

Don't miss the 25th updated forum packed with the latest tools, tips and techniques to help you transform the way you communicate with your employees and citizens!

SOCIAL MEDIA for Government

Canada

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

April 4 - 7, 2011 • Vancouver, BC

SPEAKING ORGANIZATIONS:

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

British Columbia Ministry of Environment

**Army Public Affairs,
Department of National Defence**

City of Seattle, Washington

**Public Affairs Bureau,
Province of British Columbia**

**Insurance Corporation of British
Columbia**

City of Nanaimo, British Columbia

**British Columbia Ministry
of Citizens' Services**

City of Oshawa, Ontario

Genome Alberta

City of Regina, Saskatchewan

City of Richmond, British Columbia

Alberta Environment

Deloitte, Inc.

Mickelson Consulting

HootSuite Media, Inc.

MediaMiser

**Presented by the
Advanced Learning Institute**



Your Government &
Communications Training
Partner Since 1997

WHAT YOU WILL LEARN

Attend this seminar to learn how to capture the power of social media in your organization, along with helpful tools, tips and techniques to get started, including:

- **Integrating** social media tools into your internal and external communications practice
- **Building** senior management support for your social media programs
- **Developing** a social media (blogging, podcasting, wikis, social networking, Twitter, etc.) strategy to drive performance-based communications
- **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future
- **Communicating** more effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, Foursquare, blogs, Real Simple Syndication (RSS) feeds, video podcasts, and much more
- **Demonstrating** the Return on Investment (ROI) of your social media programs
- **Preparing** your organization for crisis by implementing social media strategies into your crisis communications plan
- **Blending** new media technologies with traditional media to multiply results
- **Creating** an opportunity for employees to communicate with both clients, and citizens, directly and informally
- **Measuring** the effectiveness of your social media strategy and demonstrating its value within your organization
- **Overcoming** cultural, policy and legal challenges when incorporating blogging into government web content policies
- **Harnessing** the collaborative power of your social media tools to drive organizational performance

***** Register by February 11th To Save \$400! *****
To Register, Call (773) 695-9400
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Advancing Public Relations and Communications Management in Canada

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To Register, Call (773) 695-9400 or online at www.aliconferences.com

Social Media for Government - April 4-7, 2011

WHO WILL ATTEND:

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

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

Employee Communications & Relations

Marketing

Organizational Transformation
& Development

Human Resources

Executive Communications
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Communications Research
& Management

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

WHY IS THIS EVENT ONE YOU CAN'T MISS?

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

BENEFITS OF ATTENDING THIS CRITICAL SEMINAR

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

You will benefit from:

- **18 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
- **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the seminar
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details
- **An abundance of networking opportunities** -- you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of social media strategies and processes** from leading practitioners like the **Army Public Affairs, British Columbia Ministry of Citizens' Services, City of Seattle, Genome Alberta**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **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
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to engage your employees and citizens** by using social media from leading government agencies and organizations
- **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

Dear Government Communicator:

The policy questions facing the public sector are larger in scope and more complex than ever before and the subsequent answers will have a lasting impact on society. Adding to the challenge is that these questions must be answered against a backdrop of rising citizens' expectations and in some cases, reductions in budgets. As a result, a more networked model of government is needed. This means being closer to citizens, often delivering outcomes through partners and working in a more collaborative fashion.

Social media provides a platform for operating in a more networked manner and connects people in ways that have historically not been possible. It provides powerful new tools that can help communicate policy choices, build partnerships, and engage citizens. Most importantly, it allows for an approach to service delivery and policy making that is based on collaboration, transparency and participation.

Government organizations are recognizing this opportunity and implementing social media programs that enable them to deliver services more effectively and interact with citizens in a more meaningful way. They are doing so within the unique context of government, recognizing their responsibility to respect the needs and interests of all citizens.

What's exciting is that innovators at all jurisdictional levels have demonstrated what can work, and what to avoid, when implementing social media within government. **Attend this training to apply practical advice and lessons learned from your peers to your agency's own social media strategies and plan.**

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

- **Department of National Defence** analyzed which social media tools were appropriate in delivering their message to the correct audience
- **British Columbia Ministry of Environment** encouraged employee collaboration and empowered citizens by using social media
- **City of Seattle, Washington** integrated social media into both internal and external communication strategies

It's a real pleasure to be chairing A.L.I.'s 25th forum on "Social Media for Government" in Vancouver on April 4-7, 2011, and I hope you'll join me at this outstanding opportunity to meet, mix with and learn from some of the leading government practitioners using social media.

Sincerely,

Andrew Medd, Senior Manager

DELOITTE INC.

Seminar Chairperson

P.S. Reserve your spot today to learn how you and your team can better manage your social media efforts that result in maximized communications. Register 3 people and get the 4th for FREE! For more information, go to <http://www.aliconferences.com> or call (773) 695-9400.



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

Seminar Wiki Available To Attendees

All attendees will be invited to expand their network and continue the conversation in 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.

Social Media for Government - April 4-7, 2011

Monday, April 4, 2011

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 social media strategies that will enhance your understanding of the informative, case study presentations throughout the entire seminar.

••• Choose ALL FOUR Workshops 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.

Social Media 101: Making Your Organization Social Media Friendly And Understanding The Risks

What exactly is social media? How do I get involved? How do I manage the boundaries of personal and professional use?

In order for you to use social media effectively within your organization, you must first be able to understand it. In this in-depth workshop, you will learn about emerging new communication strategies using social media and explore ways to use them to better connect with your employees, as well as your citizens. Social media can be an excellent addition to any communication plan. If used properly it will allow you to level the playing field, maximize your resources, and provide your organization with the unique ability to communicate with a specific, highly-targeted audience.

After attending this workshop, you will confidently walk away with the ability to make your social media tools useful, professional and personal. Including the knowledge of:

- Social media key terms and definitions
- Understanding of the social structure of social media
- Participation and Engagement - You must be willing to participate and be engaged for social media and advocacy to be effective
- Strategic skills: how to apply critical thought, etiquette, online identity and control
- Flexibility - Hear what is happening; be open to discovering and failing
- Lessons on how to advocate for the adoption of social media in your government organization
- Maximizing your content, product and ideas – ask yourself “how else can I use this?”

WORKSHOP LEADER: Greg FitzGerald is a Consultant with Deloitte. Deloitte is a global professional services firm that has provided Social Media advisory to clients across Canada.

11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own.

1:00 p.m. to 4:00 p.m. – PRE-SEMINAR AFTERNOON WORKSHOP B

How To Blend Social Media And Traditional Tools Within Your Communications Plan

Along with the emergence of social media, a parade of new tools and toys has emerged to help monitor, measure and help make sense of it all. Shiny new toys are fun to play with, but don't necessarily offer true organizational value. The question today is not whether we should be analyzing social media, but how.

The answer is developing an analysis framework that includes social and traditional media alongside each other, not in separate silos.

After this workshop, you will leave with knowledge of:

- How your organization can take advantage of the unique intelligence available when you analyze social and traditional media together
- Techniques that are being used today by PR departments to improve their campaigns in real-time
- The pitfalls of treating social media as a stand-alone piece
- Benchmarking analysis techniques that demonstrate the business value of PR efforts to government executives

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

Social Media for Government - April 4-7, 2011

Thursday, April 7, 2011

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 Incorporate Social Media Into Your Crisis Communications Plans For Improved Operations

Providing timely, accurate and responsive information in a crisis is critical. Thankfully, social media tools provide a new set of options to reach your audience quickly. This workshop will focus on how these new tools can be used as part of emergency preparedness and incorporated into your overall crisis communications plan.

This session will provide you with a structured workshop assessing the opportunities and potential risks associated with social media, and develop tactics that can be applied to a number of crisis scenarios.

This hands-on, interactive workshop will:

- Provide strategic communication context and considerations
- Outline challenges and opportunities, including those specific to government and crisis communications
- Provide examples of applications already in use
- Use structured exercises that will include a strategic review of crisis communication protocols, proactive communications related to emergency preparedness and how social media tools can be applied as new communication tactics to support these operational requirements

WORKSHOP LEADER: Therese Mickelson is an Accredited Business Communicator (ABC) and Managing Partner of Mickelson Consulting. She has managed a wide-range of public relations issues and initiatives in both the public and private sectors over the course of 20 years.

11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

1:00 p.m. to 4:00 p.m. – POST-SEMINAR AFTERNOON WORKSHOP D

How To Use Free Social Media Dashboards To More Easily Manage, Monitor And Track Campaigns

You have your social media accounts set up, you've started posting, now what?

Social outreach campaigns require nuance and planning in order to achieve favorable results. Utilizing a tool to schedule your posts, organizing your followers, alert you instantly and allow you to view it all on one single screen shot can make the task less exhausting and more rewarding.

Hear real-world examples gathered "from the trenches" of ways employees have successfully used a FREE tool on a variety of projects and learn ways to integrate them into your own social media strategy.

Specifically, the workshop will dive into best practices for using social media dashboards including;

- Preparing and scheduling your message in order to improve visibility and maximize exposure
- Optimizing distribution through a variety of locations and audiences
- Amplifying your campaign
- Adjusting and customizing your message on the fly; Look who's talking and what they're saying
- Mitigating PR conundrums
- Expanding your outreach efforts

Maybe you're focusing on marketing and promotions, or perhaps your interest lies in support and service; whatever your reason, in this workshop, you'll learn best practices and power tuning tips for using social media dashboards.

WORKSHOP LEADER: Dave Olson is the Community Director of HootSuite Media, Inc. HootSuite has been utilized to power campaigns from The White House, Martha Stewart Media and Zappos.

Social Media for Government - April 4-7, 2011

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.  **CHAIRPERSON'S WELCOME**
Chairperson's Welcome & Opening Remarks

Andrew Medd, Senior Manager
DELOITTE, INC.

8:45 a.m.  **CASE STUDY**
**New Communication Channels And What They Mean For The Public Sector:
Evaluating The Business Value Of New Technologies**

Webinars, YouTube, Twitter, Facebook, Blogs, Office Communicator, Groove, the list goes on. You are being told to utilize social media, but through which tools and how?

During the last two years, the Province of BC has developed a wide variety of new communication channels to improve operational efficiency, break down traditional silos, share corporate knowledge, crowdsource solutions, drive results-oriented services, and engage citizens and employees.

In this session, you will learn how to evaluate the business value of new technology and transformation initiatives, including learning about:

- Re-usable business solutions for advanced communication and collaboration tools
- How you can use telepresence to reduce travel cost and carbon emissions and to transform business and intergovernmental relations
- Tips on how to leverage YouTube, Twitter, and/or Facebook
- The *Citizens @ the Center: Gov 2.0* strategy to address changes in demographics, technology and public expectations in the future

Kieran Harrop, Director Business Engagement, Strategic Initiatives, Office of the Chief Information Officer
BRITISH COLUMBIA MINISTRY OF CITIZENS' SERVICES

9:35 a.m.  **CASE STUDY**
**Social Media Is Not One-Size-Fits-All: How To Choose The Right Tools For Your Audience,
Your Message, And Your Organization's Goals**

Many government departments and agencies are considering launching their own YouTube channel or Facebook fan page. But how do you choose which tools are the right ones for your organization?

The Army News team in the Department of National Defence has posted nearly 2,000 videos to YouTube over the last three years and those videos have been viewed more than 1.6 million times. Their channel is currently ranked within the top 75 YouTube channels for Canadian news and reporting. They're also using Twitter, iTunes, Flickr and Facebook to share information and engage Army stakeholders.

Social media is not one-size-fits-all. Not every tool is appropriate for every situation. In this session, you will learn how to choose the right tools for your audience, your message and your organization's goals. You'll also review some common issues to consider when using social media tools in a government environment, including:

- Tweeting in both official languages
- Managing comments – and responding when necessary
- Giving your organization an authentic "voice" and personality through social media
- Developing content that is relevant, interesting and timely
- Matching your policies to your tools
- Analyzing your audience and evaluating your tools to ensure they're working for you and not the other way around

AGENDA - DAY 1 - Tuesday, April 5

Social Media for Government - April 4-7, 2011

Danielle Donders, Web Manager, Army Multimedia
ARMY PUBLIC AFFAIRS, DEPARTMENT OF NATIONAL DEFENCE

10:25 a.m.



Break-Out Blitz!

Network And Discuss Social Media 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!

10:55 a.m.



Morning Refreshment & Networking Break

11:20 a.m.



CASE STUDY

Harnessing The Collaborative Power Of Social Media To Strengthen Your Organization's Story

The City of Richmond, British Columbia was an official Venue City for the 2010 Olympic Winter Games. They were determined to use it as an opportunity to gain international media exposure. With limited resources, the City had to find ways to stand out in the five-ring circus that is the Olympic Games.

With the use of a multi-faceted communications plan, including the use of Web 2.0 and social media, vast dividends paid out in their favor. From branding the Richmond Olympic Oval as the "premier" venue of the 2010 Games, to unleashing the power of celebrity and social media to turn an encounter with Stephen Colbert into a national news story, to creating an Olympic spectacle out of cranberries, Richmond consistently found innovative ways to communicate their story.

In this session, you will discover ways to make your organization stand out against the masses, including:

- The power and pitfall of using Web 2.0 and social media tools to connect with new audiences
- How to overcome organizational resistance to utilizing social media tools and other creative tactics
- Collaborating with media to create and enhance the story
- No matter how new or powerful the tool, there is absolutely no substitute for creativity

Ted Townsend, Senior Manager, Corporate Communications
CITY OF RICHMOND, BRITISH COLUMBIA

12:10 p.m.



CASE STUDY

How To Develop An Effective Social Media Presence For Your Organization In A Short Timeframe Without Resources, Budget Or Buy-in

The City of Oshawa's social media story began just 18 months ago when Corporate Communications & Marketing (CC&M) began investigating new ways to meet key objectives outlined in the Community Strategic Plan and the CC&M Strategy: increase public awareness of city programs, services and events; enhance community engagement and cooperation; and promote positive community news to improve the City's image and new brand. The challenge for the small team was to meet these objectives without additional resources or a budget. The answer was social media.

The City's Corporate Communications Officer took the lead on a social media pilot project that began with the launch of a Twitter account in November 2009. A one-person project has since evolved into a comprehensive, effective social media strategy that promotes programs throughout the entire organization and the community. Twitter, Facebook and YouTube, combined with the use of RSS feeds and bookmarking/sharing services, have been used to maximize results.

In this session, the City of Oshawa will share their social media journey and the lessons learned along the way, with insights and information on:

- How to get senior management and IT to "buy-in" to social media

AGENDA - DAY 1 - Tuesday, April 5

Social Media for Government - April 4-7, 2011

- Time-saving, easy-to-use (and FREE) social media tools and techniques, including RSS, bookmarking/sharing and social media account sharing
- Specific tips on how to use Twitter, Facebook, YouTube to engage stakeholders and community partners, your residents and the media
- How to monitor and measure social media for FREE using tools such as Google Alerts and RSS feeds

Shannon McFadyen, Corporate Communications & Marketing Officer

CITY OF OSHAWA, ONTARIO

1:00 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 join others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media concerns.

2:30 p.m.



CASE STUDY

Using Social Media To Bridge The Gap Between The Public And Government

The City of Nanaimo is committed to implementing innovative technological solutions to assist in serving their citizens and utilizing social media has helped the city do that very thing. Some of the recent lessons they've learned include: taking risks, being responsive, having a consistent voice, allowing discussions to take their course, acknowledging feedback and limiting administrative access.

Some of the resulting benefits that the city has seen from their social media efforts include: being able to better respond to feedback (good or bad), playing an active role in citywide discussions, creating opportunities to connect with citizens and receiving and implementing program and service suggestions just to name a few.

From the experiences of the City of Nanaimo, you will take away lessons on:

- Ways to reach a more diverse range of the community than if you were to use only 'traditional' media methods
- How to implement Twitter, Facebook, YouTube, Foursquare and RSS to engage with citizens and disseminate information quickly
- Social media practices that have worked well
- Weeding through configuration options for the networks to consider and pitfalls to avoid

Hannah King, Marketing and Communications Specialist, Parks, Recreation and Culture

Ross Collicutt, Applications Analyst, Information Technology

CITY OF NANAIMO, BRITISH COLUMBIA

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



CASE STUDY

How To Successfully Encourage Employee Collaboration And Empower Citizens Using Social Media

The Climate Action Secretariat (CAS) drives change to achieve British Columbia's greenhouse gas (GHG) emission reduction targets through coordinating climate action activities across Government and with stakeholders. In order to inform and engage British Columbians in climate action and transformation to a green economy, CAS has begun using the web and social media tools as part of its LiveSmart BC outreach strategy.

Web 2.0 platforms have allowed CAS to draw on skills and expertise from outside of government to build web applications as part of its Apps 4 Climate Action (A4CA) contest. More recently, social software has allowed CAS to create an online community of engaged employees and citizens wanting to contribute to tackling climate change issues across the province.

Social Media for Government - April 4-7, 2011

You will leave this session with practical tactics on:

- How to empower citizens and create value from open government data
- Ways to encourage collaboration across social, business and educational sectors
- Emerging possibilities for citizens to interact directly with government in dialogue about the organization's mission and future plans

Colleen Sparks, Director, Carbon Neutral and Climate Outreach, Climate Action Secretariat
BRITISH COLUMBIA MINISTRY OF ENVIRONMENT

4:25 p.m.  **CASE STUDY**

Your Evolving Social Media Strategy: Integrating Online And Traditional Tools In A Changing Communications Environment

Social media has been around since the first wandering minstrels interacted with audiences to tell stories from around the country -- social media is telling the story about people, companies, or governments. You can tap into that stream to tell your story and engage those who are talking about your world.

Genome Alberta has extensively used social media to tell the story of science, to raise awareness with the general public, reach key influencers, and engage the science community, while rolling with changes in technology.

In this session, you'll get some grounded tips based on ways to develop a unique Facebook application and using Twitter to create a 24-hour newsroom. You'll hear firsthand how to:

- Select the right social media course for your audience and the specific task at hand
- Make efficient use of your online and offline content and resources
- Pull together both social and mainstream media in your communications strategy to get the best return on your communications dollar
- Go from no social media presence to having a presence described as a "work of art"
- Gain insight on how mainstream media sees the evolving world of social media

Mike Spear, Director of Corporate Communications
GENOME ALBERTA

5:15 p.m.
Chairperson's Recap & End Of Day One

5:20 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!

7:00 p.m. 
Dine Around

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

AGENDA - DAY 1 - Tuesday, April 5

Social Media for Government - April 4-7, 2011

AGENDA - DAY 2 - Wednesday, April 6

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening of Day Two & Presentation: Using Social Media To Identify And Mitigate The Risks Involved In Your Programs

Organizations moving towards open government frequently think about having to manage the risks associated with this often fundamental shift in operating models. What isn't as often discussed is how the tools that support open government can actually help identify and mitigate the risks associated with each stage of large public sector initiative

This session will focus on a new framework and research that Deloitte is currently working on with its public sector clients. The framework is based on recent research conducted by Deloitte's GovLab team in Washington, DC and the new book by William Eggers (Director, Deloitte Public Sector Research), *If We Could Put a Man on the Moon: Getting Big Things Done in Government*.

In this session, you will leave with valuable tools for:

- Identifying the common risks that cause public sector initiatives to fail at each stage of a program's journey, including traps such as overconfidence, confirmation bias and design-free design
- Gaining insight on the ways that public sector organizations can explicitly (through simulation, iteration, voting) and implicitly (through sensing, diversifying and flattening) draw on crowds inside and outside of government in order to identify specific risks and mitigation strategies at each stage of a program's journey
- Learning how social media tools can play a valuable role within a wide strategy to identify and diminish risks to government programs
 - building networks to share information
 - publishing information widely for consumption
 - creating new information through collaboration

Andrew Medd, Senior Manager

DELOITTE, INC.

9:30 a.m.



How To Build Your Organization's Social Media Impact Efficiently And Effectively

Since we can't slow social media down and we certainly can't avoid it, we just need to embrace it! Social media has infinite touchpoints all of which we should be pressing.

Seattleites are now using social media to rapidly respond to citywide incidents on a 4G network, crowdsource ideas from travelers to improve their experiences while visiting, check parking garages, view detailed information maps, locate a bus and even view a neighborhood. Social media has enabled the City of Seattle to become a tight-knit community in ways it never was before.

In this stimulating session, you will learn how to build your organization's social media impact, including:

- How you can integrate social media tools into both your internal and external communications strategies
- Ways to empower the public by connecting them to your organization's goals and strategic plan for the future and letting them have a say in it
- Learning techniques on how you can easily communicate to the public efficiently and effectively

Bill Schrier, Chief Technology Officer

CITY OF SEATTLE, WASHINGTON

10:20 a.m.



Morning Refreshment & Networking Break

10:45 a.m.



CASE STUDY

Utilizing Twitter For Reputation Management And Customer Service While Creating A “Face” For Your Organization

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

During the past year and a half, ICBC has begun engaging with their customers on Twitter in an effort to correct false information, provide customer service, search out and resolve issues with current customers and bring a “face” to a company that many of their customers describe as “faceless.” Proving that social media allows you to customize and tailor the image of your organization while providing a “human” contact for your audience to connect with.

From this session you will leave with practical tactics on how to:

- Cut down the approvals process in order to respond in a timely fashion
- Speak to audiences online in a tone that is casual, yet professional
- Reach multiple demographics with a variety of messages
- Mitigate the fears of risk-adverse senior management
- Respect the privacy of your audience while providing effective customer service

Karin Basaraba, Senior Communications Specialist

INSURANCE CORPORATION OF BRITISH COLUMBIA

11:35 a.m.



CASE STUDY

How To Write Blogs That Engage Your Readers

Alberta Environment is changing its structure and culture in order to better manage and protect the environment. In 2009, they started to use blogs as a way to update staff on the latest transformations that were taking place within the organization. Since then, it has transformed into an ongoing dialogue between the staff and the government department which employs them.

Writing a blog is more than just writing; it's about entertaining. Your job is to address the issues within the organization and you need to do it in a way that won't put the reader to sleep. Keeping your readers engaged is key!

In this session, you will discover:

- Why a blog can be an effective staff engagement tool
- The difference between blog language and traditional government messaging
- How to get your blog approved by senior management
- Ways to successfully make your blog viral
- The larger context -- how to make your blog a window to other discussion boards and information sources

Terese Brasen, ABC, Lead, Internal Communications and Staff Engagement

ALBERTA ENVIRONMENT

Social Media for Government - April 4-7, 2011

AGENDA - DAY 2 - Wednesday, April 6

12:25 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.

1:55 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 social media 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 social media initiatives.

2:30 p.m.



CASE STUDY

Social Media In Crisis Communications Starts With A Plan: Prepare, Promote, Respond And Improve

The rise of social media means that everything happens at lightning-speed. Success and reputation management in this mobile age means that your organization needs to be nimble with social media. Dialogue is as important as message delivery. When responding to an emerging crisis, you need to react fast; communicating solely through news releases doesn't work.

In this session, using the BC Forest Fires as a case study, you will learn to:

- Merge social media tactics with traditional communication approaches
- Create content that's mobile and web-friendly
- Build an engaged and active community following
- Incorporate lessons learned into your organization's crisis communication strategy

Christine Wood, Director of Social Media and Online Communications

PUBLIC AFFAIRS BUREAU, PROVINCE OF BRITISH COLUMBIA

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



CASE STUDY

How To Demonstrate The Value Of Using Social Media Within Your Organization

After piloting social media tools during the 2009 Civic Election, the City of Regina has implemented a full scale social media program as part of its regular communications operations. The City's social media strategy is to use the tools to extend and complement existing communication channels and customer service initiatives. The tools have also proved to be a valuable resource for citizens when a story or event is not "big" enough to gain the attention of traditional media. Today, the City of Regina maintains a thriving Facebook page, Twitter account and YouTube channel.

In this session, you will discover how to:

- Identify stakeholders
- Disarm common arguments and correct misconceptions about social media

Social Media for Government - April 4-7, 2011

- Create reports to show impact, potential and coverage of social media
- Take the next steps once you have proven the value of your social media

Philippe Leclerc, Interactive Communications Manager
CITY OF REGINA, SASKATCHEWAN

4:25 p.m.

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

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

4:40 p.m.

Close Of General Sessions

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"The conference was timely and topical, and all the presentations provided complimentary perspectives on social media."

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

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

J. Reeves, Communications Advisor
ALBERTA SCHOOL EMPLOYEE BENEFIT PLAN

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

A. Wesch, Head, Internal Communications
DEPARTMENT OF NATIONAL DEFENCE, GOVERNMENT OF CANADA

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

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

"I 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

ABOUT OUR SEMINAR SUPPORTERS & PUBLICATIONS



Founded in 1970, the **International Association of Business Communicators (IABC)** provides a professional network of over 15,500 business communication professionals in over 80 countries. The BC chapter is one of 105 chapters worldwide and is the third largest chapter in Canada. With more than 600 members throughout BC, the chapter has an international reputation for progressive, professional communication. IABC/BC is committed to improving the effectiveness of organizations through strategic, interactive and integrated business communication management.

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



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/>



With more than 5.5 million monthly page views, **Mashable** is the world's largest blog focused on social networks and Web 2.0 news. Mashable's readers include the most tech-savvy early adopters, venture capitalists, entrepreneurs, influencers, Web 2.0 aficionados and technology journalists.

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



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The Information Technology Association of Canada (ITAC) is the voice of the Canadian information and communications technologies (ICT) industry. ITAC represents a diverse ICT community spanning telecommunications and Internet services, ICT consulting services, hardware, microelectronics, software and electronic content. ITAC's community of companies accounts for more than 70% of the 572,700 jobs, \$155.3B in revenue, \$6.2B in R&D investment, \$30.4B in exports and \$11-billion in capital expenditures that the ICT industry contributes annually to the Canadian economy. The ICT sector currently represents 4.9% of Canada's gross domestic product (GDP) and accounted for 9.4% of all real GDP growth since 2002. ITAC is a prominent advocate for the expansion of Canada's innovative capacity and for stronger productivity across all sectors through the strategic use of technology.

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



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

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



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.

Register by February 11th 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

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ALL SEMINAR SESSIONS WILL BE HELD AT THE:

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 Hotel Main Phone: (604) 682-5511
<http://www.vancouver.suttonplace.com/default.htm>



Photo courtesy of
 Tourism Vancouver

Please contact the hotel directly when making your reservation. For the conference, we have secured a special reduced room rate of \$129/night, single occupancy. Be sure to contact the hotel no later than March 3, 2011 to help ensure this rate and mention "Social Media for Government." We recommend that reservations be made early, as the number of rooms at our rate is limited.

For those registrants that secure the special \$129/night rate, the following services will be provided complimentary:

- Wireless internet access in guestrooms
- Local phone calls and faxes
- Access to the fitness facility and indoor swimming pool

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

Join us in Vancouver for A.L.I.'s 25th forum on "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

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

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 with payment by February 11th	Regular Pricing: Register with payment after February 11th
Seminar Only (April 5th & 6th)	\$1,299 CAD	\$1,699 CAD
Seminar Plus One Workshop	\$1,699 CAD	\$2,099 CAD
Seminar Plus Two Workshops	\$1,999 CAD	\$2,399 CAD
Seminar Plus Three Workshops	\$2,199 CAD	\$2,599 CAD
Seminar Plus All Four Workshops – ALL ACCESS PASS!	\$2,299 CAD BEST VALUE!	\$2,699 CAD
Seminar Workbook Only (if not attending)	\$199.00* + \$20.00 S&H	
*IL residents will be charged 9.25% sales tax on workbook orders.		

Please add 12% HST to all prices above (A.L.I.'s GST #884005323RT0001). Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from those above due to variances in exchange rates.

Payment is due 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.

VENUE & REGISTRATION FEES

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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.

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 agency and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before March 21) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after March 21) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

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

R. Alfadili, Communications Officer

REPRESENTATIVE FOR CHILDREN AND YOUTH, BRITISH COLUMBIA

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

S. Kiley, Communications Officer

NATIONAL ENERGY BOARD OF CANADA

"I never rate anything excellent unless it amazed me! Great training. Keep up the good work.

The government needs more like this. Love the networking."

S. Jodouin, Jr. Media Relations Officer

ELECTIONS CANADA

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

K. Barsoum, Promotion & Education Coordinator

REGION OF WATERLOO, ONTARIO

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ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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

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

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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 Social Media Attendees Include Representatives From These Leading Organizations:

- Agriculture & Agri-Food Canada
- Alberta Environment
- Atomic Energy of Canada
- Bell Canada
- Calgary Airport Authority
- Canada Post
- Canadian Food Inspection Agency
- Canadian Heritage
- Canadian Intellectual Property
- Canadian Real Estate Association
- Canadian Trucking and Human Resources Council
- Cancer Care Ontario
- City of Burlington
- City of Calgary
- City of London
- City of Ottawa
- College of Physiotherapists of Ontario
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- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- Health Canada
- Health Council of Canada
- Health Force Ontario MRA
- Human Resources and Social Development Canada
- Hydro-Quebec
- Industry Canada
- Innovation Institute of Ontario
- Justice & Consumer Affairs, NB
- Legislative Assembly of Alberta
- Library and Archives Canada
- Meloche Monnex
- Microsoft Canada
- Ministry of Attorney General, ON
- Ministry of Community & Social Services, ON
- Ministry of Education
- Ministry of Enterprise & Innovation
- Ministry of Government and Consumer Services, ON
- Ministry of Municipal Affairs and Housing
- Ministry of Natural Resources
- Ministry of Research & Innovation, ON
- Ministry of Training
- MTV Canada
- National Aboriginal Health Organization
- National Defence Canada
- National Energy Board
- Natural Resources Canada
- Office of the Premier, BC
- Ontario Energy Board
- Ontario Municipal Affairs & Housing
- Ontario Ministry of Revenue
- Ontario Pension Board
- Ontario Trillium Foundation
- Prescient Digital Media
- Public Health Agency Canada
- Public Safety Canada
- Public Service Commission
- Public Works Canada
- Regional Municipality of Halton, ON
- Regional Municipality of Waterloo, ON
- Royal Canadian Mint
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How To Engage Your Employees And Citizens
By Using The Latest **Web 2.0 Technologies**
To Drive Communication Results

Canada

April 4 - 7, 2011 • Vancouver, BC

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the April 2011 Social Media for Government seminar in Vancouver.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Seminar Only
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 - Pre-Seminar Workshop B: How To Blend Social Media And Traditional Tools Within Your Communications Plan
 - Post-Seminar Workshop C: How To Incorporate Social Media Into Your Crisis Communications Plans For Improved Operations
 - Post-Seminar Workshop D: How To Use Free Social Media Dashboards To More Easily Manage, Monitor And Track Campaigns
- I would like to order a seminar workbook only
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