

**Back By Popular Demand...The 12<sup>th</sup> Forum From The  
Advanced Learning Institute's Acclaimed Executive Training Series For  
Federal, Provincial and Municipal Government Communicators...**



**Rave Review from a Past Social Media for Government Attendee:**

*"I thoroughly enjoyed this conference – 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**

Check out the issues and solutions that past Social Media for Government conference attendees are talking about at the Social Media for Government blog: <http://socialmedia4govottawa.wordpress.com/>.

\*\*\*\*\* Register by August 5th To Save \$400! \*\*\*\*\*  
To Register, Call (773) 695-9400

**REGISTER TODAY!**

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

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

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

**KEY TAKE AWAYS:**

Attend this conference to learn how to 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, wikis, Twitter, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Communicating** more effectively and efficiently through the use of social media (blogs, podcasts, Real Simple Syndication (RSS) feeds, video podcasts, and much more)
- **Measuring** the effectiveness of your social media strategy and determining its value within your organization
- **Understanding** how social media can be vital during an emergency or crisis
- **Monitoring** social media for your organization, whether

**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:

- Canadian Forces Aerospace Warfare Center**
- Office of the Privacy Commissioner of Canada**
- City of Ottawa, Ontario**
- Public Health Agency of Canada**
- Canada School of Public Service**
- Human Resources and Skills Development Canada**
- Royal Bank of Canada**
- Department of Foreign Affairs and International Trade**
- Public Safety Canada**
- Indian and Northern Affairs Canada**

- you are participating or not
- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Using** social media tools within the boundaries of government restrictions and firewalls
- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Maximizing** awareness of your agency's mission to the public
- **Learning** how to easily communicate to the public through external blogs, podcasts and video podcasting
- **Assimilating** cutting-edge communication techniques and tools presented by your peers who are already using social media
- **Utilizing** social networking tools as sources of information that the public can use and trust
- **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future

Presented by:



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

**Northern Lights Canada**

**Genome Alberta**

**Thornley Fallis Communications & 76design**

**Transmission Content + Creative**

**Social Media Group**

**SocialMedia404**

**WebDrive Canada Inc.**

**Tomoye Corporation**

### Supporting Organizations:



CANADIAN WOMEN IN COMMUNICATIONS  
ASSOCIATION CANADIENNE DES FEMMES EN COMMUNICATIONS

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

Several organizations 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."

## **MAXIMIZE YOUR TRAINING!**

**Choose From Four Workshops For Ultimate Value And Learning!**

**Sign up for your choice of these highly-interactive workshops to expand your skills:**

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

**Tuesday, September 29, 2009, 9:00am – 12:00pm:**

Meet Social Media: How To Begin, Learn The Tools Of The Trade, And Strategize  
A Plan To Get Started In Your Government Organization

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

**Tuesday, September 29, 2009, 1:30pm – 4:30pm:**

Using Tools Anyone Can Understand To Monitor Online Conversations,  
Manage Community Participation And Build Your Organization's Reputation

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

**Friday, October 2, 2009, 8:30am – 11:30am:**

Bad News Travels Fast: How To Develop A Web 2.0 Crisis Communications Plan

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

**Friday, October 2, 2009, 12:30pm – 3:30pm:**

Practicing Social Media: How To Develop And Implement An Effective Social Media Strategy To Achieve Your Goals

## **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
- Organizational 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:

- **23 innovative speakers** at your disposal to share their strategies and experiences in using social networking and Web 2.0 tools
- **Over 26 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 organization
- **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 the **Office of the Privacy Commissioner of Canada, Human Resources and Skills Development Canada, Public Safety Canada, Genome Alberta** 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 organization'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...

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**Dear Government Communicator,**

Government may have been slow to come to the social media party. But now that it is there, it is applying social media in innovative ways. Ways that reflect the unique context of government and the relationship between the professional public service, political leadership and citizens.

All organizations must be mindful of social norms and cultural considerations. Government, however, has an obligation to be especially mindful of its responsibility to respond to the needs and interests of all citizens. This adds extra weight in a government context to factors such as bilingualism, accessibility, data security and individual privacy.

Resourceful government managers have devised practical strategies and tactics that reconcile social media with the responsibilities of government. Attend this conference to apply practical advice and lessons learned from your peers to your own social media strategies and plan.

I've attended the Advanced Learning Institute's (A.L.I.) social media conferences for the past two years and found them to be a unique blend of leading-edge thinkers with practical examples of social media applied in a government context. This conference will be no different. The producers have tapped their networks to identify the newly emerging 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 conference 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 this third autumn edition of the A.L.I. "Social Media for Government Conference" in Ottawa on September 29 – October 2, 2009, and 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.

Sincerely,

Joseph Thornley, CEO  
**THORNLEY FALLIS COMMUNICATIONS and 76DESIGN**  
Conference Chairperson

## **CONFERENCE HIGHLIGHTS:**

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This conference 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:

- **City of Ottawa** created an evaluation framework and methodology for monitoring and evaluating the ROI of their social media initiatives
- **Canadian Forces Aerospace Warfare Center** successfully developed a collaborative network within a hierarchical environment
- **Indian and Northern Affairs Canada** achieved employee buy-in with social media, resulting in user-driven innovation, increased productivity and better retention

Register today at [www.aliconferences.com](http://www.aliconferences.com) or by calling the conference 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 September in Ottawa, to hear from communicators who are currently utilizing social media tools, with results & benefits.

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

**Check out the issues and solutions that past Social Media for Government conference attendees are talking about at the Social Media for Government blog:** <http://socialmedia4govottawa.wordpress.com/>.

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

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

S. Jodouin, Jr. Media Relations Officer  
**ELECTIONS CANADA**

*"As this was my first conference, I think it was a great introduction to social media."*

L. Vecchio, Media Coordinator  
**ALGOMA PUBLIC HEALTH**

*"This was a very useful and informative workshop. I had no idea there was so much development using social media within the government...thank you. I feel like this conference has set me in a good place to begin a journey."*

J. Crebolder, Defence Scientist  
**DEFENCE RESEARCH AND DEVELOPMENT**

*"This was a great opportunity to network with peers in this 'new' social media world."*

M. Robichaud, Communications Officer  
**NB SECURITIES COMMISSION, NEW BRUNSWICK**

*"I was inspired with a lot of great ideas, but also with the importance of solid strategy..."*

S. Kiley, Communications Officer  
**NATIONAL ENERGY BOARD OF CANADA**



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

K. Barsoum, Promotion & Education Coordinator

**REGION OF WATERLOO, ONTARIO**

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

S. Mackie, Internal Communications Specialist

**SCOUTS CANADA**

*"This was an excellent conference...really good speakers."*

C. Carroll, Director, Community Relations

**REGIONAL MUNICIPALITY OF HALTON, ONTARIO**

*"I have no problem recommending your future conferences to co-workers and executives."*

L. Valcour, Inspector

**OTTAWA POLICE SERVICE, ONTARIO, CANADA**

*"All the speakers were excellent. I learned something new from each one. The participants were excellent as well - fully engaged, shared experiences, etc. The best conference I have ever attended."*

A. Wesch, Head, Internal Communications

**DEPARTMENT OF NATIONAL DEFENCE, GOVERNMENT OF CANADA**

*"Thank you for organizing this conference. It was worthwhile."*

M. Villemaire, Program Manager

**TRANSPORT CANADA**

## **PRE-CONFERENCE WORKSHOPS: Tuesday, September 29, 2009**

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.

#### **Meet Social Media: How To Begin, Learn The Tools Of The Trade, And Strategize A Plan To Get Started In Your Government Organization**

This session is intended for anyone who is responsible for social media programs within government. Whether you are an experienced practitioner or new to social media, you'll find something you can use in this course.

This hands-on, interactive session will teach you:

- What social media is and how it revolutionizes communications, collaborative action and the formation of community
- How to make a business case for social media, when it makes sense to use it, and when to avoid it
- Impediments to the use of social media in a government context and how to overcome those impediments
- The state of the art in social media tools: which are most useful for listening, conversation, community building, and measurement

We'll look at examples of the successful application of social media in government contexts. What do the best examples of social media used by government share in common? What can we learn from them?

The session will be highly interactive. Participants will be encouraged to share the challenges you have encountered. The group will draw on the presentation material and experience to suggest strategies and tactics to resolve the problems being encountered in implementing social media in a government context.

Participants are encouraged to bring their notebook computer as this will be an interactive, hands-on workshop. However, there is plenty to learn with or without a computer.

**Joseph Thornley is CEO of Thornley Fallis Communications and 76design.** Joseph Thornley established Thornley Fallis in 1995 to provide senior executives with communications counsel and programs that contribute to achieving their business and organizational objectives. Mr. Thornley has a longstanding interest in the enabling potential of online technology applied to corporate communication. His blog, [www.propr.ca](http://www.propr.ca), is dedicated to best business practices, practitioners and building the ideal PR firm. Mr. Thornley has been a driving force behind the establishment of the Third Tuesday Social Media events which bring together social media enthusiasts and communicators to explore new developments in social media and their impact on society, organizations and citizens.

#### **Testimonials From Past Thornley Fallis Communications Sessions:**

*"I liked the presenter and the topic was very good. Well worth the cost."*

*"Very helpful, especially for an organization that's just starting."*

*"This was very well presented and interesting."*

*"Overall, very well done!"*

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

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

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

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

##### **Using Tools Anyone Can Understand To Monitor Online Conversations, Manage Community Participation And Build Your Organization's Reputation**

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With the vast reach of social networks, it's hard to be everywhere online at once. Through the use of social media monitoring, you can learn a lot about the people talking about the issues that are relevant to your government department and help identify the conversations you should address the most. By doing so, you can intelligently insert yourself into communities, develop relationships with key people and plan your responses to address the important issues and concerns of the Canadian public.

In this session, you will learn why it's vital to monitor the web to lead your social media efforts, plus how to choose and prepare a community ambassador to voice your web presence.

In addition, a hands-on approach will be taken to teach you how to monitor conversations using free tactics, tools and websites, including:

- Understanding the concept of RSS feeds and how to set up an RSS reader
- Looking at key free monitoring tools and how to subscribe to search results
- The importance of keyword selection
- Knowing where to listen to online conversations
- Preparing to respond and initiate online conversations when necessary – starting to really use social media

This workshop is designed for departmental and communications managers who are responsible for putting their agency's message out to the public, highlighting its accomplishments, and managing its reputation during crises. It is encouraged that you bring your laptop as this will be hands-on session.

**WORKSHOP LEADER:** After 10 years working in marketing as a copywriter at several traditional advertising agencies, Mark Goren, New Media Coach at 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. Today, Mark consults with direct clients, advertising and P.R. agencies in the U.S. and Canada, as well as government departments.

**Testimonials From Past Mark Goren Sessions:**

*"Excellent – hands on, worked us through each item. Very useful!"*

*"Speaker was able to engage."*

*"Very hands-on. Nice!"*

\*\*\*\*\* Register by August 5th To Save \$400! \*\*\*\*\*  
To Register, Call (773) 695-9400

**AGENDA - DAY 1: Wednesday, September 30, 2009**

**8:00 a.m.**

**Registration & Continental Breakfast**

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**8:30 a.m.**

**Chairperson's Welcome & Opening Remarks**

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Joseph Thornley, CEO

**THORNLEY FALLIS COMMUNICATIONS and 76DESIGN**

**8:45 a.m.**



**Finding Your Online Voice: How To Shape Your Organization's Identity When Using A Variety Of Social Media Tools**

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As your organization experiments with social media, have you noticed how content, tone and personality varies from one new tool to another? Clearly, tools like Twitter, Facebook, and others can have a distinctive style, vernacular, even lexicon.

Can your often conventional and inflexible organizational communications be adapted to echo these conditions? Is it easy or hard for your organization to engage with citizens, using a new tool, at a new speed, in a new voice?

And how can you assess the tone of messages you are receiving? How can you interpret the attitude of the messengers?

In this session, you will learn from the Office of the Privacy Commissioner of Canada on how Canadians are shaping their identities to suit the new tools they are adopting, and how your organization can do the same.

Colin McKay, Privacy Commissioner

**OFFICE OF THE PRIVACY COMMISSIONER OF CANADA**

**9:35 a.m.**

**Break-Out Blitz!**

**Network And Discuss Social Media Challenges With Your Fellow Conference Attendees**

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

**10:10 a.m.**



**Morning Refreshment & Networking Break**

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10:40 a.m.



### **Putting The Social In Social Media: How To Engage Your Employees Before You Engage The Public To Drive Innovation And Increase Productivity**

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Social media is one of the latest trends in communications inside Government, but getting into the game before knowing the rules can be costly, or even embarrassing. This session will help you understand the importance of learning how to run behind the firewall, before walking outside it.

In this session, you will learn:

- Why traditional hierarchies are obstacles to engagement and innovation
- How these new communication tools are tearing down silos faster than ever
- How to engage yourself, your employees and your colleagues in a new conversation to maximize effectiveness
- How, with the right tools, these conversations can lead to user-driven innovation, increased productivity and better retention

Learn from the experiences of a public servant who can help you and your organization understand the big picture implications of new social media tools.

Nicholas Charney, Project Manager, Federal Relations and Issues Management  
**INDIAN AND NORTHERN AFFAIRS CANADA**

11:30 a.m.



### **How To Develop A Collaborative Network Within A Hierarchical Environment: Steps And Strategies To Get Your Own Social Media Project Off The Ground**

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The aim of the Canadian Forces Aerospace Warfare Center (CFAWC) is to be recognized as the Canadian Centre of Excellence for Aerospace Power by acting as a catalyst for Aerospace Power development and as a steward for Aerospace Power knowledge.

The present network system that supports the CFAWC activities was originally designed as an administrative network to facilitate email and basic Web 1.0. The network was never envisioned to be a collaborative or knowledge management tool that the CFAWC now requires to conduct its assigned role.

This has caused the CFAWC to develop a very linear knowledge capture system centered on small teams. There has been no exploitation of the power of social media or understanding of the collaborative culture that underpins Web 2.0 and social media. To achieve this fundamental shift in work, the CFAWC needed to start with a blank sheet of paper and discard their preconceived notions of hierarchical information flow.

The CFAWC will foster collaboration, speed up the retrieval of knowledge and simplify the process of recording information while encouraging conversations and social networking. This presentation will detail the path to change with the CFAWC, from being 'knowledge scribes to knowledge herders.'

Specifically, this session will help your organization:

- Seed the desire to setup a collaborative knowledge network
- Outline the steps and strategies taken to convince senior leaders
- Find a project that can be used to trial social media tools
- Resolve problems with implementing new procedures into a heavy-tasked and workforce-challenged organization

- Shape and manage expectations (the instant success expectation)
- Understand cultural impediments and develop strategies to combat the resistance to social media that exists within your organization

Ralph Mercer, Canadian Forces Aerospace Warfare Center Chief Warrant Officer

**CANADIAN FORCES AEROSPACE WARFARE CENTER**

**12:20 p.m.**

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

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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.

**1:50 p.m.**



**How To Use Online Communities Of Practice To Leverage Your Organization's Knowledge Sharing, Efficiency And Collaboration Efforts**

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

In this session, you will see how communities of practice can leverage your organizational knowledge sharing, help you work more effectively, as well as increase collaboration and flexibility in the specific context of the public service.

Specifically, you will learn:

- What a Community of Practice (CoP) is and how it can be used
- A strategic advantage: the value of using a CoP
- How to make a CoP work: lessons learned
- How to nurture a culture of learning in the context of public service
- The importance of having an evaluation strategy

You will leave this session with a greater understanding of using social media for internal communications for learning and exchanging knowledge within your organization.

Jean-Simon Marquis, M.A.

Senior Learning Advisor, Centre of Expertise in Communities of Practice

**CANADA SCHOOL OF PUBLIC SERVICE**

**2:40 p.m.**



**Using Social Media And Web 2.0 Technologies To Increase Organizational Knowledge And Collaboration Across A Geographically Dispersed Organization**

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The Department of Foreign Affairs and International Trade Canada (DFAIT) exists to support Canada's foreign policy, to strengthen rules-based trading arrangements and to expand free and fair market access for Canadians and to work with a range of partners to increase economic opportunity and enhance security for Canadians at home and abroad. To successfully achieve these goals requires the coordination of over 260 consular offices and over 12,000 employees who work in a wide range of time zones. Collaboration is the key to progressing with these goals but possesses a challenge in this complex, geographically dispersed organization. Therefore the Department turned to Web 2.0 collaboration tools such as a wiki and social networking.

In this session, you will learn:

- About the Web 2.0 options that existed for DFAIT including the wiki and social networking package and why they choose specific tools
- The policy implications of implementing the Web 2.0 functionality
- How DFAIT is using a wiki and social networking to build organizational knowledge
- What performance measurements are in place to track ROI for the 2 tools

Chantal Wolf, Project Manager, Connections, Corporate Information Systems Division (AIA)  
**DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE**

Jennifer Savage, President  
**WEBDRIVE CANADA INC.**

**3:30 p.m.**



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

**3:45 p.m.**



### **CASE STUDY**

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### **Developing And Implementing A Social Media Strategy – Including Participation In Third-Party Online Discussions With Citizens And Organizations**

Canada Student Loans, within Human Resources and Skills Development Canada (HRSDC), is among the first government programs to “colonize,” that is, participate in external blogs and online discussion forums hosted by citizens and organizations. The program’s communications team has designed and pioneered an effective “inject, correct & direct” approach to get into blogs and forums, address erroneous posts, and steer people to authoritative government websites.

As part of a social media strategy, the team developed and implemented a strategic road map for “corrective blogging” as well as Web 2.0 videos, and will share how:

- Business drivers must precede the adoption of any Web 2.0 tools
- Efforts must revolve around the problem that social media will solve, not the technology
- Making friends – near and far – is critical to success
- Following an approvals process is laborious but necessary
- A set of metrics is essential to determine whether success is attained

You will leave with a greater understanding of how to develop your agency’s social media rationale, risk assessment, rules of engagement, and evaluation metrics.

Adrian Cloete, Manager, Learning Communications  
**HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA**

Tracie Noffle, Director, Learning Communications  
**HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA**

**4:35 p.m.**

**Close Of Day One**

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**4:45 p.m.**



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**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.**



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**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.

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**AGENDA - DAY 2: Thursday, October 1, 2009**

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**8:00 a.m.**

**Continental Breakfast & Networking**

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**8:30 a.m.**

**Chairperson's Opening Of Day Two**

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Joseph Thornley, CEO

**THORNLEY FALLIS COMMUNICATIONS and 76DESIGN**

**8:40 a.m.**



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**Strategy Before Tactics: The Importance Of Creating A Social Media Marketing Plan To Ensure Delivery Of Your Social Media Objectives**

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Now that the terms "social media" and "Web 2.0" seem to be on everyone's radar, some government departments are jumping into various platforms without any concrete strategy and/or objectives.

Going through the social media marketing planning process forces organizations to think critically beforehand so as to reduce unwanted surprises and deliver on their social media engagement objectives.

In this session, you will learn from Public Safety Canada's experiences and apply their lessons to your own organization, on how to:

- Listen and filter through the noise using the latest social media monitoring tools
- Define key issues, set measurable objectives, choose a target audience and select relevant tools
- Begin preliminary participation (e.g. developing multimedia content for online dissemination, contacting influencers)
- Develop a basic social media performance measurement framework

Theresa Woolridge, Communications Officer, Marketing + Outreach

**PUBLIC SAFETY CANADA**

Amy Jarrette, Manager, Marketing + Outreach

**PUBLIC SAFETY CANADA**

9:30 a.m.



## **Your Evolving Social Media Strategy: Using Facebook And Twitter To Communicate In An Ever-Changing Communications Environment**

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The seed was a Facebook account; it sprouted into an idea, grew into an application, and has evolved into a science news site and discussion board. There was a strategy to the evolution and measurement points along the way, but much of what Genome Alberta has been doing in social media has come from responding to a changing science communications environment and rolling with changes in technology.

Genome Alberta is a not-for-profit research organization funded by the Provincial and Federal governments. They make extensive use of social media to raise awareness and reach key influencers.

In this session, you will get some grounded tips based on what the organization has learned from developing their own Facebook application and using Twitter to reach out to the science community.

Drawing from an extensive media and communications background while living where high speed Internet is something you only dream about, you will also be presented with ideas on how to:

- Select the right social media course for your audience and for the task at hand
- Use social media and/or mainstream media
- Pull together both social and mainstream media in your communications strategy to get the best return on your communications dollar

Mike Spear, Director of Corporate Communications

**GENOME ALBERTA**

10:20 a.m.



## **Morning Refreshment & Networking Break**

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10:40 a.m.



## **How To Use Social Media During A Crisis**

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The Public Health Agency of Canada (PHAC) will be sharing their approach, experiences and challenges in using Web 2.0 technologies and social media during the H1N1 (swine flu) Outbreak. Their lessons learned will be valuable for any public or private organization faced with communicating to segmented audiences to influence their behavior, especially during a crisis.

In this can't-miss session, you will hear strategies for:

- Pre-positioning the internal culture toward social media approaches
- Introducing and integrating social media into your organization
- Using evidence-based research to fashion strategic web communication and social media direction
- Developing capacity and procedures that facilitate use of social and new media
- Using social media strategies in a major crisis
- Monitoring and assessing success

Mark Hudson, Senior Communications Executive

**PUBLIC HEALTH AGENCY OF CANADA**

**11:30 a.m.**



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### **Developing, Monitoring, And Evaluating The ROI Of Your Social Media Investments**

Since early 2008, the City of Ottawa has developed various strategies and approaches to introduce social media to their organization. With their growing success has come a demand and need to demonstrate the business value, and return on investment of social media initiatives.

In this session, you will discover:

- How to make a business case for social media activities
- An evaluation framework and methodology for monitoring and evaluating the ROI for social media investments
- Specific examples on how the City of Ottawa achieved measuring ROI

You will come away from this session with some formal approaches for justifying the use of social media within your own organization, and some practical examples of the use of specific methodologies and approaches for developing, monitoring, and evaluating social media initiatives.

Mark Faul, Business Analyst, e-Media Division  
**CITY OF OTTAWA, ONTARIO**

Chris Wightman, Manager, e-Media Division  
**CITY OF OTTAWA, ONTARIO**

**12:20 p.m.**

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### **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.

**1:50 p.m.**



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### **Group Exercise – Let’s Communicate And Collaborate!**

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.

**2:35 p.m.**



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### **Fostering Collaboration And Increasing Performance Across And Outside Your Organization Using Communities And Social Networking**

Many agencies are looking to increase performance by transcending the silos of their organizations, whether it be employees collaborating across departments or projects that wouldn't normally connect, or reaching out to external partner agencies or consultants. From the experiences of Business Development Canada, Northern Lights Canada, Health Canada, and US Department of Defense, this panel session will explore successful strategies to make it happen.

Get practical advice and ideas from our panel of experts, including how to:

- Identify projects that lend themselves to communities and social networking



- Discover best practices for getting initiatives off the ground and addressing common mistakes
- Think about ROI and what you should be tracking in terms of performance metrics

Andrew Chambers, Technology Director  
**NORTHERN LIGHTS CANADA**

Eric Sauve, CEO and Co-founder  
**TOMOYE CORPORATION**

**3:25 p.m.**



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

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**3:40 p.m.**



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### **Twitter, Facebook, Blogs And Wikis: How To Use The Newest Social Media Tools To Foster Innovation And Drive Change In A Large Organization**

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Hear how the Royal Bank of Canada (RBC) implemented social media strategies in their large organization. Specifically, you will learn how RBC has, in the past and present, used various social media technologies to build communities, both internally and externally, and from the crowdsourcing of ideas from the public. Through these technologies, you will learn how they have driven internal innovation and internal sourcing of subject matter expertise to create external changes.

You will also gain an understanding of why this change in communications and hierarchy is so important to the changing nature of employees and the organization's demographics.

In this session, you will hear how to overcome the challenges of implementing tools, such as:

- Twitter, Facebook, blogs, wikis,
- Niche tools such as Yammer, Laconica
- Internal facing applications

Finally, you will learn how all these tools can allow your organization turn information into knowledge with the right resources at the right time.

Michel Savoie, Manager, Client Strategy  
**ROYAL BANK OF CANADA**

Tim Yull, Manager of Applied Innovation  
**ROYAL BANK OF CANADA**

**4:30 p.m.**

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

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

Joseph Thornley, CEO  
**THORNLEY FALLIS COMMUNICATIONS and 76DESIGN**

**4:45 p.m.**

### **Close Of General Sessions**

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\*\*\*\*\* Register by August 5th To Save \$400! \*\*\*\*\*  
To Register, Call (773) 695-9400

## POST-CONFERENCE WORKSHOPS: Friday, October 2, 2009

### INTERACTIVE WORKSHOPS – Expand Your Skills

These workshops are designed to take your conference experience to the next level. Post-conference 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.

#### Bad News Travels Fast: How To Develop A Web 2.0 Crisis Communications Plan

In today's wired world, there are two kinds of crises - those that are "digital first" (think Domino's or Amazon) and those that are "digital fueled" (think JetBlue or Maple Leaf Foods). You need to face the facts: any issue that could potentially damage your organization's reputation will have a digital component. The question is, is your crisis communications plan Web 2.0-ready? Are you prepared for a digital crisis?

In this engaging and informative workshop, you will be taken through the following key characteristics of a comprehensive digital crisis communications plan, including:

- Guidelines for preparation - monitoring and early warning
- When a crisis strikes: general response guidelines/timelines
- Crisis scenario planning
- Tactics by platform

We will also answer the following questions:

1. What are the patterns and cycles of blog and Twitter "storms," and how can you best manage them?
2. What is the difference between identifying and responding to "digital first" and "digital fueled?"
3. You will have hours, not days, to craft your messaging and execute your plan - what do you need to have ready?
4. It takes a team to deal with a full-blown social media crisis. Who do you need on your side, and what do they need to be able to do?

After attending this workshop, you will take away a complete checklist and outline of what you need to consider when crafting your organization's digital crisis plan, including best practices gathered from communications professionals at some of the world's largest and most digitally-savvy organizations.

**WORKSHOP LEADER: Leona Hobbs is Director of Communications at Social Media Group (SMG)** where she leads the influencer outreach group and provides social media and digital communications counsel to SMG clients. She has over a decade of experience in public relations and marketing. Most recently, Leona worked as Director of Marketing and Communications for Tucows, an Internet services company. A specialist in digital communications, Leona frequently speaks about Internet-powered communications to students and at conferences. An avid blogger, Leona contributes to OneDegree.ca, one of Canada's leading online publications about digital marketing, online communications and social media. She is an advisor to the Public Relations Program at Loyalist College.

11:30 a.m. to 12:30 p.m.

**Break/lunch on your own.**

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12:30 p.m. to 3:30 p.m.

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

### **Practicing Social Media:**

#### **How To Develop And Implement An Effective Social Media Strategy To Achieve Your Goals**

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After hearing many case studies on how organizations are using social media, it is finally your turn to get hands-on training on how to use these tools. This workshop is designed to assist you in better understanding the techniques that would be applicable in achieving your goals.

In this workshop, we will discuss how to:

- Establish a framework for the design, implementation and sustainment of social media projects in your workplace
- Design several projects aimed at exploring how social media could be used to achieve specific goals, which will be developed during the workshop
- Understand the role specific tools such as blogs, podcasts, and Facebook will play in achieving your goals

At the end of the workshop, you will be provided with a list of research tools that your team can use to conduct further self-study and or implementation.

**WORKSHOP LEADER: Patrick Mason is a Managing Partner and co-founder of SocialMedia404**, a consulting services agency specializing in social media techniques and technologies. Patrick is currently engaged with several clients in the public and private sector in areas such as economic development, telecommunications, and health care.

### **ABOUT OUR SUPPORTERS:**



**IABC Ottawa is the chapter of the International Association of Business Communicators in the National-Capital Region**, a not-for-profit international network of professionals committed to improving the effectiveness of organizations through strategic, interactive and integrated business communication management.

For more information, please go to <http://www.iabcottawa.ca/default.asp>.



**The Web Marketing Association (WMA)** was founded in 1997 to help set a high standard for Internet marketing and web development. Staffed by volunteers, this organization is made up of marketing, advertising, public relations and web design professionals from around the world who share a passion for improving the quality of advertising, marketing and web site development on the Internet today and in the future.

The primary tool used to raise the standard of excellence in the Internet is through professional competitions. The WebAward Competition is the premier showcase for Web site development in more than 96 industry categories.

For news and award updates, go to the Web Marketing Association blog at [www.webaward.org/blog](http://www.webaward.org/blog) or signup for their RSS feed.



**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/>.



With more than 5.5 million monthly pageviews, **Mashable** is the world's largest blog focused on social networks and Web 2.0 news. Mashable's readers include the most tech-savvy early adopters, venture capitalists, entrepreneurs, influencers, Web 2.0 aficionados and technology journalists. For more information, please go to: <http://mashable.com/>.



**digitalOttawa** is a group of consultants with extensive work experience in the federal government in the areas of electronic communication and web technologies. By bringing that diverse experience to bear on technological and social media initiatives, digitalOttawa can leverage broader, more comprehensive solutions by calling upon relevant knowhow and custom-built tools. Most valuable of all is our ability to unite and integrate our resources and skills - from governance review, compliance of common look and feel web standards and guidelines, education and change management to the building of project-specific tools - into a cohesive, sustainable solution.

Through consulting, project management and staffing solutions, digitalOttawa is capable and equipped to work with the public sector on ushering in the next generation of technology and new media projects for the Canadian government.

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



CANADIAN WOMEN IN COMMUNICATIONS  
ASSOCIATION CANADIENNE DES FEMMES EN COMMUNICATIONS

**Canadian Women in Communications (CWC)** raises the profile of women working in the communications field through a number of benefits, services, awards and internships, a national mentoring program, local and national events, professional development, high-profile initiatives like the Women on Boards program and through strong partnerships with government agencies, industry corporations and other associations.

For more information, please go to: <http://www.cwc-afc.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

Website: <http://www.deltahotels.com/hotels/hotels.php?hotelId=14>

Email: [ccampeau@deltahotels.com](mailto:ccampeau@deltahotels.com) (Carolyn Campeau, in-house reservations)

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 \$154 CAD/night. Please be sure to call the hotel no later than August 27, 2009 to help ensure this rate and mention that you are attending the Advanced Learning Institute event and quote Reservation ID Code: GFINST.** 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).**



Photo courtesy of Ottawa Tourism

Join us in Ottawa for A.L.I.'s 12<sup>th</sup> Conference 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 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, and evening networking reception.

<b>Group Discount: Register 3 colleagues and the 4<sup>th</sup> is FREE!</b>	<b>Earlybird Pricing: Register with payment by August 5<sup>th</sup></b>	<b>Regular Pricing: Register with payment after August 5<sup>th</sup></b>
Conference Only (September 30 <sup>th</sup> and October 1 <sup>st</sup> )	\$1,299 CAD	\$1,699 CAD
Conference Plus <b>One</b> Workshop	\$1,699 CAD	\$2,099 CAD
Conference Plus <b>Two</b> Workshops	\$1,999 CAD	\$2,399 CAD
Conference Plus <b>Three</b> Workshops	\$2,199 CAD	\$2,599 CAD
Conference Plus <b>ALL Four</b> Workshops	<b>\$2,299 CAD BEST VALUE!</b>	\$2,699 CAD
Conference Workbook Only	\$199.00* CAD + \$20.00 S&H	
*Illinois (U.S.A.) residents will be charged 9.75% sales tax on workbook orders.		

**Please add 5% GST to all prices above (A.L.I.'s 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 organization and receive the same group discount. The free registrant must be of equal or lesser value.

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

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Earn conference attendance bonuses as you benchmark with other organizations. 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:**

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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:**

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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 September 15<sup>th</sup>), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after September 15<sup>th</sup>) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

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

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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 • e-Commerce • Technology**

## **WE GUARANTEE RESULTS:**

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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 Attendees Include Representatives From These Leading Organizations:**

- 76design
- 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
- 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, New Brunswick
- Legislative Assembly of Alberta
- Library and Archives Canada
- Meloche Monnex
- Microsoft Canada
- Ministry of Attorney General, Ontario
- Ministry of Community & Social Services, Ontario
- Ministry of Education
- Ministry of Enterprise &
- National Energy Board
- Natural Resources Canada
- Office of the Premier, British Columbia
- 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, Ontario
- Regional Municipality of Waterloo, Ontario
- Royal Canadian Mint
- Royal Ontario Museum



- College of Physiotherapists of Ontario Commonwealth Edison
- Correctional Services Canada
- CNW Group
- Department of Canadian Heritage
- Department of Tourism & Parks, New Brunswick
- digitalOttawa
- Enterprise Saskatchewan
- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- Innovation
- Ministry of Government and Consumer Services, Ontario
- Ministry of Municipal Affairs and Housing
- Ministry of Natural Resources
- Ministry of Research & Innovation, Ontario
- Ministry of Training
- MTV Canada
- National Aboriginal Health Organization
- National Defence Canada
- SaskTel
- Service Canada
- SYNEX Canada Ltd
- TD Bank Financial Group
- Transport Canada
- Transmission Content + Creative
- TuCows Inc.
- Université du Québec à Montréal
- 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!**

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**SOCIAL MEDIA for GOVERNMENT**  
 How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results  
**Sept. 29 – Oct. 2, 2009 • Ottawa**

\*\*\*\*\* Register by August 5th To Save \$400! \*\*\*\*\*  
 To Register, Call (773) 695-9400

## Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the October 2009 Social Media for Government conference in Ottawa.

**Please check:**

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

Conference Only

GST exemption number if applicable: \_\_\_\_\_

Conference Plus Workshop(s):

Pre-Conference Workshop A: Meet Social Media: How To Begin, Learn The Tools Of The Trade, And Strategize A Plan To Get Started In Your Government Organization

Pre-Conference Workshop B: Using Tools Anyone Can Understand To Monitor Online Conversations, Manage Community Participation And Build Your Organization's Reputation

Post-Conference Workshop C: Bad News Travels Fast: How To Develop A Web 2.0 Crisis Communications Plan

Post-Conference Workshop D: Practicing Social Media: How To Develop And Implement An Effective Social Media Strategy To Achieve Your Goals

I would like to order a conference workbook only

Please add me to your mailing list to receive future conference notifications

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

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

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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 #0906B12 • ©2009 A.L.I. All Rights Reserved

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