

Back by popular demand! Don't miss the 29th 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

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

NOVEMBER 14 - 17, 2011 • TORONTO



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:

Toronto Police Service

Genome Alberta

City of Oshawa, Ontario

Health Council of Canada

ABC Life Literacy Canada

Alberta Education

Ontario Ministry of Labour

Peace River School Division, Alberta

Thornley Fallis Group

ThirdOcean

LBSpeaks Online

Mygazines

TribalDDB

Region of Waterloo, Ontario

U.S. Department of Transportation

City of Regina, Saskatchewan

Ontario Ministry of Community
Safety and Correctional Services

Government of Ontario

Federation of Canadian
Municipalities

Intersol Group Ltd.

Presented by the
Advanced Learning Institute



Your Government &
Communications Training
Partner Since 1997

***** Register by September 16th 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
- **Demonstrating** the Return on Investment (ROI) of your social media programs
- **Integrating** social media tools into your internal and external communications practice
- **Embracing** and integrating mobile communications and key considerations
- **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
- **Strategically** using social media for program management
- **Overcoming** cultural, policy and legal challenges when incorporating blogging into government web content policies

SUPPORTING ORGANIZATIONS



If you get it, share it



THE CANADIAN PUBLIC RELATIONS SOCIETY
Advancing public relations and communications management in Canada

Register by Sept. 16th to Save \$400! • Save 25% - Bring a Team and Save -- Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com

Social Media for Government - November 14 -17, 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 and marketing 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:

- **20 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 of Canada, Toronto Police Service, Alberta Education**, 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

Dear Government Communicator:



Today, more and more of us live an increasing part of our lives online. We shop online. We read news and watch video. We go on the net for entertainment. We go there for information and education. We connect with our friends and form online groups. And we share with our friends and groups the things we find interesting.

All those hours spent on blogs, Facebook and Twitter have an impact. Our time spent on the social web shapes our expectations of the experience we should have and the interaction others will have with us. Social media holds the potential to redefine and strengthen the relationship between citizens and government. However, introducing social media into the government communications process is not risk free. The good news is that resourceful government managers have devised practical strategies and tactics that reconcile social media with the responsibilities of government. And the Advanced Learning Institute is bringing together the people behind successful government social media initiatives to discuss the secrets to their success and the lessons they learned from their experience.

Why You Should Attend This Seminar:

I've attended the Advanced Learning Institute's (A.L.I.) social media seminars for the past three years and found them to be a unique blend of leading-edge thinkers with practical examples of social media applied in a government context. This seminar will be no different. The producers have tapped their networks to identify the newly-emerging and best case studies of social media in government. To this, they've added some of the best examples of social media in government from the past two years, updated to reflect the way in which the best never repeat themselves, but improve constantly. Finally, the training also will feature some outstanding thought leaders who will help us to look into the future, anticipating tomorrow's challenges and the strategies we can apply to them.

It's a real pleasure to be chairing the "Social Media for Government Conference" in Toronto November 14 to 17, 2011. 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.

I encourage you to attend this conference to gain practical advice and lessons which you can apply to your own social media strategies and plans.

Sincerely,

Joseph Thornley, CEO
THORNLEY FALLIS GROUP
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 the:

- **Toronto Police Service** produced a comprehensive social media guide to include social media communication in a security plan, discovering that there is opportunity in crisis
- **U.S. Department of Transportation** has used social media to successfully increase transparency
- **City of Oshawa, Ontario** developed an effective social media plan without resources, budget or buy-in

Register today at 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 November 14 - 17 in Toronto, to hear from communicators who are currently utilizing social media tools, with results & benefits.

P.S. 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 to <http://www.aliconferences.com> for more details.

Add to the dialogue! Using #smgov, tweet your questions and comments to Erin prior to the seminar @Erin_ALI

Social Media for Government - November 14 -17, 2011

Interactive Pre-Seminar Workshops ~ November 14, 2011

Monday, November 14, 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: How To Integrate Social Media Into Your Communications Plan – Answering Your Toughest Questions On How To Get Your Agency Started By Using The Right Tools, Managing The Process And Tracking Results

This workshop is designed to move you from timid curiosity about social media to confident champion. Yes, it will cover the basic terms and definitions but most importantly, it'll give you the basis for understanding the structural characteristics of this new media form.

Why is social media invading all aspects of our lives? What's in it for you? Who is responsible for leading change and how do you advocate the adoption of social media in a government context?

Bringing along your laptop, iPad or smartphone is suggested but not mandatory for this interactive session -- we'll get as hands-on as possible. Come prepared to get involved as key concepts will be illustrated through interactive group exercises. The objective of this must-attend workshop is to deliver a session that positions you to get the most out of the remainder of the seminar.

After attending this workshop, you will confidently walk away with:

- Knowledge of social media key terms and definitions
- Understanding of the social structure of social media
- Strategic skills: how to apply critical thought, etiquette, online identity and control
- Lessons on how to advocate for the adoption of social media in your government organization



WORKSHOP LEADERS: Karim Kanji, is Partner and Founder of ThirdOcean and XConnectTO. Karim has been active in marketing, outreach and social media solutions since 2008. @karimkanji

Sameer Vasta is the Lead Intranet Strategist for the Government of Ontario. He is an organizational anthropologist and communications strategist, currently working with the Ontario Public Service. @vasta

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**

You've Got Your Social Media – Now What?! Tactics And Techniques To Teach You How To Use Your Social Media To Communicate Internally And Externally

This session is intended for governments with current social media presences. You will experience an introduction to the art and science of consistently being in front of your citizens via social media. It's one thing to have a social media presence; it's another to use it to connect with your citizens on another level and foster a stronger community with your government.

Since as many as 80 percent of Facebook followers do not return to a page once they 'like' it, it is crucial to get maximum results from your social media presence. Whether you have 50 fans or 5,000 fans, you will take away realistic tactics and techniques you can use in this workshop.

This session will teach you the tips and techniques you need to gain, and keep, an audience, including:

- Strategies for effective posts including content, frequency, and time of day
- Engagement strategies to foster citizen interaction via social media within boundaries
- Building and strengthening community culture through social media
- Tracking participation through Facebook insights

The session will be informative and involve an interactive mock communications element. This element will give solid examples of successful social media participation in government contexts.

WORKSHOP LEADER: Laurie Boettcher is a Speaker, Trainer, and Social Media Enthusiast with LBSpeaks Online. With over 16 years of experience in design and communications, Laurie is a former Communications Manager for the Wisconsin Department of Transportation and Department of Public Instruction.

Social Media for Government - November 14 -17, 2011

Interactive Post-Seminar Workshops ~ November 17, 2011

Thursday, November 17, 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 Monitor And Manage Your Social Media Efforts To Better Engage Your Target Audiences And Make Sense Of The Data By Using Social Media Listening Skills

Great campaigns and communications don't just happen – they require careful planning and forethought. Part of this planning involves greater understanding of the community trying to be reached: Where do they go for information? How do they share and interact with each other online? What are their shared interests? Every community is different, and is going to react differently. The best way to understand these communities is to study their online conversation with a thorough listening audit.

This session will provide you with insight on how to “listen” to your social media to develop insights about your target audiences before starting a campaign.

The workshop will focus on the following key areas to begin, and enhance, your monitoring and managing techniques of social media, including:

- How to prepare a listening audit brief to define the questions that your organization seeks answers to
- Using a combination of free and paid social monitoring tools to gather and make sense of data you collect
- Developing insights from data that can lead to actionable creative ideas and a plan to enhance your social media campaign
- Initiating an ongoing listening program to keep track of changes in conversation volume and sentiment over time as your social media campaign grows

Case Studies will be featured throughout the workshop to demonstrate what each of these steps looks like in a live program.

WORKSHOP LEADER: Parker Mason is a Manager of Community Cultivation for Tribal DDB, a division of DDB Canada. He has helped clients like Tourism New Brunswick manage their online presence and develop a social media campaign. @ParkerNow

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 Build A Mobile App: Where, How, Why And What Communicators Need To Know

Building an App for Apple, Android, Blackberry and the other mobile platforms coming to market is expensive, not entirely accessible and can take a lot of your resources. There's one common element across all these devices though: the browser. Consider the number of people that use search engines vs. the ones that look for content on App stores. Where would you rather be?

Mobile services and information are available via text messages (SMS), native mobile apps, and websites—whether optimized for mobile or not. Research shows that by 2014, more people will access the internet through their mobile than through a PC. Since providing information and services online is important to your agency, mobile is becoming increasingly important for your agency. When deciding whether or not if mobile is the right direction for your agency, you must consider your audience and the goals of your organization:

- What are you trying to accomplish?
- Who is your audience?
- What devices do they use?
- How do they use them?
- What is the experience you are trying to deliver?

All registrants of this workshop will receive 2 months of Mygazines' digital publishing software at no cost – a \$600 value!

Join us in this interactive session to answer the questions above and discover which technology is the best when it comes to delivering accessible content across multiple platforms, including desktops, smartphones and now tablets, including:

- The latest insights on the mobile industry in Canada and North America
- An agnostic and accessible system to deliver an app-like experience for your content on any mobile device, including iPad, iPhone, Blackberry Torch and Android devices
- Best practices to optimize any kind of content for mobile platforms: layout, text, multimedia
 - Tools to track and analyze the performance of mobile content



WORKSHOP LEADER: Randy Frisch, a Partner at Mygazines, is responsible for the marketing, sales and execution of Mygazines' branded digital publishing and mobile solutions. @randyfrisch

Social Media for Government - November 14 -17, 2011

General Sessions - Day One - November 15, 2011

General Session - DAY 1: Tuesday, Nov. 15

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Joseph Thornley, CEO

THORNLEY FALLIS GROUP

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

How To Develop An Effective Social Media Presence For Your Government Organization Without Resources, Budget Or Buy-in

The City of Oshawa began using Web 2.0 platforms in November 2009 as part of a pilot project aimed at meeting key objectives outlined in the Community Strategic Plan and Corporate Communications & Marketing Strategy:

- Increase public awareness of city programs, services and events
- Enhance community engagement and cooperation
- Promote positive community news to improve the City's image/brand

Today, the City's Corporate Communications & Marketing Team integrates social media into all of its communications strategies and maintains a thriving Twitter account, combined with Facebook and YouTube. Bookmarking/sharing and Quick Response (QR) codes are used to maximize results.

In this session, the City of Oshawa will share with you their social media journey and the lessons learned along the way, with insights and information to implement into your organization, including:

- How to get senior management and IT to "buy-in" to social media
- Time-saving, easy-to-use (and FREE) social media tools and techniques, including RSS, bookmarking/sharing and social media account sharing
- Specific tips on how to use Twitter, Facebook and YouTube to engage stakeholders and community partners, your residents and the media
- How to monitor and measure social media campaigns for FREE using tools such as Google Alerts, URL shorteners and QR codes



Shannon McFadyen, Corporate Communications & Marketing Officer

CITY OF OSHAWA, ONTARIO

@shannonmcfadyen

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

How To Develop Your Social Media Communications Goals And Objectives While Avoiding Potential Hazards

Clearing a minefield in Croatia may seem a long way from using social media in your organization or department, but you'll hear how a little creative thought has helped Genome Alberta clear the way for its small size to reach an audience in Canada and the United States.

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

With simple examples, you'll learn how to develop your social media communications goals and objectives while avoiding potential wrecks along the way.

You will also leave this session with ideas, tactics and strategies on how to avoid these pitfalls, including 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

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Social Media for Government - November 14 -17, 2011

General Sessions - Day One - November 15, 2011

General Session - DAY 1: Tuesday, Nov. 15

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

11:05 a.m.



CASE STUDY

How To Take Your Social Media Initiatives Beyond Beginner Stages: Engaging Staff, Extending Resources, And Becoming More Personal And Personable

In 2009, a longstanding core ministry of the Government of Ontario began its move from relying strictly on old-style communications to include new tools such as Twitter, Facebook, and YouTube. Having since become a Canadian leader in the government use of social media, the Ministry of Labour has encountered a variety of emerging challenges, including:

- Conquering the difficulties of engaging staff
- Dealing with difficult people online
- Paying the price of success
- Enhancing the personal touch

Discover the tactics and techniques needed to take your social media initiatives beyond beginner stages, including:

- Lessons on how to successfully engage staff and the unsuccessful ways to avoid
- Tactics for dealing with negativity online, whether it be one person or one hundred
- How to make the most of limited resources
- Methods of being more personal and personable

Kenneth Downs, Social Media & Web Developer

Sam Martin, Publisher, Social Media Team

ONTARIO MINISTRY OF LABOUR

11:50 a.m.



CASE STUDY

How To Integrate Social Media And Mobile Devices Into Your Emergency Management And Crisis Communications Plan

Mobile devices and technologies are changing the way that people consume and share information. Social media provides multiple platforms for sharing experiences and data during disasters. Put these together and it's a brand new world for emergency managers.

In this session, you will hear about current trends in the use of social media in crises and the "age of social convergence" including large-scale emergencies like Haiti and Japan. You will also gain knowledge in the steps that lead to the integration of social media in your emergency management and business continuity programs, including:

- Why social media tools are already proven emergency information equipment
- How to use social media and cloud-based, volunteer-driven crisis mapping to offer a built-in resiliency in disasters
- Ways to gain citizen participation in emergency situations
- How to implement mobile technologies and devices into your plan to empowered citizenry and gain more accurate data
- How disasters in Haiti, Colorado, Australia, New Zealand and Japan used social media in emergency management

Patrice Cloutier, Team Lead, Strategic Communications,

ONTARIO MINISTRY OF COMMUNITY SAFETY AND CORRECTIONAL SERVICES

Social Media for Government - November 14 -17, 2011

General Sessions - Day One - November 15, 2011

@patricecloutier

12:35 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.

2:05 p.m.



CASE STUDY

How To Create And Implement A Social Media Policy For Your Organization That Won't Restrict Your Employees

Located in the heart of Canada's Technology Triangle, and home to the world-famous Blackberry; Waterloo Region, Ontario is a community renown for innovation. So, when communications staff in the Region of Waterloo's planning department needed to find new ways of involving and engaging the public in several significant planning and transportation projects that would have far-reaching implications for the entire community, they turned to social media.

With no formal social media strategy or policy in place at the Region, they were breaking new ground. While their early successes helped demonstrate the value of social media tools to the communication process, they knew they needed to get formal policies in place.

During this session learn how your organization should implement a social media policy, including:

- The importance of having a social media policy set in place
- How to use a collaborative "pathfinder" approach to develop a formal social media policy
- Ways to allow your staff the freedom they need to continue using social media tools on several high-profile community projects
- The most important things to consider when creating and implementing your social media policy

Keren Adderley, Coordinator of Communications and Marketing

REGION OF WATERLOO, ONTARIO

@adderley

2:50 p.m.



Afternoon Refreshment & Networking Break



3:05 p.m.



CASE STUDY

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

With the plethora of digital communications methods available to use, it can be overwhelming to determine which are best for your organization and for your audience. Where do you begin, how much is too much and how can you measure success?

The Health Council of Canada has learned to effectively leverage social media strategies into overarching communications objectives. Through their explorations, they have learned what works and what does not, when to push harder and when to let it go.

In this session, you will gain an understanding of what tools are right for your organization, including:

- Learning how to align your social media presence with your corporate strategies to reach your target audiences
- Learning when and how to 'walk away' from platforms that aren't right for you

General Session - DAY 1: Tuesday, Sept. 27

Social Media for Government - November 14 -17, 2011

General Sessions - Day One - November 15, 2011

General Session - DAY 1: Tuesday, Nov. 15

- Receiving a social media survey that will get you thinking about your online presence and where to start

Gursharn Kandola, Lead, eCommunications and Social Media

HEALTH COUNCIL OF CANADA

3:50 p.m.  **CASE STUDY**

Understanding How Social Media Affects Traditional Media And How To Use It At Your Advantage

Social media means many different things to many different people. The social media movement is currently happening and changing the way most people, corporations, cities and political parties do business. It's also changed the way media operates and has changed the news cycle. Knowing how media use social media will help your organization in both the proactive and reactive segments.

This session will shed light on social media and on the many factors at play for government. It will also provide some principles that can be applied to help you with this ever-changing world, including:

- Opportunities and challenges specific to social media
- The main platforms, and which are best suited for your organization
- Principles to use when getting started in social media
- Political vs. practical applications



Carole Saab, Manager of Government and Media Relations

FEDERATION OF CANADIAN MUNICIPALITIES

@carolesaab



Eric Collard, Consultant

INTERSOL GROUP LTD.

@_Ecinc

4:35 p.m.

More "How To's" To Help You Get The Work Done: An Interactive Panel Discussion With Today's Speakers

Need to dive deeper into specific topics? Want more details? Here's your chance! Available speakers from today's sessions will answer your questions to help you innovate your own social media plan. Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

5:00 p.m.

End Of Day One

5:15 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 Toronto's fine dining while you continue to network with your colleagues.

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation:

How To Achieve A Purposeful Discussion Through Online Public Engagement

Social media enables people like you and me to speak easily and directly to companies and organizations. This has led to an era of consumer empowerment and redefined our relationship to the companies whose products and services we use and the organizations which matter to us. We expect them to listen to what we are saying to them and to respond to us.

As our expectations of companies and organizations and our relationships with them are transformed, we are extending these new expectations to our relationships with government. We see citizens organizing to do things important to them and their communities and we see them calling on government to join with them as partner and enabler, not as a remote power centre.

Government must change the way that it relates to citizens to match the experience they have with other institutions and the expectations they have formed as a result of this.

How does government integrate this new direct expression of citizen will while maintaining its ability to broker competing interests into a common good?

This can only be achieved if government sheds its fear of losing control and embraces the potential of social media tools to engage citizens in online discussions. Instead, government has the opportunity to engage with citizens as partner and enabler, as curator of authoritative information.

In this session, we will discuss a step by step approach to developing and running a successful online consultation that engages the public, including how to:

- Identify key influencers and pre-existing online communities of interest relevant to your issues and organization
- Introduce your consultation to those who are interested in it and entice them to participate in the discussion with you
- Run a consultation that will demonstrate an openness to public input while ensuring that the discussion drives toward actionable output

Joseph Thornley, CEO

THORNLEY FALLIS GROUP

Seminar Chairperson

9:30 a.m.



CASE STUDY

Social Media For Security: Understanding How To Communicate In Crisis Situations And Why It Needs To Be A Part Of Your Strategy

With 20 world leaders coming to the city, the Toronto Police Service (TPS) was in the spotlight to provide security for both citizens and dignitaries during the G20 World Summit in June 2010. TPS produced a comprehensive social media guide to include social media communication in its overall plan, and an Integrated Security Unit comprised of the Royal Canadian Mounted Police, Peel Regional Police, Ontario Provincial Police and Canadian Forces. When rioters turned aggressive, though, so did the TPS and the fall-out on social media still persists to this day.

This presentation will take you back to the days of the G20, how the Toronto Police dealt with the social media backlash, the lessons learned and how, in the end, social media saved the day.

In this eye-opening session, you will be able to walk away with lessons on:

- Expecting criticism, yet having responses ready
- Dealing with crisis communications and why it needs to be part of your social media strategy
- Finding intelligence in the complaints
- Discovering "opportunity" in crisis

Social Media for Government - November 14 -17, 2011

General Sessions - Day Two - November 16, 2011

- Understanding how and why engagement is king
- The importance of communicating with your own employees

Scott Mills, Constable
TORONTO POLICE SERVICE

10:15 a.m.



Morning Refreshment & Networking Break

10:35 a.m.



CASE STUDY

Using Social Media Successfully As An Online Engagement Platform -- Recruit, Educate And Communicate

What would you do if you were the superintendent for a day? In this interactive session, you will learn how the Peace River School Division, supported by Alberta Education, leveraged online tools and social media to facilitate a meaningful online dialogue to answer this very question. You will also learn how this enhanced community engagement effort influenced school board decision making.

In this session, you will learn how to use social media as an online engagement platform, including:

- Specific online tools, including Google Moderator, and their uses
- How to recruit participants and get them involved
- The rationale for the platform
- Data analysis/metrics

Paul Bennett, Superintendent
PEACE RIVER SCHOOL DIVISION, ALBERTA



Nathan Freed, Field Services Senior Manager
ALBERTA EDUCATION
@nfreed

11:20 p.m.



CASE STUDY

Using Social Media To Communicate Your Organization's Mission And Goals Across A Variety Of Tools Including Twitter, Facebook, LinkedIn, And YouTube

ABC Life Literacy Canada envisions a Canada where everyone has the skills they need to live a fully engaged life. We connect and mobilize business, unions, government, communities and individuals to support lifelong learning and achieve our goals through leadership in programs, communications and partnerships. To help spread our life literacy message, and provide a rich experience to our partner organizations while making maximum impact for the cause and message, ABC Life Literacy Canada actively uses the organization website, Twitter, Facebook, LinkedIn Groups and YouTube.

As an organization, we are committed to moving the literacy message out of the church basements and into the mainstream conversation of all Canadians. To do this, we strategically match our messages to the medium and the result/call-to-action we want to generate from Canadians. Growing our followers to be change leaders in the literacy field is our focus and through social media we are able to make maximum impact through targeted medium-specific messages.

This session will provide you with lessons to enhance your social media strategy across a variety of social media tools, including how to:

- Strategically match your message to the medium and the result/call-to-action you want to generate from your audience

General Session - DAY 2: Wednesday, Nov. 16

Social Media for Government - November 14 -17, 2011

General Sessions - Day Two - November 16, 2011

- Tailoring your social media communications campaign to draw attention from your audience
- Use social media to gain the trust of the media



Ashley Tilley, Communications Coordinator
Nikki Luscombe, Communications Manager
ABC LIFE LITERACY CANADA
@Life_Literacy

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.



INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your social media challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own social media initiatives.

2:15 p.m.



Afternoon Refreshment & Networking Break

2:35 p.m.



**U.S. Government
CASE STUDY**

How To Successfully Use Social Media To Monitor Progress And Drive Accountability And Results Throughout All Levels Of Your Organization

From the outset of President Obama's call for a more transparent, participatory and collaborative approach to government, agencies have faced the challenge of becoming more citizen-centric in their approach, employing social media and Web 2.0 tools to help accomplish this task. With few exceptions, agencies have not been able to uniformly demonstrate an ability to clearly, transparently, and effectively communicate to the average citizen.

Indeed, the push for open government is dictating a new approach. You will leave this session with a new understanding of how to integrate social media into all levels of your organization, including:

- Key successes and studies in missed opportunities for being transparent
- How to effectively communicate performance information using social media
- How to drive evidence-based accountability measures at every level
- How to extend performance measures beyond programmatic boundaries
- How you can integrate social media into your overall communications strategy around performance



H. Giovanni Carnaroli, Associate Chief Information Officer
U.S. DEPARTMENT OF TRANSPORTATION
@FreeHerbie

General Session - DAY 2: Wednesday, Nov. 16

3:20 p.m.  **CASE STUDY**

A Step-By-Step Look At How To Create, Integrate And Market A Mobile Application

According to Bricks and Mobile, 1 in 4 Canadians will cut their landline by 2014. Citizens are moving from hard line connections to wireless, so how do you keep up?

Owning a small piece of an individual's digital real estate results in a very personal connection, and an app gives you the opportunity to be on that real estate.

In this information-packed session, you will hear first-hand how the City of Regina launched and marketed their CityApp, providing you with the tools and techniques to do the same, including answering the following key questions:

- Should you go in-house? Buy a service? 3rd party developer?
- Even if your site is already mobile-enabled, should you still bother?
- What can you deliver? Should this be on your app?
- How do you actually get people to download your app?

Philippe Leclerc, Interactive Communications Manager

CITY OF REGINA, SASKATCHEWAN

4:05 p.m.

More "How To's" To Help You Get The Work Done: An Interactive Panel Discussion With Today's Speakers

Need to dive deeper into specific topics? Want more details? Here's your chance! Available speakers from today's sessions will answer your questions to help you innovate your own social media plan. Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

4:35 p.m.

Chairperson's 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.

Joseph Thornley, CEO

THORNLEY FALLIS GROUP

4:45 p.m.

Close Of General Sessions

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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 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.

brandchannel. always branding. always on.



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 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/>.



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.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"The conference was timely and topical, and all the presentations provided complimentary perspectives on social media."

M. Hudson, Senior Communications Executive
PUBLIC HEALTH AGENCY OF CANADA

"I thought it was wonderful content; you covered so many different topics from different perspectives..."

J. Reeves, Communications Advisor
ALBERTA SCHOOL EMPLOYEE BENEFIT PLAN

Social Media for Government - November 14 -17, 2011

ALL SEMINAR SESSIONS WILL BE HELD AT THE:

Sheraton Centre Toronto Hotel

123 Queen Street West
 Toronto, ON M5H 2M9
 Reservations: (888) 627-7175 or (416) 947-4955 x4440
 Main Hotel Number: (416) 361-1000
 Website: www.sheratontoronto.com



Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been reserved at the government per diem rate of \$199 CAD/night. Please call the hotel no later than Thursday, October 13, 2011 to ensure this rate and mention that you are attending the "Advanced Learning Institute's Social Media for Government Conference."

We recommend that reservations be made early, as the number of rooms at our reduced rate is limited. Make online reservation [here](#).

In the centre of the business and entertainment districts, the Sheraton Centre Toronto Hotel is connected to PATH, a 16-mile underground network of shops and services, and just steps from the Eaton Centre shopping mall and convention center. Experience the utmost in urban comfort and style as the Sheraton Centre Toronto Hotel boasts Toronto's largest year-round pool, a 24-hour fitness centre, Business Centre, Senses Spa, a two-story waterfall and pond in 2.5 acres of picturesque waterfalls, gardens and terraces and two levels of shops, services, restaurants and lounges.

Join us in Toronto for A.L.I.'s 29th 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, discounts and maps for your visit to Toronto please go to: <http://www.toronto.ca>.

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 Sept. 16th	Regular Pricing: Register with payment after Sept. 16th
Seminar Only (November 15th & 16th)	\$1,299 CAD	\$1,699 CAD
Seminar Plus One Workshop	\$1,699 CAD	\$2,099 CAD
Seminar Plus Two Workshops	\$1,999 CAD	\$2,399 CAD
Seminar Plus Three Workshops	\$2,199 CAD	\$2,599 CAD
Seminar Plus All Four Workshops – ALL ACCESS PASS!	\$2,299 CAD BEST VALUE!	\$2,699 CAD
Seminar Workbook Only (if not attending)	\$199.00* + \$30.00 S&H	

*IL residents will be charged 9.75% 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 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 Oct. 24th) 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 Oct. 24th) 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

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
Human Resources · Health Care · Brand Management · Marketing · Biometrics · Social Media**

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
- Correctional Services Canada
- CNW Group
- Department of Canadian Heritage
- Department of Tourism & Parks, NB
- digitalOttawa
- Enterprise Saskatchewan
- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- 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
- SYNEX Canada Ltd
- TD Bank Financial Group
- Transport Canada
- Transmission Content + Creative
- Tucows Inc.
- University du Quebec Montreal
- University of Toronto
- WebDrive Canada, Inc.
- Workplace Safety and Insurance Board

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

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Registration Form

Please photocopy for group members.

Yes, I'd like to register for the November 2011 Social Media for Government seminar in Toronto.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Seminar Only
- Seminar Plus Workshop(s):
 - Pre-Seminar Workshop A: Social Media101: How To Integrate Social Media Into Your Communications Plan— Answering Your Toughest Questions On How To Get Your Agency Started By Using The Right Tools, Managing The Process And Tracking Results
 - Pre-Seminar Workshop B: You've Got Your Social Media – Now What?! Tactics And Techniques To Teach You How To Use Your Social Media To Communicate Internally And Externally
 - Post-Seminar Workshop C: How To Monitor And Manage Your Social Media Efforts To Better Engage Your Target Audiences And Make Sense Of The Data By Using Social Media Listening Skills
 - Post-Seminar Workshop D: How To Build A Mobile App: Where, How, Why And What Communicators Need To Know
- I would like to order a seminar workbook only
- Please add me to your mailing list to receive future seminar notifications

Name: _____

Job Title: _____

Organization: _____

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Phone: _____ Fax: _____

Registrant's E-mail: _____

Credit Card Holder's Phone: _____

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Payment by: Visa MasterCard American Express Diner's Club Discover
 Check/Training Form/Purchase Order (payable to Advanced Learning Institute, Inc.)

Card #: _____ Exp. Date: _____

Extra 3-4 digits on front/back of card: _____

Credit Card Billing Address: _____

Signature/Name on credit card: _____

Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from the quoted Canadian dollar fees due to daily variances in exchange rates. Event #1111D29 • ©2011 A.L.I. All Rights Reserved

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