

Back By Popular Demand...The 8<sup>th</sup> Forum From The  
Advanced Learning Institute's Acclaimed Executive Training Series For  
Federal, Provincial and Municipal Government Communicators...

A banner for a conference titled "SOCIAL MEDIA for GOVERNMENT Canada". The banner features a photograph of three people (two men and one woman) looking at a laptop. The text on the banner reads: "SOCIAL MEDIA for GOVERNMENT Canada", "How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results", and "May 11 - 14, 2009 · Ottawa, Ontario".

**SOCIAL MEDIA  
for GOVERNMENT**  
Canada

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

**May 11 - 14, 2009 · Ottawa, Ontario**

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

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

M. Robichaud

**NB SECURITIES COMMISSION, NEW BRUNSWICK**

**\*\*\* Early Bird Rates Extended until May 1st! \*\*\***

**\*\*\* Register Soon To Save \$400! \*\*\***

**REGISTER TODAY!**

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

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

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

**KEY TAKE AWAYS:**

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

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

**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:

**Treasury Board of Canada Secretariat**

**National Aboriginal Health Organization**

**City of Ottawa, Ontario**

**Agriculture and Agri-food Canada**

**Public Safety Canada**

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

**Canadian Embassy**

**National Institute of Standards and Technology,  
U.S. Department of Commerce**

**Ontario Ministry of Government Services**

**VisibleGovernment.ca**

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

**Presented by:**



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

**Thornley Fallis Communications & 76design**

**Accenture**

**Transmission Content + Creative**

**Prescient Digital Media**

**Centre of Excellence for Public Sector Marketing**

**Press Release PR**

**Jester Creative Inc.**

**non-linear creations inc.**

### 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:**

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

**Monday, May 11, 2009, 9:00am – 12:00pm:**

Social Media 101:

How To Improve Your Employee Engagement And Internal Communications By Using Web 2.0 Technologies

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

**Monday, May 11, 2009, 1:30pm – 4:30pm:**

Setting Up A Listening Post With Tools Anyone Can Understand To Monitor The Social Web And Online Conversations

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

**Thursday, May 14, 2009, 8:30am – 11:30am:**

Building A Solid Foundation: Social Media Policies, Best Practices And Ethics For Your Organization

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

**Thursday, May 14, 2009, 12:30pm – 3:30pm:**

Developing A Social Media Strategy: How To Balance Internal Needs With External Expectations

### **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:

- **25 innovative speakers** at your disposal to share their strategies and experiences in using social networking and Web 2.0 tools
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards
- **A comprehensive overview** of social media innovations from leading practitioners like the **City of Ottawa, Ontario, National Aboriginal Health Organization, National Institute of Standards and Technology** 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,**

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

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

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

## WHY YOU SHOULD ATTEND THIS CRITICAL CONFERENCE:

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

You will hear, firsthand, how the:

- **Treasury Board of Canada Secretariat** piloted a wiki that heightened their collaboration with each other and brought them to a new level of improved services to their customers
- **Agriculture and Agri-food Canada** analysed how to balance the policies and laws that differentiate government from the private sector (Official Languages Act, Accessibility) in order to successfully integrate social media tools into their organization
- **Canadian Embassy** created a social network for people in the U.S. who have a connection to Canada to encourage user feedback and interaction

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

Register today at [www.aliconferences.com](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 May in Ottawa, to hear from communicators who are currently utilizing social media tools, with results & benefits.

Sincerely,



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

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

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

## RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

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

S. Kiley, Communications Officer  
**NATIONAL ENERGY BOARD OF CANADA**

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

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

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

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

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

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

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

M. Hudson, Senior Communications Executive

**PUBLIC HEALTH AGENCY OF CANADA**

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

C. Carroll, Director, Community Relations

**REGIONAL MUNICIPALITY OF HALTON, ONTARIO**

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

S. Lecour, Policy & Program Advisor

**HEALTH CANADA**

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

L. Valcour, Inspector

**OTTAWA POLICE SERVICE, ONTARIO, CANADA**

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

A. Wesch, Head, Internal Communications

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

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

M. Villemare, Program Manager

**TRANSPORT CANADA**

## **PRE-CONFERENCE WORKSHOPS: Monday, May 11, 2009**

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

### **Choose A or B or BOTH for maximum value and learning**

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

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

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

##### **Social Media 101:**

##### **How To Improve Your Employee Engagement And Internal Communications By Using Web 2.0 Technologies**

Learn how your organization can effectively and safely implement social media and Web 2.0 technologies. Participants will learn how to communicate effectively through the use of social media: blogs, wikis, RSS, podcasts, video podcasts, Web 2.0 technologies and more!

Specifically, you will learn how to:

- Use the various social media tools – including what they are, how they work and how to implement them
- Introduce and integrate social media into your organization
- Leverage social media to improve your employee engagement
- Foster better communication and collaboration within your organization after a review of social media best practices
- Overcome the risks associated in launching social media applications by putting an appropriate plan and strategy in place
- Monitor and assess success

**WORKSHOP LEADER: Carmine Porco, Vice President & General Manager of Prescient Digital Media**, has over 20 years of experience in the areas of Internet consulting, IT management, and software development. His strengths include employee self-service, content management, e-learning, customer care and Internet commerce primarily in the financial, government, health, energy and retail sectors.

**Testimonials From Past Carm Porco Sessions:**

*“There was a lot of info in a very small amount of time, but Carm did a very good job.”*

*“Very personable, good overview.”*

*“Great presentation. Very accessible and relaxed. Well done!”*

**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**

**Setting Up A Listening Post With Tools Anyone Can Understand To Monitor The Social Web And Online Conversations**

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Think of the web as fertile ground for information. With millions and millions of websites and billions more pages of content, there is so much valuable information to gather. Whether it's real-time conversations taking place on blogs and discussion forums or market research you're looking for, you can work the web to distil and collect the information that matches your business goals.

In this hands-on workshop, you'll learn about monitoring the web, highlighted by some of the free tactics, tools and websites you can use to accomplish this, including:

- Gaining a handle on the all the different reasons to listen to online conversations
- Understanding the concept of RSS feeds and how to set up an RSS reader
- 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

While participants are asked to bring their laptops to get the most out of this workshop, there is ample room to learn with or without.

**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!”*

*“Speaker was able to engage.”*

*“Very hands-on. Nice!”*

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**\*\*\* Register Soon To Save \$400! \*\*\***

## **AGENDA - DAY 1: Tuesday, May 12, 2009**

**8:00 a.m.**

**Registration & Continental Breakfast**

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**8:30 a.m.**

**Chairperson's Welcome & Opening Remarks**

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Joseph Thornley, CEO

**THORNLEY FALLIS COMMUNICATIONS and 76DESIGN**

**8:45 a.m.**



### **How To Get Started With Social Media In Your Organization – A Focus On The Process**

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Are you thinking of using social media, ready to start piloting, but not sure how or where to start? Let the City of Ottawa take you on a journey that shares the strategies we used, success we achieved, and practical lessons we learned while venturing into the world of social media and Web 2.0.

In this session, you will discover:

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

You will come away from this session with some tangible success stories and guidelines that you can use within your own organization.

Specifically, you will take away a greater understanding of how to:

- Gain awareness and attract champions
- Pilot and use a sandbox (bottom-up approach)
- Get management buy-in (top-down approach)
- Build relationships for success (lateral approach)
- Pull it all together to create a business case for social media

Mark Faul, Business Analyst  
**CITY OF OTTAWA, ONTARIO**

Chris Wightman, Manager, Service Integration and Performance  
**CITY OF OTTAWA, ONTARIO**



9:30 a.m.

### **Break-Out Blitz!**

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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!

10:00 a.m.



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

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10:30 a.m.



#### **CASE STUDY**

### **How To Build A Successful Government Social Media Initiative To Spread Your Messages More Effectively While Engaging Your Audiences**

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In 2005, the Canadian Embassy in Washington D.C. created Connect2Canada -- a network for people in the U.S. who have a connection to Canada. Over 42,000 people have opted to join "Canada's network in the United States" and receive updates on subjects as diverse as our global troop deployments, the Canada-U.S. border, and Canadian cultural events in the United States. We now have Connect2Canada pages on Facebook, Twitter, iTunes (podcasts), Flickr, and YouTube.

This session will look at Connect2Canada as a case study for building a successful government social media initiative. Specifically, we will look at the recent successful launch of our Twitter page around the 2009 U.S. Presidential Inauguration.

In this session, you will learn how to:

- Use a crisis or major event to your advantage -- experiment with social media tools that were not previously in reach
- Leverage social media tools to enable your message to spread virally
- Give people "cookies" -- fun, engaging information that balances out your key messaging
- Encourage user feedback and interaction and make them feel valued and connected
- Measure, learn, and adjust based on your successes and failures
- Never play catch up - - be ahead of the curve and provide timely content

Eric Portelance, Advocacy Officer, Public Affairs

**CANADIAN EMBASSY**

11:15 a.m.



#### **Non-Profit CASE STUDY**

### **Integrating Podcasting, Blogging And Social Networking Into Traditional Communications To 'Personalize' Your Organization**

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The National Aboriginal Health Organization (NAHO) is mandated to improve the health and well-being of Aboriginal Peoples in Canada by engaging in research, policy research and health promotion activities. To broaden its communications reach, NAHO has begun integrating social media into its existing communications activities. Some activities include podcasting, blogging, photo-blogging, RSS feeds, social networking sites, and discussion boards. In this presentation, case studies of NAHO's work will be elucidated.

For example, NAHO coordinates a network of suicide prevention workers nationally; these workers are provided a virtual place to meet at the NAHO Honouring Life Network Web site and Facebook Group. Through the use of employees' blogs, NAHO has been able to 'personalize' an organization that is primarily involved in research activities at the national level.

From this session, you will take away information on how to:

- Use social media as a means to engage in health promotion activities
- 'Personalize' your organization
- Engage with specific audiences using social media
- Overcome resistance to social media to become a leader in the use of technology to engage stakeholders

Mark E. Buell, Director, Communications and Research Unit  
**NATIONAL ABORIGINAL HEALTH ORGANIZATION**

**12:00 p.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 for government concerns.

**1:30 p.m.**



### **Driving Customer And Employee Engagement Through Social Media: Perspectives From The Private Sector**

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In a new social media era, today's high performing governments and private sector organizations are adapting to meet growing customer, and employee expectations.

In this session, you will:

- Discover how Canada ranks in our recent global study comparing Government customer service practices, and how social media can close the gap
- Learn about some of the most effective private sector implementations, and how their best practices can transfer to public service
- Hear how to walk the talk: Taking lessons Accenture learned from their Collaboration 2.0 strategy and applying them back to your organization

Dave Telka, Management Consultant  
Talent & Organization Performance  
**ACCENTURE**

Chris Dodge, Management Consultant  
Customer Relationship Management  
**ACCENTURE**

**2:15 p.m.**



### **Using Social Media To Grow Your Community, Foster Collaboration And Prepare For The Next Generation Of Workforce And Communication Tools**

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Social media and collaboration has been active at the Government of Ontario. The web community site has been using wikis, blogs and discussion forums for over two years. A community del.icio.us (social bookmarking tool) account is used to feed content in multiple directions. Members of the Web Coordinators Committee have been key to numerous pilots both internally and publically. The lessons learned are being integrated into the next iteration.

This session will show how growth in the community has been encouraged and shared. You will also hear about the choices and challenges involved in creating the 'next generation'.

Susie Floresco, Standards and Guidance Coordinator  
e-Government Branch, Office of the Corporate Chief Strategist  
**ONTARIO MINISTRY OF GOVERNMENT SERVICES**

Colin Chan, Senior Analyst, Emerging Web Technologies  
e-Government  
**ONTARIO MINISTRY OF GOVERNMENT SERVICES**

**3:00 p.m.**



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

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**3:20 p.m.**



### **CASE STUDY**

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

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

Specifically, you will learn:

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

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

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

**4:05 p.m.**



### **Non-Profit CASE STUDY**

#### **Building Institutional Transparency With The Latest Web 2.0 Tools**

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President Obama's unprecedented online campaign and his ground breaking technology platform are re-defining the way citizens and governments interact online. This talk will explore the implications of Obama's promises to make "government data available online in universally accessible formats to allow citizens to make use of that data to comment, derive value, and take action in their own communities," and to "open up government decision-making and involve the public in the work of agencies." We'll also look at examples from around the world of these concepts in action.

In this session, you will hear about:

- The Benefits of Open: See case studies where governments benefit
- Ways to use the latest Web 2.0 tools to be more transparent

- The Challenges of Transparency: What are the limits of online disclosure?
- Transparency from the Inside Out: Policy changes that pave the way
- For online institutional transparency
- Five things you can do now to be more open

Jennifer Bell, Executive Director  
**VISIBLEGOVERNMENT.CA**

**4:50 p.m.**  
**Close Of Day One**

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**5:00 p.m.**



**Networking Reception: Please Join Us!**

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

**6:30 p.m.**



**Dine Around**

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

<b>AGENDA - DAY 2: Wednesday, May 13, 2009</b>
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**8:00 a.m.**  
**Continental Breakfast & Networking**

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

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

**8:40 a.m.**



**Using Social Networking And User-Generated Content To Create Community**

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This session will discuss how organizations can use social networking and user-generated content to create an online community of and interact with their stakeholders and/or customers.

Real world case studies will be used to demonstrate:

- How social media was strategically applied
- How online tools can be used for recruiting and interaction
- How to build a successful community online

Keelan Green, Vice-President & General Manager  
**THORNLEY FALLIS COMMUNICATIONS & 76DESIGN**

John Sobol, Senior Consultant  
**THORNLEY FALLIS COMMUNICATIONS & 76DESIGN**

**9:25 a.m.**



### **Bringing People And Knowledge Together Within Government Through A Wiki**

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

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

- Learn from each others successes and failures
- Eliminate duplication of effort
- Share knowledge and expertise
- Work collaboratively
- Build and preserve corporate memory
- Ultimately improve the way we deliver service

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

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

Jeff Braybrook, Deputy Chief Information Technology Officer  
**TREASURY BOARD OF CANADA SECRETARIAT**

**10:10 a.m.**



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

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**10:40 a.m.**



### **How To Make Web 2.0 Tools Accessible, Acceptable And Adopted In Your Organization**

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This session will provide an overview of Web 2.0 tools and services such as, discussion groups, wikis, blogs, and a Software Configuration Management (SCM) system. These tools have been used to improve the overall accessibility, transparency and responsiveness of the National Institute of Standards and Technology (NIST), sponsored Open Source Software (OSS) development projects known as the Fire Dynamics Simulator and Smokeview (FDS-SMV).

The FDS project was publicly released in 2000, and its increasing acceptance and wide use by the fire protection engineering community eventually led NIST to adopt more formal SCM practices. In addition, NIST has brought a host of new services and support features online, and has successfully tapped into the domestic and global user community as a development resource, providing rapid feedback for a wide variety of support requests.

Best of all, the ease of use and flexibility of the services allow the software users themselves to participate in the development processes, helping us answer simple questions providing support for newcomers and advanced users alike.

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

- Establish its role in the organizational communication strategy
- Encourage acceptance of the necessary tools and services to accomplish strategic goals
- Promote public access to timely and relevant information
- Enhance transparency of operational processes
- Improve responsiveness from appropriate levels within your organization

Bryan Klein, IT Specialist

Fire Modeling Group, Fire Research Division

Building and Fire Research Laboratory

**NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY, U.S. DEPARTMENT OF COMMERCE**

**11:25 a.m.**



### **Social Media And Government Communications:**

#### **Key Considerations For Using Social Media To Communicate And Engage The Public**

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In our day-to-day work as government communicators, we are being increasingly being asked to understand and implement social media tools. The impact for government communications is enormous and the pressures to use new technologies and seize the opportunities they present are truly revolutionary.

Despite this, as government employees we need to weigh use of social media tools with maintaining the Government of Canada (GC) reputation, retaining the public trust and ensuring that we respect the key GC policies, laws and acts. We need to ensure that our programs and services reflect an analysis of the Government's laws, policies and priorities.

Many government organizations in Canada and on the international scene are experimenting and implementing social media campaigns to communicate with the public. Our members are also analysing how to balance the policies and laws that differentiate us from the private sector (Official Languages Act, Accessibility) while testing the waters and reaping the rewards in this 'newish' area to the GC.

In this session, you will hear what the Working Group has discovered in reviewing government examples of social media projects.

You will leave with a greater understanding of:

- Key policies and laws as they pertain to the GC context for using social media to engage the public
- The risks of integrating social media and their possible mitigation
- A Canadian approach to what Government 2.0 in public communications could look like and propose some next steps

Jean-François Fleury, Chair of the Communications Community Office (CCO) Working Group on Leading-Edge Technologies (Working Group) and DG Communications Services

**AGRICULTURE AND AGRI-FOOD CANADA**

Angelina Munaretto, Project Manager in Social Media Communications

**AGRICULTURE AND AGRI-FOOD CANADA**

**12:10 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.

1:40 p.m.

 **INTERACTIVE SESSION**

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

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

2:20 p.m.

 **CASE STUDY**

**Strategy Before Tactics:**

**The Importance Of Creating A Social Media Marketing Plan To Deliver On 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, many 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 the Public Safety Canada’s experiences and apply their lessons to your own organization on how to:

- Begin by listening and filtering through the noise using the latest social media monitoring tools
- Begin preliminary participation (e.g. commenting on other people blogs, contacting influencers)
- Define key issues, set measurable objectives, choose a target audience and select relevant tools
- Develop a basic social media performance measurement framework

Theresa Woolridge, Communications Officer, Marketing + Outreach

**PUBLIC SAFETY CANADA**

Mike Kujawski, Marketing & Social Media Strategist

**CENTRE OF EXCELLENCE FOR PUBLIC SECTOR MARKETING**

3:05 p.m.



**Afternoon Refreshment & Networking Break**

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3:25 p.m.

 **CASE STUDY**

**Using Social Networking Tools To Raise Awareness In Your Organization**

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The power of social media to facilitate communication, marketing and PR within organizations is becoming more and more apparent as this new medium expands. There is another impressive aspect to this phenomenon -- the ability to extend this globally, thus, enabling organizations to generate and collaborate awareness in a very limited amount of time.

This session will explore a charity project that is taking place throughout this year, called 12for12k. People are being brought together entirely through social networks to raise \$12,000 for a different charity each month of the year.

The power of this brand leverage can be transplanted into Government 2.0 best practices. Communication is key for spreading any message, and the benefits to Government 2.0 are two-fold:

1. Internal communications are improved, equaling efficiency and cost-effectiveness

2. External communications and conversations will increase constituent and private sector trust in Government 2.0 procedures and policies

Different approaches used to approach charity partners and raise awareness in various social media communities will be explored. In this session, you will hear advice and discuss lessons learned on how your organization can implement social media tools for cause marketing.

Danny Brown, Owner  
**PRESS RELEASE PR**

Susan Murphy, Partner  
**JESTER CREATIVE INC.**

**4:10 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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**\*\*\* Early Bird Rates Extended until May 1st! \*\*\***  
**\*\*\* Register Soon To Save \$400! \*\*\***

**POST-CONFERENCE WORKSHOPS: Thursday, May 14, 2009**

**INTERACTIVE WORKSHOPS**

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

**Choose C or D or BOTH for maximum value and learning**

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

**MORNING POST-CONFERENCE WORKSHOP C**

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

**Building A Solid Foundation: Social Media Policies, Best Practices And Ethics For Your Organization**

With all of social media's "bright shiny objects" it's tempting to dive right in and start using them immediately. This can be a recipe for disaster for your organization. How do you go about getting started? What policies and procedures do you need to improve your chances of success? How do you deal with aggravated employees complaining online? What about trolls attacking your company? Can your communications department really write your CEO's blog? Whatever your questions, this workshop will help you to get started.

In this case study-based workshop, you'll learn about the foundation you need to lay within your organization for social media tools to thrive, including:

- The policies you need at an organizational level to lay the groundwork for your social media activities
- Best practices on how to go about introducing social media in your organization



- Ethical quandaries in social media – how these tools differ from traditional tools, and how to avoid common pitfalls

**WORKSHOP LEADER: Dave Fleet, Senior Consultant**, brings his passion for strategic communications, results-based focus and creative thinking, along with six years of communications experience, to all aspects of his work at **Thornley Fallis Communications**. A skilled communicator with both public and private sector experience, Mr. Fleet joined Thornley Fallis from the Ontario government where he held a variety of progressive communications positions in both the Cabinet Office and in line ministries.

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

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

*"Very helpful."*

*"This was very well presented and interesting."*

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

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

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

**AFTERNOON POST-CONFERENCE WORKSHOP D**

**Developing A Social Media Strategy:  
How To Balance Internal Needs With External Expectations**

You know that your organization needs to participate in social networks in order to stay relevant, but you're just not sure how to go about it. There are so many pitfalls - keeping your organization "on message", dealing with negative feedback, and deciding what networks to approach. How can you balance the internal needs of the organization with the external expectations of the audience?

In this informative workshop, we will:

- Find out the basics of social networks, including an overview of popular networks in Canada
- Discover how to focus your approach and use time effectively
- Get tips on how to approach key stakeholders within your organization
- See examples of existing government social media campaigns

**WORKSHOP LEADER: Helen M. Overland** has been immersed in the online world for almost a decade. As **Director, Search Engine Marketing at non-linear creations (NLC)**, a leading Canadian web development and IT integrator, Helen manages a team of Internet Marketing Specialists using a variety of creative strategies to drive significant results for enterprise and SMB organizations. Helen combines her tech savvy with her knowledge of online channels to identify innovative online tactics. Specializing in SEO, PPC and intelligent application of emerging trends including Social Media, she is experienced in maximizing campaign returns through a variety of creative strategies. She sharpened her skills in the trenches of E-Commerce and grew revenues straight through the dot-com burst.

**ABOUT OUR SUPPORTERS:**



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

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



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

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



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

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



**The Web Marketing Association (WMA)** was founded in 1997 to help set a high standard for Internet marketing and web development. Staffed by volunteers, this organization is made up of marketing, advertising, public relations and web design professionals from around the world who share a passion for improving the quality of advertising, marketing and web site development on the Internet today and in the future.

The primary tool used to raise the standard of excellence in the Internet is through professional competitions. The WebAward Competition is the premier showcase for Web site development in more than 96 industry categories.

For news and award updates, go to the Web Marketing Association blog at [www.webaward.org/blog](http://www.webaward.org/blog) or signup for their RSS feed.



With more than 5.5 million monthly pageviews, **Mashable** is the world's largest blog focused on social networks and Wweb 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/>

## **VENUE AND LODGING:**

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

#### **Delta Ottawa Hotel and Suites**

361 Queen Street

Ottawa, Ontario K1R 7S9

Phone: (613) 238-6000

Toll Free: (800) 268-1133

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

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at the government rate of \$154 CAD/night. Please be sure to call the hotel no later than April 1, 2009, to help ensure this rate and mention that you are attending the Advanced Learning Institute event and quote the Reservation ID Code: GFADIV.** We recommend that reservations be made early, as the number of rooms at our rate is limited.

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

Join us in Ottawa for A.L.I.'s 8<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.



Photo courtesy of commons.wikimedia.org

**Don't miss Ottawa's Annual Canadian Tulip Festival, May 1-18, 2009!** For more information about the festival, call the Tulip Hotline at (613) 567-5757 or (800) 66-TULIP or visit [www.tulipfestival.ca](http://www.tulipfestival.ca).

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: Extended Until May 1st</b>	<b>Regular Pricing: Register with payment after May 1st</b>
Conference Only (May 12 <sup>th</sup> and 13 <sup>th</sup> )	\$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
Conference Plus <b>Three</b> Workshops	\$2,199 CAD	\$2,599 CAD
Conference Plus <b>ALL Four</b> Workshops	<b>\$2,299 CAD BEST VALUE!</b>	\$2,699 CAD
Conference Workbook Only	\$199.00* CAD + \$20.00 S&H	
*Illinois (U.S.A.) residents will be charged 9.75% sales tax on workbook orders.		

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

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

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

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

## **GROUP DISCOUNTS:**

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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:**

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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:**

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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:**

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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 April 27<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 April 27<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:**

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The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

### **A Few Of Our Past Attendees Include Representatives From These Leading Organizations:**

- 76design
- Agriculture & Agri-Food Canada
- Alberta Environment
- Atomic Energy of Canada
- Bell Canada
- Calgary Airport Authority
- Canada Post
- Canadian Food Inspection Agency
- Canadian Heritage
- Canadian Intellectual Property
- Canadian Real Estate Association
- Canadian Trucking and Human Resources Council
- 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,
- National Energy Board
- Natural Resources Canada
- Office of the Premier, British Columbia
- Ontario Energy Board
- Ontario Municipal Affairs & Housing
- Ontario Ministry of Revenue
- Ontario Pension Board
- Ontario Trillium Foundation
- Prescient Digital Media
- Public Health Agency Canada
- Public Safety Canada
- Public Service Commission
- Public Works Canada
- Regional Municipality of

- Cancer Care Ontario
- City of Burlington
- City of Calgary
- City of London
- City of Ottawa
- College of Physiotherapists of Ontario Commonwealth Edison
- Correctional Services Canada
- CNW Group
- Department of Canadian Heritage
- Department of Tourism & Parks, New Brunswick
- digitalOttawa
- Enterprise Saskatchewan
- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- Ontario
- Ministry of Community & Social Services, Ontario
- Ministry of Education
- Ministry of Enterprise & Innovation
- Ministry of Government and Consumer Services, Ontario
- Ministry of Municipal Affairs and Housing
- Ministry of Natural Resources
- Ministry of Research & Innovation, Ontario
- Ministry of Training
- MTV Canada
- National Aboriginal Health Organization
- National Defence Canada
- Halton, Ontario
- Regional Municipality of Waterloo, Ontario
- Royal Canadian Mint
- Royal Ontario Museum
- SaskTel
- Service Canada
- SYNEX Canada Ltd
- TD Bank Financial Group
- Transport Canada
- Transmission Content + Creative
- Tucows Inc.
- Université du Québec à Montréal
- University of Toronto
- WebDrive Canada, Inc.
- Workplace Safety and Insurance Board

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

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**SOCIAL MEDIA for GOVERNMENT**  
 How To Engage Your Employees And Citizens By Using The Latest **Web 2.0 Technologies** To Drive Communication Results  
**May 11 - 14, 2009 • Ottawa, Ontario**

## Registration Form

*Please photocopy for group members.*

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

**Please check:**

<input type="checkbox"/> Conference Only	E-mail Priority Code: _____	Amount Due: _____
<input type="checkbox"/> Conference Plus Workshop(s):	GST exemption number if applicable: _____	
<input type="checkbox"/> Pre-Conference Workshop A: Social Media 101: How To Improve Your Employee Engagement And Internal Communications By Using Web 2.0 Technologies		
<input type="checkbox"/> Pre-Conference Workshop B: Setting Up A Listening Post With Tools Anyone Can Understand To Monitor The Social Web And Online Conversations		
<input type="checkbox"/> Post-Conference Workshop C: Building A Solid Foundation: Social Media Policies, Best Practices And Ethics For Your Organization		
<input type="checkbox"/> Post-Conference Workshop D: Developing A Social Media Strategy: How To Balance Internal Needs With External Expectations		
<input type="checkbox"/> I would like to order a conference workbook only		
<input type="checkbox"/> Please add me to your mailing list to receive future conference notifications		

Name: \_\_\_\_\_

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Registrant's E-mail: \_\_\_\_\_

Approving Manager: \_\_\_\_\_

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Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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**\*\*\* Early Bird Rates Extended until May 1st! \*\*\***  
**\*\*\* Register Soon To Save \$400! \*\*\***