

Coming Back To Vancouver By Popular Demand! Our Updated program packed with the latest tools and tips to help you transform how you communicate with your citizens...



SOCIAL MEDIA For Government Communications

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



FEBRUARY 20 - 22, 2013 • VANCOUVER, BC

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:

British Columbia Ministry of Environment

Halton Region, Ontario

BC Assessment

City of Regina, Saskatchewan

Insurance Corporation of British Columbia

Ontario Ministry of Labour

University of British Columbia

Region of Waterloo, Ontario

MediaMiser

AboutFace Media, Inc.

Rocketfuel Games

BCLC

Delta Police Department, Delta, British Columbia

Province of British Columbia

LintBucket Media

AmericaSpeaks

WHAT YOU WILL LEARN

Attend this training 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, twitter, social networks, wikis, etc.) strategy to drive performance-based communications
- **Communicating** more effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, QR Codes, video podcasts, and much more
- **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future
- **Demonstrating** the Return on Investment (ROI) of your social media efforts
- **Building** senior management support for your social media programs
- **Embracing** and integrating mobile communications and key considerations
- **Matching** your policies to the right social media tools
- **Preparing** your organization for crisis by implementing social media strategies into your crisis communications plan
- **Blending** new media technologies with traditional media to multiply results
- **Overcoming** cultural, policy and legal challenges when incorporating social media into government web content policies

Why This Is A Must-Attend Event:

- ✓ 13 Innovative speakers sharing strategies and experiences in social media to keep your citizens engaged and informed
- ✓ Interactive group discussions that turn you from attendee to participant by sharing your own challenges and lessons learned
- ✓ Optional hands on workshops that take your training experience to the next level
- ✓ Gain continuing education hours

Join the conversation on Twitter! #smgov

SUPPORTING ORGANIZATIONS



IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

BRITISH COLUMBIA



brandchannel



Presented by the
Advanced Learning Institute

Your Government & Communications Training Partner Since 1997

Register by January 9th to Save \$400! • Save 25%: Bring a Team and Save, Register 3 & Send a 4th for FREE!
To Register, Call (773) 695-9400 or (888) 362-7400 or online at www.aliconferences.com

Social Media for Government Communications - Feb. 20-22, 2013

WHO WILL ATTEND:

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

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

Customer Service & Satisfaction

Marketing

Organizational Transformation
& Development

Community Relations

Executive Communications
& Consulting

Community Affairs & Outreach

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Human Resources

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Employee Communications & Relations

Communications Research
& Management

Change Management

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

WHY IS THIS EVENT ONE YOU CAN'T MISS?

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

BENEFITS OF ATTENDING THIS CRITICAL TRAINING

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

You will benefit from:

- **18 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
- **Over 20 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the training
- **Digest sessions** allowing you to process and discuss the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions (Feb. 20 &/or Feb. 22) 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 to exchange with your fellow attendees
- **A comprehensive overview of social media strategies and processes** from leading practitioners like the **City of Regina, Saskatchewan; British Columbia Ministry of the Environment; University of British Columbia**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this training
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn from leading government agencies** and organizations how to engage your citizens
- **Access to the training wiki** -- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

Register by January 9th to Save \$400! • Save 25%: Bring a Team and Save, Register 3 & Send a 4th for FREE!
To Register, Call (773) 695-9400 or (888) 362-7400 or online at www.aliconferences.com



Dear Government Communicator:

The online world is abuzz with stories of social media success and innovation in both the private and public sectors. But with increased activity, and increased exposure, the risk and consequences of communication failure also increases; perhaps especially so in Government communications, where a mistake or an oversight can be magnified through the lens of more traditional media.

On the one hand, there is great potential for communication success through social media; but on the other hand, there are some dangerous pitfalls that need to be avoided. The best action you can take to be prepared for both scenarios is to learn directly from your Government peers and build on their experiences.

Why You Should Attend This Training:

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

- **Delta Police Department** is delivering key information to a range of stakeholders using multiple social media tools in a highly secure environment
- **British Columbia Ministry of Environment** is using social media to engage, inform and provide transparency to citizens
- **Region of Waterloo, Ontario** shows how to create and implement a social media policy that won't restrict your employees

Register today at www.aliconferences.com or by calling the training hotline at 888-362-7400 to attend A.L.I.'s "SOCIAL MEDIA FOR GOVERNMENT COMMUNICATIONS: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," February 20-22, 2013 in Vancouver, to hear from leading communicators that are currently utilizing social media tools, to improve the way their organizations operate.

I'm honoured to chair this updated Social Media for Government Communications training and I hope you'll join me for the opportunity to meet and learn from your peers.

Graeme Menzies, Director, Communications
UNIVERSITY OF BRITISH COLUMBIA
Training Chairperson

P.S. Make your training investment pay off even more by bringing a team! Register 3 people and get the 4th pass for no extra charge! Call (888) 362-7400 or go to <http://www.aliconferences.com> for more details.

Add to the dialogue! Using #smgov, tweet your questions and comments to Dallas, Training Producer, prior to the training @ALI_Dallas

Social Media for Government Communications - Feb. 20-22, 2013

Interactive Workshops

Wednesday, February 20, 2013

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

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

8:30 a.m. to 11:00 a.m. – PRE-TRAINING WORKSHOP A

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

Social Media 101: How To Get Your Organization Social Media Ready And Ensure Success

Social media is a communications darling these days. But you and your team likely have a lot of questions: Is my organization ready to start using social media? Am I? How do I differentiate between my personal and professional lives online? How difficult is it to get started? Is social media providing useful results for communicating with different audiences?

Social media can be an excellent addition to any communications plan. If used properly, it will allow you to level the playing field, maximize your resources, and provide your organization with the ability to communicate with a specific, highly-targeted audience.

In this workshop, we'll review the basics for getting involved in social media - addressing some common issues and giving examples of who's doing it well. After attending, you will confidently walk away with the ability to make social media work for your organization, including learning:

- Social media key terms and definitions
- An overview of the dominant social media platforms
- Criteria for how to select the right social media tools for your needs
- The benefits (and risks) of social media
- Social media best practices
- Ideas and strategies for maximizing your content and empowering your audiences to spread your message

WORKSHOP LEADER: Kate Trgovac is President of LintBucket Media, a Vancouver-based boutique-marketing agency specializing in online communications, social media marketing and digital content creation.

11:00 a.m. to 12:00 p.m. – Afternoon break/lunch on your own

12:00 p.m. to 2:30 p.m. – PRE-TRAINING WORKSHOP B

Refreshments will be provided during this session.

How To Measure, Monitor And Analyze The Effectiveness Of Your Traditional And Social Media Strategies

The borders between traditional media (radio, TV, newspapers, magazines) and social media (blogs, Facebook, Twitter, etc.) are becoming increasingly blurry. We're socially sharing and commenting on mainstream news stories, and journalists are bringing stories that emerge on Twitter to the 5 o'clock news.

As government communicators, you not only need to understand how to operate in this integrated new media world, but also how to properly measure your impact within it.

By attending this workshop, you'll learn how:

- You can use analysis to set strategy, create content, and measure results
- To effectively leverage social media channels to reach journalists and disseminate key messages
- Social media influences traditional media and vice versa
- Monitoring, measurement and analysis of social and traditional media requires an integrated approach

WORKSHOP LEADER: As a Founder and President of MediaMiser, Chris Morrison continues to help shape the media analysis software platform, based on his extensive communications experience with both private and public organizations. Most of his time is dedicated to training and helping customers meet and exceed their media analysis objectives--in addition to identifying new trends in media monitoring and analysis.

Social Media for Government Communications - Feb. 20-22, 2013

Interactive Workshops

Wednesday, February 20, 2013, continued

2:45 p.m. to 5:15 p.m. – PRE-TRAINING WORKSHOP C

Refreshments will be provided during this session.

Using Video To Spread Your Messages: Developing Engaging Content, Navigating YouTube And Defining Success

Online video content is exploding – over 72 hours of content are uploaded every minute. Everyone wants (and expects) their video to “go viral” – but what exactly does that mean and how realistic is such a demand?

In this workshop, you'll learn practical approaches and tips to developing content that engages your audience and shares your message, creating a personal connection that opens the door to further communication. Case studies will be presented to illustrate how video content was created, implemented, and promoted, demonstrating how in many cases, this content can serve double-duty across multiple distribution channels. You will also learn tips and best practices for utilizing YouTube and outline methods to help you define and measure your success.

In this hands-on workshop, you will learn the tools you need to successfully launch a video campaign, including:

- Key items to consider when developing an Online Video Content Strategy
- Best practices for developing compelling content that will engage your audience
- Developing cost effective video content for multiple distribution channels
- Best practices for setting up and maintaining a successful Youtube Channel
- Ways to build your community by turning Viewers into Subscribers
- Creating a phased strategy for developing content and measuring success
- How to increase the chances of making your content “go viral”
- Applying these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc, a video agency that creates short-form, story-driven documentaries for online and social media marketing projects.

Friday, February 22, 2013

This workshop is designed to take your training experience to the next level. Post-training 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 your training by attending this highly interactive, hands-on session. Space is limited to ensure interactivity!

2:00 p.m. to 4:30 p.m. – POST-TRAINING AFTERNOON WORKSHOP D

How To Make Gamification Work For Your Organization: Designing Your Own Game Treatment Plan For Improved Engagement With The Public

Gaming is the latest way to engage with the public and increase communications. Games are being incorporated across web, mobile and real world situations. Everything from websites to mobile scavenger hunts to learning more about things like your first day on the job or even something as serious as Fetal Alcohol Syndrome, games have the ability to improve the way we communicate.

The goal of this workshop is to help you learn about the use of online, mobile and real world games in a government setting, with practical examples from Rocketfuel Games. You will learn how to apply game mechanics and techniques to your thinking in order to incorporate a new level of engagement, interaction and fun for both your internal and external stakeholders.

Specifically during this workshop, you will learn how to:

- Create an initial game treatment document, complete with:
 - Defining the specific goal of your project
 - Defining your audience
 - Outlining a design direction
 - Looking for game titles that fit within your goals and objectives
 - Motivating your audience through leader boards, point systems, badging, etc.
- Understand what will be required to maintain your project
- Determine the types of analytics and data you'd like to glean from your games of choice
- Contemplate any legal or moral roadblocks
- Decide on the right vendor to help you build a game-driven system

WORKSHOP LEADER: Jason Suriano is the CEO & Creative Director at Rocketfuel Games, an award-winning producer of leading web, mobile and real world experiences for education, marketing and communications, based in Edmonton, Alberta.

Social Media for Government Communications - Feb. 20-22, 2013

General Sessions - Day One - Thursday, February 21, 2013

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m. **SPEED NETWORKING-WELCOME**
Chairperson's Welcome & Speed Networking

Become acquainted with your fellow training attendees in this fun and fast-paced forum!

9:15 a.m.  **Award Winner!**
CASE STUDY



Understanding Where Social Media Is Today And Where It Is Heading

The Ontario Ministry of Labour is one of the country's leading government departments in the field of social media use. It is now in its fourth year of including social media in its communications planning and execution. The ministry has seen success over success using social media as a public service, and has been applauded internationally on its work.

The rising question at the ministry and other early adopters is "now what?" What does the future hold in the short, medium and long range? Is social media a passing fad or here to stay in government communications? Is social media a specific job title or a skill set now needed for all communicators? Are any of those people making predictions on the ball, or just speculating? Hear where the ministry's Social Media Planner expects the Ministry of Labour will be going tomorrow and beyond in the realm of social media.

In this session, you will learn:

- Options for thinking about the future of social media in your organization, short, medium and longterm
- How to sustain internal staff interest in social media, and at what level
- The kinds of daily routines and standards needed to make on-going social media operations efficient and not burdensome

Bruce Skeaff, Social Media Planner

ONTARIO MINISTRY OF LABOUR

@OntMinLabour

9:45 a.m. **Q & A SESSION**
Your Opportunity To Ask Questions

"The presentations were entertaining and gave innovative ideas on how to use social media."

PAST TRAINING ATTENDEE

9:50 a.m.  **Award Winner!**
CASE STUDY

Shifting From One-Way Messages To More Meaningful Two-Way Conversations: Using New Media To Increase The Effectiveness Of Your Communications



Beginning in 2010, BC Assessment (BCA), a provincial Crown corporation, realized they needed to begin to embrace new media tools. After attending a social media training session in 2011, BCA gained the confidence they needed to begin to formulate a strategy to implement new media within their agency.

Starting first with internal tactics such as Intranets, blogs, video and discussion forums, BCA's efforts quickly expanded its online toolbox to include YouTube, Twitter, Facebook, LinkedIn and a QR Code to its online toolbox. Within a year, BCA was recognized as having the world's best Public Information Campaign in 2012 by the International Association of Assessing Officers (IAAO) – the property assessment industry's most influential organization. Providing easily accessible self-serve information through new media channels helped reduce assessment appeals by 25% in 2012.

In this session, you will find out how BCA is shifting its social media efforts from strictly one-way messages to more meaningful two-way conversations in the natural evolution of its business and customer service delivery.

Through BCA's experiences, you will leave this session with ideas on how to apply some of the same principles to your social media strategy.



John Barry, Manager of Corporate and Online Communications

BC ASSESSMENT

Social Media for Government Communications - Feb. 20-22, 2013

General Sessions - Day One - Thursday, February 21, 2013

10:20 a.m. Q & A SESSION
Your Opportunity To Ask Questions

10:25 a.m. 
Morning Refreshment & Networking Break

10:45 a.m. GROUP EXERCISE
Digest Session: Your Training Goals

This is your chance to discuss with fellow attendees and speakers what your most pressing social media concerns are and what solutions you hope to gain during this training.

11:15 a.m.  **CASE STUDY**
How To Incorporate Social Media Into A Comprehensive Strategic Communications Program Using A 'Go Slow Approach' And Measure Your Success

For a variety of reasons, many organizations continue to be cautious about implementing social media. In this session, you will hear about the myths and realities of integrating social media into public sector operations from Halton Region, an acknowledged leader in the municipal world for successfully integrating social media in all aspects of communications planning.

In 2009, the Region achieved senior management buy-in to move forward with a 'go slow approach' to launching social media. Since that time, there's been nothing slow about it! Through the Region's successes (and failures), some common myths about implementing social media have been challenged and overcome, such as:

- "But people will say bad things about us"...possibly, but the positive outweighs the negative
- "We don't have the staff"...neither did the Region, but they made it happen
- "We might fail"...the Region did, and they'll tell you about it as well as the many lessons learned along the way
- "You can't measure success"...social media fits into the evaluation of every communications plan and goes beyond likes and followers.

This informative session will provide you with the knowledge you need to integrate social media into your communication strategies and will help you gain an understanding of some of the common issues to consider when using social media tools in a government environment.



Carleen Carroll, Director Strategic Communications
HALTON REGION

11:45 a.m. Q & A SESSION
Your Opportunity To Ask Questions

11:50 a.m.  **CASE STUDY**
How To Deliver Key Information To A Wide Range Of Stakeholders Using Multiple Social Media Tools In A Highly Secure Environment

The Delta Police Department (DPD) is an independent municipal police agency in Delta, British Columbia. DPD uses social media to deliver key messaging to various audiences utilizing different strategies. Because Delta Police has a wide-range of stakeholders looking for different types of information, their social media strategy does not include a 'one-size-fits-all' approach. DPD allowed its social media strategy to grow organically and focused on being flexible and nimble in order to ensure authentic messaging to specific audiences.

During this session, you will hear how DPD worked its way through the multitude of social media platforms to

"I learned a lot of ideas I will be looking to use in my own workplace."

PAST TRAINING ATTENDEE

General Session - DAY 1: Thursday, Feb. 21

Social Media for Government Communications - Feb. 20-22, 2013

General Sessions - Day One - Thursday, February 21, 2013

determine what worked best for their community. You'll also gain some insight on how DPD manages the risk of security and firewall protection with the need to reach out to the public and maximize efficiencies.

You will leave this session understanding how to:

- Evaluate risk versus reward in a highly secure environment
- Determine the best social media tools to relay your message to the appropriate audience
- Manage new media accounts effectively
- Manage chaotic situations

Melissa Granum, Manager, Public Affairs and Corporate Planning

Ciaran Feenan, Media Relations Officer

DELTA POLICE DEPARTMENT, DELTA, BRITISH COLUMBIA

12:20 p.m. Q & A SESSION

Your Opportunity To Ask Questions

12:25 p.m.



Lunch On Your Own -- But Not Alone!

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

2:00 p.m. CASE STUDY

Social Media Risks: How To Prepare Your Organization For A Crisis

While there is no way to protect employers from all the risks associated with using social media, when you educate your employees about the nature of social media and set out clear expectations and guidelines, the risks can be mitigated.

During this session, you will learn how the British Columbia Lottery Corporation (BCLC) developed their social media guidelines to respond during a crisis and the evolution of their social media centre of excellence.

By the end of this session, you will know how to:

- Develop social media guidelines to handle a crisis
- Structure your organization for social media success
- Plan your next steps to continue the conversation



Eric Lowe, Senior Social Media Strategist

BCLC

"I learned great, practical of how to use social media channels for specific reasons. Great examples of tools and great speakers!"

PAST TRAINING ATTENDEE

2:30 p.m. Q & A SESSION

Your Opportunity To Ask Questions

2:35 p.m. CASE STUDY

How To Maximize The Public's Awareness Of Your Agency's Efforts And Mission

Great people are the backbone of great organizations and at BC Hydro, they know that every watt of electricity used by their customers is made possible by each and every one of their employees. Engaged employees are your organization's key ambassadors – they amplify messages about your organization, its culture, and its products and services, and their engagement builds confidence in your company and your brand. Internal social tools are efficient,

Social Media for Government Communications - Feb. 20-22, 2013

General Sessions - Day One - Thursday, February 21, 2013

instant and measurable ways to connect with employees.

To inform, engage and connect with their employees, BC Hydro launched its first social intranet last July introducing tools, such as profiles, commenting, ratings and alerts. With the growing use of social features, their communications teams are evolving and adapting their communications tactics and senior leaders are paying more attention to what employees have to say.

How can you leverage your own intranet to engage employees, bridge regional divides and create an inclusive, transparent culture? This session outlines examples of how to effectively integrate social tools into your communications planning, specifically, how to:

- Turn people connections into business connections -- examples of how internal classifieds ads keep your employees networked, safe and productive.
- Support safety culture -- ways to connect employees that promote safety and knowledge sharing.
- Bridge regional divides -- incorporating social features that encourage sharing from all areas of your organization.
- Create an opportunity to gauge public response -- tools that provide a pulse check on corporate communications before the message goes external.

Christina Ferancik, Intranet Business Lead and Communications Advisor
BC HYDRO

3:05 p.m. **Q & A SESSION** **Your Opportunity To Ask Questions**

3:10 p.m. **Afternoon Refreshment & Networking Break**

*"I thoroughly enjoyed the presentations.
They made me start thinking."*
PAST TRAINING ATTENDEE

3:30 p.m. **CASE STUDY** **The Importance Of Being Social: How Social Media Can Help You Meet Your Organization's Goals And Objectives**

Casual, transparent and non-bureaucratic aren't the first words that come to mind when people think of a Crown corporation. Yet that is exactly how the Insurance Corporation of British Columbia (ICBC) hoped to come across when launching their Twitter account.

ICBC uses just one staff member to engage with their customers on social media in order to communicate correct information with the public, provide customer service, manage their reputation, and bring a face to a company just proving that it doesn't take much to get started using social media!

You will leave this session with practical tactics on how to create a social media platform that successfully represents your organization, including how to:

- Shorten the approval process in order to respond in a timely fashion
- Communicate with your audiences online in a manner that is casual, yet professional
- Reach multiple demographics with a variety of messages
- Mitigate the fears of risk-adverse senior management
- Establish a privacy policy for your audience while providing effective customer service

Karin Basaraba, former Senior Communications Specialist at ICBC & current Account Manager at PR Associates
INSURANCE CORPORATION OF BRITISH COLUMBIA

General Session - DAY 1: Thursday, Feb. 21

Social Media for Government Communications - Feb. 20-22, 2013

General Sessions - Day One - Thursday, February 21, 2013

4:00 p.m. **Q & A SESSION**
Your Opportunity To Ask Questions

4:05 p.m. **GROUP EXERCISE**
Digest Session: Connect The Content

You've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow training attendees and speakers what social media tools you're using to communicate with citizens and where you have found the most success.

4:30 p.m.
Day One Wrap Up

4:45 p.m. 
Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All training 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 Vancouver's fine dining while you continue to network with your colleagues.

RAVE REVIEWS FROM PAST SOCIAL MEDIA TRAINING ATTENDEES:

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

T. Calhoun, Communications Assistant
TOWN OF HIGH RIVER, ALBERTA

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

S. Jodouin, Jr. Media Relations Officer
ELECTIONS CANADA

General Session - DAY 1: Thursday, Feb. 21

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.
Chairperson's Opening Of Day Two

Graeme Menzies, Director, Communications
UNIVERSITY OF BRITISH COLUMBIA
Training Chairperson

8:35 a.m.  **CASE STUDY**
**Experimenting With Social Media:
How To Find And Engage Your Audience, Get Your Message Out And Track Your Progress**

In 2009, the City of Regina, Saskatchewan experimented with social media as a strategy to increase engagement during the municipal elections. Three years later, social media is now firmly established and the 2012 election was the second "social election" in the City's history.

During this session, the City of Regina will share its lessons learned on how you too can use social media to increase engagement with your citizens, including:

- Getting your social media program off the ground and managing it as it evolves
- How to conduct surveys on social media usage and analyze the results
- Tools and techniques to determine the ROI of your social media efforts



Philippe Leclerc, Interactive Communications Manager
CITY OF REGINA, SASKATCHEWAN

9:05 a.m. **Q & A SESSION**
Your Opportunity To Ask Questions

9:10 a.m.  **CASE STUDY**
**How To Incorporate Video Discussions Into Your Communications
Strategy To Increase Citizen Participation**

Audio visual tools are quickly becoming the most salient currency of social media. Google Hangouts is one such tool that is being used to engage the public in participatory video discussions about America's most pressing national issues.

Google Hangouts brings together up to ten active users, and dozens of additional viewers to meet in video groups to learn facts about the key issues, shared opinions and explore differences during these video discussions. Even more people can watch recordings of these conversations, which amplifies the impact of these efforts.

During this session, you will learn how to:

- Create a business case for hosting video discussions as part of your government activities
- Organize, host and record video discussions
- Design a video conversation
- Navigate facilitation challenges and tactics of video discussions
- Strategies and tactics for participant recruitment

Susanna Haas Lyons, Public Engagement Specialist
SHL CONSULTING

Social Media for Government Communications - Feb. 20-22, 2013

General Sessions - Day Two - Friday, February 22, 2013

9:40 a.m. Q & A SESSION
Your Opportunity To Ask Questions

9:45 a.m. INTERACTIVE SESSION
Group Exercise: Brainstorm Solutions And New Ideas You Can Use

Whether it's LinkedIn, Facebook, Twitter, or any of the other social media tools present today – there will always be concerns. Concerns of security, not having enough hands-on-deck to manage the platforms, or not understanding the ROI of a social media strategy. Discuss and brainstorm with fellow attendees and speakers how your agency was able to convince the pro's of social media to upper level management.

10:15 a.m. 
Morning Refreshment & Networking Break

10:30 a.m.  **CASE STUDY**
Social Media As Public Outreach & Citizen Engagement On Climate Change Policy

Among other things, British Columbia's Climate Action Secretariat (CAS) engages citizens to support the Province's goals for mitigating and adapting to climate change and developing the green economy. This includes educating the public about B.C.'s policies and leadership. e.g. the Revenue Neutral Carbon Tax; LiveSmart BC rebate incentives for home owners, small businesses and Clean Energy Vehicles; and the fact that every student, hospital patient and B.C. public sector worker are part of a system that is entirely carbon-neutral (net zero GHG emissions) since 2010.

The CAS Outreach Team leads the pack on social media adoption across the BC Public Service and has recently "hit their stride" having found a recipe for success using the right mix of tools and integration of platforms. In this session, you will discover tips and tricks (and ideas!) for how to engage with stakeholders, empower your coalition, manage public web presence, and streamline your communication channels.

By sharing some key success stories, lessons-learned, and how-to examples, you will discover how these experiences can be transferred into your own online objectives. To demonstrate achievements, the following topics will be covered:

- Introduction to LiveSmart BC branded messaging and social media presence.
- Using HootSuite to schedule posts, follow the community, track your audience, and measure engagement.
- Embedding media into web pages and blogs: Tweets, YouTube videos, Flickr slideshows, maps, etc.
- Crowdsourcing information, ideas, solutions, opinions and other content regarding policy direction.
- Using meta tags and other snippets of html/code to integrate your web properties with your social platforms.
- Implementing Facebook commenting (and moderation) into your blog to promote content virality.
- Analytics: a peek at HootSuite Reports, Facebook Insights, and other social metrics to inform best practices.
- Cross-pollinating: tweeting YouTube videos, Flickr photo links, public channels in a private online community.
- Holding online events such as Twitter Chats (hashtag) or community events (Facebook Page hosted), etc.
- Share buttons, Comment fields and Ticker widgets, oh my!



Trevor Barry, Carbon Neutral and Climate Outreach, Climate Action Secretariat
BRITISH COLUMBIA MINISTRY OF ENVIRONMENT
@JazzyTBarry

11:00 a.m. Q & A SESSION
Your Opportunity To Ask Questions

General Session - DAY 2: Friday, February 22

11:05 a.m.  CASE STUDY

How To Create And Implement A Social Media Policy For Your Organization That Won't Restrict Your Employees

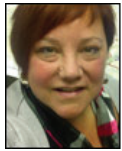
Located in the heart of Canada's Technology Triangle, Waterloo Region is community renown for innovation. And the Region of Waterloo has a well-earned reputation for finding innovative solutions to meet the challenges and needs of the communities it serves.

When communications staff needed to find new ways of involving and engaging the public in several significant planning and transportation projects that would have far-reaching implications for the entire community, they turned to what was then a new and innovative approach for reaching new audiences – social media.

While their early successes helped demonstrate the value of social media tools to the communication process, there were no formal social media strategies or policies in place at the Region.

During this session, learn how your organization should implement a social media policy, including how:

- A small group of staff championed the cause of social media
- A collaborative "pathfinder" approach can be used to develop a formal social media policy
- To give communication staff the freedom they needed to continue using social media tools while formal social media policies are being developed
- To use social media to successfully engage and inform the community



Keren Adderley, Coordinator of Communications and Marketing
REGION OF WATERLOO, ONTARIO
@adderley

11:35 a.m. Q & A SESSION

Your Opportunity To Ask Questions

11:40 a.m. CHAIRPERSON'S CLOSING ADDRESS

Social Media Pitfalls, Perils And Successes: What Your Organization Should Keep In Mind When Using Social Media

The online world is abuzz with stories of social media success and innovation. But what are the pitfalls and perils of this new mass-personal communication medium? How can you, as a leader within your organization, ensure your team's efforts do not become the next great case study on what went wrong?

In this session, you will hear about the dangers and stories of social media gone wrong, which will help you identify – through participant engagement – remedies and best practices designed to keep communications flowing quickly and safely.

You will leave this session knowing how to help your organization become a case study of what went right when using social media!

Graeme Menzies, Director, Marketing Communications and Social Media
UNIVERSITY OF BRITISH COLUMBIA

12:10 p.m. Q & A SESSION

Your Opportunity To Ask Questions

12:15 p.m.

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

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

Social Media for Government Communications - Feb. 20-22, 2013

Post-Training Workshop - Day Two - Friday, February 22, 2013

12:30 p.m.

Close Of General Sessions

**Maximize your time out of the office,
Don't miss the POST Training Workshop on Gamification- the next "big thing"
to help you engage the public and improve communication.**

2:00 p.m. to 4:30 p.m.

Complete your training experience with Post-Training Workshop D!

Take the information you gained from the general sessions and focus on your individual needs and applications. You will leave this hands-on workshop inspired and ready to embark on your own social media journey.

How To Make Gamification Work For Your Organization: Designing Your Own Gaming Strategy For Improved Engagement With The Public

Gaming is the latest way to engage with the public and increase communications. Games are being incorporated across web, mobile and real world situations. Everything from websites to mobile scavenger hunts to learning more about things like your first day on the job or even something as serious as Fetal Alcohol Syndrome, games have the ability to improve the way we communicate.

The goal of this workshop is to help you learn about the use of online, mobile and real world games in a government setting, with practical examples from Rocketfuel Games. You will learn how to apply game mechanics and techniques to your thinking in order to incorporate a new level of engagement, interaction and fun for both your internal and external stakeholders.

Specifically during this workshop, you will learn how to create an initial game treatment document by:

- Outlining the specific goals for your project
- Defining your audience
- Outlining the design direction
- Comparing game titles that fit your goals and objectives
- Understanding how to motivate your audience through leaderboards, point systems, badging, etc.
- Defining what will be required to maintain your project
- Determining the types of analytics and data you'd like to glean from your games of choice
- Contemplating any legal or moral roadblocks
- Deciding on the right vendor to help you build a game-driven system

WORKSHOP LEADER: Jason Suriano is the CEO & Creative Director at Rocketfuel Games, an award-winning producer of leading web, mobile and real world experiences for education, marketing and communications, based in Edmonton, Alberta. Their mission is to make everything interactive and a lot more engaging through meaningful game-based interactions. Some of their clients include Discovery Communications, Northlands, and ATCO.

"The digest sessions provided a great opportunity to meet and discuss with other attendees about what they are doing in social media and what works and what doesn't work"

PAST TRAINING ATTENDEE

"As a variety of social media users were present, the sessions excellent catering to users at different skill and ability levels"

PAST TRAINING ATTENDEE

"The presentations were relevant and gave great tools and idea to further improve what we are currently using."

PAST TRAINING ATTENDEE

INTERACTIVE, HANDS-ON WORKSHOP

ABOUT OUR TRAINING SUPPORTERS



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

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



Founded in 1970, the International Association of Business Communicators (IABC) provides a professional network of over 15,500 business communication professionals in over 80 countries. The BC chapter of IABC is a vibrant community of professional communicators from diverse industries and disciplines. They are the third largest IABC chapter in the world with more than 600 members who share a passion for their profession, learning, connecting and sharing. IABC/BC is where you connect to ideas, job opportunities and people.

Visit their website for more information: <http://iabc.bc.ca>.



The Canadian Public Relations Society-Vancouver Island (CPRS-VI) represents a vibrant and growing community of public relations professionals located in Victoria and the Island. Our membership comprises active national members, retired practitioners, students, as well as associate members whose professional or volunteer employment relates to the field of public relations. Our local membership includes public relations consultants and practitioners in government, private industry, health, retail, arts, not-for-profit and tourism.

For more information, please visit: <http://www.cprs-vi.org/>



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

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



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

brandchannel. always branding. always on.

RAVE REVIEWS FROM PAST SOCIAL MEDIA TRAINING ATTENDEES:

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

J. Reeves, Communications Advisor

ALBERTA SCHOOL EMPLOYEE BENEFIT PLAN

"The training exceeded my expectations. The information that was presented has given me the building blocks to establish a social media strategy that focuses on our organizational goals and engaging our audiences..."

D. Flaherty, Communications Manager

MIDDLESEX-LONDON HEALTH UNIT

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

K. Barsoum, Promotion & Education Coordinator

REGION OF WATERLOO, ONTARIO

ALL TRAINING SESSIONS WILL BE HELD AT THE:

Sutton Place Hotel

845 Burrard Street
 Vancouver, BC V6Z 2K6
 Reservations: (866) 378-8866
 Hotel Main Phone: (604) 682-5511
 Hotel Website: <http://www.vancouver.suttonplace.com/default.htm>
 Online Reservations: http://www.suttonplace.com/fg/default.asp?hotelcode=VAN&requesttype=invBlockCode&code=VC_SOCIALMEDIA



Photo courtesy of Tourism Vancouver

Please contact the hotel directly when making your reservation. **For the training, a limited number of rooms have been reserved at the reduced government room rate of \$129/night. Please call the hotel no later than February 1, 2013 to help ensure this rate and mention code "VC Social Media."** We recommend that reservations be made early as rates are subject to availability.

The Sutton Place Hotel is Vancouver's premier business hotel, located in the heart of the city and just one block away from Robson Square Conference Centre and Vancouver's finest shopping, arts and entertainment districts. The hotel offers complimentary weekday downtown limousine service. Airport access is 12 km/8 miles (30 minutes) away at Vancouver International Airport (YVR). The nearest subway/skytrain stations are 2-4 blocks away (Burrard, Vancouver City Center Station Northbound, and Granville). For information on SkyTrain, the oldest and one of the longest automated driverless light rapid transit systems in the world, the Canada Line connects downtown Vancouver to the Vancouver International Airport (YVR): <http://triplanning.translink.ca/>.

Join us in Vancouver for A.L.I.'s training on "Social Media for Government Communications Training: How To Engage Citizens & Increase Transparency Using The Latest Web 2.0 Technologies," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Vancouver, go to <http://www.tourismvancouver.com/visitors/>.

REGISTRATION FEES:

The following are included in your training registration: attendance, a detailed training workbook and any additional meeting materials -- including access to the training wiki (which includes electronic copies of the speakers' handouts), continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	EARLYBIRD PRICING: Register & pay by January 9th	Regular Pricing: Register & pay by January 9th
Training Only (Feb. 21 & 22)	\$1,499 CAD	\$1,899 CAD
Training (Feb. 21 & 22) Plus One Workshop (Feb. 20 or 22)	\$1,899 CAD	\$2,299 CAD
Training (Feb. 21 & 22) Plus Two Workshops (Feb. 20 &/or 22)	\$2,199 CAD	\$2,599 CAD
Training (Feb. 21 & 22) Plus Three Workshops (Feb. 20 &/or 22)	\$2,399 CAD	\$2,799 CAD
Training (Feb. 21 & 22) Plus All Four Workshops – (Feb. 20 & 22) ALL ACCESS PASS!	\$2,499 CAD BEST VALUE!	\$2,899 CAD
Training Workbook Only (if not attending)	\$199* + \$30 S&H	
*IL residents will be charged 9.75% sales tax on workbook orders.		

Please add 12% HST to all prices above (A.L.I.'s GST #884005323RT0001).

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

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

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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Dallas at (773) 695-9400 ext. 220, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,499! **Register three attendees and the fourth registrant is FREE!** That's a 25% savings off each registration. Note to small departments—register together with your colleagues from another agency and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the training (**before February 6th**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the training or less (**on or after February 6th**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST SOCIAL MEDIA TRAINING ATTENDEES:

"This training was really great. I loved the mix of younger and older – both in attendees and presenters."

R. Alfadili, Communications Officer

REPRESENTATIVE FOR CHILDREN AND YOUTH, BRITISH COLUMBIA

"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

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 trainings serve a broad range of specialized industries and functions, including:

Government · Communications · Performance Measurement · Social Media

Human Resources · Health Care · Brand Management · Marketing · Biometrics · Strategic Planning · Technology

WE GUARANTEE RESULTS:

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

A Few Of Our Past Social Media Attendees Include Representatives From These Leading Organizations:

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

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

Event #0213C35 ©2012 A.L.I., Inc. All rights reserved.



SOCIAL MEDIA For Government Communications
 How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results
 FEBRUARY 20 - 22, 2013 • VANCOUVER, BC

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the Feb. '13 Social Media for Gov. Communications training in Vancouver.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Training Only
- Training Plus Workshop(s):
 - Pre-Training Workshop A: Social Media 101: How To Get Your Organization Social Media Ready And Ensure Success
 - Pre-Training Workshop B: How To Measure, Monitor And Analyze The Effectiveness Of Your Traditional And Social Media Strategies
 - Pre-Training Workshop C: Using Video To Spread Your Messages: Developing Engaging Content, Navigating YouTube And Defining Success
 - Post-Training Workshop D: How To Make Gamification Work For Your Organization: Designing Your Own Gaming Strategy For Improved Engagement With The Public
- I would like to order a training workbook only
- Please add me to your mailing list to receive future training notifications

Name: _____

Job Title: _____

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Registrant's E-mail: _____

Credit Card Holder's Phone: _____

Credit Card Holder's E-mail: _____

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

Card #: _____ Exp. Date: _____

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

Credit Card Billing Address: _____

Signature/Name on credit card: _____

Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from the quoted Canadian dollar fees due to daily variances in exchange rates. Event #0213C35 • ©2012 A.L.I. All Rights Reserved

REGISTER TODAY! • www.aliconferences.com

Phone: (773) 695-9400 • Fax: (630) 568-3956

Mail to: Advanced Learning Institute, 1301 W. 22nd Street, Suite 809 Oak Brook, IL, USA 60523