

Back By Popular Demand...The 16<sup>th</sup> Forum From The  
Advanced Learning Institute's Highly Acclaimed Executive Training Series For  
Federal, Provincial and Municipal Government Communicators...



**SMGOV** **SOCIAL MEDIA**  
**for GOVERNMENT** **Canada**

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

**March 1 - 4, 2010 · Ottawa**

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

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

S. Jodouin, Jr. Media Relations Officer  
**ELECTIONS CANADA**

\*\*\* Register by January 15th to Save \$400! \*\*\*  
To Register, Call (773) 695-9400

**REGISTER TODAY!**

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

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

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

**KEY TAKE AWAYS:**

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

- **Developing** a social media (blogging, podcasting, wikis, Twitter, 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 (blogs, podcasts, Real Simple Syndication (RSS) feeds, video podcasts, and much more)
- **Measuring** the effectiveness of your social media strategy and determining its value within 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

**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 Health and Long-Term Care**

**Parks Canada**

**City of Ottawa, Ontario**

**Public Safety Canada**

**Indian and Northern Affairs Canada**

**Toronto Police Service**

**Canadian Forces Aerospace Warfare Centre**

**Human Resources and Skills Development Canada**

**Northern Lights Canada**

**Atlantic Canada Opportunities Agency**

**Canada Mortgage and Housing Corporation**

- **Using** 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

**Royal Bank of Canada**

**Genome Alberta**

**Business Development Bank of Canada**

**Thornley Fallis Communications & 76design**

**Transmission Content + Creative**

**Tomoye Corporation**

**non-linear creations inc.**

**LAWs Communications**

**Centre of Excellence for Public Sector Marketing**

**Canadian Tourism Commission**

**Presented by:**



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



**All conference attendees will be invited to expand their network and continue the conversation in the conference wiki - - you'll be using social media immediately!**

**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."

## **MAXIMIZE YOUR TRAINING!**

**Choose From Four Workshops For Ultimate Value And Learning!**

**Sign up for your choice of these highly-interactive workshops to expand your skills:**

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

**Monday, March 1, 2010, 9:00am – 12:00pm:**

Social Media 101: How To Begin, Learn The Tools Of The Trade, And Strategize  
A Plan To Get Social Media Started In Your Government Organization

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

**Monday, March 1, 2010, 1:30pm – 4:30pm:**

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

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

**Thursday, March 4, 2010, 8:30am – 11:30am:**

Using Social Media Tools Anyone Can Understand To Monitor Online Conversations,  
Manage Community Participation And Build Your Organization's Reputation

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

**Thursday, March 4, 2010, 12:30pm – 3:30pm:**

How To Build A Framework For Social Networking And Benefit From Social Computing Behind The Firewall

## **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:**

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

You will benefit from:

- **26 innovative speakers** at your disposal to share their strategies and experiences in using social networking and Web 2.0 tools
- **Over 27 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 **Canadian Forces Aerospace Warfare Centre, Indian and Northern Affairs Canada, City of Ottawa, Atlantic Canada Opportunities Agency**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to foster your organization's values and mission in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development

## **A LETTER FROM THE CONFERENCE CHAIRPERSON...**

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**Dear Government Communicator,**

Government may have been slow to come to the social media party. But now that it is there, it is applying social media in innovative ways. Ways that reflect the unique context of government and the relationship between the professional public service, political leadership and citizens.

All organizations must be mindful of social norms and cultural considerations. Government, however, 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.

Resourceful government managers have devised practical strategies and tactics that reconcile social media with the responsibilities of government. **Attend this conference to apply practical advice and lessons learned from your peers to your own social media strategies and plan.**

I've attended the Advanced Learning Institute's (A.L.I.) social media conferences for the past two 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 conference 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 16<sup>th</sup> forum of the A.L.I. "Social Media for Government Conference" in Ottawa on March 1-4, 2010, and 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.**

Sincerely,

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

## **CONFERENCE HIGHLIGHTS:**

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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, from many government organizations, including how the:

- **Toronto Police Service** is building relationships with citizens, especially youth with technology
- **Public Safety Canada** successfully defined key issues, set measurable objectives, chose a target audience and selected relevant social media tools
- **Genome Alberta** is making extensive use of social media to raise awareness with the general public, reach key influencers, and engage the science community

Register today at [www.aliconferences.com](http://www.aliconferences.com) or by calling the conference hotline at 773-695-9400 to attend A.L.I.'s "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," this March in Ottawa, 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 4<sup>th</sup> for FREE!**  
Call (773) 695-9400 or go online at [www.aliconferences.com](http://www.aliconferences.com) for details.

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

## **RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:**

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

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

*"I thoroughly enjoyed this conference – 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**

*"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**

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

K. Barsoum, Promotion & Education Coordinator

**REGION OF WATERLOO, ONTARIO**

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

C. Carroll, Director, Community Relations

**REGIONAL MUNICIPALITY OF HALTON, ONTARIO**

*"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**

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

J. Troxler, Media Relations Consultant

**TROXLER COMMUNICATIONS**

## **PRE-CONFERENCE WORKSHOPS: Monday, March 1, 2010**

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

### **Choose A or B or BOTH for Maximum Value and Learning**

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

#### **MORNING PRE-CONFERENCE WORKSHOP A**

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

#### **Social Media 101: How To Begin, Learn The Tools Of The Trade, And Strategize A Plan To Get Social Media Started In Your Government Organization**

This session is intended for anyone who is responsible for social media programs within government. Whether you are an experienced practitioner or new to social media, you'll find something you can use in this workshop.

This hands-on, interactive session will teach you:

- What social media is and how it revolutionizes communications, collaborative action and the formation of community
- How to make a business case for social media, when it makes sense to use it, and when to avoid it
- Impediments to the use of social media in a government context and how to overcome those impediments
- Which social media tools are most useful for listening, conversation, community building, and measurement

We'll look at examples of the successful application of social media in government contexts. What do the best examples of social media used by government share in common? What can we learn from them?

The session will be highly interactive. Participants will be encouraged to share the challenges you have encountered. The group will draw on the presentation material and experience to suggest strategies and tactics to resolve the problems being encountered in implementing social media in a government context.

Participants are encouraged to bring their notebook computer as this will be an interactive, hands-on workshop. However, there is plenty to learn with or without a computer.

**WORKSHOP LEADER: Joseph Thornley is CEO of Thornley Fallis Communications and 76design.** Joseph Thornley established Thornley Fallis in 1995 to provide senior executives with communications counsel and programs that contribute to achieving their business and organizational objectives. Mr. Thornley has a longstanding interest in the enabling potential of online technology applied to corporate communication. His blog, [www.propr.ca](http://www.propr.ca), is dedicated to best business practices, practitioners and building the ideal PR firm. Mr. Thornley has been a driving force behind the establishment of the Third Tuesday Social Media events which bring together social media enthusiasts and communicators to explore new developments in social media and their impact on society, organizations and citizens.

### **Testimonials From Past Thornley Fallis Communications Sessions:**

*“Excellent presentation. The speaker kept the interest while addressing important questions. If more attend presentations like this, we would have more on board with social media.”*

*“Excellent, engaging content and stories.  
Joe provides an excellent perspective and understanding of social media in the context of government.”*

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

*“Great information and great start for the conference.”*

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

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

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

### **AFTERNOON PRE-CONFERENCE WORKSHOP B**

#### **Getting In The Social Media Game:**

#### **How To Develop, Prepare, And Implement A Social Media Plan And Policy**

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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. We will cover how to craft a strategy that will accomplish your goals.

We will then discuss 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 discuss what a good implementation program should include, such as:

- Assigning the personnel resources
- 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. LAWS Communications offers web 2.0 consulting services to government agencies with a focus on law enforcement.** Lauri has over 25 years of media experience. She is also the Department Chair of Web Design & Interactive Media at The New England Institute of Art (NEiA) in Boston, Massachusetts, a position she has held for over 10 years.

\*\*\*\* Register by January 15th to Save \$400! \*\*\*\*  
To Register, Call (773) 695-9400

## AGENDA - DAY 1: Tuesday, March 2, 2010

7:30 a.m.

### Registration & Continental Breakfast

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8:00 a.m.

### Chairperson's Welcome & Opening Remarks

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Joseph Thornley, CEO

**THORNLEY FALLIS COMMUNICATIONS and 76DESIGN**

8:15 a.m.



### Putting The Social In Social Media: How To Engage Your Employees Before You Engage The Public To Drive Innovation And Increase Productivity

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Social media is one of the latest trends in communications inside Government, but getting into the game before knowing the rules can be costly, or even embarrassing. This session will help you understand the importance of learning how to run behind the firewall, before walking outside it.

In this session, you will learn:

- Why traditional hierarchies are obstacles to engagement and innovation
- How these new communication tools are tearing down silos faster than ever
- How to engage yourself, your employees and your colleagues in a new conversation to maximize effectiveness
- How, with the right tools, these conversations can lead to user-driven innovation, increased productivity and better retention

Learn from the experiences of a public servant who can help you and your organization understand the big picture implications of new social media tools.

Nicholas Charney, Project Manager, Federal Relations and Issues Management

**INDIAN AND NORTHERN AFFAIRS CANADA**

9:00 a.m.



### How To Build Relationships And Reduce Crime Using Social Media

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This session will offer an overview of law enforcement social media success stories. We will examine how the Toronto Police Service uses social media to prevent and solve crime. This session will also address the importance of creating positive relationships with the community celebrated in social media, as well as appeals posted to the public for information to solve specific crimes, and locate missing persons. There will be an emphasis of practical applications for law enforcement and Crime Stoppers on YouTube, Facebook and Twitter.

Through the experiences of the Toronto Police Service, in preventing and solving crimes with social media, you will learn how your own agency can use social media to:

- Build relationships with citizens, especially youth with technology



- Get public buy-in
- Reach your stakeholders through social media tools, such as
- Techniques on YouTube, Facebook and Twitter

Scott Mills, Constable  
**TORONTO POLICE SERVICE**

Lauri Stevens, Principal,  
**LAWS COMMUNICATIONS**

**9:45 a.m.**

**Break-Out Blitz!**

**Network And Discuss Social Media Challenges With Your Fellow Conference Attendees**

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

**10:15 a.m.**



**Morning Refreshment & Networking Break**

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**10:45 a.m.**



**CASE STUDY**

**How To Develop A Collaborative Network Within A Hierarchical Environment: Steps And Strategies To Get Your Own Social Media Project Off The Ground**

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The Canadian Forces Aerospace Warfare Center (CFAWC) will foster collaboration, speed up the retrieval of knowledge and simplify the process of recording information while encouraging conversations and social networking. This presentation will detail the path to change with the CFAWC, from being ‘knowledge scribes to knowledge herders.’ Specifically, this session will help your organization:

- Seed the desire to setup a collaborative knowledge network
- Outline the steps and strategies taken to convince senior leaders, and next steps after you have convinced them
- Find a project that can be used to trial social media tools
- Resolve problems with implementing new procedures into a heavy-tasked and workforce-challenged organization
- Shape and manage expectations (the instant success expectation)
- Understand cultural impediments and develop strategies to combat the resistance to social media that exists within your organization
- Build an internal community
- Produce online town halls
- Take the temperature of your organizational family
- Build a social media guide book (aide de memoir)

Ralph Mercer, Canadian Forces Aerospace Warfare Centre Chief Warrant Officer  
**CANADIAN FORCES AEROSPACE WARFARE CENTRE**

11:30 a.m.



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### **Bullying, Spam And The Pep Squad: A Government Of Canada's Facebook Experiment**

WorkinginCanada.gc.ca, a program within Human Resources and Skills Development Canada, designed to assist prospective immigrants to Canada make informed decisions about where to live and work, started social networking a year ago in order to increase website traffic, better understand clients, and to continuously improve its online presence.

This session will cover lessons on:

- If we knew then what we know now, we would have done these things differently (lessons learned)
- Key differences between Facebook and traditional outreach methods
- New key performance indicators... it's not just about the number of fans and website referrals

Learn from the experience of public servants responsible for monitoring, editing and measuring a Government of Canada Facebook page, and how your organization can do the same.

Andrea Charleau, WorkinginCanada.gc.ca Facebook Liaison  
**HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA**

Kelly Archer, WorkinginCanada.gc.ca Manager  
**HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA**

12:15 p.m.

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

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

1:45 p.m.



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### **Building Connections: Making The Business Case For Social Media**

*"Please, How do we use Social Media!"* is a common refrain amongst housing researchers at Canada Mortgage Housing Corporation. However, with world class research and technology being applied in a series of sustainable demonstration homes across Canada, CMHC's team knew that public engagement and dialogue was the key to encouraging greater adoption of green building practices.

Find out how CMHC built a case internally for the use of social media; developed a campaign strategy; and set up mechanisms for monitoring the success of the initiative. From Flickr to Facebook – we will discuss how to gauge participation risks and tactics appropriate for government communications.

Martine Carrière, Senior Marketing Consultant, Corporate Visibility, Corporate Marketing  
**CANADA MORTGAGE AND HOUSING CORPORATION**

Molly Anglin, Senior Consultant, Business Performance Group  
**NON-LINEAR CREATIONS INC.**

2:30 p.m.



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### **Developing And Implementing A Social Media Strategy Roles Of Engagement And Evaluation Metrics – Including Participation In Third-Party Online Discussions With Citizens And Organizations**

Canada Student Loans, within Human Resources and Skills Development Canada (HRSDC), is among the first government programs to “colonize,” that is, participate in external blogs and online discussion forums hosted by citizens

and organizations. The program's communications team has designed and pioneered an effective "inject, correct & direct" approach to get into blogs and forums, address erroneous posts, and steer people to authoritative government websites.

As part of a social media strategy, the team developed and implemented a strategic road map for "corrective blogging" as well as Web 2.0 videos, and will share how:

- Business drivers must precede the adoption of any Web 2.0 tools
- Efforts must revolve around the problem that social media will solve, not the technology
- Making friends – near and far – is critical to success
- Following an approvals process is laborious but necessary
- A set of metrics is essential to determine whether success is attained

You will leave with a greater understanding of how to develop your agency's social media rationale, risk assessment, rules of engagement, and evaluation metrics.

Adrian Cloete, Manager, Learning Communications  
**HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA**

Tracie Noffle, Director, Learning Communications  
**HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA**

**3:15 p.m.**



**Afternoon Refreshment & Networking Break**

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**3:30 p.m.**



**CASE STUDY**

### **Using Social Media To Address The Needs And Challenges Of A Diverse Audience**

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The Ontario Ministry of Health and Long-Term Care is a large and extraordinarily diverse organization. The mandate of the Knowledge Management Team includes implementation of new technology such as Web 2.0 tools for their intranet and extranet users. These initiatives require a solid understanding of the various groups of users within the Ministry and among their stakeholder groups in the broader health sector across the province.

In order to meet the challenge of understanding these audiences, a number of factors need to be considered, such as:

- Demographics -- Generational attitudes play a large role in people's willingness to embrace social media
- Roles -- Traditional career paths often carry with them a reluctance to embrace change, even in communications
- Geography -- Including the urban/suburban/rural spectrum
- Tech-savvy users -- Increasingly, adoption of social media crosses these boundaries as the tools become mainstream

In this session, you will learn:

- How to assess your user community through audience segmentation
- Principles of triage: which audiences should you focus on?
- Ways to find and engage early adopters to promote your services using social media
- Do's and Don'ts - - Tips on avoiding implementation pitfalls

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

4:15 p.m.



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## Your Evolving Social Media Strategy: Using Facebook And Twitter To Communicate In An Ever-Changing Communications Environment

Social media has been around since the first wandering minstrels interacted with audiences to tell stories from around the country. Today social media is still telling stories about what is happening whether they are stories about people, companies, or governments. You can tap into that stream to tell **your** story and engage those who are talking about your world. Genome Alberta has been involved in social media to tell the story of science while rolling with changes in technology and openly shares that experience.

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

In this session, you will get some grounded tips based on what the organization has learned from developing their own Facebook application and using Twitter to reach out to the science community.

Drawing from an extensive media and communications background while living where high speed Internet is something you only dream about, you will also leave this session with ideas 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**

5:00 p.m.

**Close Of Day One**

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5:10 p.m.



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## 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.



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## 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, March 3, 2010**

**7:30 a.m.**

### **Continental Breakfast & Networking**

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**8:00 a.m.**

### **Chairperson's Opening Of Day Two**

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Joseph Thornley, CEO

**THORNLEY FALLIS COMMUNICATIONS and 76DESIGN**

**8:15 a.m.**



### **Strategy Before Tactics: The Importance Of Creating A Social Media Marketing Plan To Ensure Delivery Of Your Social Media Objectives**

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Now that the terms "social media" and "Web 2.0" seem to be on everyone's radar, some government departments are jumping into various platforms without any concrete strategy and/or objectives.

Going through the social media marketing planning process forces organizations to think critically beforehand so as to reduce unwanted surprises and deliver on their social media engagement objectives.

In this session, you will learn from Public Safety Canada's experiences and apply their lessons to your own organization, including, how to:

- Listen and filter through the noise using the latest social media monitoring tools
- Define key issues, set measurable objectives, choose a target audience and select relevant tools
- Begin preliminary participation (e.g. developing multimedia content for online dissemination, contacting influencers)
- Develop a basic social media performance measurement framework

Theresa Woolridge, Communications Officer, Marketing + Outreach

**PUBLIC SAFETY CANADA**

Mike Kujawski, Marketing and Social Media Strategist

**CENTRE OF EXCELLENCE FOR PUBLIC SECTOR MARKETING**

**9:00 a.m.**



### **Socially Acceptable: Expanding Your Social Media Network While Staying Within Your Agency's Guidelines, Standards, And Policy Requirements**

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Parks Canada is a Federal government agency that manages Canada's 42 national parks and over 160 national historic sites, each staffed locally with teams that have a robust interest in reaching the public using innovative means. The national New Media Strategies and Investment team (NMSI) is charged with facilitating the use of new technologies, including social media platforms, by staff at its parks and sites across its network in ways that respect Government of Canada policy requirements and promote the Agency's brand.

Staff from Parks Canada's NMSI Team will discuss the challenges and opportunities they have faced developing a framework for social media use that capitalizes on the interest in social media from within the Agency while respecting national priorities and policy. They will discuss initiatives undertaken to better understand the pre-existing conversation around Parks Canada in the social media sphere, and how that understanding and stakeholder consultation has

influenced their approach to entering the world of social media. They will also review an approach where their team consolidates a full policy, operational and risk assessment analysis, with options for mitigation and compliance, into one document that can be easily reviewed by management, legal counsel and privacy and policy specialists.

This session will address how this approach has been incredibly useful for Parks Canada and how your agency can also learn from their efforts, including, how to:

- Build a common understanding and acceptance of the use of social media
- Launch video-sharing channels on YouTube, MySpace and Yahoo to reach your audiences and build your brand
- Establish standards, guidelines and tools to support the adoption of these channels across your network of internal and external audiences

A similar approach is planned for a range of social media platforms including microblogging and online consultation.

Morag Hutcheson, Manager, New Media Strategies and Investment

**PARKS CANADA**

Michael White, Senior Research Analyst, New Media Strategies and Investment

**PARKS CANADA**

**9:45 a.m.**



### **Morning Refreshment & Networking Break**

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**10:10 a.m**



### **PANEL DISCUSSION**

### **Fostering Collaboration And Increasing Performance Both Inside And Outside Your Organization Using Communities And Social Networking**

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Many agencies are looking to increase performance by transcending the silos of their organizations, whether it be employees collaborating across departments or projects that wouldn't normally connect, or reaching out to external partner agencies or consultants. From the experiences of Business Development Canada, Northern Lights Canada, Health Canada, and the U.S. Department of Defense, this panel session will explore successful strategies to make it happen.

Get practical advice and ideas from our panel of experts, including how to:

- Identify projects that lend themselves to communities and social networking
- Discover best practices for getting initiatives off the ground and addressing common mistakes
- Think about ROI and what you should be tracking in terms of performance metrics

Andrew Chambers, Technology Director

**NORTHERN LIGHTS CANADA**

Michael Mahon, Director, Corporate Development

**BUSINESS DEVELOPMENT BANK OF CANADA**

Eric Sauve, CEO and Co-founder

**TOMOYE CORPORATION**

10:55 a.m.



### **Strategies For Success Using Social Media On Both Sides Of The Firewall**

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Marketing Canada as a desirable travel destination is a key mandate of the Canadian Tourism Commission (CTC) and the organization is an expert at leveraging all the assets at its disposal. The CTC uses a variety of social media tools to engage with both prospective tourists and the Canadian tourism industry more broadly. In this session, CTC will share lessons learned in the use of social media for marketing purposes. Drawing on its experience with public Internet tools, the CTC is now experimenting with social networking as a way to transform business processes within the enterprise.

This session will:

- Showcase effective communications campaigns using social media
- Demonstrate effective integration of Twitter and Facebook with enterprise collaboration tools
- Explore the potential of increased employee engagement and improved access to knowledge in your organization

Peter Mills, Executive Director, Information Technology

**CANADIAN TOURISM COMMISSION**

11:40 a.m.

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

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

1:10 p.m.



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

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

1:50 p.m.



### **Beyond Twitter: Implementing Social Networking Into The Enterprise To Create A More Agile And Responsive Organization**

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Social networking sites have fast become a new form of communication in our daily lives, supplanting traditional tools like e-mail, but there’s more to social networking than Twitter and Facebook, wikis and blogs. The use of social networking practices in the enterprise is exciting and the potential is enormous.

The Atlantic Canada Opportunities Agency (ACOA) is weaving social networking tools and principles into the fabric of their organization by integrating them directly into program delivery business processes. This integration is enabling ACOA to replace expensive, rigid information systems with solutions that are more agile and adaptable, more responsive to the natural flow of information, and better able to evolve with the needs of the communities they serve.

In this session, you will discover how:

- ACOA is using social networking tools, techniques and practices in place of traditional IT solutions, and how your agency can do the same
- This practice helped ACOA develop an innovative, new approach to program delivery for stimulus funding under Canada’s Economic Action Plan

- ACOA is working with Library and Archives Canada to ensure social networking practices comply with government policy instruments, and how your agency can also comply to the Government's policy standards
- Social networking is replacing shared drives and email as the primary means of managing documents
- Social networking is now strategically incorporated into ACOA's Departmental Action Plan and how your agency can also securely interact with citizens

Ronald Surette, Chief Information Officer  
**ATLANTIC CANADA OPPORTUNITIES AGENCY**

**2:35 p.m.**



**Afternoon Refreshment & Networking Break**

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**2:50 p.m.**



**CASE STUDY**

**Rolling Out New Practices Of Web Analytics For A New Wave Of Social Media**

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Historically, web analytics used standard quantitative measures to determine basic information about their users; impressions, hits, and page views constituted the norm of metrics on the web for some time. This approach satisfied the needs of your everyday, transaction-oriented site, helping to define marketing principles and turn the web into a viable business channel.

In our world of Web 2.0 and its applications for government, the question now becomes how can we apply this metrics base to a new wave of social media? What are the methods, tools, and organizational challenges that this depth of analysis requires?

This presentation will wade through the reality of web analytics, and look at how when applied to social media they can present some formidable challenges and some invaluable rewards.

A common operational question around any kind of media (traditional, electronic, social, or otherwise) when used by any organization is whether or not it is inward or external facing. This presentation will ask the question: Why not both? So often organizations, government and otherwise, roll out new practices internally so they can get a feel for the process. This presentation will use examples from the City of Ottawa and other government bodies to illustrate this approach, while demonstrating how web analytics keep pace in assisting and maintaining these evolving social media functions. It will also touch on how, when applied internally, these analytics can act as a good proving ground for the external environment.

In this presentation, we will discuss:

- The process of scanning the analytics environment to determine what it is that we want to measure and why
- Implementing social media measurement best practices into your organization in order to capture 'true business intelligence' from web analytics
- Setting and maintaining objectives concerning the practical application of these web analytics, and how they augment the organization's social media strategy
- Looking at the quality of user relationships, their experiences with social media, and the level of engagement and content creation with this media
- Measuring these relationships with the right tools in the right way in order to deliver a superior service that is in line with our analytics objectives
- The importance of continual improvement and long-term planning in social media in order to support meaningful web analytics

After this presentation you should be able to walk away with a better understanding of how analytics turn anonymous users/subscribers into valuable customers. And how as government organizations we can help people and provide them with superior services.



**3:35 p.m.**



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

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Hear how the Royal Bank of Canada (RBC) implemented social media strategies in their large organization. Specifically, you will learn how RBC has, in the past and present, used various social media technologies to build communities, both internally and externally, and 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 the organization's demographics.

In this session, you will hear how to overcome the challenges of implementing tools, such as:

- Twitter, Facebook, blogs, wikis,
- Niche tools such as Yammer, Laconica
- Internal facing applications

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.

Tim Yull, Manager of Applied Innovation  
**ROYAL BANK OF CANADA**

Michel Savoie, Manager of Client Strategy  
**ROYAL BANK OF CANADA**

**4:20 p.m.**

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

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

Joseph Thornley, CEO  
**THORNLEY FALLIS COMMUNICATIONS and 76DESIGN**

**4:30 p.m.**

**Close Of General Sessions**

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\*\*\*\* Register by January 15th to Save \$400! \*\*\*\*  
To Register, Call (773) 695-9400

**POST-CONFERENCE WORKSHOPS: Thursday, March 4, 2010**

**INTERACTIVE WORKSHOPS – Expand Your Skills**

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

**Choose C or D or BOTH for Maximum Value and Learning**

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

## **MORNING POST-CONFERENCE WORKSHOP C**

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

### **Using Social Media Tools Anyone Can Understand To Monitor Online Conversations, Manage Community Participation And Build Your Organization's Reputation**

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With the vast reach of social networks, it's hard to be everywhere online at once. Through the use of social media monitoring, you can learn a lot about the people talking about the issues that are relevant to your government department and help identify the conversations you should address the most. By doing so, you can intelligently insert yourself into communities, develop relationships with key people and plan your responses to address the important issues and concerns of the Canadian public.

In this session, you will learn why it's vital to monitor the web to lead your social media efforts, plus how to choose and prepare a community ambassador to voice your web presence.

In addition, a hands-on approach will be taken to teach you how to monitor conversations using free tactics, tools and websites, including:

- Understanding the concept of RSS feeds and how to set up an RSS reader
- Looking at key free monitoring tools and how to subscribe to search results
- The importance of keyword selection
- Knowing where to listen to online conversations
- Preparing to respond and initiate online conversations when necessary – starting to really use social media

This workshop is designed for departmental and communications managers who are responsible for putting their agency's message out to the public, highlighting its accomplishments, and managing its reputation during crises. It is encouraged that you bring your laptop as this will be hands-on 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 direct clients, advertising and P.R. agencies in the U.S. and Canada, as well as government departments.

#### **Testimonials From Past Mark Goren Sessions:**

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

*"Very nice to see hands-on demonstration of tools."*

*"I really enjoyed this; very practical."*

*"This makes my day well spent!"*

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

**Break/lunch on your own.**

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

## **AFTERNOON POST-CONFERENCE WORKSHOP D**

### **How To Build A Framework For Social Networking And Benefit From Social Computing Behind The Firewall**

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Much of the current hype around social networking, blogs, wikis, etc. centers around using these new technologies as a way to interact with customers. However, as this discussion will demonstrate, potentially the most valuable application of social networking might be for the government organization.

Using relevant, focused examples of social networking in the government, this workshop will demystify the concepts surrounding social computing for your organization.

Specifically, this workshop will:

- Give the broader market context for the rise and popularity of social computing
- Show you how your organization can benefit from social computing
- Offer a real “how to start” road map for building the framework to benefit from social networking in your organization
- Provide some lessons learned from government agencies who are already in this new fast-moving space

**WORKSHOP LEADER: Shannon Ryan, President and CEO, non-linear creations inc.**, has cemented his position in an international network of Internet authorities. A snapshot of his speaking engagements include Safeguard Scientifics' Think Again conference, the Internet Marketing Conference, the Gilbane CMS Boston, Paine Webber's Growth and Technology conference, and numerous others. He is a regular and reliable source of information for the media about web strategy, execution and metrics.

## 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>.



**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 pageviews, **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/>.



**digitalOttawa** is a group of consultants with extensive work experience in the federal government in the areas of electronic communication and web technologies. By bringing that diverse experience to bear on technological and social media initiatives, digitalOttawa can leverage broader, more comprehensive solutions by calling upon relevant knowhow and custom-built tools. Most valuable of all is our ability to unite and integrate our resources and skills - from governance review, compliance of common look and feel web standards and guidelines, education and change management to the building of project-specific tools - into a cohesive, sustainable solution.

Through consulting, project management and staffing solutions, digitalOttawa is capable and equipped to work with the public sector on ushering in the next generation of technology and new media projects for the Canadian government. For more information, please go to: <http://digitalottawa.ca/>.



**The Centre of Excellence for Public Sector Marketing (CEPSM)** was launched in 2005 to help public sector organizations overcome the unique challenges they face in their marketing and communications initiatives. The mission of CEPSM is straight and simple: "To advance the marketing discipline in the public sector".

CEPSM delivers strategic marketing solutions, designed to meet the unique needs & challenges of governments, crown corporations, associations and non-profit organizations. They provide our clients with top-notch marketing advice through their core functions of consulting, training and speaking.

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



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

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

## VENUE & 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

Website: [www.deltahotels.com](http://www.deltahotels.com) <<http://www.deltahotels.com/hotels/hotels.php?hotelId=14>>

Email: [ccampeau@deltahotels.com](mailto:ccampeau@deltahotels.com) <<mailto:ccampeau@deltahotels.com>> (Carolyn Campeau, in-house reservations)

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 28, 2010, to help ensure this rate and mention that you are attending the Advanced Learning Institute event and quote Reservation ID Code: GFADV3.** 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).



*Photo courtesy of Ottawa Tourism*

Join us in Ottawa for A.L.I.'s 16<sup>th</sup> Conference on "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

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

## REGISTRATION FEES:

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

<b>Group Discount: Register 3 colleagues and the 4<sup>th</sup> is FREE!</b>	<b>Earlybird Pricing: Register with payment by January 15<sup>th</sup></b>	<b>Regular Pricing: Register with payment after January 15<sup>th</sup></b>
Conference Only (March 2nd and 3rd)	\$1,299 CAD	\$1,699 CAD
Conference Plus <b>One</b> Workshop	\$1,699 CAD	\$2,099 CAD
Conference Plus <b>Two</b> Workshops	\$1,999 CAD	\$2,399 CAD
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Conference Workbook Only	\$199.00* CAD + \$20.00 S&H within the U.S. \$30.00* CAD S&H outside the U.S.	

\*Illinois (U.S.A.) residents will be charged 9.75% sales tax on workbook orders.

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

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

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

## GROUP DISCOUNTS:

Enjoy a savings of at least \$1,299! 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 February 15<sup>th</sup>), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after February 15<sup>th</sup>) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

## ABOUT THE ADVANCED LEARNING INSTITUTE:

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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:

- 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 Association
- Canadian Real Estate Association
- Canadian Trucking and Human Resources Council
- Cancer Care Ontario
- City of Burlington
- City of Calgary
- City of London
- City of Ottawa
- College of Physiotherapists of Ontario Commonwealth Edison
- Correctional Services Canada
- CNW Group
- Department of Canadian Heritage
- Department of Tourism & Parks, New Brunswick
- digitalOttawa
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- Equitable Life of Canada
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- Government of Newfoundland & Labrador
- Health Canada
- Health Council of Canada
- Health Force Ontario MRA
- Human Resources and Social Development Canada
- Hydro-Quebec
- Industry Canada
- Innovation Institute of Ontario
- Justice & Consumer Affairs, New Brunswick
- Legislative Assembly of Alberta
- Library and Archives Canada
- Meloche Monnex
- Microsoft Canada
- Ministry of Attorney General, Ontario
- Ministry of Community & Social Services, Ontario
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- National Aboriginal Health Organization
- National Defence Canada
- 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
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### Registration Form Please photocopy for group members.

Yes, I'd like to register for the March 2010 Social Media for Government conference in Ottawa.

**Please check:**

Conference Only      E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_  
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Pre-Conference Workshop B: Getting In The Social Media Game: How To Develop, Prepare, And Implement A Social Media Plan And Policy

Post-Conference Workshop C: Using Social Media Tools Anyone Can Understand To Monitor Online Conversations, Manage Community Participation And Build Your Organization's Reputation

Post-Conference Workshop D: How To Build A Framework For Social Networking And Benefit From Social Computing Behind The Firewall

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