



Ottawa & Edmonton Locations Previously Sold Out- NOW COMING TO TORONTO!
 Don't miss the 23rd updated forum packed with the latest tools, tips and techniques to help you transform the way you communicate with your employees and citizens!

2011 Social Media For Government

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

JANUARY 31 – FEBRUARY 3, 2011 | TORONTO

KEY TAKE AWAYS:

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

- **Developing** a social media (blogging, Twitter, podcasting, wikis, social networks, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Communicating** more effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, video podcasts, and much more

Register by December 10th To Save \$400!

Register 3 and get the 4th FREE!

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:

- Ontario Ministry of Labour
- Toronto Police Service
- Northern Lights Canada
- Royal Bank of Canada
- Genome Alberta

Ontario Ministry of Health and Long-Term Care

Public Service Commission of Canada

City of Ottawa, Ontario

U.S. Department of State

Office of the Ombudsman of Ontario

Thornley Fallis & 76design

LAWs Communications

PubliVate Inc.

Michael Cayley Consulting

City of Kitchener, Ontario

Halton Region, Ontario

Presented by the Advanced Learning Institute | www.aliconferences.com | 773.695.9400 ext. 1

Official Media Partner:



Seminar Supporters:



Benefits of Attending

KEY TAKE AWAYS:

Attend our revised and updated Social Media for Government training event for 2011 to hear the latest practical advice from other government social media initiatives. You will leave with tools, tips, and strategies to get your new year off to a great start, including:

- **Measuring** the effectiveness of your social media strategy and demonstrating its value within your organization
- **Strategically** using Twitter, Facebook, and LinkedIn in your organization
- **Monitoring** social media for your organization, whether you are participating or not
- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Operating** social media tools within the boundaries of government restrictions and firewalls
- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Maximizing** awareness of your agency's mission to the public
- **Learning** how to easily communicate to the public through external blogs, podcasts and video podcasting
- **Assimilating** cutting-edge communication techniques and tools presented by your peers who are already using social media
- **Utilizing** social networking tools as sources of information that the public can use and trust
- **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future
- **Making** the case for open source technologies

Seminar Wiki Available To Attendees

All attendees will be invited to expand their network and continue the conversation in the seminar wiki— you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.

WHY IS THIS EVENT ONE YOU CAN'T MISS?

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

Rave Reviews From Past Seminar Attendees:

"I never rate anything excellent unless it amazed me! Great training. Keep up the good work. The government needs more like this. Love the networking."

S. Jodouin, Jr. Media Relations Officer
ELECTIONS CANADA

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

R. Alfadili, Communications Officer
**REPRESENTATIVE FOR CHILDREN AND YOUTH,
BRITISH COLUMBIA**

**Register by December 10th
To Save \$400!**

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To register, go online @ www.aliconferences.com
or call (773) 695-9400 ext.1

Benefits of Attending

BENEFITS OF ATTENDING THIS CRITICAL SEMINAR:

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

1. **22 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
2. **Over 22 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the seminar
3. **The opportunity to customize your learning** by participating in unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details
4. **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
5. **A comprehensive overview of social media strategies and processes** from leading practitioners like the **Public Service Commission of Canada, Northern Lights Canada, Genome Alberta, and many more**
6. **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
7. **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this seminar
8. **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
9. **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
10. **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
11. **The opportunity to learn how to engage your employees and citizens** by using social media from leading government agencies and organizations
12. **Access to the seminar wiki**— you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

Rave Reviews From Past Seminar Attendees:

"... The content was pertinent and concise – exactly what I needed!"

L. English, Prog. Manager, Digital Media
GOVERNMENT OF MANITOBA

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

J. Blodgett, Jr. Communications Advisor
DEPARTMENT OF JUSTICE CANADA

Maximize Your Learning Experience

MAXIMIZE YOUR TRAINING!

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

Monday, January 31, 2011:

- A** PRE-SEMINAR MORNING WORKSHOP A
8:30 a.m. – 11:30 a.m.:
Social Media For Beginners: From Curiosity To Comprehension -- Offline Answers To Your Online Questions
- B** PRE-SEMINAR AFTERNOON WORKSHOP B
1:00 p.m. – 4:00 p.m.:
How To Identify, Create And Engage Your Stakeholders To Support Your Social Media Efforts

Thursday, February 3, 2011:

- C** POST-SEMINAR MORNING WORKSHOP C
8:30 a.m. – 11:30 a.m.:
Getting In The Social Media Game: How To Develop, Prepare, And Implement A Social Media Plan And Policy
- D** POST-SEMINAR AFTERNOON WORKSHOP D
1:00 p.m. – 4:00 p.m.:
How You Can Produce And Integrate Video Into Your Communications Plan- Getting Beyond YouTube

WHO WILL ATTEND:

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

- Public Affairs
- Social Media/Web 2.0
- Public Relations
- Public Information
- Internal Communications
- External Communications
- Employee Communications
- Employee Relations
- Marketing
- Web Communications
- Organizational Transformation & Development
- Human Resources
- Executive Communications
- Change Management
- Publication & Web Content
- Communication Consulting
- Electronic Communications
- New/Interactive Media
- Community Relations
- Technology
- Digital Strategy
- Training & Development
- Outreach
- Web Services
- Strategic Communications
- Journalism/Reporting
- Information Services & Systems
- Administration
- Program Management
- Customer Service & Satisfaction
- Intranet & Internet
- Communications Research
- Communications Management

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

Letter From Seminar Chairperson

Dear Government Communicator,

Social media holds the potential to strengthen the bond between citizens and government as governments use social media to engage citizens in new ways on a greater range of subjects than was previously possible.



However, introducing social media into the government communications process is not risk free. It requires a commitment to greater transparency and a willingness to listen and to respond. These attributes are not always easy for public institutions to embrace. Government has an obligation to be especially mindful of its responsibility to respond to the needs and interests of all citizens. This adds extra weight in a government context to factors such as bilingualism, accessibility, data security and individual privacy.

Clearly, government executives will embrace social media only if the potential benefits outweigh the risks.

The good news is that resourceful government managers have devised practical strategies and tactics that reconcile social media with the responsibilities of government. And the Advanced Learning Institute is bringing together the people behind successful government social media initiatives to discuss the secrets to their success and the lessons they learned from their experience.

I've attended the Advanced Learning Institute's (A.L.I.) social media seminars for the past four years and found them to be a unique blend of leading-edge thinkers with practical examples of social media applied in a government context. This conference will be no different. The producers have tapped their networks to identify the newly emerging best case studies of social media in government. To this, they've added some of the best examples of social media in government from the past two years, updated to reflect the way in which the best never repeat themselves, but improve constantly. Finally, the training also will feature some outstanding thought leaders who will help us to look into the future, anticipating tomorrow's challenges and the strategies we can apply to them.

It's a real pleasure to be chairing the "Social Media for Government Seminar" in Toronto January 31 to February 3, 2011. I hope you'll join me at this outstanding opportunity to meet, mix with and learn from some of the leading practitioners of social media for government.

I encourage you to attend this conference to gain practical advice and lessons which you can apply to your own social media strategies and plan.

Sincerely,

Joseph Thornley, CEO
THORNLEY FALLIS & 76DESIGN
Seminar Chairperson

Rave Review From Past Seminar Attendees:

"This exceeded my expectations on the topic of social media."

J. Troxler, Media Relations Consultant
TROXLER COMMUNICATIONS

2011 Social Media for Government Toronto

Seminar Highlights

This training 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, from many government organizations, including how the:

- **Toronto Police Service** produced a comprehensive social media guide to include social media communication in a security plan, discovering that there is opportunity in crisis
- **U.S. Department of State** discovered how crowdsourcing can help a large audience "find its voice" by promoting and clarifying the best thoughts and ideas
- **Ontario Ministry of Labour** determined who their audience is and how to connect with them using the right social media tools

Register today at www.aliconferences.com or by calling the training 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 31-February 3 in Toronto, to hear from communicators who are currently utilizing social media tools, with results & benefits.

Make your investment pay off even more by bringing a team!

Register 3 people and get the 4th for FREE!

Call (773) 695-9400 or [click here for details.](#)

Become a Facebook fan of Advanced Learning Institute Seminars at: www.facebook.com
<<http://www.facebook.com/pages/Advanced-Learning-Institute-Conferences/172027519903?ref=ts>>

Rave Reviews From Past Seminar Attendees:

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

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

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

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

"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

2011 Social Media for Government Toronto

Pre-Seminar Workshops

CHOOSE A OR B OR BOTH FOR MAXIMUM VALUE AND LEARNING

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

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

Social Media For Beginners: From Curiosity To Comprehension -- Offline Answers To Your Online Questions

This workshop is designed to move you from timid curiosity about social media to confident champion. Yes, we'll cover the basic terms and definitions but most importantly, we'll give you the basis for understanding the structural characteristics of this new media form.

Why is social media invading all aspects of our lives? What's in it for you? Who is responsible for leading change and how do you advocate the adoption of social media in a government context?

Bringing along your laptop, iPad or smartphone is suggested but not mandatory for this interactive session. We'll get as hands-on as possible. Come prepared to get involved as we illustrate key concepts through offline, interactive group exercises. The objective of this must-attend workshop is to deliver a session that positions you to get the most out of the remainder of the seminar.

After attending this workshop, you will confidently walk away with:

- Knowledge of social media key terms and definitions
- Understanding of the social structure of social media
- Strategic skills: how to apply critical thought, etiquette, online identity and control
- Lessons on how to advocate for the adoption of social media in your government organization

WORKSHOP LEADER: Michael Cayley, Owner of Michael Cayley Consulting and Founder of SocialCapitalValueAdd.com and Memetic-Brand.com is an entrepreneur, consultant and former CEO. When Michael started leading his first social media company through collaborations with Rogers Media, MTV (USA) and Urth.TV, "podcast" had yet to become Oxford's word of the year.

11:30 a.m. to 1:00 p.m. AFTERNOON BREAK/LUNCH ON YOUR OWN.

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

How To Identify, Create And Engage Your Stakeholders To Support Your Social Media Efforts

This workshop will focus on how you can utilize innovation and collaboration methodology and tools to engage and sustain your "crowd" - and how to apply these techniques successfully in your organization. Defining the stakeholders that will help you to support your business objectives in a collaborative, win-win manner has proven to be a challenging but core element of any social media initiative.

You will learn how to use your defined crowd in a manner that builds and grows your community, allowing all participants – as well as you as the sponsor – to not only meet your organizations' initiatives for a particular undertaking, but ensure that your stakeholders will engage in other initiatives you undertake later.

This will be an interactive and engaging session in which you will have the opportunity to see how tools and methodologies have been designed to ensure that you get the right people, at the right time to participate in the right way, which will result in meeting your communication's objectives.

In this strategic and targeted workshop, you will benefit from learning:

- An overview of stakeholder participation in a social media setting; effective and ineffective practices
- How to successfully engage the crowd both inside and outside your organization
- How to get the crowd to (willingly) do your work for you
- Your "skin in the game," what you need to do to ensure that your stakeholders keep coming back to participate in your innovation and collaboration initiatives

WORKSHOP LEADER: Geordie Adams is the Managing Partner of PubliVate Inc. PubliVate provides innovation and collaboration management end-to-end solutions specifically for the public sector marketplace.

Day One Agenda

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Joseph Thornley, CEO
THORNLEY FALLIS COMMUNICATIONS & 76DESIGN

8:45 a.m.

How To Engage Your Employees In Your Social Media Efforts



Engaging your staff in your social media efforts is paramount to a successful outcome and a sustainable return on your investment (ROI). This session will focus on practical ideas for engaging your staff and keeping them participating in social media.

Hear and apply practical experiences and tips from the efforts of Northern Lights Canada, including how to:

- Identify your change agents
- Incorporate best practices for social media sustainability
- Foster your community, resulting in greater participation and ROI

Andrew Chambers, Technology Director
NORTHERN LIGHTS CANADA

9:30 a.m.

Break-Out Blitz!

Network And Discuss Social Media Challenges With Your Fellow Seminar Attendees

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

10:00 a.m.

Morning Refreshment & Networking Break

10:30 a.m.

How To Integrate The Latest Communications Channels— Twitter, Facebook, YouTube And More— How One Ministry Did It And How You Can, Too



A longstanding core ministry of the Government of Ontario moved from old-style news releases, backgrounders and fact sheets to include Twitter, Facebook, YouTube, and more. Recognizing the short and long-term needs to adapt to society's new communications channels, the ministry adopted new thinking, new language and new vehicles. In this session, you will learn from the Ontario Ministry of Labour on what they did, how they did it and what they found out in their social media journey.

You will take away many lessons learned on what Ontario Ministry of Labour expected and didn't expect in their social media endeavor. You will leave this session with practical tactics on how to:

- Determine who your audience is and how to connect with them using the right tools
- Define your organization's purpose – Why are you using it and what will it fulfill?
- Differentiate the roles of technical and creative staff in social media ventures

Finally, you will learn where the ministry hopes to go from here and where your organization's social media presence can be in just a short time.

Bruce Skeaff, Social Media Planner, Communications & Marketing Branch
ONTARIO MINISTRY OF LABOUR

Day One Agenda

11:15 a.m.

Considering All The Angles: How To Develop A Comprehensive Social Media Strategy When You Don't Know What A Facebook Does Or Why That Little Blue Bird Keeps Tweeting



In the face of rapidly growing stakeholder expectations for meaningful two-way online dialogues, cities across Canada are scrambling to figure out how to swim with the social media tidal wave. Three years ago, the City of Kitchener, Ontario, dipped their toe in the uncharted waters of social media with their first Facebook page. Today, the city has developed a comprehensive social media strategy that guides its growing online presence through tools such as Facebook, Twitter, Youtube and Flickr.

This session will start from the very beginning and walk you through Kitchener's experience in social media strategy and policy development. You will gain helpful insights into:

- The benefits of taking a comprehensive approach to such a fundamental change in how you are engaging your stakeholders
- Minimizing the risks social media poses to your organization – those perceived or real
- Overcoming your fear of the dreaded “comment” option
- Who should (and should not) be around the table when developing your social media strategy
- What tools might work best for your organization
- How to help employees become your online ambassadors

Michael May, Director of Corporate Communications & Marketing
CITY OF KITCHENER, ONTARIO

12:00 p.m.

Lunch On Your Own -- But Not Alone!

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

1:30 p.m.

Social Media For Government Case Study Coming



Linda Williamson, Director of Communications
OFFICE OF THE OMBUDSMAN OF ONTARIO

2:15p.m.

How To Incorporate Social Media Into A Comprehensive Strategic Communications Program Using A 'Go Slow Approach'



Halton Region achieved senior management buy-in and was given permission to move forward with their social media launch through a 'go slow approach.' In this grassroots approach, a steering committee formed with the goal of developing a social media strategy, social media guidelines and had departments present their ideas which were voted on, in order to implement three specific social media pilot projects.

In this dynamic session, you will learn a variety of ways to fit social media into your comprehensive strategic communications program, by:

- Implementing an online social media program, using Twitter, Facebook, blogging and podcasting, to increase awareness of your organization
- Using Facebook and Twitter to engage participants
- Raising awareness amongst residents about transportation, water and wastewater projects, enhancing the visibility of construction topics, providing a timely source of data, and communicating with residents in real-time about road construction, delays and customer service inquiries

Finally, you will take away strategies and tactics on:

- When to know it's the right time to let go of content
- The challenges of gaining support in a municipal environment - and how to overcome them

Carleen Carroll, Director Strategic Communications
HALTON REGION, ONTARIO

Michael Lund, Web Manager
HALTON REGION, ONTARIO

Day One Agenda

3:00 p.m.

Afternoon Refreshment & Networking Break

3:15 p.m.

Telling Tales: How You Can Use Storytelling To Influence Decision Makers And Achieve Social Media Buy-In



Many senior decision makers have a very limited knowledge of social media. How can you, the social media champion, explain to key stakeholders how social media will benefit your organization? While facts and figures about ROI, productivity gains and cost savings are important elements of your argument; a well-chosen, well-told story can help win approval.

We all learn to process facts and figures, but our emotional responses are triggered by an intuitive grasp of stories about real people, in real situations. Telling success stories about social media should be a key element of your strategy as you strive to gain buy-in for your projects. This presentation is all about how to find, tailor and tell the stories that will lead to an “Aha!” moment for decision makers. You will walk away from this session with tools on how you can:

- Identify and capture relevant success stories in your organization
- Craft stories that convey your message effectively
- Leverage your network to discover important stories that build your case
- Make storytelling part of your strategy for gaining support for your social media initiatives

Tom Sommerville, Business Technology Specialist
ONTARIO MINISTRY OF HEALTH AND LONG-TERM CARE

4:00 p.m.

How To Develop Your Social Media Communications Goals And Objectives While Avoiding Potential Hazards



Clearing a minefield in Croatia may seem a long way from using social media in your organization or department, but you'll hear how a little creative thought has helped Genome Alberta clear the way for its small size to reach an audience in Canada and the United States.

Genome Alberta is a not-for-profit research organization funded by the Provincial and Federal governments. They use social media extensively to raise awareness with the general public, reach key influencers, and engage the science community.

With simple examples, you'll learn how to develop your social media communications goals and objectives while avoiding potential wrecks along the way.

You will also leave this session with ideas, tactics and strategies on how to:

- Select the right social media course for your audience and for the task at hand
- Make efficient use of your content and resources
- Pull together both social and mainstream media in your communications strategy to get the best return on your communications dollar

Mike Spear, Director of Corporate Communications
GENOME ALBERTA

4:45 p.m.

End Of Day One

Day One Agenda

5:00 p.m.

Networking Reception: Please Join Us!

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

6:30 p.m.

Dine Around

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

Rave Reviews From Past Seminar Attendees:

"This was an excellent seminar...really good speakers."

C. Carroll, Director, Community Relations
REGIONAL MUNICIPALITY OF HALTON, ONTARIO

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

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

"I learned a lot at this seminar - including some practical ideas and tips that I will be able to implement right away."

C. McConachie, Media Relations Coordinator
SAIT POLYTECHNIC

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

L. Valcour, Inspector
OTTAWA POLICE SERVICE, ONTARIO, CANADA

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Day Two Agenda

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two & Presentation: Public Engagement In The Age Of Social Media— Evolving Opportunities, Evolving Expectations And Evolving Practices

“Social networking technologies have opened the door to the rapid exchange of knowledge and ideas on an unprecedented scale, and have broken down walls when it comes to sharing of information. ... the Public Service now has an opportunity to engage Canadians, especially younger ones, through the use of Web 2.0 collaborative technologies such as wikis, blogs and social networking. These offer an excellent way for the Public Service to reach out and connect.” -- The Prime Minister’s Advisory Committee on the Public Service

The opportunity for the Public Service to engage Canadians through technology comes at a time when, more than ever, people expect to be consulted on issues and decisions that affect them. In tandem, social media is eliminating many of the barriers that prevented citizens from connecting and organizing. Today, citizens use social media tools to find others with common interests, join with them in online conversations and organize real world events and meetings.

As leaders seek to respond to popular expectations and emerging opportunities, they will need to embrace new approaches and tools that embrace the social and technological forces affecting Canadians. This session will explore:

- The expectations that citizens bring from their social media experience to their dealings with large institutions, including government
- An analysis of some early stage online consultations by governments in Canada
- The potential for a new model of online citizen engagement

Joseph Thornley, CEO
THORNLEY FALLIS & 76DESIGN

Pierre Killeen, Vice-President, Public Engagement
THORNLEY FALLIS

9:30 a.m.

Introducing And Formalizing Social Media In Your Agency: How To Engage Your Audience And Improve The Way Your Organization Works Together



You “get it” already right? You’re already on Twitter and Facebook, you blog and contribute to wikis... and then you come to work to find that you’re cut off! This is a common problem facing many government employees, and it’s not helping government to evolve to a new way of working.

In this enlightening and real-world session, you will hear how the City of Ottawa ‘covertly’ introduced social media into their organization – through Web 2.0 seminars, a social media roadshow, technology piloting efforts, and other bottom-up approaches. You will also hear how they ‘overtly’ formalized the use of social media through policy development, and developing a business case framework to support social media use.

You will also learn how you can engage, connect, and inform your audiences, to improve the way you work together as an organization. Specifically, you will learn a variety of tangible approaches that you can use within your own organization.

Mark Faul, Manager, E-Media & Service Integration
CITY OF OTTAWA, ONTARIO

10:15 a.m.

Morning Refreshment & Networking Break

10:45 a.m.

They Talk, You Listen: How To Effectively Use Crowdsourcing To Learn More From Your Audiences



During her Presidential campaign, Hillary Rodham Clinton was renowned for conducting “listening tours,” where she turned the trope of the campaigning politician on its head -- instead of driving from town to town to deliver the same talking points, she went to hear from the voters themselves. Likewise, Clinton began her tenure as Secretary of State by asking employees, in her first town hall-style meeting, to

Day Two Agenda

talk to her:

“I want and need to hear from you, and that is not an idle invitation but an urgent request. We want to continue the dialogue we’re beginning today, and in fact, we’re creating a space on the Intranet website for you to generate your own ideas and engage in conversations with the whole Department.”

The Intranet website, which Clinton titled, The Sounding Board, was immediately popular. Within the first month, employees shared 175 ideas with Secretary Clinton and one another. What the program managers quickly learned, however, is that user-generated content tends to expand exponentially. Within 1.5 years, the site had received more than 2,000 ideas and nearly 12,500 follow-up comments. The problem was clear: How can one person “listen” to so much talk?

In this thought-provoking session, you will learn:

- Why community-generated content tends to grow exponentially, and why this is a problem
- How crowdsourcing can help a large audience “find its voice” by promoting and clarifying the best thoughts and ideas
- The value of niche conversations
- Techniques for “closing the feedback loop”
- How to develop your ‘listening’ voice: authority versus credibility

Molly Moran, New Media Advisor, Executive Secretariat
U.S. DEPARTMENT OF STATE

11:30 a.m.

Twitter, Facebook, Foursquare And Feedback Tools: How To Use The Newest Social Media Tools To Foster Innovation And Drive Change In A Large Organization

In this enlightening session, you will hear how the Royal Bank of Canada (RBC) has, in the past and present, used various social media technologies such as location based tools and content publishing tools to build communities, both internally and externally, as well as used ideas from the public. Through these technologies, you will learn how



they have driven internal innovation and internal sourcing of subject matter expertise to create external changes. You will also gain an understanding of why this change in communications and hierarchy is so important to the changing nature of employees and an organization’s demographics.

Finally, you will learn how all these tools can allow your organization to turn information into knowledge with the right resources at the right time, by:

- Ensuring that there is clear line of sight to results and outcomes
- Building in a state of perpetual improvement
- Enabling organizational awareness of social media

Tim Yull, Manager of Applied Innovation
ROYAL BANK OF CANADA

Michel Savoie, Manager of Client Strategy
ROYAL BANK OF CANADA

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

1:45 p.m.

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

2:30 p.m.

Social Media For Security: Understanding How To Communicate In Crisis Situations And Why It Needs To Be A Part Of Your Strategy



Day Two Agenda

With 20 world leaders coming to the city, the Toronto Police Service (TPS) was in the spotlight to provide security for both citizens and dignitaries during the G20 World Summit in June. TPS produced a comprehensive social media guide to include social media communication in its overall plan, and an Integrated Security Unit comprised of the Royal Canadian Mounted Police, Peel Regional Police, Ontario Provincial Police and Canadian Forces. When rioters turned aggressive, though, so did the TPS and the fall-out on social media still persists to this day.

This presentation will take you back to the days of the G20, how the Toronto Police dealt with the social media backlash, the lessons learned and how, in the end, social media saved the day.

In this eye-opening session, you will be able to walk away with lessons on:

- Expecting criticism, yet having responses ready
- Dealing with crisis communications and why it needs to be part of your social media strategy
- Finding intelligence in the complaints
- Discovering “opportunity” in crisis
- Understanding how and why engagement is king
- The importance of communicating with your own employees

Scott Mills, Constable
TORONTO POLICE SERVICE

Lauri Stevens, Principal Consultant
LAWS COMMUNICATIONS

3:15 p.m.
Afternoon Refreshment & Networking Break

3:30 p.m.
Step-By-Step Strategies For Your Second Life Recruitment Process: Using Virtual Worlds To Attract Job Seekers



The Public Service Commission of Canada completed the design and construction of its Virtual Career Fair in Second Life Pilot Project in March 2010. Scheduled to launch during fiscal year 2010-11, the goal of this pilot

career fair in Second Life is to feed into a multi-channel outreach strategy to attract active and passive job seekers to apply for employment in the Canadian Federal Public Service through normal applicant channels.

A distinguishing characteristic of Second Life is that it attracts adults, including mid-career professionals, who value the creative opportunities it provides. (For example, users make or buy clothing, control their own appearance, buy virtual land, build, furnish and decorate homes, and build or buy vehicles and watercraft.) Many of these individuals, especially university and college graduates who no longer maintain contact with their schools' placement services, cannot be reached through conventional career fairs.

During this thought-provoking session, the countless number of elements that were taken into consideration and some of the strategies applied to counter the complex multi-stakeholder environment of the Public Service Commission will be discussed step-by-step. You'll hear first-hand the key insights that were learned, and how you can successfully apply them to your own organization's virtual world endeavors, including:

- Design concepts and event promotion
- Strategic needs and how to meet them
- Accessibility, privacy and management of expectations when considering the start of your own virtual world

Andrew Namiesniowski, Regional Director,
Central and Southern Ontario Region
PUBLIC SERVICE COMMISSION OF CANADA

4:15 p.m.
Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

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

Joseph Thornley, CEO
THORNLEY FALLIS & 76DESIGN

4:30 p.m.
Close Of General Sessions

Post-Seminar Interactive Workshops

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. PRE-SEMINAR MORNING WORKSHOP C

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

Getting In The Social Media Game: How To Develop, Prepare, And Implement A Social Media Plan And Policy

This workshop will cover how to develop a social media plan, how to write a social media policy and how to implement both at your agency. Some groups get started in social media because one person decided to make it happen and hope for the best. There are many cases where that worked out fine, but ideally, all agencies should start with a well developed plan with input from key stakeholders in order to determine goals, participants, training needs and the organization's social media philosophy. Incorporating the COPPS Social Media Method (Citizens, Objectives, Plan, Policy, Schedule) we will cover how to craft a strategy that will accomplish your goals.

Together, we will master the techniques of crafting a strategy that will accomplish your goals, and also target the essential ingredients in any social media policy and how to tailor them to meet your goals. Depending on the plan and the type of agency, your policy needs to be a good fit. Law enforcement, for example has special needs with regard to privacy than other agencies.

When a social media plan and policy is in place, it is time to make your program happen. We will dive into the details of what a good implementation program should include, such as:

- Creating personas to identify the exact audience
- Defining objectives and matching the plan to those objectives
- Training employees in social media
- Providing them with the hardware, software and authority to carry out the program

WORKSHOP LEADER: **Lauri Stevens is the Principal Consultant with LAwS Communications (LAwS)**. LAwS offers interactive media consulting services to government agencies with a focus on law enforcement.

11:30 a.m. to 1:00 p.m. AFTERNOON BREAK/LUNCH ON YOUR OWN.

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

How You Can Produce And Integrate Video Into Your Communications Plan— Getting Beyond YouTube

Video is increasingly becoming the language of the Internet. Those who learn how to communicate using video will have an advantage. Government has an abundance of authoritative content that it can share to seed and enrich online conversations. Video can be a compelling medium to share that information, if it's done right.

This workshop will explore how you can create video that will draw in the viewer. It will deal with the mechanics of video production; how to tell a story using the full palette of the video medium; how to integrate your video into your online presence and how to prepare and publish it to make it easy for the largest number of people to view and share it.

The presenters won't just talk about what you should do. They will produce, edit and publish an actual video to show you how to use the type of hardware and software tools you will need to produce videos that look and sound professional.

In this progressive and hands-on session, you will leave with valuable tools on:

- When and how to use video to more effectively convey your content
- How to use proper lighting and sound recording to give your video professional polish
- Basic online video production techniques with video tools you can start using tomorrow
- How to publish your video so that others can view and share it

WORKSHOP LEADERS: **Joseph Thornley is CEO of Thornley Fallis and 76design**. He is a Senior Fellow of the Society for New Communications Research and Immediate Past Chair of the Canadian Council of Public Relations Firms. Former journalist and television producer **Mike Edgell leads Thornley Fallis and 76design's multimedia video practice**. **Eric Portelance is a Consultant in Thornley Fallis' social media practice**.

2011 Social Media for Government Toronto

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About Our Supporters



Founded in 1970, **the International Association of Business Communicators (IABC)** provides a professional network of more than 14,794 business communication professionals in more than 70 countries, operating within more than 100 chapters around the world.

Members worldwide -- in every industry both within the public and nonprofit sectors -- have leveraged their resources in advancing their careers and meeting organizational objectives by delivering value through improving business performance via effective communications.

IABC/Toronto is the largest chapter of the association with more than 1,700 members. The chapter provides access to products, services, activities and networking opportunities in Toronto and around the world -- helping people and organizations achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other communication disciplines.

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



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

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



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

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

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

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

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

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

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



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

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

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



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



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

Venue, Lodging & Registration Fees

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Sutton Place Hotel

955 Bay Street, Toronto, ON M5S 2A2
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www.toronto.suttonplace.com



Courtesy of www.toronto.ca

Please contact the hotel directly when making your reservation. **For the conference, we have secured a special reduced room rate of \$155/night. Be sure to contact the hotel no later than December 30th** to help ensure this rate and mention the “Advanced Learning Institute.” **We recommend that reservations be made early, as the number of rooms at our rate is limited.**

WiFi/Internet access for overnight guests will be provided free of charge throughout the hotel.

Immerse yourself in the European elegance and charm of The Sutton Place Hotel in Toronto... located only steps away from the city’s business district, world-class entertainment venues and superb shopping destinations. Airport access is 40 km/25 miles (30-40 minutes) away at Pearson International Airport (YYZ), the nearest railway station is 3 km/2 miles away at Union Station, and the nearest subway station is 2 blocks away at Wellesley.



If you’d like to continue to explore what Toronto has to offer, enjoy an NBA game as the Toronto Raptors take on the Minnesota Timberwolves on Friday, February 4th. Tickets are available at a special discounted rate for anyone participating in this conference! Please follow this link for ticket information.

Join us in Toronto for A.L.I.’s 23rd forum on **“SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results,”** and enjoy this wonderful city’s restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to Toronto please go to: <http://www.toronto.ca/>.

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by December 10th	Regular Pricing: Register with payment after December 10th
Seminar Only (February 1st and 2nd)	\$1,299 CAD	\$1,699 CAD
Seminar Plus One Workshop	\$1,699 CAD	\$2,099 CAD
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Seminar Workbook Only (If not attending)	\$199* CAD + \$20 S&H in U.S. + \$30 CAD S&H outside U.S.	

*IL residents will be charged 9.25% sales tax on workbook orders

Please add 13% HST to all prices above (A.L.I.’s GST #884005323RT0001). Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from those above due to variances in exchange rates.

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

Seminar Discounts & Policies

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This seminar provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Kelly at (262) 723-1284, for more information.

GROUP DISCOUNTS:

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the seminar (before January 17th) 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. seminar. Registered delegates who do not attend or who cancel two weeks prior to the seminar or less (on or after January 17th) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. seminar 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 seminars serve a broad range of specialized industries and functions, including:

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We Guarantee Results

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this seminar 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 another event.

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

- Agriculture & Agri-Food Canada
- Alberta Environment
- Atomic Energy of Canada
- Bell Canada
- Calgary Airport Authority
- Canada Post
- Canadian Food Inspection Agency
- Canadian Heritage
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- Canadian Real Estate Association
- Canadian Trucking and Human Resources Council
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- Government of Newfoundland & Labrador
- Health Canada
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- Microsoft Canada
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- Ministry of Community & Social Services, ON
- Ministry of Education
- Ministry of Enterprise & Innovation
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- WebDrive Canada, Inc.
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Registration Form

Please photo copy for group members

Yes, I'd like to register for the Social Media for Government seminar in Toronto, January 31—February 3, 2011.

Please check: Email Priority Code: _____ Amount Due: _____

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 - Pre-Seminar Workshop B: How To Identify, Create And Engage Your Stakeholders To Support Your Social Media Efforts
 - Post-Seminar Workshop C: Getting In The Social Media Game: How To Develop, Prepare, And Implement A Social Media Plan And Policy
 - Post-Seminar Workshop D: How You Can Produce And Integrate Video Into Your Communications Plan- Getting Beyond YouTube
- I would like to order a Seminar workbook only
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