

Don't Miss The 9th Updated Program Packed With Strategies To Help
Your Government Agency Revitalize Its Internal Communications...

STRATEGIC INTERNAL COMMUNICATIONS IN GOVERNMENT

How To Use **Social Media & Traditional Communications**
To Engage Employees, Drive Performance & Add Value



January 23-26, 2012 • Ottawa

Register by November 30th to Save \$400!

WHAT YOU WILL LEARN

Strategic internal communications impacts your government organization's effectiveness dramatically. Attend this mission-critical seminar to discover actionable tools and breakthrough strategies to help you leverage the power of social media and traditional communications to forge stronger employee engagement, drive bottom-line results, and prove your worth. Create an action plan to reinvent your own internal communications, including:

- **Fostering** mission focused employee behavior and culture to support agency goals
- **Building** the business case for adding social media into your existing internal communication plans
- **Using** new communication tools in times of change to help employees understand your organization's strategic plans for the future
- **Integrating** social media tools (Facebook, Twitter, Blogs, Wiki, YouTube) with your traditional communications to reach your employees more efficiently and effectively, build trust & transparency
- **Leveraging** technologies, and your Intranet, to get your information out on time, on budget, and on message
- **Dispelling** the confusion and discovering the exciting promises as well as the challenges of using Web 2.0 tools
- **Setting** measurable communication objectives that connect traditional and new communication activities with bottom-line results
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees and create more powerful communication and results
- **Using** strategic internal communications to drive positive culture change through two-way communication
- **Measuring** the effectiveness and ROI of your internal communications and proving your value
- **Communicating** consistent messages to a large, dispersed workforce

SUPPORTING ORGANIZATIONS

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS
OTTAWA



THE CANADIAN PUBLIC RELATIONS SOCIETY
Advancing public relations and communications management in Canada

Accredited CPRS members will
receive 2 accreditation units

brandchannel

Backbone



Presented by the
Advanced Learning Institute

Your Government &
Communications Training
Partner Since 1997

SPEAKING ORGANIZATIONS:

Hear practical, real-world advice on how to transform the role of internal communications to one that adds value and drives change to achieve results, from:

**Ontario Human Rights
Commission**

Canadian Red Cross

**Audit And Data Services
Branch Canada**

U.S. Department of Commerce

City of Kitchener, Ontario

**Public Service Commission
of Canada**

**Ontario Ministry of Northern
Development, Mines & Forestry**

Royal Mail, British Postal Service

Thornley Fallis Group

**International Association of
Facilitators**

Bacal & Associates

Intersol Group Ltd.

Home

Impact Public Affairs

Prescient Digital Media

Genome Alberta

**Ontario Ministry of Municipal
Affairs and Housing**

Register by Nov. 30th to Save \$400! • Save 25% - Bring a Team and Save -- Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com

Strategic Internal Communications In Government - January 23-26, 2012

WHO WILL ATTEND:

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

Internal Communications

Employee Engagement

Corporate & Brand Identity

Corporate Communications

Interactive Media

Brand Development

Online, Publication & Web Content

Training & Development

Organizational Transformation
& Development

Human Resources

Electronic Communications

Business Development

Media Relations

Communications Management

Emerging/Digital Media

Social/New Media

Employee Communications

Change Management

Intranet Communications

Public Relations/Affairs

Global Communication

Strategic Planning

And all those tasked to use strategic internal communications to engage their employees, drive performance and add value.

WHY IS THIS EVENT ONE YOU CAN'T MISS?

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 communications 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 communication professionals engaged in the "journey." Join your colleagues now to learn how to use strategic internal communication to engage employees, drive performance and add value.

BENEFITS OF ATTENDING THIS CRITICAL SEMINAR

This seminar is a must-attend event for all those who are committed to using strategic internal communications to engage their employees, drive performance and add value. You'll benefit from:

- **20 innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional communication tools that are already proven to work
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the seminar
- **Networking** lunches that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview** of internal communications innovations from leading practitioners like the **Canadian Red Cross, Ontario Ministry of Municipal Affairs and Housing, U.S. Department of Commerce** and many more
- **Acquiring new knowledge** to help transform your communications and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading internal communications initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to revolutionize your employee communications, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this seminar
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Access to the seminar wiki** -- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

Register by Nov. 30th to Save \$400! • Save 25% - Bring a Team and Save -- Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com

Dear Government Communicator:



We live in a highly connected world. We shop online. We get our information online. We go onto the Internet for entertainment. We go there to better our education. We are connected with our colleagues. And we pretty regularly share our lives with our friends.

Ultimately, our strategic communication choices come down to knowing our audience and having a clear vision of what we want to accomplish – then making strategic decisions about which communication tools will help us achieve said objectives.

Of course, that's easy to say and often quite difficult to do. We're beset with pressures to do more with less, become experts on the latest trends, and get our information out everywhere: on time, on budget and on message. So it's a good thing communicators are generally a social bunch - we can seek out similar professionals and industry colleagues to learn from their experience - getting insight on the strategies that were really effective and/or avoiding the pitfalls that they've uncovered the hard way!

At this training, you will hear proven strategies, firsthand, from leading government organizations, on how to revitalize your internal communications, including how the:

- **City of Kitchener, Ontario** created a "Wow" place to work by increasing employee morale and leadership involvement
- **Genome Alberta** has used social media tools to gain their employees attention while remaining practical and without losing sight of their internal objectives
- **Ontario Ministry of Municipal Affairs and Housing** used their intranet as a change vehicle to improve productivity, modernize organization success, inform employees, and more

Why You Should Attend This Seminar:

I've found the Advanced Learning Institute's (A.L.I.) seminars to be a unique blend of leading-edge thinkers with practical examples of communication techniques applied in a government context. This seminar will be no different. The producers have tapped their networks to identify the newly-emerging and best case studies of internal communications in government. The training also will feature some outstanding thought leaders who will help us to look into the future, anticipating tomorrow's challenges and the strategies we can apply to them today.

It's a real pleasure to be chairing the "Strategic Internal Communications in Government" seminar in Ottawa, January 23 - 26, 2012. I hope you'll join me at this outstanding opportunity to meet, mix with and learn from some of the leading practitioners of internal communications in government.

I encourage you to attend this seminar to gain practical advice and lessons which you can apply to your own internal communication strategies and plans.

Sincerely,

Darren Cunningham, Vice President

THORNLEY FALLIS GROUP

Seminar Chairperson

Register today at www.aliconferences.com or by calling the training hotline at 773-695-9400 to attend A.L.I.'s "STRATEGIC INTERNAL COMMUNICATIONS FOR GOVERNMENT: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," this January 23 - 26, 2012 in Ottawa, to hear from government communicators who are currently utilizing the latest tools and techniques with results & benefits.

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

Add to the dialogue! Using **#ICGov**, tweet your questions and comments to Erin, the seminar producer, prior to the seminar **@Erin_ALI**

Strategic Internal Communications In Government - January 23-26, 2012

Interactive Pre-Seminar Workshops ~ January 23, 2012

Monday, January 23, 2012

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

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

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

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

Transforming Your Intranet Using The Latest Social Media Tools To Improve Employee Engagement, Increase Productivity And Enhance Collaboration

Overhauling your organization's intranet can be a daunting task. With so much to do in so little time, organizations need to follow a proven and refined methodology to ensure the project is successfully completed on time and under budget. The proper way to approach an intranet overhaul is well-documented and consists of several phases that are important to the project as a whole. Following this methodology is important because it puts your organization on the fast track to reaping the rewards of a renewed intranet: improved employee engagement, better collaboration, increased productivity between employees, and much more.

This information-packed session will teach you the necessary strategies for successfully overhauling your organization's intranet, including:

- Where to start when developing an intranet overhaul strategy
- Understanding the value of assessment and planning before incorporating a new technology into your intranet
- Practical advice for determining specific areas in which a renewed intranet can add value to your organization's overall performance
- Comparing your own experiences with real world examples and case studies of intranet success

WORKSHOP LEADER: Carmine Porco, General Manager & Vice President of Prescient Digital Media, has over 18 years of experience in the areas of Internet consulting, IT management, and software development. Clients include Agriculture Canada, Canadian Transportation Agency, Citizenship and Immigration Canada, Ontario Ministry of Economic Development and Trade, Ontario Ministry of Finance, and Regional Municipality of Halton to name a few.

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

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

How To Use Effective Leadership And Manager Communication To Build Employee Trust, Engagement & High-Performing Teams

It is widely recognized that managers and leaders must develop critical leadership communication skills to handle the most challenging communication situations for better individual and team performance. Good communication skills enable, foster, and create the understanding and trust necessary to encourage others to follow a leader. Without effective communication, a manager accomplishes little; without effective communication, a manager is not an effective leader. High-quality communication then, is the linchpin to productive work relationships in high-performing teams, organizations and businesses.

This interactive workshop will provide you with an awareness of the key role communication plays in leadership within the context of a leadership communication framework and communication building blocks that lead to innovation and synergy, including:

- The imperatives for effective leader and manager communication
- Best practices of effective communication strategies from leading organizations
- Specific communication skills and techniques ensure messages are reaching their audiences to:
 - Manage performance expectations
 - Overcome conflict
 - Effectively give and receive feedback
 - Facilitate performance improvement discussions
 - Empower others for success.

Learn how you can equip and support your leaders and managers to better communicate with their teams ensuring more powerful communications and results.

WORKSHOP LEADER: Madalena Coutinho is a bilingual organizational consultant, Certified Professional Facilitator from the International Association of Facilitators, learning and development specialist and professional key note speaker. Madalena has provided learning & development workshops to leaders at CIDA, Transport Canada, Agriculture Canada, Nav Canada, Carleton University, Sprott School of Business, Canadian Nuclear Safety, Health Canada, Ocean & Fisheries and a variety of other clients in the government sector, NGO's , private and not for profit sectors.

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Interactive Post-Seminar Workshops ~ January 26, 2012

Thursday, January 26, 2012

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

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

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

How To Use Social Media, Web Apps, And Web-Based Tools To Enhance And Improve Your Internal Communication Efforts

More and more, organizations are turning to social media tools as a way of building and maintaining positive relationships with employees and stakeholders. This practical and interactive workshop will look at the power of social media and web-based tools to maximize organizational success. Recent case studies of successful community engagement solutions in the private and public sector will demonstrate how an organization can achieve success in a cost effective way.

This hands-on session will provide you with the techniques you need to implement social media into your internal communication efforts successfully, including:

- Taking the front line: adopting the latest social media strategies and tools
- Integrating cutting-edge mobile apps that pull communities together
- Incorporating the use of interactive web tools to engage your internal stakeholders
- Successful initiatives that earn team support
- Measuring the effectiveness of message delivery and impact

WORKSHOP LEADER: Huw Williams is the President of Impact Public Affairs and is a nationally recognized expert on strategic communications. He is a trusted advisor to scores of leading national and provincial organizations, helping them achieve their public affairs objectives.

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

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

How To Measure The Effectiveness Of Your Internal Communication Strategies: A Step-By-Step Process

It's tough enough to implement an internal communication strategy in government, particularly in situations where there are many stakeholders, conflicting agendas, and departments and branches spread over a wide geographic area.

To measure the effectiveness of these strategies is a challenge and choosing metrics (indicators and outcomes) to use for this purpose is, on one level quite complex, and on another level, an step-by-step exercise in applied logic and research.

In this interactive session, you'll learn about choosing metrics that can be applied to any programmatic or strategic evaluation, the strengths and weaknesses of various types of metrics, and the logic behind making effective choices. This session will you with the structure to decide, what metrics to use, or not use for evaluation purposes, including:

- Different levels of metrics and why the easiest things to measure are almost always not worth measuring
- The importance of metrics that yield "actionable" information
- A logical process for determining the pool of possible metrics, and evaluating their use to fit your context
- Potential pitfalls to try to avoid (and there are many)
- Whether it's even "smart" to evaluate internal communication strategies at all
- Cause and effect issues and the theory of "multicausation"
- Driving metric choices by looking at intended results
- The issue of multiple stakeholders and agendas

We will also take time during this session to analyze and suggest metrics based on a real case study drawn from government.

Whether you are concerned specifically about metrics to evaluate internal communication efforts, or want to learn some "uncommon wisdom" about metrics to evaluate almost anything, you won't want to miss this session – you are guaranteed to learn something about metrics and the evaluation process.

WORKSHOP LEADER: Robert Bacal is a former social science researcher, professor of education, and organizational and staff development consultant with the Manitoba Civil Service Commission. Currently, he is head of Bacal & Associates, a consulting, training and publishing company serving government clients. His specializations include communication, strategy, dealing with difficult members of the public, and performance management. His books have sold close to 400,000 copies worldwide.

General Sessions - Day One - January 24, 2012

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome, Opening Remarks And Presentation: Social Media Best Practices: Tips And Lessons Learned From The Government Of Canada

As Government of Canada (GoC) departments and agencies turn their attention to the use of social media for internal communications purposes, they will come into contact with an already existing vibrant and evolving community of GoC social media users. In typical social media fashion, people have taken up the charge leaving their institutions behind.

This session will explore how GoC public servants as a whole are currently using social media in support of their work. Based on these examples, you will learn which patterns and best practices you can apply to the official adoption of social media in your organization's settings, including:

- Whether GoC techniques to engage Canadians through social media are producing results or not
- How can you catch up to an already existing vibrant and evolving community of GoC social media users
- The ways that GoC public servants are currently using social media in support of their work, and how you can as well
- How does GoC engage its own public servants to share best practices that can apply to the official adoption of social media in a government setting

Pierre Killeen, Vice-President, Public Engagement

Darren Cunningham, Vice President

THORNLEY FALLIS GROUP

9:30 a.m.  **CASE STUDY**

How To Turn Your Organization Into A "Wow" Place To Work: Increasing Employee Morale And Leadership Involvement Through An Employee Culture Survey

Back in the day, 1997ish, the City of Kitchener, Ontario's employee morale was at a low point. – an all time low point! In response, the City decided to do a survey to find out what was going on hoping to get some ideas on how to change things. So, a survey was developed, completed, analyzed, and then put up upon a shelf.

A decade later, the City still employed many of the same staff, but had a decidedly more positive culture. Nonetheless, they knew they had some problem areas that needed to be addressed. More importantly, they wanted to nurture a budding culture shift away from the traditional bureaucracy, toward a culture of leadership - where leadership is a verb, not a corner office. The answer was to exercise an "Employee Culture Survey" as the tool for reaching their goals.

Between January 30 and February 14, 2007, 1,328 City of Kitchener employees completed the Employee Culture Survey, delivered by Metrics@Work, a survey company based out of St. Catharines, Ontario. With over 80% of their staff taking the time to share their feedback through this important survey, the City achieved the highest response rate of any municipality! When they repeated the survey in 2009, their response rates fell only slightly and the head of the survey company told the City "You are a "wow" organization. Change your name to the City of Wow!"

Learn how your organization can support positive culture change through two-way communication, regular and meaningful participation, measured action, and regular feedback. Hear how internal communications plays a major role in engaging employees, including how to:

- Engage your employees in discussion and problem solving – they want to participate and have much to contribute
- Capture the attention of your people through campaigns that will ensure promises will be delivered – and get their help in delivery!
- Create excitement around your survey, making your employees your "champions for a great place to work"

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General Sessions - Day One - January 24, 2012

- Engage senior managers – have them commit through word and action to make those changes, as long as staff can help
- Track the progress of the results

Shelley Adams, Director of Strategic Planning and Innovation
CITY OF KITCHENER, ONTARIO

10:20 a.m.



Break-Out Blitz! Network And Discuss Internal Communication Challenges With Your Fellow Seminar Attendees

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

10:50 a.m.



Morning Refreshment & Networking Break

11:20 a.m.



CASE STUDY

How To Deploy A Social Intranet In The Public Service – The Dirty Secrets Of Getting It Done And Overcoming Common Internal Barriers

Everybody wants social technology in their institution, but very few people know what that means and how to do it right. Using OPSpedia, a social intranet for the Ontario Public Service, the organization was able to see what works and what doesn't when it comes to giving staff access to social technologies. OPSpedia has weathered many storms of institutional resistance, and at one time or another has been threatened to be shut down by all levels of authority within the OPS, but it's still up and running and continues to provoke interesting discussion and attract official use.

In this session, you will gain the knowledge you need to successfully implement social technology into your organization, including:

- The necessary pre-conditions to start a social intranet
- How to overcome the major hurdles you will face before launch, during your 1st year, and ongoing
- Preparing for the practical challenges of deploying Open Source Software within a traditional IT organization
- Techniques for getting approvals nobody wants to give



Darren Chartier, Web Project Lead
ONTARIO HUMAN RIGHTS COMMISSION

12:10 p.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a specific topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communication concerns.

1:40 p.m.



CASE STUDY

How The Use Of Social Media And Other New Technologies Can Enhance Your Internal Communications

Since 2006, the Public Service Commission (PSC) has been experimenting with a variety of new internal

General Session - DAY 1: Tuesday, January 24

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General Session - DAY 1: Tuesday, January 24

communication tools and approaches based on open-source software, social media sites and web-centric best practices. From blogs to virtual environments, Twitter to wikis, innovation working groups to consultation events, the PSC can now look at five years worth of practical lessons.

In this informative session, you'll learn how your organization can evolved to take advantage of new technological opportunities to enhance your internal communications, including:

- How to get dozens of comments on a single blog post
- The unexpected benefits of playing around with new technology
- Why the process is just as important as the results
- How to stop worrying and start innovating

Karyna Zielinski, Manager, Web and New Media, Communications and Parliamentary Affairs
Christian Sauvé, Advisor, Web Services, Information Technology Services

PUBLIC SERVICE COMMISSION OF CANADA

2:30 p.m.  **Non-Profit
CASE STUDY**

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

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

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

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

Karen Snider, Senior Media Manager

CANADIAN RED CROSS

3:20 p.m.  **Afternoon Refreshment & Networking Break**

3:40 p.m.  **International
CASE STUDY**

Integrating New Internal Communication Strategies & Tools That Get Your Employees Aligned With Your Organization's Goals And Drive Change

For the past 20 years, Home (an agency focused entirely on internal communications and employee engagement), has worked with Royal Mail (the government owned British Postal Service). Royal Mail is a business amidst huge change -- declining mail volumes due to severe commercial competition and online transactions, a disengaged workforce, outdated equipment, a militant trade union and a massive pension deficit being just some of the challenges.

This session will provide you with insight on the innovative ways used to tackle these problems and communicate with employees, including how to:

- Use new methods to tell the same old news

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General Session - DAY 1: Tuesday, January 24

- Stimulate a generally disengaged workforce
- Cope with organizational doom and gloom
- Integrate internal communications that make money
- Implement new communication tools in times of change to help employees understand your organization's strategic plans for the future

Christian Petersen, Senior Communications Manager
ROYAL MAIL, BRITISH POSTAL SERVICE



Carol Whitworth, Innovation and Inspiration Director
HOME

4:30 p.m.

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

Need to dive deeper into specific topics? Want more details? Here's your chance! Available speakers from today's sessions will answer your questions to help you innovate your own strategic internal communications plan. Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

5:00 p.m.

End Of Day One

5:00 p.m.



Networking Reception: Please Join Us!

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

6:30 p.m.



Dine Around

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

RAVE REVIEWS FROM PAST GOVERNMENT COMMUNICATIONS SEMINAR ATTENDEES:

"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

"Overall, there were very interesting presentations!"

S. Lecour, Policy & Program Advisor

HEALTH CANADA

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

J. Blodgett, Jr. Communications Advisor

DEPARTMENT OF JUSTICE CANADA

General Sessions - Day Two - January 25, 2012

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two

Darren Cunningham, Vice President
THORNLEY FALLIS GROUP

8:45 a.m.



How To Use Social Media Tools To Gain The Attention Your Organization Deserves From Your Employees Without Losing Sight Of Your Traditional Internal Objectives

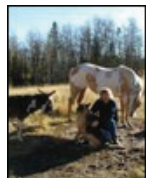
You've spent endless time creating mission statements, you've fine tuned your objectives, and set standards for performance, but no one seems to be paying attention. They're watching YouTube videos from somewhere else, and reading other people's Tweets.

Social media is one area you can explore to engage staff, stakeholders, and even politicians who are already online and having fun doing it. You can use the tools while remaining practical and without losing sight of your internal objectives.

In this session, you'll hear some ideas and tips to bring as much creativity and energy to your internal communications as your employees are finding online, or your organization is putting into its public outreach, including:

- Selecting the right social media course for your organization and for the message at hand
- How to make efficient use of your content

Take a step back to the basics of communication and use this session to help spark some imagination at the same time.



Mike Spear, Director of Corporate Communications
GENOME ALBERTA

9:35 a.m.



Morning Refreshment & Networking Break

10:00 a.m.



How To Integrate The Latest Communications Channels -- Facebook, YouTube And More -- Into Your Traditional Internal Communications Strategy -- Developing Policies, Measuring Success & Engaging Employees

Social media tools are being used to reach various audiences to address strategic business needs including: function and brand marketing; promotion of employment opportunities to specific target groups; effective and efficient collaboration across a geographically dispersed audience; and knowledge retention and access.

For the Ontario Ministry of Northern Development, Mines and Forestry, the benefits of using these new tools have included: the ability to communicate with, and target information delivery to, a specific audience; representation of a modern, organizational culture; engaged internal staff; horizontal information gathering, consolidation, sharing, analysis, and retention of dispersed corporate knowledge; multi-stakeholder client collaboration and access to large knowledge brain-trust and document control.

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General Sessions - Day Two - January 25, 2012

General Session - DAY 2: Wednesday, January 25

This session will outline their social media journey of this large, dispersed government organization and their lessons learned, providing you with information to help you yield positive performance and value results for your own efforts, including:

- Involving key internal participants -- how to get them on board
- Explaining and demonstrating the strategic business value
- Fostering business enablers, such as an appropriate policy framework (security, access), the right technology, and ensuring Executive and corporate support
- Recognizing that social media is one of many communication tools and the tool must be appropriate for the target audience
- Understanding participation objectives (optional vs. mandatory) and the culture of adoption

Dr. Andy Fyon, Director, Ontario Geological Survey, Mines and Minerals Division

ONTARIO MINISTRY OF NORTHERN DEVELOPMENT, MINES AND FORESTRY

10:50 p.m.  **U.S. Government CASE STUDY**

Communicating With Your Employees In A Strategic And Systematic Way To Improve Your Overall Results

In an effort to optimize the Office of Human Resource Management's (OHRM) communications, the organization has integrated a full-scale internal communications system which will better the citizen experience when contacting OHRM.

Providing lessons learned and best practices used by OHRM's experience, this session will provide you with innovative ideas and techniques to teach your employees and leaders to communicate in a more effective and efficient way, including:

- Teaching your employees and leadership to use email to communicate strategically and systemically
- Teaching leadership especially, as well as employees to use email to communicate strategically and systemically
- Storing information logically in information libraries such as for competency models, position descriptions, etc. and using links to distribute it, instead of sending huge emails which unnecessarily consume email space or force each individual employee to either ignore or store it until they get around to it
- Reasonable accommodation coordinators in policy review to avoid creating artificial barriers to employment or performance and unnecessary requests for information

Carol Davison, Human Resource Specialist

U.S. DEPARTMENT OF COMMERCE

11:40 a.m. 

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a specific topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communication concerns.

1:10 p.m.



INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

1:45 p.m.



Afternoon Refreshment & Networking Break

2:00 p.m.



CASE STUDY

How To Use Your Intranet As A Change Vehicle To Improve Productivity, Modernize Organization Services, Build Team Confidence, Inform Employees And Measure Success

In 2010, the Landlord and Tenant Board launched an ambitious 3-year plan for organizational change to improve productivity and modernize services for clients. To support the change agenda, the Board developed an internal communications strategy with a focus on the intranet as the key change vehicle.

In this presentation, you will learn how to successfully implemented the use of an intranet to achieve the strategic changes you wish to see within your organization, including how to:

- Launched the your organization's first intranet blog to communicate timely and important information to employees on organizational change
- Used the intranet to build confidence and structure amongst a dispersed workforce
- Leveraged the intranet to enable staff feedback on changes to their day-to-day jobs resulting from the organizational change
- Used Internet/intranet survey tools to measure success and "lessons learned"
- Launched an ambitious suite of online training videos and career development tools on your Intranet platform
- Implemented an internal visual identity program to build a "brand" for change management initiatives



Ed Yudin, Team Leader and Communications Coordinator, Landlord and Tenant Board
Coordinator, Special Projects, Communications Branch

ONTARIO MINISTRY OF MUNICIPAL AFFAIRS AND HOUSING

2:50 p.m.

How To Use Communication To Empower Culture Change And Effective Engagement Within Your Organization

In the words of the famous Irish playwright and essayist George Bernard Shaw: *"The problem with communication is the illusion that it has occurred."*

Communication occurs when someone understands you.... Words are merely the visible and audible tip of the iceberg. The unseen is the thinking that lies behind the surface of the "screen," but what impact does this have on the fast evolving world of communication?

In this session, you will be invited to explore the tools and techniques of enhancing your communication style to go beyond the surface, including:

- The economic drivers of effective communication -- what works and why
- The pearls and perils of communication -- what to do and what to avoid doing
- The core principles that distinguish successful communication approaches
- Creative strategies to empower culture change and effective engagement through communication practices

Lauren Jeffs, Manager, Capacity Building,
Planning and Professional Practices Directorate

AUDIT AND DATA SERVICES BRANCH CANADA



Madalena Coutinho, Consultant, Facilitator, Trainer and Speaker
INTERSOL GROUP LTD.

3:40 p.m.

More “How To's” To Help You Get The Work Done: An Interactive Panel Discussion With Today’s Speakers

In the words of th

4:10 p.m.

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

Need to dive deeper into specific topics? Want more details? Here’s your chance!

Available speakers from today’s sessions will answer your questions to help you innovate your own strategic internal communications plan. Digest what you’ve learned and apply it to your own initiatives to get feedback and ideas for improvement.

4:30 p.m.

Close Of General Sessions

Maximize Your Time Out Of The Office:

**Post-seminar workshops begin at 8:30 a.m. on Thursday, Jan. 26,
see page 5 for details**

ABOUT OUR SEMINAR 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://ottawa.iabc.com/>.



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

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



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



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

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

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



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

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

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



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RAVE REVIEWS FROM PAST GOVERNMENT COMMUNICATIONS SEMINAR ATTENDEES:

"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

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

L. Valcour, Inspector

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Please contact the hotel directly when making your reservation. **For the seminar, a limited number of rooms have been reserved at the reduced rate of \$175/night. Please call the hotel no later than December 22, 2011** to help ensure this rate and mention "Strategic Internal Communications in Government." We recommend that



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reservations be made early as rates are subject to availability.

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Join us in Ottawa for A.L.I.'s 9th Forum on "Strategic Internal Communications For Government: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," and enjoy this wonderful city's

restaurants, shopping, attractions and nightlife.

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



REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register by Nov. 30th	Regular Pricing: Register after Nov. 30th
Seminar Only (Jan. 24 & 25)	\$1,499 CAD	\$1,899 CAD
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*IL residents will be charged 9.25% sales tax on workbook orders.

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

Credit card transactions will be processed in U.S. dollars determined by rates at www.bankofcanada.ca/. The final charges will vary slightly from those above due to variances in exchange rates.

Payment is due no later than two weeks prior to the seminar. If payment has not been received two weeks before the seminar, a credit-card, training form, or purchase order hold will be taken to ensure your space.

CANCELLATION POLICY: You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before January 9) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the seminar or less (on or after January 9) 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.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

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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.

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RAVE REVIEWS FROM PAST GOVERNMENT COMMUNICATIONS SEMINAR ATTENDEES:

*"It was great to hear what others are doing and to finally realize what we need to do to get started.
It seems so simple now; that I wonder what was really holding us back.*

This conference helped us solidify our plan."

D. King, Application Support & Web Manager

ATLANTIC HEALTH

*"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

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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.

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- Canadian Heritage
- Canadian Intellectual Property
- Canadian Real Estate Association
- Canadian Trucking and Human Resources Council
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