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.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by August 1st	Regular Pricing: Register with payment after August 1st
Conference Only (September 16 th and 17 th)	\$1,299 CAD	\$1,699 CAD
Conference Plus One Workshop	\$1,699 CAD	\$2,099 CAD
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Conference Workbook Only	\$199.00* CAD + \$20.00 S&H	
*Illinois (U.S.A.) residents will be charged 9.75% sales tax on workbook		

Please add 5% GST to all prices above (GST #884005323RT0001). Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from those above due to variances in exchange rates.

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order 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 government and communications audience. Space is limited, so please call Kelly at (773) 695-9400 x18, for more information.

GROUP DISCOUNTS:

Enjoy a savings of at least \$1,299! 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 August 29th), 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 August 29th) 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:

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Human Resources • Health Care
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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.

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

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**SOCIAL MEDIA
for GOVERNMENT**

How To Engage Your Employees And Citizens By
Using BLOGGING, PODCASTING And The Latest
WEB 2.0 Technologies To Drive Communication Results

Canada

September 15 - 18, 2008 · Ottawa, Ontario

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the September 2008 Social Media for Government in Ottawa.

Please check:

Conference Only

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Conference Plus Workshop(s):

Pre-Conference Workshop A: Making Social Media Work For Your Organisation: Demystifying The World Of Web 2.0 And Developing A Strategy That Really Works

Pre-Conference Workshop B: How To Identify The Right Open Source Options For Your Organisation's Social Media Strategy - - And Build Your Own Requirements Matrix

Post-Conference Workshop C: How To Use And Integrate Social Media Releases Into Your Government Communications Campaigns, Including Blogs, Websites & Social Networks

Post-Conference Workshop D: Using Social Media To Engage More Canadians - - Planting Seeds Online

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