

Back by popular demand! Don't miss the **28th** updated forum packed with the latest tools and tips to help you transform how you communicate with your employees and citizens!

SOCIAL MEDIA for Government

Canada

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

Sept. 26-29, 2011 • The Fairmont Empress Hotel - Victoria, BC

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:

Insurance Corporation of BC

City of Richmond, BC

City of Edmonton, AB

University of BC

Island District Royal Canadian Mounted Police

U.S. Department of State

BC Children's Hospital Foundation

Ministry of Labour, Citizens' Services
and Open Government

City of Seattle, Washington

City of Regina, SK

BC Ministry of Environment

SendtoNews

Kendall Wood

Elevate Consulting

The Vancouver Sun

Raincoaster Media

Social Media Club Vancouver

HootSuite Media, Inc.

BC Institute of Technology

TribalDDB

Fleishman-Hillard Canada

Presented by the
Advanced Learning Institute



Your Government &
Communications Training
Partner Since 1997

***** Register by July 27th to Save \$400! *****
To Register, Call (773) 695-9400
Register 3 and Send the 4th for FREE -- Bring Your Team!

WHAT YOU WILL LEARN

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

- **Developing** a social media (blogging, podcasting, wikis, etc.) strategy to drive performance-based communications
- **Communicating** more effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, video podcasts, and much more
- **Engaging** your employees and the public by connecting them to you organization's goals and strategic plan for the future
- **Embracing** and integrating mobile communications and key considerations into your organization
- **Demonstrating** the Return on Investment (ROI) of your social media programs
- **Integrating** social media tools into your internal and external communications practice
- **Building** senior management support for your social media programs
- **Matching** your policies to the right social media tools
- **Preparing** your organization for crisis by implementing social media strategies into your crisis communications plan
- **Blending** new media technologies with traditional media to multiply results
- **Creating** an opportunity for employees to communicate with both clients, and citizens, directly and informally
- **Measuring** the effectiveness of your social media strategy and demonstrating its value within your organization

SUPPORTING ORGANIZATIONS



If you get it, share it



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To Register, Call (773) 695-9400 or online at www.aliconferences.com

Social Media for Government - September 26-29, 2011

WHO WILL ATTEND:

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

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

Employee Communications & Relations

Marketing

Organizational Transformation
& Development

Human Resources

Executive Communications
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Communications Research
& Management

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

WHY IS THIS EVENT ONE YOU CAN'T MISS?

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

BENEFITS OF ATTENDING THIS CRITICAL SEMINAR

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

You will benefit from:

- **24 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
- **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the seminar
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details
- **An abundance of networking opportunities** -- you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of social media strategies and processes** from leading practitioners like the **Health Council Canada, British Columbia Ministry of Environment, City of Edmonton, Alberta, Insurance Corporation of British Columbia**, 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
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this seminar
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **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 engage your employees and citizens** by using social media from leading government agencies and organizations
- **Access to the seminar wiki** -- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

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Dear Government Communicator:

These may not be the questions of the ages, but they're definitely questions for our current digital age:

- What are best practices to engage citizens in discussion and debate, to communicate policy and to influence decision-makers?
- What role should social media play in government communications?
- How does social media influence public consultation and policy formation, and play a role in marketing and information dissemination?
- How is mobile best embraced?

These questions are driving innovative exploration in public affairs. The way governments and citizens interact is fundamentally changing. Advertising is losing its credibility and decreasing in effectiveness, content is democratized and distributed across channels, and credibility for government sits precariously in the crucible of this new paradigm. Social media is both exacerbating and alleviating these problems. For all the shiny new social media tools out there, successful engagement and relationships are still based on open communication, credibility, and trust. Success is determined by how well you are able to influence those who influence others, leverage context, and manage reputations and relationships in real time.

Social media in its purest sense is rarely possible. But there are things government organizations can do to become more social media friendly and visible where and when people seek information. An integrated social media strategy ensures you leverage your top performing initiatives, consider the conversational influence of how marketing and communications happen today, and ultimately enable greater collaboration within the public sector. Educating the naysayers on the potential of connected communication through training and ambassador programs makes for more creative and relevant forms of citizen engagement in this social era.

How Will This Seminar Help You And Your Organization?

This seminar is focused on real-life case studies, real-world examples and demonstrating real-time value within government organizations. This program brings together the brightest minds and the most innovative leaders currently conducting government communications in the digital and social marketplace today. You'll learn how to get things approved, get things launched, and generate measurable impact for your organization.

You will hear from 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, including how the:

- **British Columbia Ministry of Environment** used social media to engage, inform, and provide transparency to citizens'
- **City of Seattle** integrated social media into both internal and external communication strategies
- **Insurance Corporation of British Columbia** successfully implemented Twitter as a reputation management tool

It's a real pleasure to be chairing A.L.I.'s 28th forum on "Social Media for Government" in Victoria on September 27th & 28th. I hope you'll join me at this outstanding opportunity to meet, mix with and learn from some of the leading government practitioners who are succeeding with social media!

Sincerely,

Jennifer Torney, Senior Vice President
FLEISHMAN-HILLARD CANADA
Conference Co-Chairperson

Katie Robb, Senior Consultant
FLEISHMAN-HILLARD CANADA
Conference Co-Chairperson

P.S. Reserve your spot today to learn how you and your team can better manage your social media efforts that result in maximized communications. Register 3 people and get the 4th for FREE! For more information, go to <http://www.aliconferences.com> or call (773) 695-9400.

Social Media for Government - September 26-29, 2011

Interactive Pre-Seminar Workshops ~ September 26, 2011

Monday, September 26, 2011

Jump-start your seminar experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common sense approach to mastering social media strategies that will enhance your understanding of the informative, case study presentations throughout the entire seminar.

.... Choose A or B or BOTH for Maximum Value and Learning

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

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

Social Media 101: From Curiosity To Comprehension Learn How To Make Your Organization Social Media Friendly

This interactive session will introduce you to social media best practices and tools. We will discuss what they are, how they are being used and the benefits (and risks) of using them in your organization.

You will be provided with a basic understanding of social media terms, tools, and platforms with a focus on how they can be used for enhancing collaboration across your organizations or in public participatory or collaborative processes.

After attending this workshop, you will walk away with the ability to make your social media tools useful, professional and personal. Including the knowledge of:

- Key social media tools and platforms and how they are used
- Selecting the right social media tool for your needs
- Exploring how to evaluate and document the success and results of your social media efforts - managing your return on investment
- Benefits (and risks) of social media in the public sector environment
- Leveraging social media in public consultation, participatory and/or collaborative processes

WORKSHOP LEADER: Jae Cooper is a communications consultant and is the founding partner of Elevate Consulting.

Jae has developed and implemented communication strategies and plans, collaborative and participatory governance and operational models, stakeholder engagement strategies, and numerous public consultation processes on issues such as healthcare, environmental legislation, and municipal bylaws to name a few.

11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

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

Understanding Your Communities And Engaging In Compelling And Meaningful Social Media Conversations To Reach Your Organization's Goals And Drive Results

We all hear about “Community” and “Conversations” as key drivers of social media. But, how do you define “Community” and how can you best converse and engage with them?

In this workshop, you will learn a strategic framework that will help you define, and more importantly, understand the fundamental drivers of all communities: employees, constituents, partners, other stakeholders. Once applied, you will be able to leverage this framework to further engage in meaningful and compelling conversations that meet the needs of your community, as well as match your overall organizational goals.

Specifically, this workshop will provide you with a concrete way to segment communities and address the fundamental needs and conversations required to reach that community, including:

- Learning the fundamental building blocks of communities
- Breaking down the key motivations and needs of your target audience(s)
- Identifying the key drivers for conversations and “virality”
- Understanding how to use social media for competitive intelligence

WORKSHOP LEADER: Dave Olson is the Community Director of HootSuite Media, Inc. HootSuite has been utilized to power campaigns from The White House, Martha Stewart Media and Zappos. Dave was also the Communications Wrangler of True North Media House, a media collaboration campaign to encourage social coverage of the winter sports and cultural events during 2010 in Vancouver. @davehoots

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Interactive Post-Seminar Workshops ~ September 29, 2011

Thursday, September 29, 2011

These workshops are designed to take your seminar 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 seminar 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. – POST-SEMINAR MORNING WORKSHOP C

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

How To Successfully Blend Your Traditional Media And New Media Strategies

Traditional marketing efforts, with clear purpose, defined goals, and steady implementation, can be highly effective and even timesaving if executed in concert with social media channels and content that can be consumed, interacted with and shared. Critical to this success is planning with Paid, Owned and Earned Media in mind, linked to a measurement framework and strategy for optimization that allows for great citizen engagement.

Most organizations still operate in silos regarding these capabilities and need to start transforming capabilities to take advantage of delivering brand messaging across multiple platforms using traditional and new media.

After this workshop, you will leave with knowledge of how to successfully combine your traditional and new media strategies, including:

- The difference and similarities between traditional and new media
- How to structure movements not campaigns and drive higher citizen engagement
- The Paid, Earned and Owned Media ecosystem and considerations when planning movements and campaigns
- The key capabilities you should be planning into your organization
- A framework for measurement and optimization of citizen engagement across Paid, Owned and Earned Media

WORKSHOP LEADERS: Nikolas Badminton, Director of Digital Strategy at TribalDDB has 15 years of traditional and digital marketing experience.

Dan De Sosa, Supervisor of Analytics and Insight at TribalDDB is responsible for establishing digital analytic standards for converting social and digital driven insights to tactical and actionable consumer inspired recommendations for strategic engagements.

11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

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

How To Incorporate Social Media Into Your Crisis Communications: Prepare, Promote, Respond And Improve

The rise of social media means that everything happens at lightning-speed. Success and reputation management in this mobile age means that your organization needs to be nimble with social media. Dialogue is just as important as message delivery.

When responding to an emerging crisis, you need to react fast, with a streamlined approach; communicating solely through news releases doesn't work. It's important to remember that your critics have access to the same tools.

In this hands-on interactive workshop, you will gain the tools you need to succeed in this new landscape as well as learn how to use them as part of your emergency preparedness and overall crisis communications plan, including:

- How to prepare: have a streamlined approach and a team in place
- Merging social media tactics with traditional communication approaches
- Determining which social media outposts and management tools to use
- Creating content that's mobile and web-friendly
- Building an engaged and active community following

WORKSHOP LEADER: Christine Wood is the Director of Innovation & Integration at Kendall Wood. Christine spent the last 5 years working in communications and social media for both BC Public Service and the Public Affairs Bureau of BC.

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General Sessions - Day One - September 27, 2011

General Session - DAY 1: Tuesday, Sept. 27

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.
Chairpersons' Welcome & Opening Remarks

Jennifer Torney, Senior Vice President
FLEISHMAN-HILLARD CANADA
Seminar Co-Chairperson

Katie Robb, Senior Consultant
FLEISHMAN-HILLARD CANADA
Seminar Co-Chairperson

8:45 a.m.  **CASE STUDY**



How To Integrate The Power Of Social Media Into Your Corporate Communications Strategies

The City of Richmond, British Columbia used social media to help promote its role as an official Venue City for the 2010 Olympic Winter Games. Richmond had tremendous success when a tongue-in-cheek exchange with American talk show host/satirist Stephen Colbert went viral.

Despite that initial success, Richmond took a slow, methodical approach toward embracing social media, wrestling with the same issues many governmental organizations face when dealing with social media -- lack of resources and policy as well as concerns about privacy and other legal implications.

However, by integrating Web 2.0 and social media with tried and true tactics, Richmond is now consistently achieving, and exceeding, its communications objectives. They've even won awards and media accolades for their communications savvy.

In this session, you will discover ways to help your organization stand out against the masses, including:

- The potential power and pitfalls of using Web 2.0 and social media tools to connect with new audiences
- How to overcome organizational resistance to utilizing social media tools and other creative tactics
- Collaborating with media to create and enhance your story
- Remembering that no matter how new or powerful the tool, there is absolutely no substitute for creativity

Ted Townsend, Senior Manager, Corporate Communications
CITY OF RICHMOND, BRITISH COLUMBIA

9:30 a.m.  **CASE STUDY**

Utilizing Twitter For Reputation Management And Customer Service While Creating A "Face" For Your Organization

Casual, transparent and non-bureaucratic aren't the first words that come to mind when people think of a Crown corporation. Yet that is exactly how the Insurance Corporation of British Columbia (ICBC) hoped to come across when launching their Twitter account.

During the past year and a half, ICBC has begun engaging with their customers on Twitter in an effort to correct false information, provide customer service, search out and resolve issues with current customers and bring a "face" to a company that many of their customers describe as "faceless." Proving that social media allows you to customize and tailor the image of your organization while providing a "human" contact for your audience to connect with.

From this session, you will leave with practical tactics on how to:

- Cut down the approvals process in order to respond in a timely fashion
- Speak to audiences online in a manner that is casual, yet professional
- Reach multiple demographics with a variety of messages

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- Mitigate the fears of risk-adverse senior management
- Respect the privacy of your audience while providing effective customer service



Karin Basaraba, Senior Communications Specialist
INSURANCE CORPORATION OF BRITISH COLUMBIA
@K_bas

10:15 a.m. **Break-Out Blitz!**

Network And Discuss Social Media Challenges With Your Fellow Seminar Attendees

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

10:45 a.m. **Morning Refreshment & Networking Break**

11:15 a.m. **CASE STUDY**

New Communication Channels And What They Mean For You: Evaluating The Business Value Of New Technologies

Webinars, YouTube, Twitter, Facebook, Blogs, Office Communicator, Groove, the list goes on. You are being told to utilize social media, but through which tools and how?

During the last two years, the Province of BC has developed a wide variety of new communication channels to improve operational efficiency, break down traditional silos, share corporate knowledge, crowdsource solutions, drive results-oriented services, and engage citizens and employees.

In this session, you will learn how to evaluate the business value of new technology and transformation initiatives, including learning about:

- Re-usable business solutions for advanced communication and collaboration tools
- How you can use telepresence to reduce travel cost and carbon emissions and to transform business and intergovernmental relations
- Tips on how to leverage YouTube, Twitter, and/or Facebook
- The Citizens @ the Center: Gov 2.0 strategy to address changes in demographics, technology and public expectations in the future



Kieran Harrop, Director Business Engagement, Strategic Initiatives,
Office of the Chief Information Officer
MINISTRY OF LABOUR, CITIZENS' SERVICES AND OPEN GOVERNMENT
@opportunityknck

12:00 p.m. **Lunch On Your Own -- But Not Alone!**

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

1:30 p.m. **CASE STUDY**

How To Launch Your Social Media Strategy: 10 Imperative Steps To Take

Have you ever wanted to experience the freedom of social media, but were afraid to enter into that space as a public servant? Do you want to fully understand a tool that is so powerful that countries dealing with revolution turn it off to control their people? Are you prepared to enter into a series of conversations about your organization that are happening that you are totally unaware of?

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Leave this session with the ten steps necessary to consider in launching, and enhancing, your social media strategy, including:

- How to have one identity in social media and the importance of this
- Ways to actively participate in conversations that are changing our world
- Learn how you can introduce innovation and collaboration into your organization
- Feeling the freedom and power of social media



Chris Moore, Chief Information Officer
CITY OF EDMONTON, ALBERTA
@chrisj_moore

2:15 p.m.  **U.S. Government CASE STUDY**

Walking The Line Between Professional And Personal Usage Of Social Media: How To Manage Your Virtual Reputation

From the outset of President Obama's call for a more transparent, participatory and collaborative approach to government, U.S. Since the advent of social media networks, government organizations have struggled to (re)define the rules and norms of employee behavior in an online setting. For the employees of the U.S. Department of State, one's professional reputation is so important that it carries its own corridor reputation, and is one of the topics covered in new hire orientation courses.

With an increasing number of social media sites available for professional purposes, State Department personnel are faced with the additional responsibility of maintaining their virtual corridor reputations, and are learning that the line between personal and professional personas is thinning.

Navigating this new space of online reputations, ever-shifting norms and rules, and blended personal and professional identities is no easy feat. Those government employees who are successfully building and managing their online personas in the workplace deserve credit for the sophisticated forays they have made; what's more, many at the State Department have already begun to reap the benefits of their participation.

In this session, you will learn the techniques needed to successfully manage your own virtual reputation, including:

- Why social media is for everyone – not just the PR department
- The benefits of a good virtual reputation
- How social media literacy differs drastically from traditional literacy
- How to use web reputation systems to identify and develop organizational norms
- Why Facebook is not enough - why you do need to maintain more than one online profile
- The pros and cons of anonymous authorship
- How to take stock of your own virtual reputation at work

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

3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.  **U.S. Government CASE STUDY**

How To Leverage Social Media And Mobile Tools For Effective Public Engagement On Pressing Policy Issues

Digital engagement redefines the government-public relationship and offers unparalleled opportunities to develop mutually valuable interactions. Engaging the public with online, mobile and social tools can result in innovative ideas for complex problems, increased trust, shared responsibility for action, and decisions that reflect the priorities of people most affected by the issue.

The University of British Columbia and Simon Fraser University's Greenest City Conversations Project is researching the role of digital media in public engagement efforts.

In this session, you will learn foundational concepts, hear about innovative case studies and consider the evolving

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General Sessions - Day One - September 27, 2011

General Session - DAY 1: Tuesday, Sept. 27

potential of digital media for public engagement, including:

- Powerful principles for effective digital citizen engagement
- Benefits and limitations of online, mobile and face-to-face engagement strategies and how to develop integrated approaches to get the best of all worlds
- Making best use of the information you collect through digital public conversations
- Examples of digital engagement #wins and #fails from governments across North America



Susanna Haas Lyons, Public Engagement Specialist and Masters Candidate
UNIVERSITY OF BRITISH COLUMBIA
@zannalyons

4:00 p.m. CASE STUDY

The Path Towards Increased Government Engagement, A Citizen's View of Social Media

After years of grass roots organizing, Janis La Couvée was dismayed to note dramatically decreased citizen engagement at all levels of government; whether it was community open houses, voter turnout or participation in vital committees.

Initially dismissive of social media as a time-suck, she had an "aha" moment at a breakfast meeting in spring 2009, when someone innocently remarked "well, they're actually having tweetups in Victoria". Janis had no doubt that if people were willing to meet face to face, they could be encouraged to build community.

In this session, we will explore the question "What can various levels of government do to build systems that will allow citizens to engage?"

At a time of budgetary constraint when citizen initiated counter-petitions, referenda and recall initiatives can cost governments significant resources, the importance of communicating effectively can not be understated.

You will leave this session with the ability to "answer the question:" why do some government public relations & social media campaigns succeed while others fail, including:

- New information and understanding of effective social media communication
- Techniques to increase engagement with citizens
- Lessons learned from various citizen led initiatives, past and present



Janis La Couvée, Blogger, Writer & Lead Organizer
COMMUNITY BUILDER AND ENGAGED CITIZEN
@lacouvee

4:45 p.m. **Q&A Session With Our Speakers**

Didn't get a chance to ask your question? You'll have the opportunity now to get your most pressing social media questions answered in this interactive forum.

5:15 p.m. **End Of Day One**

5:20 p.m. **Networking Reception: Please Join Us!**

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

6:30 p.m. **Dine Around**

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

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General Sessions - Day Two - September 28, 2011

General Session - DAY 2: Wednesday, Sept. 28

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSONS' ADDRESS

Chairpersons' Opening Of Day Two & Presentation:

How To Capitalize On Social Media: Listen, Create, Engage, Evaluate And Evolve

As much as social media and the influence it holds intrigues you, in reality, it's difficult to leverage. This session will give you a framework for assessing and integrating social media into the mix of government communications and marketing programs that you manage. You will learn the importance of listening to and monitoring social media. Worried about the risks of finding adverse events online? Don't be – you'll be prepared!

You'll also gain tips on how to create truly relevant and informative content that enables you to weave your message into the conversations online. Finally, you'll explore how to identify and leverage online influencers to generate earned media coverage online. Listen, create, engage, evaluate and evolve are the central elements of a social media friendly approach.

You will leave this session with valuable tools to capitalize on social media through your traditional and non-traditional communication and marketing programs by:

- Monitoring social media and determining top influencers and share of voice
- Engaging online influencers to earn media coverage
- Learning how social media tools can play a valuable role within a wide strategy to identify and diminish risks to government programs
 - building networks to share information
 - publishing information widely for consumption
 - creating new information through collaboration



Jennifer Torney, Senior Vice President
FLEISHMAN-HILLARD CANADA
Seminar Co-Chairperson @jentorney



Katie Robb, Senior Consultant
FLEISHMAN-HILLARD CANADA
Seminar Co-Chairperson

9:30 a.m.



U.S. Government CASE STUDY

How To Build Your Organization's Social Media Impact Efficiently And Effectively

Since we can't slow social media down and we certainly can't avoid it, we just need to embrace it! Social media has infinite touchpoints all of which we should be pressing.

Seattleites are now using social media to rapidly respond to citywide incidents within a network, crowdsource ideas from travelers to improve their experiences while visiting, check parking garages, view detailed information maps, locate a bus and even view a neighborhood. Social media has enabled the City of Seattle to become a tight-knit community in ways it never was before.

In this stimulating session, you will learn how to build your organization's social media impact, including:

- How you can integrate social media tools into both your internal and external communications strategies
- Ways to empower the public by connecting them to your organization's goals and strategic plan for the future and letting them have a say in it
- Learning techniques on how you can easily communicate to the public efficiently and effectively



Bill Schrier, Chief Technology Officer
CITY OF SEATTLE, WASHINGTON
@billschrier

10:15 a.m.



Morning Refreshment & Networking Break

10:35 a.m.



CASE STUDY

How Your Organization Can Use Video Sharing To Enhance Your Public Relations Efforts

Law enforcement agencies are now able to take advantage of the latest in video and photo sharing technology through digital media distribution platforms.

Since 2009, the Royal Canadian Mounted Police of British Columbia (BC RCMP) has used video – produced in-house and distributed to media – as a proactive policing and public relations tool. This session will examine cases where media pickup of RCMP video played a critical role, including the trial and conviction of two suspects in a high-profile teen murder case, a case of drug trafficking by organized crime, and the search of a clandestine drug lab.

You will leave this session with the knowledge and practical tactics on how you can enhance your organization's public relations with the use of digital media, including:

- How to use social media to proactively, and reactively, connect with newsrooms
- How technology is changing the pace of your ability to connect with newsrooms
- The role of video in the current and future media landscapes



Darren Lagan, Cpl., Senior Media Relations Officer

ISLAND DISTRICT ROYAL CANADIAN MOUNTED POLICE

Leigh Kjekstad, Business Management Director

SENDTONEWS

@leighkjekstad

11:20 a.m.



CASE STUDY

Learning How To Use Social Media -- Including Facebook And Twitter -- As A Customer Care Tool

Providing responses and citizen services to a diverse population is challenging at the best of times. As technology continues to change, how can we keep up?

Social media can help your organization close the gap with your citizens and provide a level of service they expect.

Beginning in November 2010, the City of Regina has integrated Facebook and Twitter as part of their customer care programs. To date, over 800 service requests have been entered from the two channels and the City is well on its way to "creating a compliment centre."

In this information-packed session, you will gain the tools necessary to set up your social media networks as an effective way to communicate with citizens, including:

- Lessons learned from the City of Regina in launching their social media as a customer care program
- Ways to disarm common arguments and correct the misconceptions about social media
- How to create communication flowcharts
- How to create a service level agreement
- How to create reports to show the value of your social media program

Philippe Leclerc, Interactive Communications Manager,

CITY OF REGINA, SASKATCHEWAN

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General Sessions - Day Two - September 28, 2011

General Session - DAY 2: Wednesday, Sept. 28

12:05 p.m.



Lunch On Your Own -- But Not Alone!

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

1:35 p.m.



PANEL DISCUSSION

Social Media Enthusiast Panel Session: Practical Advice On Hot Topics, Trends And Best Practices

You have questions? We have answers. Interact and discuss solutions to your social media challenges with leading social media enthusiasts in British Columbia. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own social media initiatives.

Moderator:



Christine Wood, Consultant

KENDALL WOOD

@chicken_scratch

Panelists:

Gillian Shaw, Journalist

THE VANCOUVER SUN



Rebecca Coleman, Social Media for Small Business Instructor

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

@rebeccacoleman



Lorraine Murphy, President & Founder

SOCIAL MEDIA CLUB VANCOUVER

RAINCOASTER MEDIA

@raincoaster

2:15 p.m.



CASE STUDY

How To Use Social Media And Crowdsourcing To Engage, Inform And Provide Transparency

Among other things, British Columbia's Climate Action Secretariat (CAS) engages citizens to support B.C.'s goals for mitigating and adapting to climate change and developing the green economy. They provide educational resources to support public awareness on a variety of environmental issues.

One environmental issue being King Tides -- these are incredibly high tides that happen due to naturally occurring celestial forces which are most pronounced in December/January on the B.C. coastline. Images of these high waters offer a glimpse into the future: what the average high tide will look like in 50 years due to Sea Level Rise (due to global warming). Knowing what the oceans have in store in the years ahead can help with planning -- adapting current infrastructure, building codes, land-use policies, behaviours, etc.

You will leave this session with practical tactics on using social media to engage citizens, inform the public, and provide the government with data via crowdsourcing. Tools you will learn will include:

- Assessing social media needs and desires, and deciding on the right tool(s) for the job
- Using FLICKR: features, options, apps, widgets, strategies, pros/cons, lessons learned.

Social Media for Government - September 26-29, 2011

General Sessions - Day Two - September 28, 2011

General Session - DAY 2: Wednesday, Sept. 28

- Teaching (setting expectations, supporting) the public on how to use your social media tools to engage in your program/initiative.
- Reporting back on participation uptake, engagement rates, resource use, and benchmarking success.
- Working with other jurisdictions on coordinated efforts and promotions.
- How to handle “bad press” if and when you achieve your 10 hours of viral fame!



Trevor Barry, Carbon Neutral and Climate Outreach, Climate Action Secretariat
BRITISH COLUMBIA MINISTRY OF ENVIRONMENT
@JazzyTBarry

3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.



CASE STUDY

Creating An Army Of Champions: Using Social Media Strategies And Tools To Enhance Citizen Engagement

Every organization has some level of fan base that is loyal and willing to help. But how do you harness that passion and empower fans to produce a desired result? You need to bring them together and inspire them to work as one. Providing clear, focused and defined objectives will allow you optimize their passion and help drive an end result.

In today's digital world, social media provides simple and inexpensive tools necessary to achieve one to many conversations that are fast-moving and credible. If you provide a strong foundation where your fans can gather and get behind a common mission, you'll have an army of champions ready to help achieve your organization's goals.

This session will provide you with the tools you need to reach out to your supporters, communicate your goals, and enhance awareness of your mission, including how to:

- Leverage free social media channels like Facebook and Twitter to energize your key supporters and build sustained engagement
- Find, nurture and activate loyal fans
- Best adapt to new tools and test new strategies to maximize brand awareness



Philipp Postrehovsky, Volunteer, Social Media Advisory Committee
BRITISH COLUMBIA CHILDREN'S HOSPITAL FOUNDATION
@philpostro

4:00 p.m.

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

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

Jennifer Torney, Senior Vice President
FLEISHMAN-HILLARD CANADA

Seminar Co-Chairperson

Katie Robb, Senior Consultant

FLEISHMAN-HILLARD CANADA

Seminar Co-Chairperson

4:15 p.m.

Close Of General Sessions

ABOUT OUR SEMINAR SUPPORTERS



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/>.



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

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

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



Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

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

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



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

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



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

Visit their website for more information: <http://www.cprs.ca/>.



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

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721 Government Street
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 Reservations: (800) 441-1414
 Hotel Phone: (250) 384-8111
<http://www.fairmont.com/empress/>



Photo Courtesy of Tourism Victoria

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the reduced rate of \$139/night. Please call the hotel no later than August 25, 2011 to help ensure this rate and mention "Social Media for Government."** We recommend that reservations be made early as rates are subject to availability.

Regarded on the Condé Nast Gold List 2011 & Travel + Leisure 500, Best Hotels of the World 2011, The Fairmont Empress majestically sits at the cornerstone of Victoria's sparkling Inner Harbour. Located in British Columbia's capital city, turn of the century architecture and classic beauty complement the quintessential Victoria experience as Vancouver Island's premier luxury resort destination. Victoria's International Airport (YYJ) is a 30-minute drive from downtown Victoria and approximately 17 miles (27 km) from The Fairmont Empress. In addition, regular, frequent ferry and high-speed catamaran service connects Vancouver Island to the mainland of BC and Washington State – please contact the hotel for more information.

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Join us in Victoria for A.L.I.'s 28th forum on "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Victoria: <http://www.tourismvictoria.com>.

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by July 27th	Regular Pricing: Register with payment after July 27th
Seminar Only (September 27th & 28th)	\$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
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Seminar Workbook Only (if not attending)	\$199.00* + \$30.00 S&H	

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

Please add 12% HST to all prices above (A.L.I.'s GST #884005323RT0001).

Credit card transactions will be processed in U.S. dollars determined by rates at www.bankofcanada.ca/.

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

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

VENUE & REGISTRATION FEES

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

GROUP DISCOUNTS:

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before September 12) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after September 12) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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

"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

"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

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

K. Barsoum, Promotion & Education Coordinator

REGION OF WATERLOO, ONTARIO

"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

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 conferences serve a broad range of specialized industries and functions, including:

**Government · Communications · Performance Measurement · Strategic Planning
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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 conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

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

- Agriculture & Agri-Food Canada
- Alberta Environment
- Atomic Energy of Canada
- Bell Canada
- Calgary Airport Authority
- Canada Post
- Canadian Food Inspection Agency
- Canadian Heritage
- Canadian Intellectual Property
- Canadian Real Estate Association
- Canadian Trucking and Human Resources Council
- Cancer Care Ontario
- City of Burlington
- City of Calgary
- City of London
- City of Ottawa
- College of Physiotherapists of Ontario
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- CNW Group
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- Department of Tourism & Parks, NB
- digitalOttawa
- Enterprise Saskatchewan
- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- Health Canada
- Health Council of Canada
- Health Force Ontario MRA
- Human Resources and Social Development Canada
- Hydro-Quebec
- Industry Canada
- Innovation Institute of Ontario
- Justice & Consumer Affairs, NB
- Legislative Assembly of Alberta
- Library and Archives Canada
- Meloche Monnex
- Microsoft Canada
- Ministry of Attorney General, ON
- Ministry of Community & Social Services, ON
- Ministry of Education
- Ministry of Enterprise & Innovation
- Ministry of Government and Consumer Services, ON
- Ministry of Municipal Affairs and Housing
- Ministry of Natural Resources
- Ministry of Research & Innovation, ON
- Ministry of Training
- MTV Canada
- National Aboriginal Health Organization
- National Defence Canada
- National Energy Board
- Natural Resources Canada
- 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 Halton, ON
- Regional Municipality of Waterloo, ON
- Royal Canadian Mint
- Royal Ontario Museum
- SaskTel
- Service Canada
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By Using The Latest **Web 2.0 Technologies**
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Registration Form

Please photocopy for group members.

Yes, I'd like to register for the September 2011 Social Media for Government seminar in Victoria

Please check:

E-mail Priority Code: _____ Amount Due: _____

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Learn How To Make Your Organization Social Media Friendly
 - Pre-Seminar Workshop B: Understanding Your Communities And Engaging In Compelling
And Meaningful Social Media Conversations To Reach Your Organization's Goals And Drive Results
 - Post-Seminar Workshop C: How To Successfully Blend Your Traditional
Media And New Media Strategies
 - Post-Seminar Workshop D: How To Incorporate Social Media Into Your Crisis
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