

**OTTAWA LOCATION PREVIOUSLY SOLD OUT...  
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**Back By Popular Demand...The 14<sup>th</sup> Forum From The  
Advanced Learning Institute's Acclaimed Executive Training Series For  
Federal, Provincial and Municipal Government Communicators...**



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

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

K. Barsoum, Promotion & Education Coordinator

**REGION OF WATERLOO, ONTARIO**

**\*\*\*\* Register by November 20th to Save \$400! \*\*\*\***  
To Register, Call (773) 695-9400

**REGISTER TODAY!**

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

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

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

**KEY TAKE AWAYS:**

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

1. **Engaging** your organization to use the latest social media tools, such as blogging and podcasting to maximize effectiveness and increase productivity
2. **Developing** a social media (blogging, podcasting, wikis, social networks, etc.) strategy to drive performance-based communications
3. **Understanding** how these new social media technologies work and how to use them for your organization
4. **Building** senior management support for your social media programs
5. **Incorporating** other social media tools such as blogs, podcasts and social networking into your current communication strategies
6. **Communicating** more effectively and efficiently through the use of social media (blogs, wikis, Real Simple Syndication (RSS) feeds, and much more)

**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:

**City of Edmonton, Alberta**

**Northern Alberta Institute of Technology (NAIT)**

**City of Calgary, Alberta**

**Alberta Education**

**Genome Alberta**

**Workplace Safety and Insurance Board of Ontario**

**Grande Alberta Economic Region**

7. **Operating** social media tools within the boundaries of government restrictions and firewalls
8. **Determining** key steps and strategies for setting up and managing an effective blog
9. **Learning** how to easily communicate to the public through external blogs, podcasts and other new media tools
10. **Integrating** new social media tools with traditional media to multiply results
11. **Utilizing** blogs and podcasts as sources of information that the public can use and trust
12. **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future
13. **Harnessing** the collaborative power of your organization's blog or podcast to drive organizational performance
14. **Measuring** the value of your organization's blog/podcast: determining key metrics and gathering employee and/or customer feedback
15. **Leveraging** your organization's blog/podcast to build a brand culture internally and externally
16. **Developing** your online communications to meet the needs of a diverse employee population
17. **Transforming** your organization's blog/podcast from purely an information source to a comprehensive strategic tool
18. **Demonstrating** the Return on Investment (ROI) of your social media program
19. **Creating** an opportunity for employees to communicate with customers directly and informally
20. **Maximizing** awareness of your agency's mission to the public

**Presented by:**



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

**Alberta Geological Survey,  
Energy Resources Conservation Board**

**fusedlogic inc.**

**Bulletproof InfoTech**

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**Ascentum, Inc.**

**Bang the Table Pty. Ltd.**

**Ulistic Inc.**

**WMS Communications**

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**Supporting Organizations:**

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EDMONTON

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OF BUSINESS COMMUNICATORS

OTTAWA



CANADIAN WOMEN IN COMMUNICATIONS  
ASSOCIATION CANADIENNE DES FEMMES EN COMMUNICATIONS

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

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

### MAXIMIZE YOUR TRAINING!

**Choose From Four Workshops For Ultimate Value And Learning!**  
**Sign up for your choice of these highly-interactive workshops:**

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

**Monday, January 25, 2010, 9:00am – 12:00pm:**

Social Media 101: How To Connect With Your Citizens And Colleagues Using The Latest Technologies

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

**Monday, January 25, 2010, 1:30pm – 4:30pm:**

A Step-By-Step Process For Successfully Building And Implementing A Social Media Strategy

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

**Thursday, January 28, 2010, 8:30am – 11:30am:**

Managing Through The Power Shift Of This New Information Age And Convincing Your Senior Leaders Why Now Is The Time To Get Involved

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

**Thursday, January 28, 2010, 12:30pm – 3:30pm:**

Practicing Social Media In The Real World: A Campaign In Action

## WHO WILL ATTEND:

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

- Public Affairs/Relations
- Public Information
- Internal Communications
- External Communications
- Employee Communications
- Employee Relations
- Marketing
- Web Communications
- Human Resources
- Organizational Transformation & Development
- Executive Communications
- Change Management
- Publication & Web Content
- Communication Consulting
- Communications Management
- Communications Research
- Electronic Communications
- New Media/Interactive Media
- Community Relations
- Technology
- Digital Strategy
- Training & Development
- Outreach
- Journalism/Reporting
- Information Services & Systems
- Administration
- Program Management
- Customer Service & Satisfaction
- Evaluation
- Research
- Intranet & Internet

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

## BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

You will benefit from:

- **16 innovative speakers** at your disposal to share their strategies and experiences in using social networking and Web 2.0 tools
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards
- **A comprehensive overview** of social media innovations from leading practitioners like the **City of Edmonton, Alberta, Northern Alberta Institute of Technology, Alberta Geological Survey** and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to foster your organization's values and mission in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development

## A LETTER FROM THE CONFERENCE CHAIRPERSON...

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**Dear Government Communicator,**

The social web. For some it is simply about entertainment - - sharing stories on Facebook about a family vacation with old classmates and friends, for example. For others, the social web is an opportunity to communicate policy, influence decision-makers and engage citizens in discussion and debate.

I think it's safe to say that we all believe strongly in democracy and all that it stands for. Social media, at its core, is individual citizens expressing themselves in a variety of ways using a variety of technologies. In fact, one perspective may be to describe the social web as a free form of democracy at work. This can sometimes be an uncomfortable reality for people in government and yet it doesn't have to be. Education is the key, as is learning from others, sharing your own experiences and, yes, maybe even your concerns or fears. We are living in a very exciting time, not only for government, but for all citizens. Social media connects us in ways that traditional methods could only dream of doing.

Incredible power is available to you and your colleagues, power that enables you to engage in meaningful discussions with Canadians and do it in such a way that facilitates the sharing of perspectives, educating others and learning new ways of doing things. Sure, the power commands responsibility and prudence, that's why in part this conference exists and, to date, has been so successful.

In the mid to late 1990s, we were all simply stuck with an Internet that essentially was a "one-way" broadcasting system for organizations. Today, social media has changed all that. The social web is powerful, scalable and enables an

individual to talk with one person or communicate with the masses; build rapport with individuals or entire communities and from there look to build consensus, learn about emerging trends, opinions and be in a position to react quickly.

All of this may sound absolutely terrific but for some it may also be just a little bit intimidating. Words like transparency, negativity, confrontation and bravery start to appear. How does the public sector, with its unique work environment, constraints and purpose operate effectively within what some call the “human web” and survive the scrutiny? Join your colleagues to hear strategies and lessons learned from real government organizations – to help you develop your own strategies and plans.

### WHY YOU SHOULD ATTEND THIS CRITICAL CONFERENCE:

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

You will hear, firsthand, how:

- **The Workplace Safety and Insurance Board of Ontario** has direct experience with social media monitoring, and how they gained support from senior management and their technology group
- **The City of Calgary** experienced using various social media channels, such as Facebook, Twitter, LinkedIn, YouTube, and blogs for their social media strategy
- **Genome Alberta** has integrated social media and mainstream media into their communications strategy, and is getting the best return on their communications dollar

Register today at [www.aliconferences.com](http://www.aliconferences.com) or by calling the conference hotline at 773-695-9400 to attend A.L.I.'s "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," this January in Edmonton, to hear from communicators who are currently utilizing social media tools, with results and benefits.

Sincerely,

Walter Schwabe, CEO  
**FUSEDLOGIC INC.**  
Conference Chairperson

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

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

### RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

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*"I 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**

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

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

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

S. Mackie, Internal Communications Specialist  
**SCOUTS CANADA**

*"Thank you! I really learned a lot!"*

M. Rignanesi, Education Coordinator  
**NB SECURITIES COMMISSION, NEW BRUNSWICK**

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

M. Hudson, Senior Communications Executive

**PUBLIC HEALTH AGENCY OF CANADA**

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

C. Carroll, Director, Community Relations

**REGIONAL MUNICIPALITY OF HALTON, ONTARIO**

*"Overall, there were very interesting presentations!"*

S. Lecour, Policy & Program Advisor

**HEALTH CANADA**

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

L. Valcour, Inspector

**OTTAWA POLICE SERVICE, ONTARIO, CANADA**

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

A. Wesch, Head, Internal Communications

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

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

M. Villemaire, Program Manager

**TRANSPORT CANADA**

## **PRE-CONFERENCE WORKSHOPS: Monday, January 25, 2010**

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: How To Connect With Your Citizens And Colleagues Using The Latest Technologies**

The world is all a buzz with social media, however there are significant hurdles that many leaders today still face with getting online and creating a buzz. How can you connect with your citizens and colleagues using social media? The Internet is all about connecting both technically and socially. How are you overcoming this challenge of connecting with your citizens and colleagues? Many of us look at the Internet and see a confusing mess of computers, laptops, and mobile phones while some of us look at the Internet and see a mesh of connected people, resources, companies and individuals. How are you seeing your place in social media?

Social media and networking has primarily been used as a tool to keep in touch with those external to our organizations, however many leading corporations also incorporate these techniques internally across departments and throughout the enterprise. In this workshop, you will hear how you can start using these tools internally with your teams, across your organization and also as a mechanism to share important information in an expedient manner.

After attending this workshop, you will walk away with new knowledge in 5 main areas to help you better understand how to use social media internally and externally. Specifically, we will take a hands-on approach on how to:

- Integrate social media into your organization
- Leverage social media to keep in touch with employees, team members and clients
- Design a blog – with tips and tricks to share your thoughts with those around you
- Write your message clearly and concisely

- Apply delivery mechanisms and alerts to notify you when new items are posted
- Use social networking to connect with your organization and audience

You will also leave with a solid foundation of understanding what the basic social media tools are and how to use them.

**WORKSHOP LEADER: Stuart R. Crawford is Vice President Business Development at Bulletproof InfoTech.** Stuart has shared this information across the globe with IT Professionals, Small Business Owners and Entrepreneurs who crave to understand how they can leverage these tools to increase the awareness of their work, educate those around them and share information with their communities.

**David West is the founding partner of Ulistic Inc.,** a progressive internet consultancy. His teams have developed hundreds of websites over the past dozen years. David began working with Internet technologies initially as a freelance website programmer. He later formed a full service website design and development company in Calgary, Alberta.

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

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

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

**AFTERNOON PRE-CONFERENCE WORKSHOP B**

**A Step-By-Step Process For Successfully Building And Implementing A Social Media Strategy**

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In this workshop, we will discover why it is so critical for your organization to have a strong social media strategy. Key insights that will accelerate your learning curve and help you avoid the mistakes others have made will be addressed. This live-fire exercise is best experienced when you come prepared with your mobile phones and laptops, ready to go online.

The workshop is broken into three segments. This interactive session will help you lay the foundation for your own social media strategy, and give you a step-by-step process for:

- Gathering social media intelligence
- Leveraging and building a social media strategy
- Implementing a social media strategy effectively

This fast-paced and entertaining session will give you some of the practical tools and ideas necessary to bring your organization up to speed in the world of social media.

**WORKSHOP LEADER: Walter Schwabe** is a seasoned presenter and speaker. He is proudly Métis and has been helping entrepreneurs generate and implement rare ideas for over 9 years now as the **Chief Evolution Officer of his social media strategy firm, fusedlogic inc.** In addition to working with numerous small and medium sized organizations, Walter has worked with such organizations as Apple, Dell, AMD, Capital Health, Government of Alberta, MacEwan School of Business, Nortel, North American Construction Group and the Business Development Bank of Canada.

\*\*\*\* Register by November 20th to Save \$400! \*\*\*\*  
To Register, Call (773) 695-9400

**GENERAL SESSIONS - DAY 1: Tuesday, January 26, 2010**

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**8:00 a.m.**

**Registration & Continental Breakfast**

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8:30 a.m.



## CHAIRPERSON'S ADDRESS

### Chairperson's Welcome, Opening Remarks, And Presentation Capitalizing On Social Media:

#### How An Organization Of Any Size Can Use Social Media To Generate Engagement And Be Successful

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How does a large organization such as a post-secondary institution capitalize on social media? In the case of the MacEwan School of Business, this institution was faced with the challenge to help raise the awareness and enquiries for a specific set of courses - Management Studies. In order for this project to be successful, key obstacles had to be overcome, such as generating "engagement" amongst a specific audience.

In this session, you will hear about what worked, what didn't and what could be improved upon for next time. Specifically, you will learn:

- Why without a strategy, the social web is like "herding cats"
- What common obstacles you'll encounter and how to plan for them effectively
- You'll learn about how fusedlogic used these critical five steps to success – Listen, People, Outcomes, Strategy, Technology
- How to turn fans of your project into evangelists

Walter Schwabe, CEO

**FUSEDLOGIC INC.**

9:35 a.m.

### Break-Out Blitz! Share Your Challenges And Begin To Brainstorm Solutions

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

10:05 a.m.



## Morning Refreshment & Networking Break

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10:35 a.m.



## CASE STUDY

### Moving Towards Government 2.0: Using Gradual And Deliberate Steps To Gain Management Acceptance And Citizen Engagement

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How do you use the thin edge of a wedge to open the door to social media, while avoiding government mandarins who may want to "stab" you with the wedge, citing risks such as loss of information control, security threats, staff workload, policies/standards concerns, technological capacity and reputation management?

This case study will highlight the initial baby steps of using social media in pilot projects, followed by a slow integration of tools and strategies to meet various municipal government objectives. The "thin edge" approach aims to gain senior management buy-in while laying a solid foundation of local citizen engagement that can be leveraged into greater participation in the municipal government. The ultimate goal is the new Government 2.0 with its promise of "government by the people, for the people... with interactive information technology."

The City of Edmonton was not an early adopter of social media, but its gradual, deliberate steps into the Web 2.0 world have helped this mid-sized North American city government move from internal resistance to timid acceptance, then from active participation towards more open, listening and responsive government.

In this case study session, you will hear about:



- Social media and management – presenting it as a solution, not a risk
- Tips and teams for starting small but strong, to ensure future returns
- Strategies for jumping into Web 2.0 and tools/channels such as Real Simple Syndication (RSS) feeds, blogs, microblogs, e-forums, wikis, IM, sharing sites
- Pilot projects suitable for increasing internal acceptance while widening citizen engagement
- Planned and unintended consequences (good and bad) resulting from social media activities
- Complementary activity to keep moving towards the holy grail of Government 2.0

Jas Darrah, Communications Business Partner  
**CITY OF EDMONTON, ALBERTA**

11:25 a.m.



**Making Sense Of Social Media:  
 12 Things To Learn About How To Communicate With Your  
 Audience - - Your Friends, Fans And Followers**

Are you ready for the conversation? Which social media tool is appropriate for you and your organization? In this session, learn from the City of Calgary’s experiences in using various social media channels, such as Facebook, Twitter, LinkedIn, YouTube, blogs, and social bookmarking sites, and hear their lessons learned to apply to your own plans and strategies.

Specifically, you will hear practical tips and tools and learn how to:

- Determine when social media is appropriate to use
- Develop a social media strategy and plan
- Obtain management buy-in
- Coach your communication team to use social media
- Measure social media effectiveness
- Use social media to recruit and retain good talent
- Apply and live by best practices

Jacob George, Manager, Corporate Marketing & Communications  
**CITY OF CALGARY, ALBERTA**

12:15 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 for government concerns.

1:45 p.m.



**Enriching Your Public Engagement Initiatives Through A Variety Of Social Media Tools**

“Inspiring Education, A Dialogue with Albertans” is an important undertaking and has engaged Albertans from all walks of life to share their ideas and experiences. It’s about looking to the future and deciding what education in Alberta should be in twenty years. This province-wide dialogue led by the Ministry of Education has made active and innovative use of technology to broaden the breadth and depth of this dialogue, making this a landmark Web 2.0-enabled public engagement initiative.

In this session, Alberta Education and Ascentum, Inc. will discuss how social media was used throughout the Inspiring Education project and share lessons learned with respect to how technology, can enrich public engagement initiatives.

Specifically, you will learn:

- How and why social media can become an important component of your public engagement strategy
- How to integrate tools such as blogs, Twitter, wikis, YouTube and web-casting in your public engagement initiatives

Nathan Freed, Senior Manager, Online Engagement, Inspiring Education: A Dialogue with Albertans  
**ALBERTA EDUCATION**

Manon Abud, Partner and Service Delivery Lead  
**ASCENTUM, INC.**

**2:35 p.m.**



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

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**2:50 p.m.**



### **CASE STUDY**

#### **Cracking The Internal Culture: How To Use Social Media As a Catalyst For Internal Change**

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Social media is often brought into play by governments as a tool for strictly external communications; but, it can also be seen as a catalyst for internal change. The critical challenge is to address the capacity and readiness for cultural adaptation within government before adopting the social technologies in the Web 2.0 world.

The experiences gained from operating within the political culture of a government caucus will guide the discussion and assist in identifying opportunities for positive change while avoiding the negative challenges that are inherent in the internal structure of the party system.

Thought-provoking questions that will be answered in this session include:

- How do you assess the internal culture of your organization and the overall ability and willingness to adopt social media technologies?
- What if your culture is not ready to participate in the Web 2.0 world, but your active constituents are already using social media technologies? Can you or, better yet, should you convince the powers that be that a social media strategy is essential?
- Should you attempt to convince those same powers that be by only showing them the successful case studies, or should you attempt to persuade them by presenting the real consequences suffered by those cultures that don't adapt internally?
- What are some of the risks and rewards associated with cultural change and the adaptation of social media technologies?

Troy M. Wason, Director of Strategic Initiatives

**WMS COMMUNICATIONS**

Former Senior Communications Officer (Social Media), Alberta Government Caucus

**3:40 p.m.**



### **Academic CASE STUDY**

#### **How To Integrate Social Media With Traditional Media Relations To Maximize Communication Results**

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Empowering staff, promoting open communication and using technology as an enabling tool are key components of Northern Alberta Institute of Technology's (NAIT) guiding principles for fostering leadership and enhancing student and staff success. These principles also resonate with the NAIT corporate communications team, which has introduced social media to evolve their solid traditional media relations program.

In this session, you will hear and learn:

- How social media can supplement current media relations activities
- Why building relationships with local bloggers is important
- How both the community and your organization can benefit through social media relations
- What a successful social media campaign can look like

While the vastness of social media can seem intimidating, it doesn't have to be. In this session, you will hear how NAIT initiated a successful social media strategy by starting small, building on their successes and learning from their failures.

Diane Bégin, Communications Specialist  
**NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY (NAIT)**

**4:30 p.m.**  
**Close Of Day One**

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**4:45 p.m.**



**Networking Reception: Please Join Us!**

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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**

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

## **GENERAL SESSIONS - DAY 2: Wednesday, January 27, 2010**

**8:00 a.m.**  
**Continental Breakfast & Networking**

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

Walter Schwabe, CEO  
**FUSEDLOGIC INC.**

8:40 a.m.



### Using Social Media To Initiate Change In Government: It Starts With You

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At the roots, social media is not about tools like Twitter, Facebook and YouTube - - it's a mindset and attitude that when executed effectively, can spread infectiously and promote positive change in any organization. Using case studies from Indian and Northern Affairs Canada and the City of Ottawa, Ontario, this session will equip you with the knowledge and practical examples of how these agencies are initiating this change in their departments, how you can become a social media champion and how it will benefit you personally and professionally.

From this session, you can expect to learn:

- How to develop and maintain an online presence—internally or externally
- The benefits of becoming an internal social media champion in the public sector
- How to measure your efforts and encourage colleagues and employees to get involved

Kelly Rusk, Manager, Marketing & Communities

**MEDIAMISER**

9:30 a.m.



### Morning Refreshment & Networking Break

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10:00 a.m.



### How To Drive Higher Participation In Online Community Forums For More Effective Community Management

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In Internet culture, the 1 percent rule or the 90-9-1 principle reflects the observation that many more people will “watch” a virtual community than will actually participate, and furthermore that the vast majority of participation is done by a relatively small proportion of the community population. This issue, known as “participation inequality” may potentially lead to overrepresentation of a few voices in any online dialogue.

In this session, you will learn how forum dynamics and participation inequality can be managed for your own organizational purposes. A series of case studies focusing on community engagement activities of the Sydney Metro Authority, New Zealand Law Commission, and Parks Canada, will be used to discuss how your organization can drive up participation and drive down discursive inequality. You will leave with a clear set of strategies to drive initial and repeat participation in your online forums thereby increasing the representativeness of the forum discussion and improving the opportunity for dialogue.

Dr. Crispin Butteriss, Founding Director

**BANG THE TABLE PTY. LTD.**

10:50 a.m.



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

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Firewalls... Technology policies... Flat-lined budgets... Fear of “the new”...

For government communicators, these aren't just challenges to be surmounted on the road to enabling social media strategies — they are facts of life.

Your agency 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 — such as Google’s News Search and Blog Search, Facebook’s Insights and Lexicon features, and board readers — to monitor conversations about your agency 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 your bosses on the necessity of monitoring the Internet for chatter

You will also learn about the Workplace Safety and Insurance Board of Ontario 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 every day.

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 them around the firewall and onto the social web.

Aaron Wrixon, Senior Issues Analyst

**WORKPLACE SAFETY AND INSURANCE BOARD OF ONTARIO**

**11:40 a.m.**

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

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

**1:10 p.m.**



### **INTERACTIVE SESSION**

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

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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.

**1:50 p.m.**



#### **The Social Media Toolbox: How To Choose The Right Tool For Your Communications Strategy And For Your Dollar**

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You can’t hammer in a nail with a screwdriver or chop wood with a kitchen knife so before you launch your organization or department into the world of social media you need to make sure you know what the task at hand is and how to make the best choice to get it done.

Genome Alberta is a not-for-profit research organization funded by the provincial and federal governments. They make extensive use of social media to raise awareness and reach key influencers. In this session, you will get some grounded tips based on what the organization has learned from developing their own Genomics application to give away genes on Facebook and using Twitter as a way to cover Science Cafes and ‘tweet’ a Nobel Lecture.

Drawing from an extensive media and communications background while living where high speed Internet is something you only dream about, you will hear ideas on how to select the right social media course for your audience and for the task at hand. You’ll be part of a frank discussion about how and when to use social media or mainstream media and how you can pull them together in your communications strategy to get the best return on your communications dollar.

Mike Spear, Director of Communications

**GENOME ALBERTA**

2:40 p.m.



## Afternoon Refreshment & Networking Break

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2:55 p.m.



### CASE STUDY

## Using Social Media To Transform A Regional Economy

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Social media has been introduced to community leaders in 12 small municipalities in the Grande Alberta Economic Region with the goals of using social media for:

- Recruiting other influential people in their communities
- Drawing upon personal networks to spawn and support citizen engagement around community economic diversity strategies
- Developing tourism strategies

These municipalities have taken the responsibility to transform their economy through the coordination and collaboration within various municipalities and communities of interests.

In this session, you will learn strategies on how your organization can:

- Overcome the challenges of developing and deploying social media
- Maintain a sustained culture of leadership and citizens
- Use social media to transform your organization and communities of interest

Glenn Taylor, Chair

**GRANDE ALBERTA ECONOMIC REGION**  
and Mayor, Town of Hinton, Alberta

K.J. (Ken) Chapman, Lawyer, Principal, Founder  
**CAMBRIDGE STRATEGIES INC.**

3:45 p.m.



### CASE STUDY

## Eight Ways To Engage Your Audience By Integrating Social Media Into Your Organization's Website

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Alberta Geological Survey (AGS), as part of the Energy Resources Conservation Board, provides geology information to the government, industry and the public, helping with the exploration, development and conservation of Alberta's resources. Its social media strategy is to increase its brand awareness and website content. Having started using social media in 2007, AGS has gradually expanded to using eight different tools to engage its audiences.

In this session, you will discover:

- Which Web 2.0 tools will give your organization maximum results with minimum effort
- Specific details on eight social media tools: podcasts, RSS, Scribd, Facebook, social bookmarking, website ratings and reviews, Twitter and YouTube
- How your organization can easily implement these tools into your website and which one to try first to get your feet wet

Gisela Hippolt-Squair, Publications and Marketing Advisor  
**ALBERTA GEOLOGICAL SURVEY,**  
**ENERGY RESOURCES CONSERVATION BOARD**

**4:35 p.m.**

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

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

Walter Schwabe, CEO  
**FUSEDLOGIC INC.**

**4:45 p.m.**

**Close Of General Sessions**

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**\*\*\*\* Register by November 20th to Save \$400! \*\*\*\***  
To Register, Call (773) 695-9400

**POST-CONFERENCE WORKSHOPS: Thursday, January 28, 2010**

**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.

**Managing Through The Power Shift Of This New Information Age And Convincing  
Your Senior Leaders Why Now Is The Time To Get Involved**

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Information is power and the power over information has shifted from those who control traditional media and professional message makers and manipulators to individuals who use social media.

Social media will continue to change the roles, relationships and even the responsibilities of bureaucracies, public policy advisors and how they advise policy makers in the political process of law making in our representative democratic models. How will this power shift affect your organization? What if your senior leaders don't want to engage in using social media?

In this session, we will greater explore tools you can use to achieve social media buy-in within your organization:

- Social media literacy skills and tools that bureaucracies will have to learn and learn quickly
- How bureaucracies can keep up with social media to do their jobs effectively
- How you can manage through the information shift in your organization
- Strategies on how to approach and convince your senior leaders that now is the time to begin using social media

**WORKSHOP LEADER: K.J. (Ken) Chapman Lawyer, Principal and Founder of Cambridge Strategies Inc.**

([www.cambridgestrategies.com](http://www.cambridgestrategies.com)) an Alberta based public policy design development and deployment consultancy. He has been an active Blogger ([www.ken-chapman.blogspot.com](http://www.ken-chapman.blogspot.com)) for three years and a political and public policy commentator and critic on mainstream media for decades and engaged in social media for many months.

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

Afternoon break/lunch on your own.

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

## AFTERNOON POST-CONFERENCE WORKSHOP D

### Practicing Social Media In The Real World: A Campaign In Action

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Now that you have learned about all the social media tools and services that are at your disposal, it is finally time to put them into practice.

This workshop will guide you on how to:

- Set up a social media campaign from start to finish
- Pick the right social media tool for your campaign
- Track the conversation once you've gotten started
- Measure the ROI for your campaign
- Mitigate potential problems that can arise
- Prepare for a follow-up campaign
- 

Additionally, we will also explore some real social media campaigns. What was done well? What could have been done better? You will leave with a better understanding of how to go from theory in the classroom to engaging citizens on the Internet.

**WORKSHOP LEADER: Mack D. Male, President, CEO of Paramagnus Developments Inc.**, is a software developer, entrepreneur, and social media guy. Always up-to-date on the latest trends and technologies, Mack loves sharing what he learns with others. He's particularly passionate about his hometown, Edmonton, and does his best to expose everything it has to offer, through his blog, Twitter account, and many other online tools and services. Mack was named one of Edmonton's Top 40 Under 40 in 2009 for his work in helping to build Edmonton's online communities.

### PARTICIPATING SPONSOR:



**SustainNet**  
SOFTWARE SOLUTIONS

*Stakeholder Consultation and  
Online Community Engagement Software*

**SustainNet Software Solutions Inc.** is a Vancouver-based, software sales and marketing company that provides web-based stakeholder information management and online community engagement solutions to organizations to more efficiently manage the input, interests, issues and concerns of the community in which they operate.

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

### ABOUT OUR SUPPORTERS:

**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

EDMONTON

**IABC Edmonton** is a network providing communications professionals with access to a strong, involved and growing community of colleagues; opportunities for professional growth, inspiration and enrichment; and, knowledge, expertise and an ethical foundation to heighten the credibility of the profession.

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

**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

OTTAWA

**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>.



CANADIAN WOMEN IN COMMUNICATIONS  
ASSOCIATION CANADIENNE DES FEMMES EN COMMUNICATIONS

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

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

## VENUE AND LODGING:

### ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

#### Delta Edmonton Centre Suite Hotel

10222 102 Street  
Edmonton, AB T5J 4C5  
Reservations: 1-888-890-3222  
Main Hotel Number: 780-429-3900  
<http://www.deltahotels.com/hotels/hotels.php?hotelId=11>

Please contact the hotel directly when making your reservation. For the conference, **a limited number of rooms have been reserved at the rate of \$154 CAD per night. Please call the hotel no later than December 24, 2009, to ensure this rate** and mention that you are attending the "Advanced Learning Institute's Social Media for Government conference."

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

Alberta's capital city is home to more than just West Edmonton Mall, the world's largest. The self-proclaimed "Festival City" boasts some of the oldest festivals in Canada—and some quirky attractions to boot.



Join us in Edmonton for A.L.I.'s 14<sup>th</sup> Conference on "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Edmonton, go to <http://www.discoveredmonton.com/>.

Photo courtesy of [www.destinationedmonton.ca](http://www.destinationedmonton.ca)

## REGISTRATION FEES:

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

<b>Group Discount: Register 3 colleagues and the 4<sup>th</sup> is FREE!</b>	<b>Extra Earlybird Pricing: Register with payment by September 25<sup>th</sup></b>	<b>Earlybird Pricing: Register with payment by November 20<sup>th</sup></b>	<b>Regular Pricing: Register with payment after November 20<sup>th</sup></b>
Conference Only (January 26 <sup>th</sup> and 27 <sup>th</sup> )	\$1,099 CAD	\$1,299 CAD	\$1,699 CAD
Conference Plus <b>One</b> Workshop	\$1,499 CAD	\$1,699 CAD	\$2,099 CAD
Conference Plus <b>Two</b> Workshops	\$1,799 CAD	\$1,999 CAD	\$2,399 CAD
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Conference Plus <b>ALL Four</b> Workshops	<b>\$2,099 CAD BEST VALUE!</b>	\$2,299 CAD	\$2,699 CAD
Conference Workbook Only	\$199.00* CAD + \$20.00 S&H		
*Illinois (U.S.A.) residents will be charged 9.75% sales tax on workbook orders.			

**Please add 5% GST to all prices above (A.L.I.'s GST #884005323RT0001). Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from those above due to variances in exchange rates.**

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

### **SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:**

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

### **GROUP DISCOUNTS:**

Enjoy a savings of at least \$1,099! 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 January 11<sup>th</sup>), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after January 11<sup>th</sup>) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

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

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

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

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

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

### **WE GUARANTEE RESULTS:**

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:**

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- 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 Commonwealth Edison
- Correctional Services Canada
- CNW Group
- Department of Canadian Heritage
- Department of Tourism & Parks, New Brunswick
- digitalOttawa
- Enterprise Saskatchewan
- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- Health Canada
- Health Council of Canada
- Health Force Ontario MRA
- Human Resources and Social Development Canada
- Hydro-Quebec
- Industry Canada
- Innovation Institute of Ontario
- Justice & Consumer Affairs, New Brunswick
- Legislative Assembly of Alberta
- Library and Archives Canada
- Meloche Monnex
- Microsoft Canada
- Ministry of Attorney General, Ontario
- Ministry of Community & Social Services, Ontario
- Ministry of Education
- Ministry of Enterprise & Innovation
- Ministry of Government and Consumer Services, Ontario
- Ministry of Municipal Affairs and Housing
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- National Defence Canada
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- Natural Resources Canada
- Office of the Premier, British Columbia
- Ontario Energy Board
- Ontario Municipal Affairs & Housing
- Ontario Ministry of Revenue
- Ontario Pension Board
- Ontario Trillium Foundation
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- Public Health Agency Canada
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- SaskTel
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<b>Registration Form</b>		<i>Please photocopy for group members.</i>	
<input type="checkbox"/> Yes, I'd like to register for the January 2010 Social Media for Government conference in Edmonton.			
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<input type="checkbox"/> Conference Plus Workshop(s):			
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<input type="checkbox"/> Pre-Conference Workshop B: A Step-By-Step Process For Successfully Building And Implementing A Social Media Strategy			
<input type="checkbox"/> Post-Conference Workshop C: Managing Through The Power Shift Of This New Information Age And Convincing Your Senior Leaders Why Now Is The Time To Get Involved			
<input type="checkbox"/> Post-Conference Workshop D: Practicing Social Media In The Real World: A Campaign In Action			
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