

Back By Popular Demand...The 7th Forum From The Advanced Learning Institute's Acclaimed Communications & Marketing Executive Training Series...



"Through its use of blogs, wikis, and an emphasis on real-time collaboration, the Web 2.0 concept is changing the way staff members within companies work together."

Canadian Business Online

***** Register by March 13th To Save \$400! *****
To Register, Call (773) 695-9400

REGISTER TODAY!

www.aliconferences.com

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

KEY TAKE AWAYS:

Attend this conference to learn how to use social media, and leverage the latest interactive tools and techniques to advance your organizational goals, by:

1. **Engaging** your organization to use social media tools to maximize effectiveness and increase productivity
2. **Developing** a social media strategy to drive performance-based communications
3. **Understanding** how these new social media technologies work including legal considerations, IT support, policy and guidelines
4. **Establishing** a stronger sense of community and brand
5. **Setting up** and managing an effective blog
6. **Integrating** new social media tools with traditional media to multiply results
7. **Building** senior management support for your social media programs
8. **Measuring** and monitoring the value of your organization's use of social media: determining key metrics and gathering employee and/or customer feedback
9. **Leveraging** your organization's Web 2.0 strategy to build a brand culture internally and externally
10. **Developing** your online communications to meet the needs of a diverse employee population
11. **Transforming** your organization's blog from purely an information source to a comprehensive strategic tool

SPEAKING ORGANIZATIONS:

Hear practical solutions you can apply immediately to help integrate social media technology into your communication, marketing and public relations programs to build customer and employee relationships and drive bottom-line results from:

The Much MTV Group

Microsoft Canada

IBM Global Business Services

Thornley Fallis Communications and 76design

Mobile Jam Fest

Radian6

Hill and Knowlton Canada

Uponor Ltd.

The Hospital for Sick Children (SickKids)

War Child Canada

Give the Gift of Giving

PerkettPR, Inc.

CNW Group

Transmission Content + Creative

12. **Building** the business case and demonstrating the ROI of your social media program
13. **Creating** an opportunity for employees to communicate with customers directly and informally
14. **Marketing** your blog both internally and externally to encourage its use
15. **Determining** which social media strategy(s) will work best for your organization

Bottree Digital Services

Entrinsic

Socialtext

Viigo

Workplace Safety and Insurance Board of Ontario

Noesium Consulting, Inc.



Supporting Organizations:



WHY IS THIS A CAN'T MISS EVENT?

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

EXPAND YOUR LEARNING...

Sign up for your choice of these interactive workshops to focus on your individual needs:

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

Monday, April 27, 2009, 9:00am – 12:00pm:

Social Media 101:

What's So Social About Media? What Social Media Is, What It's Not, And Why It Matters

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

Monday, April 27, 2009, 1:30pm – 4:30pm:

Practical Social Media: A Step-By-Step Guide On How To Use, Connect, And Monitor Tools Effectively

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

Thursday, April 30, 2009, 8:30am – 11:30am:

How To Use Social Media Releases As A Part Of Your Communications Campaigns

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

Thursday, April 30, 2009, 1:00pm – 4:00pm:

Using Free Tools To Monitor The Web: How To Collect Information That Aligns With Your Business Goals

WHO WILL ATTEND:

This conference has been researched with and designed for Directors, Managers, Senior Vice Presidents, Vice Presidents, Specialists, Officers, Leaders and Consultants of:

- Corporate Communications
- Communications Research
- Corporate & Brand Identity
- Public Relations
- Electronic Communications
- Marketing
- Employee Engagement
- Human Resources
- Information Services
- Brand Development
- Business Development
- Change Management
- Internal Communications
- Intranet Communications
- Digital Marketing
- Online Publication & Web Content
- Public Affairs
- Organizational Development
- Quality Improvement
- Strategic Planning
- Community Relations
- Training & Development
- Organizational Communications

And all those interested in incorporating social media into their strategy toolkits.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are committed to using social media to engage their employees, reach their customers and build their brand to achieve real business results. You will benefit from:

- **25 innovative speakers** at your disposal to share their strategies and experiences in using the latest Web 2.0 technologies
- **Over 26 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the valuable methods shared during the conference
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with tools and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards
- **A comprehensive overview** of social media innovations from leading practitioners like **Much MTV Group, Thornley Fallis Communications and 76design, IBM Global Business Services, Hill and Knowlton Canada,** and many more
- **Acquiring new knowledge** to help transform your employees and impact your organization's bottom line

- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to foster your organization's values and mission in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development

A LETTER FROM THE CONFERENCE CHAIRPERSONS...



Dear Communications, Marketing, PR or HR Executive:

Just think about how easy it is to make a phone call, write an email, or visit a company's website. Most of us take all of this for granted. We can reach out and contact our favorite brands and hopefully engage in a private conversation about our needs, our product concerns, our ideas. But when the Web migrated from a 1.0 world to 2.0, social media began to allow a large and growing percentage of the population to create content online. It's just as easy now for consumers to bang off a blog post, upload a mobile video to YouTube or tweet a frustration as it is for a company to maintain its website.

Don't be fooled by the name. Social media can't be purchased like an ad. It's a channel for conversation amongst people with common interests, networked together in such a way that allows for messages to spread faster via word-of-mouth than ever before. Conversations are exceedingly fast and recorded forever and searchable via search engines for all to see as well.

Customers are talking about your brand and your competitors brands with both good and bad things to say. They are doing it now. In fact, the recent 2008 Cone Business in Social Media Study found that 93% of social media users expect companies to have a presence in social media with 85% expecting them to be interacting as well. Is your brand meeting this expectation today? Is it listening, engaging, joining the conversation?

How Will This Conference Help You and Your Organization?

And so to the purpose of this conference - - to connect you with others who have stories to tell, best practices to share, and tips to help you start answering the "social phone." And we use the word "connect" purposely. Because like social media, this conference will not only inform but provide a catalyst for new relationships that expand beyond the last day of this event.

At this conference, you will hear success stories and lessons learned from a variety of organizations, on how you can begin and expand upon using the latest social media tools for your strategies. A few lessons that will be shared will include how:

- **The Corporation of Massey Hall and Roy Thomson Hall** is fusing social media with a traditional communications plan, drawing larger audiences and increased sales
- **Microsoft Canada** uses a corporate blog as a networking tool and as an extension of their activities to maintain an on-going relationship with clients
- **Hospital for Sick Children (SickKids)** is successfully using wikis and social networking software to help clinicians learn, share, and work more effectively together across the country

Register today [online](#) or call our conference hotline at 773-695-9400 to attend A.L.I.'s **"SOCIAL MEDIA SUMMIT Canada: How To Use The Latest Web 2.0 Technologies To Engage Your Employees, Reach Your Customers & Build Your Brand,"** this April in Toronto, to learn from and network with other communicators and marketers who are currently utilizing social media tools.

Social media is not a campaign, it is a journey. We hope you can join us.



Dave Fleet, Senior Consultant
**THORNLEY FALLIS COMMUNICATIONS
and 76DESIGN**
Conference Co-Chair



David Alston, VP Marketing & Community
RADIAN6
Conference Co-Chair

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

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

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

K. Manuel, PR Manager, Graphics
COREL CORPORATION

"(The conference was) terrific, informative, interactive, relaxed, and had great conversations. I would recommend."

S. Mackie, Internal Communications Specialist
SCOUTS CANADA

"It was a great mix of content – great to hear personal accounts of different uses of new media. The line-up of name brand companies was what brought me here and they delivered."

B. Dziedzic, Public Relations Specialist
XEROX

"Great examples. Good discussion."

S. Patton, Senior Media Relations Consultant
KAISER PERMANENTE

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

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

"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."

S. Russ, Director of Internal Communications
THE READER'S DIGEST ASSOCIATION, INC.

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

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

"I learned a great deal and met some very interesting people."

M. Bhattacharyya, Communications Manager
SONNENSCHN NATH & ROSENTHAL LLP

"I really enjoyed the conference. I got a lot of actionable information."

M. Szlemp, Director, Global Marketing Services & Brand
INTERMEC

"Overall, the conference was very informative and enjoyable."

K. Smith, Director, Brand Marketing
ALLIANCE DATA

"All my skepticism towards blogs is now gone. I got a lot of great ideas from the workshops and discussions."

J. Goldstein, Senior Manager of Web Strategy
INFORMATICA CORPORATION

"Overall, I really enjoyed it and I will take a lot of it back to my company."

E. Bowie, Public Relations Coordinator
SKATE CANADA

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

L. Willson, Principal
HEADLINE COMMUNICATIONS, INC.

"The conference content was great - please do more events like this one."

C. Baldassano, Senior Vice President

TAKE ON THE DAY LLC

"The content was great; great overall information. The conference was well-rounded."

J. Choyce, Technology Manager

HEWLETT PACKARD

PRE-CONFERENCE WORKSHOPS: Monday, April 27, 2009

Take social media from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while taking a hands-on, common sense approach to mastering social media that will enhance your understanding of the informative, case study presentations throughout the entire conference.

Choose A or B or BOTH for maximum value and learning

9:00 a.m. to 12:00 p.m.

MORNING PRE-CONFERENCE WORKSHOP A

Registration and continental breakfast will begin at 8:30 a.m. for the morning workshop attendees.

Social Media 101:

What's So Social About Media? What Social Media Is, What It's Not, And Why It Matters

Social Media is more popular than ever, and your company is faced with the challenge of making its presence known and communicating its message using new outlets and non-traditional avenues. It's challenging, because these 'non-traditional' avenues are becoming more traditional and you are realizing how important it is to dive into these waters.

Before jumping in with both feet into the great expanse of social media, this workshop will help you charter the waters of social media and will illustrate why this is the next great step for your organization.

In this interactive workshop, you will be introduced to:

- The 'social media framework' – What it is and how it is created?
- Jargon/Lexicon – What are these words and what do they mean?
- What makes this media 'social?'
- Why is this important?
- What's the next step?

Attend this session to learn why using social media is important and how it can take your organization to a whole new level.

WORKSHOP LEADER: Bill Wittur is the owner and operator of Bottree Digital Services, a full-service digital agency. Bill Wittur has been working as a Digital Strategist in Canada for more than 12 years. He has experience with digital media buying and planning, social strategies, ecommerce activities and developing content for his own and other blogs. He has provided predictions and analysis for a number of Canadian publications and was nominated Media Buyer of the Year (2007) by Toronto's Ad Club.

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

Afternoon break/lunch on your own

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

AFTERNOON PRE-CONFERENCE WORKSHOP B

Practical Social Media: A Step-By-Step Guide On How To Use, Connect, And Monitor Tools Effectively

Your organization has charged you with assessing and introducing social media, and as a result, you have to answer some important questions:

- How do you get started and then effectively use the most important social media tools?
- What are the best (and worst) practices?
- What tips and tricks do the pros use?

Join Joseph Thornley and Dave Fleet from Thornley Fallis Communications and 76design as they lead an interactive, hands-on tour through the most important social media tools and show you how to implement them in your organization.

You will learn:

- **How to use the most popular tools**
 - Blogging
 - Setting up your blog
 - Planning your editorial calendar
 - Blogging policies you should consider
 - Installing software to track your visitor traffic
 - Twitter (microblogging)
 - Setting-up an account
 - Twitter conventions and best practices
 - Getting the most out of your Twitter account
 - Multimedia
 - Using YouTube and Flickr
 - Social bookmarking (delicious)
 - Setting up an account
 - Folksonomy
- **How to connect with your community**
 - The culture of generosity and what you have to offer
 - Promoting your social media presence
 - Social media relations
 - Best practices in writing your blog
 - Understanding ethical quandaries
- **How to monitor and measure online discussions**
 - Monitoring in 15 minutes/day with free tools
 - Determining what is important to you and measuring it

This is a hands-on workshop in which you will have the opportunity to work with the tools that are being covered. To get the most out of this session, you should bring notebook computers capable of connecting to the Internet via WiFi. If you cannot bring a notebook computer, you may still attend.

WORKSHOP LEADERS: Dave Fleet, Senior Consultant, brings his passion for strategic communications, results-based focus and creative thinking, along with six years of communications experience, to all aspects of his work at **Thornley Fallis Communications**. A skilled communicator with both public and private sector experience, Mr. Fleet joined Thornley Fallis from the Ontario government where he held a variety of progressive communications positions in both the Cabinet Office and in line ministries.

Michael O'Connor Clarke, Vice President, Thornley Fallis Communications has more than twenty years' experience in corporate communications and marketing in Europe and North America. Recognized as a pioneer in social media, Michael has been an active blogger <<http://michaelocc.com/>> since early 2001 and is acknowledged as a leading consultant on the integration of social media approaches within mainstream public relations programs. At Thornley Fallis, Michael's role is to help TFC clients make the appropriate connections with all of their audiences through both traditional and social media communications campaigns.

Testimonials From Past Thornley Fallis Communications Sessions:

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

"Very helpful."

"This was very well presented and interesting."

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To Register, Call (773) 695-9400

AGENDA - DAY 1: Tuesday, April 28, 2009

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairpersons' Welcome & Opening Remarks

Dave Fleet, Senior Consultant
THORNLEY FALLIS COMMUNICATIONS and 76DESIGN
Conference Co-Chair

David Alston, VP Marketing & Community
RADIAN6
Conference Co-Chair

8:45 a.m.



Setting Up And Managing Social Media In Your Organization

You're enthused about social media. You see its potential to change the way you and your company relate to your customers, your industry and those who share your interests. And you want to seize these opportunities.

So, what do you do?

Joseph Thornley asked himself this question in 2005 as he decided to launch Thornley Fallis and 76design into the world of social media. He will talk about the approach he and his company adopted. What worked? What didn't? What mistakes did they make? What lessons did they learn?

In this session, you'll gain insight into the do's and don'ts of bringing social media to your organization. Profit from Thornley Fallis and 76design's experience to gain insight into the pitfalls that you can avoid and the best practices you can adopt.

Dave Fleet, Senior Consultant
THORNLEY FALLIS COMMUNICATIONS and 76DESIGN

9:30 a.m.



Speed Networking

You'll have a chance to meet and greet your fellow conference attendees in this fun and fast-paced forum!

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Using Social Media To Connect With Your Audience

Microsoft Canada has been at the forefront of pioneers in implementing social media as a cutting-edge tool to connect with its community. Find out how Microsoft's evangelists use social media to keep the conversation going, what their corporate blogging best practices are and how to manage the challenges that might arise.

During this session, you will learn how to apply Microsoft Canada's lessons learned to your own social media plans, including how to:

- Leverage social media to engage your consumers and generate momentum around your ideas
- Use your corporate blog as a networking tool and extension of your activities to maintain an on-going relationship with your clients
- Extend the reach of your blog with other social media tools
- Focus on the approach and style of your activity versus content
- Decide to Twitter or not to Twitter

Barnaby Jeans, Audience Marketing Manager

MICROSOFT CANADA

11:15 a.m.



CASE STUDY

Mastering Social Media: How To Identify, Use And Maximize The Best Tools For Your Business

You've heard the term "social media" and you've read numerous articles about how businesses are using it. But is it right for your business? Where do you start and how do you measure its value? Should you use it for PR, customer service, business development or something else?

During this session, you'll learn just how powerful social media can be and how it can be effective across different aspects of business. Receive step-by-step advice on how to become involved, or convince your organization to get involved, in social media initiatives today. Hear real-life examples from both traditional and emerging businesses that have used social media to enhance customer communications, bolster business development and extend marketing initiatives. In addition, you will learn that, like any traditional communications effort, social media campaigns can be difficult to measure, but not impossible.

You will hear why – and how -PerkettPR embraced social networks such as Facebook, Twitter, LinkedIn, video channels and more, and how doing so expanded their business. You will walk away with the tips, tools, and techniques to truly understand, navigate and embrace the opportunities available for your organization – and appropriate for your goals - in a social-media driven world.

Specifically, you will learn how to:

- Understand social media tools and identify the ones that can best work for you
- Embrace and ensure social media etiquette and avoid damaging mistakes
- Extend customer relations and service, branding and marketing

- Maximize business effectiveness and promote the ROI to your own C-Suite

Christine Perkett, President and Founder
PERKETTPR, INC.

Lisa Dilg, Director
PERKETTPR, INC.

12:00 p.m.



CASE STUDY

Harnessing The Power Of Wikis: Facilitating Scientific Collaboration And Practice Change

The Child and Adolescent Functional Assessment Scale (CAFAS) is used to assess the degree of functional impairment in children and adolescents with emotional, behavioural, or substance use problems. With close to 200 clinics across Ontario performing thousands of CAFAS evaluations, managing the tacit knowledge and collecting and sharing best practices can be challenging.

This session will share how SickKids is successfully using wikis and social networking software to help clinicians learn, share, and work more effectively together.

You also will learn how the SickKids is organizing and running face-to-face conferences, and how scientists and collaborators around the world are now working together via wikis to plan research and author books and research papers.

In this session, you will gain understanding on how your organization can also:

- Harness the power of wikis to develop and manage collective knowledge
- Use wikis to manage and share content
- Permit global scientific collaboration efficiently in real time

Dr. Bruce Ferguson, Director, Community Health Systems Resource Group
THE HOSPITAL FOR SICK CHILDREN (SICKKIDS)

Alan Lepofsky, Director of Marketing
SOCIALTEXT

12:45 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media concerns.

2:15 p.m.



CASE STUDY

Using Social Media To “Talk” To Employees

Uponor is a leader in plumbing, radiant heating and fire safety systems with offices across North America, and around the world. With employees located from British Columbia to Quebec and all across the U.S., the challenge for the North American team is to find captivating, engaging methods of effectively communicating with all employees.

That's why Uponor has made social media a key component of its marketing strategy for 2009. Uponor has embraced and launched a number of social media tools, including: Facebook, MySpace, YouTube, LinkedIn and Twitter, to inform and engage employees at all levels in the organization about what is going on in the company and, more importantly, to create excitement and dialogue.

Uponor will be actively promoting social media this year and measuring the impact that these tools are having, in terms of participation and engagement, with employees.

In this session, you will learn how to use social media tools to:

- Build two-way communication and foster deeper relationships among your employees
- Communicate your company's message across the organization
- Create a platform for your employees' ideas and turn their visions into realities

Gabriel Mederos, Communications Manager, Canada
UPONOR LTD.

3:00 p.m.



How To Use Social Media To Drive Change: How Social Media Helped A Student Mobilize A Social Movement In 30 Days

Using Facebook, Wordpress, Twitter and Youtube, an average 'kid' with above-average dreams was able to start a program that raised \$3,000 in 30 days. The Give the Gift of Giving movement was created to help children and families who are fighting terminal diseases such as cancer and HIV, allowing them to enjoy what might be their last holiday together.

During this session, you will hear how:

- The development of technology reduces barriers to entry for activism
- Social media can be used by anyone to communicate their message
- Your organization can use social media to mobilize change campaigns

Daniel Patricio, Founder
GIVE THE GIFT OF GIVING

3:45 p.m.



Afternoon Refreshment & Networking Break

4:05 p.m.



How To Use Social Media To Promote Creativity, Make Positive Social Changes, And Connect People

Mobile Jam Fest (MJF, www.mobilejamfest.com) is an international mobile arts festival for youth aged 14-29. It works with non-profits, governments and schools to connect youth through arts-based mobile programming. Throughout the year youth are challenged to create dynamic media in the areas of mobile film, photography and music.

Moving into their 4 year, MJF's mission is to promote mobile creativity in all forms, as well as encourage youth to use mobile technology to communicate and become active global citizens and make positive social changes.

MJF was built not only to be an outstanding festival but to also use the platform capacity and share with other organizations. Two sites have already been built off of this platform (www.planyouth.org and www.directorsofchange.com)

During this session, you will hear:

- MJF's milestones and successes
- How to integrate social media in a multi-platform initiative
- Putting the "social" back in social media - How to harness the power of social media to connect classrooms around the world and provide youth with a face to issues happening around the world
- Sharing platform capacity – How other organizations use MJF platforms

Craig Goodwill, Founder

MOBILE JAM FEST

Evelyn So, President

NOESIUM CONSULTING, INC.

4:50 p.m.

Close Of Day One

5:00 p.m.



Networking Reception: Please Join Us!

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

6:30 p.m.



Dine Around

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

AGENDA - DAY 2: Wednesday, April 29, 2009
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8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSONS' ADDRESS

Chairpersons' Opening Of Day Two & Presentation:

Customers Are "Calling Your Brand" Through Social Media Channels – Practical Approaches You Can Use Immediately To "Answer The Call"

Companies pride themselves on listening to and engaging with their customers through traditional channels such as call centres, store fronts, service centres, websites, and help desks. They have also built their brands on a solid foundation of amazing customer service.

So, why are they risking their valuable brand equity by ignoring the hundreds, thousands and, in some cases, millions of customers and potential, future customers trying to reach out to them via social media channels - especially when this ignoring behaviour is out in the open for Google and other search engines to cache and for everyone to see?

During this session, you will hear about the:

- Top 10+ reasons why your brand should be listening to social media
- Steps to take to evolve from listening, to engaging, to building a community – and practical approaches that you can start using immediately
- ROI of listening to customers vs. the ROI of ignoring them
- Case studies, examples and simple/unique ways to use various social media tools

David Alston, VP Marketing and Community

RADIAN6

9:25 a.m.



CASE STUDY

How To Integrate Social Media Into Your Traditional Marketing And Communications Campaigns For Maximum Results

Social media is a broad term, meaning many things to many people. So, how do you pick and choose what it can mean to you? What's best for your organization? Which social media tools will deliver the most impact to your marketing campaigns? Finally, how can consistent social media efforts help drive revenue? This session will start to break social media down into its constituent parts so you can begin to make sense of it all.

During this session, through examples of MTV and MuchMusic, you will hear how to:

- Integrate social media with traditional marketing, and to successfully leverage social media to promote your brands and content
- Drive your business's bottom line by using social media and how it can deliver measurable ROI
- Find your own approach to understand what social media tools will work for your organization

You will also receive a takeaway tip sheet of the industry's best kept secret resources and how to use them for your own organization's social media successes.

Will Eagle, Digital Marketing Manager

THE MUCH MTV GROUP

10:10 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Fusing A Social Media Strategy With A Traditional Communications Plan To Drive Revenue And Audience Exposure

Social media represents a new culture and form of communications. It's a space that arts organizations can naturally extend into given their focus on content and community.

Through the experiences of The Corporation of Massey And Roy Thomson Hall, you will learn how social media can:

- Fuse with a traditional communications plan

- Develop deeper engagement with audiences and generate a larger share of voice in marketing and public relations
- Drive more revenue through sales and attendance

Eli Singer, Social Media Strategist
ENTRINSIC

11:15 a.m.



CASE STUDY

Social Media Anti-Patterns, Metrics And ROI: Avoiding Common Pitfalls And Speeding Up Your Organization's Web 2.0 Success

In software engineering, an anti-pattern is a design pattern that appears to be a good idea but is ineffective or far from optimal in practice, taking you from a problem to a bad solution. Some educators claim that we learn more from errors than from successes, hence the value of identifying anti-patterns.

The powerful combination of buzz and herd behaviour has led companies in traditional industries to invest in blogs, wikis, social networking and other so-called Web 2.0 tools and services, to foster collaboration and knowledge sharing and to reach out to clients and business partners. However, for many of them, results have been lukewarm at best.

This session will explore some of the common anti-patterns observed in global enterprises that may explain why some of the benefits of Web 2.0 are not materializing fast enough, and will provide recommendations on how your organization can avoid common pitfalls.

Hot topics to be discussed include:

- How to implement and use an ROI model or measurement framework
- How to overcome a dominant command-and-control corporate culture
- The perceived risks around Web 2.0

Aaron Kim, Senior Managing Consultant, Emerging Technologies
IBM GLOBAL BUSINESS SERVICES

12:00 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media concerns.

1:30 p.m.



INTERACTIVE SESSION

Group Exercise

You asked for it, you got it! Interact and discuss how to implement the latest technology tools to assist you in meeting your social media challenges with your fellow attendees and our experienced speakers. You will leave with new tools and ideas for more successfully applying best practices to your own Web 2.0 initiatives.

2:00 p.m.



Mobilizing A Social Media Army To Raise Awareness

War Child Canada is a charity dedicated to providing urgently needed humanitarian assistance to war-affected children around the world. As part of its efforts to generate awareness, support, and advocacy for children's rights everywhere, War Child turned to the Web to drive awareness of its alarming message: Canadians' lack of action in helping the world's child soldiers is tantamount to supporting their proliferation.

In this session, you will find out:

- How War Child used a suite of free online tools to make its "Help Child Soldiers Fight" video go truly viral in a matter of days
- The importance of integrating an online newsroom, Facebook Page, YouTube channel, Twitter account and other new media sites
- That reaching out to bloggers is much more than e-mailing news releases en masse
- Why committing to your community beyond the campaign leads to real connections, true engagement and additional opportunities to raise funds

Hear about the War Child campaign as they explain the strategies, tools and tactics behind mobilizing a social media army to battle the issue of child soldiers.

James Topham Director, Marketing and Fundraising
WAR CHILD CANADA

David Jones, Vice President, Digital
HILL AND KNOWLTON CANADA

2:45 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



How To Make Social Media An Integral Part Of Your Organization's Strategy And Anatomy

In this session, you will learn how one of the world's fastest growing mobile startups, Viigo, leverages social media as an integral part of its business development. From product requirements gathering to corporate branding and customer acquisition all the way to customer care and retention, social media is now a fundamental backbone of the company's strategy.

Not only is Viigo active in social spheres such as Twitter, Facebook, Linked-in, Bebo and Plaxo, social media is actually integrated directly into the product itself, and is a key foundation of the viral growth strategies of the company.

From this session, learn how your organization can integrate social media into its entire business plan by:

- Understanding which tools to incorporate first
- Incorporating the right tools to promote your brand and product
- Applying social media to your customer service strategy

Mark Ruddock, President & CEO
VIIGO

3:45 p.m.



CASE STUDY

Monitoring Social Media: Knowing When And How To Take Action While Getting The Most Out Of Your Budget

Firewalls... Technology policies... Flat-lined budgets... Fear of "the new"... These problems plague government communicators, and they may be facts of life for you, too.

If these are things your company struggles with, you could spend a lot of time and money trying to push through a business case... or just accept reality and make do with what you have.

In this session, you will learn:

- How to use freely available web tools to monitor conversations about your organization or your issues
- When to take action on what you find, and when to let sleeping Internet dogs lie
- Why all of this matters, and how to sell the boss on the necessity of monitoring the Internet for chatter

You will also learn about the Workplace Safety and Insurance Board of Ontario (WSIB) and their direct experience with social media monitoring. Specifically, you will learn how they gained support from senior management and their technology group, and how they grind it out in the trenches everyday.

Finally, you will take away examples of case studies, sample policies, speaking points for use in conversations with your senior approvers, and the document that got the WSIB around the firewall and onto the social web.

Aaron Wrixon, Senior Issues Analyst

WORKPLACE SAFETY AND INSURANCE BOARD OF ONTARIO

4:30 p.m.

Chairpersons' 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.

4:45 p.m.

Close Of General Sessions

***** Register by March 13th To Save \$400! *****
To Register, Call (773) 695-9400

POST-CONFERENCE WORKSHOPS: Thursday, April 30, 2009

INTERACTIVE WORKSHOPS

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

Choose C or D or BOTH for maximum value and learning

8:30 a.m. to 11:30 a.m.

MORNING POST-CONFERENCE WORKSHOP C

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

How To Use Social Media Releases As A Part Of Your Communications Campaigns

In this workshop, you will learn about how the press release has evolved into the Social Media Release (SMR) and how you can incorporate this tool into your own communications plan.

The first part of this workshop will consist of a brief overview of Social Media Releases, some of their key features and how they are used, including examples of successful campaigns involving a SMR.

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

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

- How to integrate a SMR with the rest of your communications plan
- How to integrate a SMR with the rest of your communications
- What you should include in a SMR
- The future of the SMR

Attend this session to learn how to start using Social Media Releases in your communications, and gain insight into the future of one of the most interesting recent developments in the world of PR.

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

Testimonials From Past Parker Mason Sessions:

"This was excellent – practical and usable information with lots of 'how-to's'."

"This session was very useful and extremely well done."

"Very relevant topic – great presentation!"

"Great workshop! Excellent speaker, engaging!"

"Great job! He had lots of energy."

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

Afternoon Break/Lunch On Your Own

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

AFTERNOON POST-CONFERENCE WORKSHOP D

Using Free Tools To Monitor The Web:

How To Collect Information That Aligns With Your Business Goals

Think of the Web as fertile ground for information. With millions and millions of websites and billions more pages of content, there is so much valuable information to gather. Whether it's real-time conversations taking place on blogs and discussion forums or market research you're looking for, you can work the Web to distill and collect the information that matches your business goals.

In this hands-on workshop, you'll learn about monitoring the Web, highlighted by some of the free tactics, tools and websites you can use to accomplish this, including:

- Gaining a handle on all the different reasons to listen to online conversations
- Understanding the concept of RSS feeds and how to set up a RSS reader
- The importance of keyword selection
- Knowing where to listen to online conversations
- Preparing to respond and initiate online conversations when necessary

If possible, please bring your laptop to this session.

Testimonials From Past Mark Goren Sessions:

"This was an excellent hands-on session. He walked us through each item. Very useful."

"Mark drove home the idea that having a good website is not enough anymore. Hands-on stuff was great!"

"He provided some very helpful advice."

WORKSHOP LEADER: After 10 years working in marketing as a copywriter at several traditional advertising agencies, Mark Goren, New Media Coach at Transmission Content + Creative, turned his attention and creative thinking to the field of social network marketing, all so he can help businesses reach people on their terms. Today, Mark consults with direct clients, advertising and P.R. agencies in the U.S. and Canada, as well as government departments.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Sheraton Centre Toronto Hotel

123 Queen Street West

Toronto, ON M5H 2M9

Reservations: 1-888-627-7175 or 416-947-4955 x4440

Main Hotel Number: (416) 361-1000

www.starwoodhotels.com

<<http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=271>>

Please contact the hotel directly when making your reservation. For the conference, **a limited number of rooms have been reserved at the rate of \$179 CAD per night. Please call the hotel no later than March 27, 2009, to ensure this rate** and mention that you are attending the "Advanced Learning Institute's Social Media Summit."

We recommend that reservations be made early as both rates are subject to availability.

In the centre of the business and entertainment districts, the Sheraton Centre Toronto Hotel is connected to PATH, a 16-mile underground network of shops and services, and just steps from the Eaton Centre shopping mall and convention center. Experience the utmost in urban comfort and style. The 2.5-acre waterfall garden highlights the new lobby, complemented by the new Arrival Court and Traders.

Join us in Toronto for A.L.I.'s 7th "SOCIAL MEDIA SUMMIT: How To Use The Latest Web 2.0 Technologies To Engage Your Employees, Reach Your Customers & Build Your Brand," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

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

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by March 13th	Regular Pricing: Register with payment after March 13th
Conference Only (April 28 th and 29 th)	\$1,299 CAD	\$1,699 CAD
Conference Plus One Workshop	\$1,699 CAD	\$2,099 CAD
Conference Plus Two Workshops	\$1,999 CAD	\$2,399 CAD
Conference Plus Three Workshops	\$2,199 CAD	\$2,599 CAD
Conference Plus ALL Four Workshops	\$2,299 CAD BEST VALUE!	\$2,699 CAD
Conference Workbook Only	\$199.00* CAD + \$20.00 S&H	

*Illinois (U.S.A.) residents will be charged 9.75% sales tax on workbook orders.		
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Please add 5% GST to all prices above (GST #884005323RT0001). Credit card transactions will be processed in equivalent U.S. dollars, so final charged amounts may vary slightly from those above.

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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,299! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments — register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before April 13th), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after April 13th) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

Brand Management · Communications · Marketing · Technology
Government · Human Resources · Performance Measurement · Strategic Planning
Health Care · Biometrics · e-Commerce

ABOUT OUR SUPPORTERS:



IABC/Calgary links local communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. They are the third largest chapter out of 100 chapters worldwide and as 2007 International Chapter of the Year they are the professional association of choice for marketers and communicators in and around Calgary. With a membership of over 550 professionals and students, they are Calgary's largest communications association and top provider of professional

development events, networking opportunities, and business resources, research and knowledge.

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



IABC Ottawa is the chapter of the International Association of Business Communicators in the National-Capital Region, a not-for-profit international network of professionals committed to improving the effectiveness of organizations through strategic, interactive and integrated business communication management. For more information, please go to <http://www.iabcottawa.ca/default.asp>.



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

The primary tool used to raise the standard of excellence in the Internet is through professional competitions. The WebAward Competition <<http://www.webaward.org>> is the premier showcase for Web site development in more than 96 industry categories.

For news and award updates, go to the Web Marketing Association blog at www.webaward.org/blog <<http://www.webaward.org/blog>> or sign up for their RSS feed <<http://feeds.feedburner.com/webaward>> .



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

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

WE GUARANTEE RESULTS:

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

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

- Microsoft Canada
- Tucows Inc.
- Public Health Agency of Canada
- Thornley Fallis Communications
- Cognos Inc.
- TD Bank Financial Group
- Equitable Life of Canada
- Canada Post Corporation
- SYNEX Canada Ltd.
- City of Ottawa, Ontario
- College of Physiotherapists of Ontario
- Dept. of Canadian Heritage
- Department of Tourism & Parks
- Enterprise Saskatchewan
- Govt. of Canada-PWGSC
- Govt. of Ontario-MCSCS
- Health Canada
- Health Council of Canada
- HealthForceOntario
- Prescient Digital Media
- Hydro-Quebec
- Royal Canadian Mint
- AT&T
- Nationwide Insurance
- Bell Canada
- Calgary Airport Authority
- Canada Post Corporation
- CNW Group
- Watson Wyatt Worldwide
- xynoMedia Technology
- Bonfire Communications
- digitalOttawa
- The Canadian Trucking Human Resources Council
- Office of the Privacy Commissioner of Canada
- WebDrive Canada Inc.
- Prudential
- R.R. Donnelly & Sons
- Commonwealth Edison
- Chrysler

- Atomic Energy of Canada
- Agriculture & Agri-Food Canada
- Canadian Heritage Inf. Network
- Canadian Real Estate Association
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- Whirlpool Corporation
- AstraZeneca Pharmaceuticals
- Starbucks
- Hill and Knowlton Canada
- Human Resources & Social Development Canada
- Justice & Consumer Affairs
- Legislative Assembly of Alberta
- Library and Archives Canada
- Min. of Enterprise & Innovation
- Min. of Natural Resources
- Ministry of Government Services
- Ministry of Municipal Affairs and Housing
- Ministry of Training
- National Aboriginal Health Organization
- National Energy Board
- National Public Relations
- NIVA Inc.
- NSERC
- Office of the Premier, British Columbia
- Ontario Energy Board
- Ontario Trillium Foundation
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- Public Service Commission
- Spotlight Strategies Inc.
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Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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Registration Form

Please photocopy for group members.

☐ Yes, I'd like to register for the April 2009 Social Media Summit in Toronto.

Please check:

E-mail Priority Code: _____ Amount Due: _____

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☐ Conference Only

☐ Conference Plus Workshop(s):

☐ Pre-Conference Workshop A: Social Media 101: What's So Social About Media? What Social Media Is, What It's Not, And Why It Matters

☐ Pre-Conference Workshop B: Practical Social Media: A Step-By-Step Guide On How To Use, Connect, And Monitor Tools Effectively

☐ Post-Conference Workshop C: How To Use Social Media Releases As A Part Of Your Communications Campaigns

☐ Post-Conference Workshop D: Using Free Tools To Monitor The Web: How To Collect Information That Aligns With Your Business Goals

☐ I would like to order a conference workbook only

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******* Register by March 13th To Save \$400! *******

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