

Back By Popular Demand...The 6th Forum From The
Advanced Learning Institute's Acclaimed Executive Training Series For
Federal, Provincial and Municipal Government Communicators...



**SOCIAL MEDIA
for GOVERNMENT**
How To Engage Your Employees And Citizens
By Using The Latest **Web 2.0 Technologies**
To Drive Communication Results
February 9 -12, 2009 · Ottawa, Ontario

Canada

Rave Review from a Past Social Media for Government Attendee:

"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

***** Register by December 19th To Save \$400! *****
To Register, Call (773) 695-9400

REGISTER TODAY!

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 blogging and podcasting to maximize effectiveness and increase productivity
2. **Developing** a social media (blogging, podcasting, wikis, 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)
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

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 Ottawa, Ontario

Public Health Agency of Canada

**Ministry of Government Services,
Ontario Public Service**

U.S. Department of Defense

Canadian International Development Agency

Workplace Safety and Insurance Board of Ontario

Office of the Privacy Commissioner of Canada

Treasury Board of Canada

U.S. Department of State

Thornley Fallis Communications

Microsoft Canada

VisibleGovernment.ca

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

76design

WebDrive Canada Inc.

digitalOttawa

Transmission Content + Creative

Lifecapture Interactive

Context Creative Inc.

Presented by:



Your Government & Communications Training Partner Since 1997

Supporting Organizations:



WHY IS THIS A CAN'T MISS EVENT?

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

EXPAND YOUR LEARNING...

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

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

Monday, February 9, 2009, 9:00am – 12:00pm:

Social Media 101: Making Your Organization Social Media Friendly

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

Monday, February 9, 2009, 1:30pm – 4:30pm:

How To Use Social Media To Engage More Citizens: Planting Seeds Online To Cultivate Conversations And Communities

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

Thursday, February 12, 2009, 8:30am – 11:30am:

Using A 4-Step Process To Monitor And Measure Social Media In Your Organization:
How It Works And Getting Started

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

Thursday, February 12, 2009, 12:30pm – 3:30pm:

How To Make Social Media A Reality:
A Step-By-Step Process For Setting Up A Social Media Campaign That Works Best For Your Organization

WHO WILL ATTEND:

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:

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:

- **21 innovative speakers** at your disposal to share their strategies and experiences in government blogging, podcasting and other Web 2.0 technologies
- **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 **Ontario Public Service, Workplace Safety and Insurance Board of Ontario, U.S. Department of Defense** 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...



Dear Government Communicator,

Imagine that you could communicate directly with Canadians who share an interest in the policies and programs you are responsible for. Imagine if you could do this without the need to deal with the intermediaries of traditional mainstream media or organized special interest groups. Imagine if you could conduct this communication in a medium that would enable interested Canadians to respond directly to you in their own words. Wouldn't that be a powerful medium for engaging Canadians in the work of their government? For restoring and building faith in public institutions? For conducting an ongoing consultation about what Canadians think about your programs, what they would like to see from them, and what they will support?

Well, you need imagine no longer. Social media provides you with the channel to achieve all of this and much more.

Of course, these benefits do not come without obligation. Social media requires transparency, openness about intent and a willingness to listen and act about what you hear. Not only will Canadians tell you when they agree with you, they will also tell you when they disagree. And they may suggest changes that they would like you to make.

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 the mistakes that can lead to failure.

You will hear, firsthand, how the:

- **City of Ottawa** piloted a successful social media and Web 2.0 strategy in their agency
- **Office of the Privacy Commissioner of Canada** overcame institutional hurdles that blocked the way of introducing social media in their organization
- **Treasury Board of Canada** piloted a wiki that heightened their collaboration with each other and brought them to a new level of improved services to their customers

The attendees at the previous Social Media for Government conference held in September learned a great deal and came away smarter and better prepared for the new era of social media. I hope that you will join me and the other participants at the February conference, as I'm sure that you will gain valuable information that you can apply to your own programs.

Register today at 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 February in Ottawa, to hear from communicators who are currently utilizing social media tools, with results & benefits.

Sincerely,



Joseph Thornley, CEO
THORNLEY FALLIS COMMUNICATIONS and 76DESIGN
Conference Chairperson

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

RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

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

K. Barsoum, Promotion & Education Coordinator

REGION OF WATERLOO, ONTARIO

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

S. Mackie, Internal Communications Specialist

SCOUTS CANADA

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

L. Willson, Principal

HEADLINE COMMUNICATIONS, INC.

"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. Villemare, Program Manager

TRANSPORT CANADA

PRE-CONFERENCE WORKSHOPS: Monday, February 9, 2009

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

Choose A or B or BOTH for maximum value and learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

Social Media 101: Making Your Organization Social Media Friendly

If you are trying to understand why social media is such a hot topic and what your organization should be doing about it, then take this opportunity to learn how to successfully implement social media within your institution.

The speed at which online communication is changing is phenomenal. Odds are your employees and clients are already active users of social media. It's fundamentally changing the way organizations operate. People have the opportunity to take part in an on-going conversation with their Government by participating more than voting once a year, creating a true democracy.

This workshop will teach you the basics of social media, such as blogs, podcasts, and wikis, while providing you with the purpose and strategy behind these technologies, along with exploring how to leverage these techniques to change the way your organization collaborates and communicates. You will gain an understanding of the risks and benefits of social media, but more importantly, understand the risks of NOT using social media.

Specifically, you will learn strategies, tactics and ideas for:

- Influencing the internal culture toward new media concepts and Web 2.0 technologies
- Introducing and integrating social media in your organization
- Establishing web governance, policy and operating protocols
- Reprioritizing human and financial resources to incorporate social media
- Developing capacity and procedures that facilitate use of social and new media
- Monitoring and assessing success

WORKSHOP LEADERS: Mark Hudson is a Senior Communications Executive with the Public Health Agency of Canada. Mark has spent more than 20 years envisioning, directing and delivering communications, consultation, and marketing strategies to benefit Canadians. Public service for him has included stints with several federal government departments including Health, Industry, Environment, Indian Affairs and the Privy Council.

Marquis Côté is a Senior eCommunications Advisor for the Public Health Agency of Canada and Partner & Web Strategist at digitalOttawa. digitalOttawa delivers eCommunications services and strategies for public sector organizations. They create a foundation with governance review, education and change management and then build project-specific tools to help meet and exceed mandated goals with sustainable solutions.

Jason Prini, a Social Media Specialist at digitalOttawa, helps organizations understand how to best interact with the changing web. He combines his skills in marketing, web development, communication, and education to deliver compelling web projects for clients. He has been working with the web since the mid 1990s and is constantly exploring the bleeding edge of web communications.

Testimonials From Past Public Health Agency of Canada and digitalOttawa Sessions:

"Nice introduction to the use of social media."

"Good information. I enjoyed the explanations about the different media and tools."

"They had good professional delivery and interaction with conference participants."

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

Afternoon break/lunch on your own.

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

AFTERNOON PRE-CONFERENCE WORKSHOP B

How To Use Social Media To Engage More Citizens – Planting Seeds Online To Cultivate Conversations And Communities

Having a website as your online hub is no doubt important, but establishing a web presence to reach more citizens on their terms is becoming just as significant too. Today, as it is no longer sufficient to wait for key interest groups to find your website, you have to connect with them on their terms and give them a reason to visit. By planting seeds online, you can help people discover you, get to know you and find common interests – all so they can form a solid relationship with your organization.

In this hands-on workshop, you will learn about some of the tactics, tools and websites you can use to accomplish this, including:

- The importance of monitoring online conversations and the introduction of basic tools needed to help your organization achieve this
- Various ways to respond to the ongoing conversations as you start to dip your toes into the "social media" waters
- How to initiate your own conversations to help you better engage citizens
- A look at some key social networking sites and how you can start planting seeds by participating in these existing communities

Participants are encouraged to bring laptops to this session.

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

Testimonials From Past Mark Goren Sessions:

"Excellent – hands on, worked us through each item. Very useful!"

"He drove home the idea that having a website is not enough anymore. The hands-on stuff was great!"

"Very hands-on. Nice!"

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AGENDA - DAY 1: Tuesday, February 10, 2009

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Joseph Thornley, CEO

THORNLEY FALLIS COMMUNICATIONS and 76DESIGN

8:45 a.m.



Setting Sail: How To Help Your Organization Navigate The Web 2.0 Sea

Are you thinking of using social media, ready to start piloting, but not sure how or where to start? In this session, you will learn strategies, successes and lessons learned while venturing into the world of social media and Web 2.0.

Specifically, you will discover:

- Basic starting points to organize internally & set the groundwork for introducing social media to your organization
- Approaches for changing your employee culture and the perceived value of social media
- Business First! How to make a business case for social media activities

You will leave this session with tangible success stories that you can use within your own organization.

Mark Faul, Business Analyst

CITY OF OTTAWA

Chris Wightman, Manager, Service Integration and Performance

CITY OF OTTAWA

9:35 a.m.

Break-Out Blitz!

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

10:35 a.m.



Bringing People And Knowledge Together Within Government Through A Wiki

In October 2007, Canada's Chief Information Officer announced that the government would build a collaborative library where public servants could learn from each other and build on the great work of others. One year later, GCPEDIA, a Wikipedia for the Public service was launched.

GCPEDIA will enable public service renewal by creating an environment where public servants can:

- Learn from each others successes and failures
- Eliminate duplication of effort

- Share knowledge and expertise
- Work collaboratively
- Build and preserve corporate memory
- Ultimately improve the way we deliver service

This session will briefly outline the story of bringing this large-scale wiki to life and present the vision and latest pilot projects such as social networks that are part of building a collaboration environment for the Government of Canada.

You will leave this innovative session with tools on how your agency can introduce collaborative methods for a higher level of engagement inside and outside of your organization.

Jeff Braybrook, Deputy Chief Information Technology Officer

TREASURY BOARD OF CANADA

Thomas Kearney, Senior Director

TREASURY BOARD OF CANADA

11:30 a.m.



Creating Transparent Government: How To Engage More By Doing Less - - Using The Latest Web 2.0 Tools

To engage citizens and become truly transparent, governments should become data publishing platforms, generating streams of information. These data streams can then be presented to the public by a thriving ecosystem of 3rd party tools and sites, or organizations outside the government (eg. non-profits), that present government data to the public in flexible, innovative ways.

This session will give an overview of the strengths and weaknesses of this transparent approach, as well as some best practices from around the world.

Specifically, you will hear and learn how to:

- Get more by doing less: leveraging the energy of the open source community to build tools for better citizen-government interaction
- Integrate data publishing into government IT architectures
- Utilize the best 3rd party tools from around the world for ultimate citizen-government interaction
- Understand what's happening now – taking a look at VisibleGovernment.ca's projects in Canada, including their Expense Visualizer and Access to Information Request Tracker

Jennifer Bell, Executive Director

VISIBLEGOVERNMENT.CA

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 for government concerns.

1:55 p.m.



How To Use Blogging To Connect And Build Relationships With Your Target Audience

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

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

- Leverage your blog to engage your consumers and generate momentum around your ideas
- Use your blog as a networking tool and extension of your activities to maintain an on-going relationship with your clients
- Blog about topics of interest to your target audience and attract customers to your mission
- Focus on the approach and style of your activity versus content
- Engage your consumers by inviting guest bloggers to contribute to your blog

Hear one of the top corporate social media experts and learn how your government organization can better engage your audiences, as well.

Barnaby Jeans, Audience Marketing Manager
MICROSOFT CANADA

2:50 p.m.



Clearing The Resistance Hurdle: Strategies For Dealing With Social Media Opposition

As more and more government organizations begin to explore the capacities and the potential of social media, they discover that institutional hurdles often block the way.

Institutional inertia and outright resistance can block the progress of everything from simple pilot projects to an organization-wide implementation.

In this session, you will learn how to:

- Identify and co-opt supporters inside the organization
- Execute the subtle craft of shaming by comparison: Exploring others' successes
- Setting reasonable goals in leveraging your organization's social media goals

Colin McKay, Director, Research, Education and Outreach
OFFICE OF THE PRIVACY COMMISSIONER OF CANADA

3:45 p.m.



Afternoon Refreshment & Networking Break

4:05 p.m.



Maximizing Your Communication Efforts By Integrating Social Media (Blogging, Podcasting & Other New Media) With Traditional Channels

The U.S. Department of Defense (DoD) is increasingly turning to "New Media" to improve its communications and information sharing. In this session, you will learn how DoD is using Web 2.0 & beyond, mobile content, blogger engagement, podcasting and other new media tools to reach its audiences without breaking the budget and without mainstream media filters.

DoD is using new media definitions to define its audiences. It's all about connectivity. Understanding this connectivity helps promote your own website search engine results and takes your information directly to your audiences.

Here are a few examples of why new media plays such a critical role in DoD communications, and why your organization needs to be ready to engage in this information and communication revolution too:

- Did you know that the top government and organization podcasts downloaded from iTunes are from DoD?
- Did you know that when you talk to one blogger, you are potentially talking to 2 million virally-linked people per blogger?
- Did you know that the blogosphere is doubling in size every 6 months? Did you know that more than 1.1 billion people worldwide are now online?
- Did you know that web traffic to blogs of the top 10 online newspapers grew 210% this past year?

Web 2.0 & beyond and social/consumer generated media is changing the way we work, communicate and live. As a result, DoD is engaging in two-way communications with the blogger community – it's all about the viral spread of your message via the connectedness of the blogosphere.

This session will help you prepare your organization to join this new information and communication revolution by:

- Applying simple, low-cost, effective ways to broaden your communications reach using new media tools
- Repackaging your existing communication products to streamline your messages

Jack Holt, Chief, New Media Operations
Office of the Assistant Secretary of Defense for Public Affairs
U.S. DEPARTMENT OF DEFENSE

5:00 p.m.

Close Of Day One

5:05 p.m.



Networking Reception: Please Join Us!

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

6:30 p.m.



Dine Around

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

AGENDA - DAY 2: Wednesday, February 11, 2009

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two

Joseph Thornley, CEO

THORNLEY FALLIS COMMUNICATIONS and 76DESIGN

8:40 a.m.



CASE STUDY

Global Citizens Connect:

How To Use Social Networking And User-Generated Content To Create Community

75,000 Canadians have volunteered abroad at one time or another over the last 30 years with organizations such as the Canadian University Students Overseas (CUSO), Canada World Youth and Oxfam-Quebec. This vast pool of alumni represents an extraordinary resource for activism, fundraising, promotion and recruiting, yet until recently it was an untapped resource.

The problem to solve was how to take those 75,000 isolated individuals and begin turning them into a cohesive, interactive and dynamic community that could work to promote the aims of international cooperation and promote Canadian volunteerism internationally. That was the challenge 76design faced when it sat down with Global Citizens for Change, a consortium of nine leading Canadian Voluntary Cooperation Agencies (VCAs) to design a strategic social media campaign.

This session will demonstrate how 76design used social networking and user-generated content to create community and to actively recruit and promote the activities of Global Citizens for Change and its members.

From their experiences, you will learn:

- How social media was applied strategically in a specific case
- How an interactive social media map is being used as a vital recruiting tool
- The keys to building a successful community online

John Sobol, Senior Consultant

76DESIGN

9:35 a.m.



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

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

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

10:30 a.m.



Morning Refreshment & Networking Break

10:50 a.m.



Wikis At Work: How To Foster Collaboration And Knowledge-Sharing Within Your Organization

The U.S. Department of State's (State) Office of eDiplomacy represents both organizational and technological innovation to foster collaboration and knowledge-sharing within the agency, as well as other federal agencies. One of eDiplomacy's most successful initiatives has been Diplopedia, an enterprise-wide wiki that is becoming a central gateway for State's corporate knowledge.

The wiki is available to all of State's 57,000 personnel to read and contribute to, and it can also be viewed by the U.S. Government's interagency community. Additionally, Diplopedia has emerged as a highly flexible portal for U.S. embassies and State offices and has more than 5,500 articles and nearly 1,200 registered contributors. Diplopedia's model of open editing and contribution departs sharply from State's traditional command-and-control “clearance” culture of extensive pre-publication review of information.

During this session, you will learn about:

- The evolution of Diplopedia from its low-key launch in September 2006, to its gradual emergence as a central knowledge management component of the Department of State's knowledge leadership strategy
- Key success factors and Diplopedia's relationship to other Knowledge Leadership programs
- Prospective initiatives to advance the use of social media and social networking in the U.S. Department of State and with State's partners inside and outside the U.S. Government

Learn from the experiences at the U.S. Department of State and how you can also successfully implement wikis to foster collaboration within your organization.

Bruce Burton, Senior Advisor, Office of e-Diplomacy, Bureau of Information Resource Management
U.S. DEPARTMENT OF STATE

11:45 a.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.

1:15 p.m.



INTERACTIVE SESSION

Group Exercise – Let's Communicate And Collaborate!

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.

1:45 p.m.



CASE STUDY

Understanding Key Policies And Standards To Maximize Your Web 2.0 Initiatives

The Canada Student Loan Program (CSLP) exists to help Canadians pursue post-secondary education. However, the mandate goes beyond just supplying loans. It includes preparing students for their next level of education, helping them plan and save for school and helping them learn about schools and programs that match their interests. This requires more than just informing. It requires actually changing behaviour which is why the CSLP decided to implement Web 2.0 solutions that make the task of preparing for post-secondary education more dynamic and interactive.

In this session, you will learn about:

- The Web 2.0 options that exist for Government given the Common Look and Feel (CLF) 2.0 standards
- The policy implications of implementing Web 2.0 functionality
- How CSLP is using social media to create a hub for students
- How CSLP is using widgets, a commonly-used social media tool designed to improve planning for post-secondary education

Jennifer Savage, President, Government Web Strategies and Web Usability Analyses
WEBDRIVE CANADA INC.

2:40 p.m.



Afternoon Refreshment & Networking Break

2:55 p.m.



CASE STUDY

Giving Your Communications Strategy A Second Life: Understanding This Virtual World And Why It Is Right For Your Organization

Since early 2008, two departments of the Ontario Public Service (OPS) have launched Second Life regions: one designed to be a virtual career fair and the other focusing on Ontario's digital strategy. In this session, you will hear how the Ontario Public Service is introducing Second Life into their communication strategy.

Specifically, you will learn:

- General information on Second Life and virtual worlds
- Why Second Life is "right" for government
- How Second Life integrates with Web 2.0 and other Social Media
- What objectives the OPS has carried out in Second Life
- The results of their virtual initiatives
- Future plans for Second Life

You will leave this session with new perspectives into one of the truly unique and innovative ways to use social media to achieve the results your organization is seeking.

Glen Padassery, Acting Director, Youth and New Professionals Secretariat, HROntario
MINISTRY OF GOVERNMENT SERVICES, ONTARIO PUBLIC SERVICE

3:50 p.m.

Telling Your Story: How To Leverage Social Networks To Reach An Extended Audience

One of the best things about using Web 2.0 is how much better it allows you to tell your story. In this session, you will learn about the strategies that the Canadian International Development Agency (CIDA) used in telling theirs, along with what has worked, what has not worked, and how to convey to decision makers that social media is not bleeding edge, but simply a part of the Canadian media fabric.

Social and new media projects that have helped to tell Canada's story to Canadians as well as to Americans will be discussed, and lessons learned on how to grow your own network and how to leverage other social networks to help spread the word will also be shared. Critical to all of this, you will learn how to use precision targeting to extend your reach and use metrics to constantly refine your approach.

Specifically, case studies from AfCam on Afghanistan.gc.ca, YouTube, iTunes, Flickr, Afghanistan360, Connect2Canada.com, and GoCCART will be demonstrated, showing you how to:

- Use podcasts and webisodes to add color to your story and better connect with your audience
- Explore other solutions besides outsourcing – have you tried insourcing?
- Blend the lines between online and offline communications to better connect your message
- Grow a network and leveraging popular social media channels
- Overcome the fear of user generated content
- Measure social media, reviewing lessons learned from using it, and refining your social media strategy

4:15 p.m.

Chairperson's Recap:

Key Takeaways And What To Do When You Get Back To The Office

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

Joseph Thornley, CEO

THORNLEY FALLIS COMMUNICATIONS and 76DESIGN

4:30 p.m.

Close Of General Sessions

******* Register by December 19th To Save \$400! *******
To Register, Call (773) 695-9400

POST-CONFERENCE WORKSHOPS: Thursday, February 12, 2009

INTERACTIVE WORKSHOPS

These workshops are designed to take your conference experience to the next level. 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.

**Using A 4-Step Process To Monitor And Measure Social Media In Your Organization:
How It Works And Getting Started**

Your organization has decided to begin to engage with your community through social media, but you can't engage what you can't see, and that means you need to monitor conversations.

You can't understand whether or not you are being successful unless you have set clear objectives and measured progress against them – and that means you need to have a deliberate approach to analysing what you are monitoring.

This is a highly fluid field. Just as surely as new social media tools and networks emerge almost weekly, so too, measurement experts must constantly be evolving their approach to monitoring and the metrics they apply.

So, with all of this going on, how can you ever hope to monitor, measure and understand it?

This workshop will present a four-step process to social media monitoring and measurement that can be followed by any organization.

Attend this interactive session to learn:

- How to find the conversations that matter to you and your organization
- What you should measure in social media and why it's different from what you used to measure in mainstream media or even in Web 1.0

- What tools will help you measure social media

WORKSHOP LEADER: Joseph Thornley is CEO of Thornley Fallis Communications and 76design. Thornley Fallis helps companies and organizations build relationships with customers, clients and stakeholders by integrating social media with public relations, creative design and word of mouth communications. His personal blog, propr.ca, examines the intersection of social media and public relations.

Testimonials From Past Joseph Thornley Sessions:

“Joseph Thornley was very knowledgeable and interesting.”

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

“This was very well presented and interesting.”

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

Afternoon break/lunch on your own.

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

AFTERNOON POST-CONFERENCE WORKSHOP D

How To Make Social Media A Reality: A Step-By-Step Process For Setting Up A Social Media Campaign That Works Best For Your Organization

Social Media offers a great place to extend your reach, but you need to understand these new channels and their effects. This workshop will take you through the concept of “The Good Internet Citizen” and how to engage in the various areas online to generate buzz, simmer an argument, or just take part in the community.

In this hands-on workshop, you will learn how to:

- Track the conversation
- Measure the sentiment
- Identify potential opportunities
- Solve problems that can arise when broadening your conversation exposure

Together, we will explore the many social tools that can be used to generate buzz, accommodate your visitors, or engage with other interested online citizens. This workshop will take you from high-level theory to the practical application of real world situations. For example, we will investigate real social media campaigns happening or in development right now, for many different types of businesses and government organizations.

You will leave with a greater understanding of the channel in action and will take away action steps to get started; such as, the best web tools that will allow you and your organization to take immediate advantage of the channel, do it right the first time, and reap the rewards almost instantaneously.

WORKSHOP LEADERS: Geoff Whitlock, President and CEO of Lifecapture Interactive (LCI) has led the company since inception, building a skilled team that has rapidly gained a reputation for its innovative corporate new media projects. Under his guidance, LCI serves a diverse range of national client accounts in multiple industry sectors.

Michael Cayley is Principal of the Social Capital Practice at Context Creative Inc. They believe that corporations have an unprecedented opportunity to build social capital that will be a distinctive contributing factor to corporate valuation. This belief is the genesis of every engagement they undertake within the social capital practice.

ABOUT OUR SUPPORTERS:



IABC Ottawa is the chapter of the International Association of Business Communicators in the National-Capital Region, a not-for-profit international network of professionals committed to improving the effectiveness of organizations through strategic, interactive and integrated business communication management.

For more information, please go to
<http://www.iabcottawa.ca/default.asp>



IABC/Montréal is the largest bilingual chapter of the International Association of Business Communicators (IABC). Offering a global link to communications professionals, the chapter promotes the use of best practices in our profession through development seminars, access to industry experts and networking.

For more information, please go to: <http://www.aipc-mtl-iabc.com/>.



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

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

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Delta Ottawa Hotel and Suites

361 Queen Street
Ottawa, Ontario K1R 7S9
Phone: (613) 238-6000
Toll Free: (800) 268-1133
Email: ccampeau@deltahotels.com
(Carolyn Campeau, Reservations Manager)
Website: <http://www.deltahotels.com/hotels/hotels.php?hotelId=14>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at the government rate of \$149 CAD/night. Please be sure to call the hotel no later than January 9, 2009 to help ensure this rate and mention that you are attending the Advanced Learning Institute event and quote the Reservation ID Code: GFADV1.** We recommend that reservations be made early, as the number of rooms at our rate is limited.

The Delta Ottawa Hotel and Suites is located in the heart of downtown, convenient to many of the area's top sites. Airport access is just 13 km/8 miles away at Ottawa International Airport (YOW).

Join us in Ottawa for A.L.I.'s 6th 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.



Courtesy of gocanada.about.com

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

For more information on Canada's Winter Celebration, Winterlude, go to <http://www.canadacapital.gc.ca>.

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by December 19th	Regular Pricing: Register with payment after December 19th
Conference Only (February 10 th and 11 th)	\$1,299 CAD	\$1,699 CAD
Conference Plus One Workshop	\$1,699 CAD	\$2,099 CAD
Conference Plus Two Workshops	\$1,999 CAD	\$2,399 CAD
Conference Plus Three Workshops	\$2,199 CAD	\$2,599 CAD
Conference Plus ALL Four Workshops	\$2,299 CAD BEST VALUE!	\$2,699 CAD
Conference Workbook Only	\$199.00* CAD + \$20.00 S&H	
*Illinois (U.S.A.) residents will be charged 9.75% sales tax on workbook orders.		

Please add 5% GST to all prices above (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 \$1,299! Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration. Note to small departments — register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before January 26th), 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 26th) 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:

- 76design
- 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
- 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
- National Energy Board
- 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
- Prescient Digital Media
- Public Health Agency Canada
- Public Safety Canada
- Public Service Commission
- Public Works Canada
- Regional Municipality of Halton, Ontario
- Regional Municipality of Waterloo, Ontario
- Royal Canadian Mint
- Royal Ontario Museum
- SaskTel
- Service Canada
- SYNEX Canada Ltd
- TD Bank Financial Group
- Transport Canada

- Department of Canadian Heritage
- Department of Tourism & Parks, New Brunswick
- digitalOttawa
- Enterprise Saskatchewan
- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- Ministry of Natural Resources
- Ministry of Research & Innovation, Ontario
- Ministry of Training
- MTV Canada
- National Aboriginal Health Organization
- National Defence Canada
- Transmission Content + Creative
- Tucows Inc.
- Université du Québec à Montréal
- University of Toronto
- WebDrive Canada, Inc.
- Workplace Safety and Insurance Board

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

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Registration Form

Please photocopy for group members.

Yes, I'd like to register for the February 2009 Social Media for Government in Ottawa.

Please check:

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<input type="checkbox"/> Pre-Conference Workshop B: How To Use Social Media To Engage More Citizens: Planting Seeds Online To Cultivate Conversations And Communities		
<input type="checkbox"/> Post-Conference Workshop C: Using A 4-Step Process To Monitor And Measure Social Media In Your Organization: How It Works And Getting Started		
<input type="checkbox"/> Post-Conference Workshop D: How To Make Social Media A Reality: A Step-By-Step Process For Setting Up A Social Media Campaign That Works Best For Your Organization		
<input type="checkbox"/> I would like to order a conference workbook only		
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