

Back By Popular Demand...
Don't miss the 21st updated forum packed with the latest tools,
tips and techniques to help you transform the way you
communicate with your employees and citizens!



**SOCIAL MEDIA
for GOVERNMENT**

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

September 27 - 30, 2010 · Ottawa

Canada

Rave Review from a January 2010 Social Media for Government Attendee:

"Our organization is VERY new to social media. We knew it was something we needed to look into and weren't sure where to start. This was an amazing couple of days - - great speakers and networking opportunities. We're now armed with the proper information and ready to make informed decisions."

T. Calhoun, Communications Assistant
TOWN OF HIGH RIVER, ALBERTA

***** Register by July 29th To Save \$400! *****
Register 3 and send a 4th for FREE!
To Register, Call (888) 362-7400 -or- (773) 695-9400

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, social networks 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
- **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:

Foreign Affairs and International Trade Canada

City of Guelph, Ontario

Industry Canada

Human Resources and Skills Development Canada

Library and Archives Canada

Genome Alberta

Parks Canada

Workplace Safety & Insurance Board

Library Services, Foreign Affairs and International Trade Canada

Citizenship and Immigration Canada

- **Assessing** the legal and policy risks of social media
- **Operating** social media tools within the boundaries of government restrictions and firewalls
- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Maximizing** awareness of your agency's mission to the public
- **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

Prescient Digital Media

Army Public Affairs, Department of National Defence

Ascentum Incorporated

Thornley Fallis Communications & 76design

PubliVate Inc.

Transmission Content + Creative

Rowanwood

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Your Government & Communications Training Partner Since 1997



Supporting Organizations:



If you get it, share it

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

WHY IS THIS EVENT ONE YOU CAN'T MISS?

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

MAXIMIZE YOUR TRAINING!

Choose From Four Workshops For Ultimate Value And Learning!

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

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

Monday, September 27, 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, September 27, 2010, 1:00pm – 4:00pm:

Crowdsourcing: What It Is And How It Can Serve As A Principal Part Of Your Social Media Strategy

- **Post- Seminar Morning Workshop C –**

Thursday, September 30, 2010, 8:30am – 11:30am:

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

- **Post- Seminar Afternoon Workshop D –**

Thursday, September 30, 2010, 12:30pm – 3:30pm:

How To Overcome The Cultural Roadblocks Of Bringing Social Media Into Your Public Service Organization For Improved Collaboration, Efficiency, And Results

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 22 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the 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 **Foreign Affairs and International Trade Canada, City of Guelph, ON, Parks Canada, Genome Alberta** 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,

Social media has dramatically altered the rules for organizations that interact with the public. It has created a world in which those organizations must participate in a conversation with an audience informed by rich sources of information, empowered by the ability to influence perceptions and expecting rapid response to their concerns.

Government organizations are recognizing these new rules, and implementing social media programs that enable them to deliver services more effectively and interact with citizens in a more meaningful way. They are doing so within the unique context of government, recognizing their responsibility to respect the needs and interests of all citizens.

Early adopters at all jurisdictional levels have demonstrated what can work, and what to avoid, when implementing social media within government. **Attend this training to apply practical advice and lessons learned from your peers to your agency's own social media strategies and plan.**

The Advanced Learning Institute's (A.L.I.) social media seminars have gained a strong reputation for delivering 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 seminar producers have tapped their networks to identify the newly-emerging and best practice case studies of social media use in government. To this, they've added some of the best examples of social media use in government from the past two years, updated to reflect the way in which the best never repeat themselves, but improve

constantly. Finally, this 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 A.L.I.'s 21st forum on "Social Media for Government" in Ottawa on September 27-30, 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,

Julian Mills, Vice President
PRESCIENT DIGITAL MEDIA
Seminar Chairperson

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:

- **Parks Canada** has facilitated the use of new technologies, including social media platforms, across its wide spread network in a way that respects the Government of Canada's policy requirements and promotes the agency's brand
- **City of Guelph, Ontario** has used social media to keep citizens informed, respond to comments and questions, and release compelling messages to its various targeted user groups
- **Foreign Affairs and International Trade Canada** has launched a successful social media pilot program that evaluates their agency's readiness for monitoring online engagement and policy

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 September 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

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

C. McConachie, Media Relations Coordinator
SAIT POLYTECHNIC

"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, September 27, 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

Crowdsourcing: What It Is And How It Can Serve As A Principal Part Of Your Social Media Strategy

This workshop will focus on creating and sustaining social media value through innovation management and crowdsourcing – leveraging the collective intelligence of the “crowd” - and applying these techniques successfully in public sector organizations.

You will learn why crowdsourcing, a principal part of the social media “toolset,” is growing exponentially in importance and popularity among public sector jurisdictions. This will be an interactive, engaging session in which you will have the opportunity to crowdsource yourself, ensuring you understand the core principles of ideation strategy, idea creation, improvement, and rating in a public sector context.

Key takeaways will include:

- An overview of innovation management - - what it is and isn't, and how it can be leveraged for any environment, especially government
- How to successfully apply crowdsourcing both inside and outside your organization
- Understanding the direct and indirect benefits that you (and other public sector organizations) receive from innovation management and crowdsourcing
- Recognizing the importance of following through on participants' contributions in a timely and effective manner

WORKSHOP LEADER: Geordie Adams is the Managing Partner of PubliVate Inc. PubliVate provides innovation and collaboration management end-to-end solutions for the public sector marketplace. They have empowered many public sector partners to meet their business objectives by leveraging the collective intelligence of the “crowd” to create good ideas and develop them into great ideas.

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AGENDA - DAY 1: Tuesday, September 28, 2010

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Julian Mills, Vice President
PRESCIENT DIGITAL MEDIA

8:40 a.m.



Business Drivers, Approvals And Resources: Before You Engage Your Audiences With Social Media, Make Sure You Have All Three To Seize The Full Potential Of Your Communication Efforts

This informative session will address three of the biggest, and often over-looked, challenges for public servants who want to seize the potential of social media channels.

By examining several pioneering public-facing projects, you will learn how to develop social media strategies and tactics to successfully take you beyond the pilot phase.

Specifically, you will learn how to:

- Focus on the problem not the tool
- Make friends near and far
- Identify and assess risks
- Brief up, brief down, brief sideways
- Leverage existing resources
- Know what success looks like

Tracie Nofle, Director, Learning Communications
Adrian Cloete, Manager, Social Media
HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA

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

How To Use Social Media To Engage The Community During Periods Of Change, Interruption And Frustration

During an unprecedented amount of road work (five years worth of construction in one year) the City of Guelph has used blogs, feeds and social networking tools to inform residents and visitors about traffic interruptions.

The City's recent Guelph Remastered campaign used social media to respond to comments and questions about construction, and targeted project updates to different user groups; motorists, transit users, businesses, media and residents.

During the session, you will learn how to:

- Integrate social media tools – using a single post to propagate multiple Facebook and Twitter accounts
- Create compelling messages to target different user groups
- Monitor and maintain content with the appropriate resources
- Compliment these tools with traditional media

Greg Hahn, Business Systems Analyst - eBusiness Webmaster

Stacey Hare, Communications Coordinator

CITY OF GUELPH, ONTARIO

11:20 a.m.



CASE STUDY

How To Launch A Successful Social Media Pilot Program That Evaluates Your Agency's Readiness For Monitoring Online Engagement And Policy

Government departments have long hoped for an efficient way to understand the public opinion of, and to inform policies. Couple that with the challenge of measuring the effectiveness of communication strategies, and it's clear that social media now has a key role to play.

Canada's annual seal harvest provided a tremendous opportunity to test several social media approaches the government can and should explore.

This session will outline a pilot project undertaken by Foreign Affairs and International Trade Canada to better understand the internal readiness for, and benefits of, social media monitoring and corrective blogging. Through their shared lessons and experiences, you will leave this presentation better equipped to implement your own social media pilot project.

Martha McLean, Deputy Director of e-Communications

FOREIGN AFFAIRS AND INTERNATIONAL TRADE CANADA

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.



Social Media Guidelines: Balancing Proper Guidance For Use With Social Media's "Open" Communications Channels

Social media cheerleaders all trumpet the potential social media has to break down silos, flatten hierarchies, and sidestep and replace traditional communication channels. Even its most conservative advocates acknowledge social media's transformative capacity. However, the great potential of social media in the public sector must be balanced with proper guidance for use.

This session will examine this perceived dichotomy, and address the following issues:

- How much and how quickly communication has changed
- The role of existing and new guidelines in ensuring government agencies realize social media's potential in a responsible way

Jeff Braybrook, Senior Director, Chief Information Officer
TREASURY BOARD OF CANADA SECRETARIAT BRANCH

2:30 p.m.



How To Enrich Your Government Programs Using Social Media

Library and Archives Canada (LAC) holds an immense collection of Canada's historical documents, photo collections, art, portraits, multimedia, and government records and has been exploring a number of ways to ensure this data is accessible to the public, can be improved by users, and is known the world over.

Attend this session and learn from the approaches LAC has implemented to build on its current presence in the social media realm to engage the public, improve access, and enrich their collections. In particular, you'll gain insight from the organization's successes and failures of their social media experience, as you explore:

- How to address the key challenges associated with using Web 2.0 tools
- Ways to use social media to engage your audiences
- The concept of Open Data with in the Government of Canada

Angelina Munaretto, Manager, Digital Engagement and Social Media
Ronald Surette, Acting Director General, Digital Preservation, Information Technology Branch
LIBRARY AND ARCHIVES CANADA

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



How To Use Social Media To Build Your Brand Presence While Working Within Policy Boundaries And Across A Widespread Network

Parks Canada is a Federal government agency that manages Canada's 42 national parks and over 160 national historic sites, each staffed locally with teams that have a robust interest in reaching the public using innovative means. The national New Media Strategies and Investment Team (NMSI) is charged with facilitating the use of new technologies,

including social media platforms, across its widespread network in ways that respect the Government of Canada's policy requirements and promote the Agency's new brand.

Determining the effectiveness of social media initiatives is key to establishing best practices and directing investments appropriately.

During this session, members of the New Media team will review several case studies of research and evaluation work they have done over the past year, including the use of Twitter for a short-term (2-3 month) public outreach and marketing campaign from Point Pelee National Park, and an online public consultation process that incorporated both traditional and social media components to better inform the future management of Nahanni National Park Reserve.

You won't want to miss out on the valuable lessons and experiences of this cutting-edge government agency.

Morag Hutcheson, Manager, New Media Strategies and Investment
Michael White, Senior Research Analyst, New Media Strategies and Investment
PARKS CANADA

4:25 p.m.



**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 share 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

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, September 29, 2010

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation: How To Win Support For Your Social Media Initiatives

Early adopters of social media in government have demonstrated that the technology offers breakthrough performance in citizen engagement, service delivery and organizational effectiveness. But many stakeholders, especially at the senior level, don't perceive opportunity in this new technology: they think about change and risk.

Winning support for social media initiatives, and positioning your organization to reap the rewards presented by this new technology, requires a solid understanding for the benefits of the tools, combined with a clear demonstration of how those benefits align with your organization's objectives. How social media will deliver rewards for your organization must be captured in a plan, one that includes tactics for minimizing risk and maximizing opportunity.

During this session, you will learn to:

- Educate senior management about social media and the advantages of its implementation
- Link the tangible benefits to the specific needs of your organization
- Learn the basics of developing an implementation plan that links to your strategic objectives
- Case studies and best practices

Julian Mills, Vice President

PRESCIENT DIGITAL MEDIA

9:30 a.m.



Morning Refreshment & Networking Break

10:00 a.m.



Non-Profit

CASE STUDY

Your Evolving Social Media Strategy: Integrating Online And Traditional Tools To Communicate With And Engage Your Audiences In An Ever-Changing Communications Environment

Social media has been around since the first wandering minstrels interacted with audiences to tell stories from around the country. Today social media is still telling stories about what is happening whether they are stories about people, companies, or governments. You can tap into that stream to tell your story and engage those who are talking about your

world. Genome Alberta has been involved in social media to tell the story of science while rolling with changes in technology and openly shares the ups and downs of their experiences.

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

In this session, you will get some grounded tips based on what the organization has learned from developing their own unique Facebook application and using Twitter to create a 24 hour science newsroom.

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

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

Mike Spear, Director of Corporate Communications

GENOME ALBERTA

10:50 a.m.



Using Social Media To “Crowdsource” Solutions: The Online Consultation On A Digital Economy Strategy For Canada

Digital technologies are critical to almost every activity in our economy and society — whether it is e-commerce, social media, wireless data networks, or other parts of our daily lives. The digital economy is the network of suppliers and users of digital technologies that enable everyday life.

Led by Industry Canada, the federal government launched an online consultation in May 2010 to involve Canadians in the development of a digital economy strategy for Canada.

Working with Ascentum, Industry Canada developed a complementary suite of social media and public engagement tools. The foundation was an innovative website with YouTube videos by the Minister and a live stream of the consultation launch at Canada 3.0 Conference. The site hosted an Idea Form where participants could post, comment, rate and share ideas. There was also an extensive Twitter strategy used to build and engage community around the project.

The project was an example of a social media powered “crowdsourcing” approach, to engage the community in collaboratively generating ideas and prioritizing them for consideration and implementation.

During this session, you will be introduced to the following activities:

- Using crowdsourcing technologies to leverage the creative energy of your user or stakeholder communities
- Engaging stakeholders and citizens using social media
- Monitoring and reacting to feedback and commentary on Twitter
- Analyzing consultation results from social media tools
- Preparing and releasing public consultation reports

Louise Baird, Director, Communications and Marketing Branch

James Lewis, Communications Advisor

David Loudon, Manager, Communications and Marketing Branch

INDUSTRY CANADA

Joseph Peters, Partner

Ellis Westwood, Senior Consultant

ASCENTUM

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.



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.



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

Firewalls... Technology policies... Flat-lined budgets... Fear of "the new"... For government communicators, these aren't just challenges to be surmounted on the road to enabling social media strategies — they are facts of life.

Your agency could spend a lot of time and money trying to push through a business case, or just accept reality and make do with what you have.

In this session, you will learn:

- How to use freely available web tools — such as Google’s News Search and Blog Search, Facebook’s and Twitter’s search features, and other readers and aggregators — to monitor conversations about your agency or your issues
- When to take action on what you find, and when to let sleeping Internet dogs lie
- Why all of this matters, and how to sell your bosses on the necessity of monitoring the Internet for chatter

You will also learn about the Workplace Safety and Insurance Board of Ontario and their direct experience with social media. Specifically, you will learn how they gained support from senior management and their technology group, and how they grind it out in the trenches every day, monitoring and tentatively engaging.

Finally, you will take away examples of case studies, sample policies, speaking points for use in conversations with your senior approvers, and the document that got them around the firewall and onto the social web.

Aaron Wrixon, Sr. Issues Analyst

WORKPLACE SAFETY AND INSURANCE BOARD

2:45 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



The Importance Of Embracing A Culture Of Collaboration: Lessons Learned For Improved Employee Communications

e-Collaboration is a major component of the Department of Foreign Affairs and International Trade (DFAIT) Transformation Agenda. Since the fall of 2008, internal social media applications have allowed departmental staff to access and contribute information on any subject, from any location, in any time zone. The advent of these new internal applications has led to enhanced internal communication and employee networking, increased overall productivity and created a more transparent, modern and innovative work environment.

Over the past two years, the applications have been used for a variety of purposes ranging from everyday collaboration on policy or community discussion forums, to more extraordinary uses such as coordinating the departmental response to the earthquakes in Haiti and Chile and the Leadership Conference.

Specifically, this presentation will cover how DFAIT's internal social media applications have:

- Evolved since the initial conception to their current state
- Complemented our knowledge management strategy
- Have been used to enhance collaboration and communication amongst employees

Courtney McIntyre, Research Instruction Librarian and Library Webmaster
FOREIGN AFFAIRS AND INTERNATIONAL TRADE CANADA

3:50 p.m.



How To Use Social Media Tools With Limited Financial Resources, But Still Achieve Your Goals

The Paul Yuzyk Award for Multiculturalism was created to recognize those who've made contributions to multiculturalism and diversity in Canada. Two challenges facing Citizenship and Immigration Canada (CIC) were promoting this award and encouraging submissions. With numerous priorities and tough economic times, an expensive media campaign was out of the question. Other challenges involved were that the specific scope of this award meant that only a select few Canadians were eligible, and how would CIC reach those eligible few?

Using Twitter, YouTube, outreach to bloggers and other efforts, CIC injected messages about the award and the nomination process into the social media space. This approach required a smaller financial outlay than a traditional print campaign, and allowed for "real time" monitoring of success as these messages spread. In the end, 88 nominations were received from across the country.

During this session, we will cover:

- The importance of relying on more than one channel in the social media space
- Tactics for coordinating several channels in the social media space
- How outreach to bloggers and stakeholders greatly enhances the reach of your message
- Ways to monitor the success of your outreach efforts

Matthew Moore, Advisor, Social Media
Rob Wiebe, Senior Advisor, Web
CITIZENSHIP AND IMMIGRATION 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.

Julian Mills, Vice President
PRESCIENT DIGITAL MEDIA

5:00 p.m.
Close Of General Sessions

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POST-SEMINAR WORKSHOPS: Thursday, September 30, 2010

INTERACTIVE WORKSHOPS – Expand Your Skills

These workshops are designed to take your training experience to the next level. Post-seminar 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 training 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-SEMINAR WORKSHOP C

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

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

Knowing what citizens are thinking, saying and sharing is key for your government department in good times and bad – and so much of that information can be gleaned from the web. Connecting with Canadians is really a two-step process. First, you must know what they're thinking and, secondly, you need to know where they're sharing those thoughts so you can connect when the time is right. In this hands-on workshop, we'll look at the tools you can use to find said conversations and then we'll learn how you can use the information you're collecting to create meaningful connections with citizens.

Learn the latest strategies to help you join the conversation and be more effective with your social media efforts, including:

- Gaining a handle on the all the different reasons to listen to online conversations
- Knowing where to listen to online conversations
- Understanding the concept of RSS feeds and how to set up an RSS reader
- Looking at key free monitoring tools and how to subscribe to search results
- Learning how to use these tools to improve your content creation
- The importance of keyword selection
- 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: Mark Goren of Transmission Content + Creative is a social media strategist specializing in social media monitoring. He helps his clients, which includes advertising and PR agencies in Canada and the U.S, get up to speed on social media tools, technologies and tactics, while preparing them to strategically add social media initiatives to their own service offering. Strategic listening to social media conversation is his area of specialty, having developed unique processes to help clients define and design their monitoring programs.

Previously, Mark spent over a decade working as a strategic-minded creative at advertising agencies in Toronto, Ottawa and Montreal.

Testimonials From Past Mark Goren Sessions:

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

“Very nice to see hands-on demonstration of tools.”

“I really enjoyed this; very practical.”

“This makes my day well spent!”

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

Afternoon break/lunch on your own

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

AFTERNOON POST-SEMINAR WORKSHOP D

How To Overcome The Cultural Roadblocks Of Bringing Social Media Into Your Public Service Organization For Improved Collaboration, Efficiency, And Results

In a few short years, social media has become an integral part of life in most developed nations. In the United States, the President has ruled that government must be more open and engage with citizens directly. In Canada, the Clerk of the Privy Council has declared that we must use more Web 2.0 in our daily work. Whether it is inside the organization or out, the benefits of social collaboration seem obvious; better efficiency and sustainability, but early efforts to realize these benefits are encountering a range of cultural issues that slow or even prevent progress.

This workshop will cover the cultural side of using Web 2.0 with an emphasis on collaboration within the Canadian Public Service. In this interactive and engaging session, you will learn:

- The range of social media tools available to the Canadian Public Service and some examples of how teams are using them today
- What do we mean by Public Service culture? What does a social media friendly culture look like? How does this relate to the policy and legal framework that public servants work within?
- Typical cultural roadblocks to social media adoption and how to overcome them
- Principles of social collaboration, including discussions on appropriate transparency and failure in a Web 2.0 enabled Public Service
- Specific actions you can take today

This 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.

WORKSHOP LEADER: Thom Kearney, Senior Consultant with Rowanwood, has many years of experience in advertising, technology, education, and helping clients tell their stories and navigate changing landscapes. Thom is an award-winning teacher, insightful analyst, facilitator, change agent and architect.

In February of 2010, Thom completed a three year Executive Interchange at the Chief Information Officer Branch (CIOB), Treasury Board Secretariat. While at CIOB, Thom led the GCPEDIA project to bring open collaborative platforms to the Public Service as a whole. GCPEDIA was ultimately endorsed by Wayne Wouters the Clerk of the Privy Council, as a key part of renewing the workplace in the Public Service Renewal Action Plan.

Thom is involved in all aspects of Web 2.0, including tools, information management, governance, policy development, and most importantly the adoption of collaborative behaviors across the Public Service.

ABOUT OUR PARTICIPATING SPONSOR:



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

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



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>.



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
 Ottawa, Ontario K1R 7S9
 Phone: (613) 238-6000
 Toll Free: (800) 268-1133
 Website: <http://www.deltahotels.com/en/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 August 25, 2010 to help ensure this rate and mention that you are attending the Advanced Learning Institute event and quote Reservation ID Code: GFADV7.** 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 21st 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 -- including access to the seminar wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by July 29th	Regular Pricing: Register with payment after July 29th
Seminar Only (September 28 th & 29 th)	\$1,299 CAD	\$1,699 CAD
Seminar Plus One Workshop	\$1,699 CAD	\$2,099 CAD
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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 9.25% sales tax on workbook orders.

Please add 13% HST to all prices above (A.L.I.'s GST #884005323RT0001).

Credit card transactions will be processed in U.S. dollars.

The final charges will vary slightly from those above due to variances in exchange rates.

Payment is due two weeks prior to the training, September 13th. 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: REGISTER 3 & THE 4TH IS FREE!

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn 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 September 13th), 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 September 13th) 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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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
- 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
- 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

- Canadian Intellectual Property
- Canadian Real Estate Association
- Canadian Trucking and Human Resources Council
- Cancer Care Ontario
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 How To Engage Your Employees And Citizens
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 To Drive Communication Results

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Registration Form

Please photocopy for group members.

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

Please check:

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 - Pre-Seminar Workshop B: Crowdsourcing: What It Is And How It Can Serve As A Principal Part Of Your Social Media Strategy
 - Post-Seminar Workshop C: How To Use Social Media Tools Anyone Can Understand To Monitor Online Conversations, Manage Community Participation And Build Your Organization's Reputation
 - Post-Seminar Workshop D: How To Overcome The Cultural Roadblocks Of Bringing Social Media Into Your Public Service Organization For Improved Collaboration, Efficiency, And Results
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