

**Back By Popular Demand...The 18th Forum From The
Advanced Learning Institute's Highly Acclaimed Executive Training Series For
Federal, Provincial and Municipal Government Communicators...**



Rave Review from a Past Social Media for Government Attendee:

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

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

******* Register by April 30th To Save \$400! *******

To Register, Call (773) 695-9400
Bring a Team and Save – Register 3, Get a 4th for Free!

REGISTER TODAY!

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

- **Communicating** more effectively and efficiently through the use of social media (Facebook, Twitter, YouTube, Real Simple Syndication (RSS) feeds, video podcasts, and much more)
- **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
- **Establishing** an employee engagement strategy using SharePoint as an effective and measurable communications tool
- **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:

- City of Ottawa, Ontario**
- Public Safety Canada**
- U.S. Department of State**
- Norfolk County, Ontario**
- Canadian Internet Registration Authority (CIRA)**
- Office of the Ombudsman, Ontario**
- Alberta Environment**
- Office of the Privacy Commissioner of Canada**
- Public Service Commission of Canada**
- Ottawa Public Library**
- Army Public Affairs, Department of National Defence**
- Corporation of the City of London, Ontario**

- **Assessing** the legal and policy risks of social media
- **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
- **Overcoming** the challenges of implementing social media in a privacy conscious environment
- **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

Thornley Fallis Communications & 76design

digitalOttawa

Supporting Organizations:



If you get it, share it

Presented by:



Your Government & Communications Training Partner Since 1997

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



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 Two Workshops For Ultimate Value And Learning!

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

- **Pre-Seminar Morning Workshop A –**

Monday, June 21, 2010, 8:30am – 11:30am:

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-Seminar Afternoon Workshop B –**

Monday, June 21, 2010, 1:00pm – 4:00pm:

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

WHO WILL ATTEND:

This training 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
- e-Media
- Learning Communications

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

You will benefit from:

- **21 innovative speakers** at your disposal to share their strategies and experiences in using social networking and Web 2.0 tools
- **Over 21 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the training
- **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 **Alberta Environment, Army Public Affairs, Department of National Defence, U.S. Department of State, Office of the Ombudsman, Ontario**, 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 training
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development

A LETTER FROM THE SEMINAR CHAIRPERSON...



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 training 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 seminars 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 training will be no different. The producers have tapped their networks to identify the newly emerging best case studies of social media in government. To this, they've added some of the best examples of social media in government from the past two years, updated to reflect the way in which the best never repeat themselves, but improve constantly. Finally, the training also will feature some outstanding thought leaders who will help us to look into the future, anticipating tomorrow's challenges and the strategies we can apply to them.

It's a real pleasure to be chairing the 18th forum of the A.L.I. "Social Media for Government Seminar" in Ottawa on June 21-23, 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

SEMINAR HIGHLIGHTS:

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

You will hear, firsthand, from many government organizations, including how the:

- **Canadian Internet Registration Authority** used online video to increase positive awareness of their organization and build social media networks using a variety of channels
- **Norfolk County, Ontario** launched an effective and award-winning social media program with limited staff and financial resources
- **Public Safety Canada** successfully defined key issues, set measurable objectives, chose a target audience and selected relevant social media tools

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

Become a Facebook fan of Advanced Learning Institute Seminars at: www.facebook.com

RAVE REVIEWS FROM PAST SEMINAR ATTENDEES:

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

S. Jodouin, Jr. Media Relations Officer

ELECTIONS CANADA

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

R. Alfadili, Communications Officer

REPRESENTATIVE FOR CHILDREN AND YOUTH, BRITISH COLUMBIA

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

L. English, Prog. Manager, Digital Media

GOVERNMENT OF MANITOBA

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

J. Blodgett, Jr. Communications Advisor

DEPARTMENT OF JUSTICE CANADA

"A great seminar. I learned a lot!"

J. St. Marseille

NATIONAL DEFENCE HEADQUARTERS

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

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

"This was an excellent seminar...really good speakers."
C. Carroll, Director, Community Relations
REGIONAL MUNICIPALITY OF HALTON, ONTARIO

"I have no problem recommending your future seminars 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 training I have ever attended."
A. Wesch, Head, Internal Communications
DEPARTMENT OF NATIONAL DEFENCE, GOVERNMENT OF CANADA

"This exceeded my expectations on the topic of social media."
J. Troxler, Media Relations Consultant
TROXLER COMMUNICATIONS

PRE-SEMINAR WORKSHOPS: Monday, June 21, 2010

Take social media from complexity to clarity through these interactive workshops guaranteed to jumpstart your training 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 training.

Choose A or B or BOTH for Maximum Value and Learning

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

MORNING PRE-SEMINAR WORKSHOP A

Registration and continental breakfast will begin at 8:00 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. You 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.

You are encouraged to bring your 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 & 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, 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 training.”

11:30 a.m. to 1:00 p.m.

Afternoon break/lunch on your own.

1:00 p.m. to 4:00 p.m.

AFTERNOON PRE- SEMINAR WORKSHOP B

Getting In The Social Media Game:

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

This workshop will cover how to develop a social media plan, how to write a social media policy and how to implement both in your organization. Every organization should start with a well developed plan with crucial input from key stakeholders in order to determine goals, resources, training or coaching needs, sustainment measurement and the organization's overall social media philosophy.

We will discuss the essential ingredients in any social media policy and how to tailor them to meet your goals and maximize return on investment. In this hands-on, interactive session, you will learn what a good implementation program should include, such as:

- Assigning responsibilities
- Training/coaching in social media
- Providing employees with the tools and authority to carry out your social media plan
- Measuring your results

WORKSHOP LEADERS: Marquis Côté is a Partner at digitalOttawa. digitalOttawa delivers eCommunications services and strategies for public sector organizations. They create a foundation with governance review, education and change management and then build project-specific tools to help meet and exceed mandated goals with sustainable solutions.

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

Testimonials From Past digitalOttawa Sessions:

“Very helpful - lots of great information shared.”

“Professional delivery and good interaction with seminar participants.”

“Very targeted, practical presentation. Loved challenges/lessons learned.”

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AGENDA - DAY 1: Tuesday, June 22, 2010

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Joseph Thornley, CEO

THORNLEY FALLIS COMMUNICATIONS & 76DESIGN

8:40 a.m.



Public Engagement In The Age Of Social Media: Evolving Opportunities, Expectations, And Practices

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

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

As government leaders seek to respond to popular expectations and emerging opportunities, they will need to embrace new approaches and tools that embrace the social and technological forces affecting Canadians. This presentation will help prepare you and your agency for effectively engaging your citizens through social media tools. In particular, we will:

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

Joseph Thornley, CEO

Pierre Killeen, Vice President, Public Engagement

THORNLEY FALLIS COMMUNICATIONS & 76DESIGN

9:30 a.m.

Break-Out Blitz!

Network And Discuss Social Media Challenges With Your Fellow Conference Attendees

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

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Incorporating Social Media As Part Of Your Communications Toolkit

This session is intended for anyone keen on implementing social media into their organization, but hesitant to take the first step. Specifically, you will learn how to:

- Use social media as a complement to existing communication campaigns
- Avoid "negative Nellies" by sticking to the plan
- Begin with one toe in, and slowly build followers
- Learn to "let go" - you can't control everything
- Set reasonable goals
- Venture into video

Glynis Tucker, Communications Specialist
CORPORATION OF THE CITY OF LONDON, ONTARIO

11:20 a.m.



CASE STUDY

How To Use Social Media To Initiate A Cultural Shift And Increase Engagement Within Your Government Agency

Responding to public pressure for greater environmental stewardship, Alberta Environment is currently changing the way it works. Change is always frightening, and it is particularly frightening for government employees who have experienced downsizing and reorganizing. In October 2009, Alberta Environment developed a staff engagement strategy that used SharePoint as an effective communications tool, with animated slideshows, discussion boards, wikis and blogs.

The agency also began using social networks to tell stories and distribute information through the department. Since government employees cannot discuss government business on Facebook or Twitter, the number one communications vehicle used is email/Blackberry. Project leaders extracted email data and mapped the social network. That map identified key communicators – those with large social communities. By engaging those communicators, Alberta Environment was able to initiate a cultural shift within the organization.

During this session, you will learn how to:

- Map and engage your own social network as well as
- Use SharePoint as an effective and measureable social media tool
- Overcome the privacy issues and challenges involved with mapping your network

Terese Brasen, ABC, Lead, Staff Engagement
ALBERTA ENVIRONMENT

12:10 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion accompanied 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.

1:40 p.m.



CASE STUDY

How To Launch An Effective And Award-Winning Social Media Program With Limited Staff And Financial Resources - - Including Facebook, Twitter, YouTube, And Podcasts

You don't have to be a big organization with deep pockets to develop an effective social media program. In this session, you will learn how the rural municipality of Norfolk County was able to earn top honours, out of a field of 130 entries, from the Economic Developers' Council of Ontario for a social media program designed to raise awareness of the travel destinations and culinary tourism of the county. Launched in 2009 with modest staff and financial resources, the program includes a presence on Facebook and Twitter, as well as YouTube and podcasts. This session will cover:

- Basics of starting your own social media program
- Novel techniques for engaging your community and getting stakeholders on board
- Ways to measure your results
- Challenges of moderating and marketing social media sites

Robert Roth, Communications Coordinator (Health Unit Division)

NORFOLK COUNTY, ONTARIO

2:30 p.m.



CASE STUDY

How To Combine Social Media & Traditional Media Strategies To Connect To The General Public And Raise Awareness Of Your Organization's Initiatives And Accomplishments

The Ontario Ombudsman is an independent officer of the Provincial Legislature who investigates complaints from the public about the Ontario government. The Ombudsman's office oversees more than 500 Ontario government ministries, corporations, agencies, boards, commissions and tribunals and receives more than 16,000 complaints from the public per year. Complaints are dealt with by the Ombudsman and about 85 staff, mostly investigators and intake officers. The Ombudsman resolves and investigates people's problems with the government and its organizations - and issues reports and recommendations on how serious problems can be fixed.

Communicating with the public is essential to the Ombudsman's work - publicizing investigations and convincing the government to accept his recommendations. Combining social media and traditional media strategies has been a major focus for the office over the past year. The Office of the Ontario Ombudsman has been an early adopter and leader in integrating social media tools like Facebook, YouTube, and Twitter into its overall communications plan. The Ombudsman's high-profile Special Ombudsman Response Team (SORT) cases have resulted in improved government services for citizens across Ontario, including reforms to the Municipal Property Assessment Corporation, the Ontario Lottery and Gaming Corporation and Legal Aid Ontario. Their SORT investigations often result in a published special report tabled in the Legislature and made available to the media and the public.

In this session, you will hear how social media has been utilized, including:

- The benefits of joining and being active on social networks
- Releasing a report: before Web 2.0 and after
- How social media can help you connect to the general public and raise awareness of your work

You will leave this session armed with the practical applications of social media and new ideas on how to best implement these tools in your own work.

Elena Yunusov, Communications Officer
OFFICE OF THE OMBUDSMAN, ONTARIO

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



CASE STUDY

Social Media Is Not One-Size-Fits-All: How To Choose The Right Tool For Your Audience, Your Message, And Your Organization's Goals

The secret is out – and now many government departments and agencies are considering launching their own YouTube channel or Facebook fan page. But how do you choose which tools are the right ones for your organization?

The Army News team in the Department of National Defence has posted more than 1000 videos to YouTube over the last two years and those videos have been viewed nearly 1.5 million times. Their channel is currently ranked within the top 75 YouTube channels for Canadian news and reporting. They're also using Twitter, iTunes and Flickr to release information, and have plans to launch a Facebook fan page soon.

Social media is not one-size-fits-all. Not every tool is appropriate for each situation. In this session, you will learn how to choose the right tool for your audience, your message and your organization's goals.

You'll also review some common issues to consider when using social media tools in a government environment, including:

- Tweeting in both official languages
- Managing comments – and responding when necessary
- Giving your organization an authentic "voice" and personality through social media
- Developing content that is relevant, interesting and timely

Danielle Donders, Web Manager, Army Multimedia
Hal Doran, Manager, Army Multimedia
ARMY PUBLIC AFFAIRS, DEPARTMENT OF NATIONAL DEFENCE

4:25 p.m.



CASE STUDY

How To Create A Privacy Conscious Social Networking Site: An In-Depth Review Of The Security And Safety Fundamentals You Need To Know When Implementing Social Media Tools

Privacy has emerged as a key consideration for users of social media. This is especially true when young people are involved.

The Ottawa Public Library asked 76design to develop a social networking site that would enable young library users to develop literacy skills in a fun and safe environment. The site quickly attracted over 1,000 registered users who can publish book reviews, find friends who have their interests, join private groups and use bibliocommons to search for books. Throughout all of these online activities, their privacy is protected.

Attend this session and leave with a greater understanding of how to create your own organization's privacy conscious social networking site. Specifically, you will learn:

- Necessary objectives and project criteria
- Overview of the technology framework and why it matters
- Guiding security and safety fundamentals
- Social media tools – and how your audience can use them
- How your site can bridge the gap between institutions

Brett Tackaberry, Director of Technology
76DESIGN

Jennifer Stirling, Manager Library Web Services & Systems
OTTAWA PUBLIC LIBRARY

5:15 p.m.
Close Of Day One

5:30 p.m.



Networking Reception: Please Join Us!

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

7:00 p.m.



Dine Around

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

AGENDA - DAY 2: Wednesday, June 23, 2010

8:00 a.m.
Continental Breakfast & Networking

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

Joseph Thornley, CEO
THORNLEY FALLIS COMMUNICATIONS & 76DESIGN



**A Grassroots Approach To Implementing New Social Media Tools:
 How Blogs And Wikis Can Influence And Drive Cultural Transformation In Your Organization**

The U.S. Department of State's Office of eDiplomacy represents both organizational and technological innovation to foster collaboration and knowledge-sharing within the U.S. Government's oldest cabinet department, as well as with other federal agencies. eDiplomacy has used blog-based communities, an enterprise wiki and other tools to allow working-level diplomats and staff to access and contribute knowledge anywhere, at any time. These grassroots programs have succeeded despite sharply departing from State's traditional organizational boundaries and command-and-control

"clearance" culture. The next step: creating an internal networking service that will help the Department's professionals connect with anyone they need to do their work better.

During this session, you will learn from the experience of a successful social media implementation, including:

- The role of social media in the Department's knowledge management strategy
- The evolution of Communities @ State and the Diplopedia wiki from their low-key launches to widespread adoption by Department of State personnel
- How to overcome common challenges in the effort to launch various social media tools

Bruce Burton, Senior Advisor, Office of eDiplomacy
Kimberly Allred, New Media Advisor, Office of eDiplomacy
U.S. DEPARTMENT OF STATE

9:30 a.m.



Morning Refreshment & Networking Break

10:00 a.m.



CASE STUDY

Open Data For An Open Government: How To Create A More Customer-Centric And Engaged Organization Using Social Media

Governments around the world have started to freely share their information/data with the public – a philosophy known as Open Data – to encourage innovation, work more transparently, and cultivate an organizational culture of collaborative change. Open Data encourages: social media applications and tool developments by the community; engagement of the community and organization through social media; and organizational culture change towards a more open government.

The City of Ottawa has implemented the Open Data philosophy into their web communications strategy, part of which is aiming to support organizational change efforts towards a more customer-centric focus; and directly supports the City's efforts to encourage a broader use of social media.

This session will share the City's story on the process, challenges, how and why, and organizational change dimensions of Open Data – and how they relate to the City's efforts to encourage the broader adoption of social media at the City.

Specifically, you will learn:

- Why organizational change is so important to social media adoption
- How "Gov 2.0" principles can help support your use of social media tools
- How the City of Ottawa has been moving towards "Gov 2.0" and the strategic business use of social media tools

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

10:50 a.m.



CASE STUDY

Using Online Video To Increase Awareness Of Your Organization And Build Your Social Network

The Canadian Internet Registration Authority (CIRA), launched the ShowUsYour.CA online video contest to obtain testimonial video content from .CA domain holders for use in promotional and marketing materials. It was also used to amplify positive awareness of CIRA. Social media tools, including YouTube, Twitter and Facebook, played an integral role in the online contest.

In this case study, you will learn how CIRA, a social media newby, was able to use their online video contest to:

- Build social media networks using a variety of channels
- Have stakeholders develop their promotional content
- Effectively utilize video as an online medium

Specifically, this presentation will cover:

- How to navigate the pitfalls of running a national, high profile campaign
- How to determine what social media channels 'fit'
- What CIRA learned and what they would do differently

Mark Buell, Communications Manager

Sheila Bergeron, Marketing Manager

CANADIAN INTERNET REGISTRATION AUTHORITY (CIRA)

11:40 a.m.

Lunch On Your Own -- But Not Alone!

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

1:10 p.m.



INTERACTIVE SESSION

Group Exercise – Let's Communicate And Collaborate!

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.

1:55 p.m.



CASE STUDY

Why Public Safety Canada Chose To Tweet: An Inside Look At A Detailed Social Media Planning Process

As you look at the enormous amount of information regarding social media these days and the approach many departments and agencies are taking, how do you decide what's best for your organization or your file? Do you create a Facebook fan page, begin a departmental blog, establish a YouTube channel or a presence on Twitter? Are there ways to approach online communities that are already talking about your department's files?

Public Safety Canada's Communications Branch was grappling with the same questions until members of the Marketing and Outreach Unit began work on a comprehensive strategy, thinking critically before launching initiatives so as to reduce unwanted surprises, examining policy implications and documenting objectives and resources in advance. The strategy was focused on increasing the sustainability and reach of the department's emergency preparedness file – a trial run before expanding the strategic process to other areas within the department.

In this session, you will learn how to:

- Start your own social media planning process
- Identify a target audience and set measurable objectives
- Choose one social media platform over another
- Establish your interaction protocol
- Engage senior management and other stakeholders
- Determine financial and other resource requirements

- Develop a basic microblog performance measurement framework

Amy Jarrette, Manager, Marketing + Outreach
Theresa Woolridge, Communications Officer, Marketing + Outreach
PUBLIC SAFETY CANADA

2:45 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



CASE STUDY

Finding Your Online Voice: How To Shape Your Organization's Identity When Using A Variety Of Social Media Tools

As your organization experiments with social media, have you noticed how content, tone and personality varies from one new tool to another? Clearly, tools like Twitter, Facebook, and others can have a distinctive style, vernacular, even lexicon.

How can your organization's communications be adapted to echo these conditions? Is it easy or hard for your organization to engage with citizens, using a new tool, at a new speed, in a new voice?

And how can you assess the tone of messages you are receiving? How can you interpret the attitude of the messengers?

In this session, you will learn from the Office of the Privacy Commissioner of Canada on how Canadians are shaping their online identities to suit the new social media tools they are adopting, and how your organization can do the same.

Daphne Guerrero, Head of Public Education and Outreach
OFFICE OF THE PRIVACY COMMISSIONER OF CANADA

3:50 p.m.



CASE STUDY

Assessing The Legal And Policy Risks Of Social Media: A Case Study In The Use Of Second Life Virtual Worlds

The Public Service Commission of Canada completed the design and construction of its Virtual Career Fair in Second Life Pilot Project in March 2010. Scheduled to launch during fiscal year 2010-11, the goal of this pilot career fair in Second Life is to assess the cost effectiveness of virtual worlds as a tool for extending the reach of traditional career fairs. The inherent characteristics of the Second Life virtual world are sufficiently different from the traditional media, making strict compliance with certain legal and policy requirements difficult.

During this presentation, we will discuss the step-by-step analysis used to overcome these obstacles in the complex multi-stakeholder environment of the Public Service Commission. You'll take home strategies to successfully apply to your own organization's Second Life endeavors, including how to:

- Engage external stakeholders in key decisions
- Manage specific legal policy variances and associated risks
- Maintain senior management ownership of the project

Marvin Bedward, Director, Project Planning and Innovation
PUBLIC SERVICE COMMISSION OF CANADA

4:40 p.m.

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

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

Joseph Thornley, CEO

THORNLEY FALLIS COMMUNICATIONS and 76DESIGN

5:00 p.m.

Close Of General Sessions

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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/>.



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>.



If you get it, share it

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/>.

VENUE & LODGING:

ALL TRAINING SESSIONS WILL BE HELD AT THE:

Delta Ottawa Hotel and Suites

361 Queen Street

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Toll Free: (800) 268-1133

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

Email: 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 May 21, 2010 to help ensure this rate and mention that you are attending the Advanced Learning Institute event and quote Reservation ID Code: GFADV4.** 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 18th Training 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 registration: attendance, a detailed training workbook and any additional meeting materials, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by April 30th	Regular Pricing: Register with payment after April 30th
Seminar Only (June 22nd and 23rd)	\$1,299 CAD	\$1,699 CAD
Seminar Plus One Workshop	\$1,699 CAD	\$2,099 CAD
Seminar Plus Two Workshops	\$1,999 CAD	\$2,399 CAD
Seminar Workbook Only	\$199* CAD + \$20 S&H within the U.S. + \$30 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 training. If payment has not been received two weeks before the training, a credit-card hold, training form or purchase order will be taken to ensure your space.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted government and communications audience. Space is limited, so please call Amy at (773) 695-9400 x20, 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.

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Earn training attendance bonuses as you benchmark with other organizations. For every A.L.I. training attended, receive a \$200 discount off your next A.L.I. training. 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 training (before June 7th), 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. training. Registered delegates who do not attend or who cancel two weeks prior to the training or less (on or after June 7th) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. training by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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

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

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WE GUARANTEE RESULTS:

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

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

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- 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
- 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, NB
- Legislative Assembly of Alberta
- Library and Archives Canada
- Meloche Monnex
- Microsoft Canada
- Ministry of Attorney General, ON
- Office of the Premier, BC
- 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

- Human Resources Council
- Cancer Care Ontario
- City of Burlington
- City of Calgary
- City of London
- City of Ottawa
- College of Physiotherapists of Ontario
- Correctional Services Canada
- CNW Group
- Department of Canadian Heritage
- Department of Tourism & Parks, NB
- digitalOttawa
- Enterprise Saskatchewan
- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- Ministry of Community & Social Services, ON
- Ministry of Education
- Ministry of Enterprise & Innovation
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- Ministry of Research & Innovation, ON
- Ministry of Training
- MTV Canada
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- National Defence Canada
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- Royal Canadian Mint
- Royal Ontario Museum
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- 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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