

Back by popular demand! Don't miss the 33rd updated forum packed with the latest tools and tips to help you transform how you communicate with your citizens and employees!



SOCIAL MEDIA For Government Communications

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

NOVEMBER 27 - 30, 2012 • 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:

Canadian Institutes of Health Research

City of Regina, Saskatchewan

Region of Waterloo, Ontario

Toronto Police Service

Canadian Joint Operations Command, Canadian Forces

City of Markham, Ontario

Ontario Ministry of Community & Social Services

Genome Alberta

Government of Ontario

Raeallan

Blueprint, Inc.

Ontario Ministry of Labour

The Regional Municipality of York, Ontario

AboutFace Media

Banfield Seguin

Jugnoo

U.S. Department of State

Conservation Halton

Presented by the
Advanced Learning Institute



Your Government & Communications Training Partner Since 1997

***** Register by October 11th to Save \$400! *****
Register 3 and Send the 4th for FREE!
To Register, Call (888) 362-7400 – or – (773) 695-9400

WHAT YOU WILL LEARN

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

- **Developing** a social media (blogging, twitter, social networks, 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
- **Building** senior management support for your social media programs
- **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



Register by October 11th to Save \$400! • Save 25% - Bring a Team and Save -- Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or (888) 362-7400 or online at www.aliconferences.com

Social Media for Government Communications - Nov. 27-30, 2012

WHO WILL ATTEND:

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

Public Affairs

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

Community Affairs & Outreach

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 TRAINING

This training 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:

- **13 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 training
- **Digest sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions (Nov. 27 &/or Nov. 30) that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of social media strategies and processes** from leading practitioners like the **City of Regina, Saskatchewan; Ontario Ministry of Community & Social Services; Genome Alberta,** and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this training
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **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 training 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:

The way we use social media as communicators is changing. Simply “showing up” used to mean a sure shot at success in social media, but changing landscape and the importance of structure and strategy is growing. Similarly, just using or knowing the tools is not enough. Those who truly succeed do so with deliberate and strategic thinking.

In government the stakes are higher; the challenges greater, and the impact—whether positive or negative—can be further reaching. This is truly exciting times we live in. It also means that what’s always worked in communications may not work in social media and we need to be aware of the changing consumption habits of our citizens and stakeholders.

The best action you can take as a government communicator today is to learn from your peers and build on those experiences to create meaningful change with your citizens and key stakeholders.

Why You Should Attend This Seminar:

I’ve attended, presented and chaired social media seminars by the Advanced Learning Institute (A.L.I) and appreciate the intimate peer-focused atmosphere that blends innovative and practical theory with tried and true social media case studies in the government context. You come to learn from the presenters and each other and leave with a sense of inspiration to start right away.

Each presenter is asked to provide practical advice you can adapt to your own organization and the range of organizations and topics give tremendous insight into the state of social media in government right now.

I’m honoured and humbled to chair the Social Media for Government Communications Conference in Toronto on November 27-30 and I hope you’ll join me for the opportunity to meet and learn from your peers.

Kelly Rusk
Senior Account Executive & Strategist
BANFIELD SEGUIN

Register today at www.aliconferences.com or by calling the training hotline at 888-362-7400 to attend A.L.I.'s "SOCIAL MEDIA FOR GOVERNMENT COMMUNICATIONS: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," this November 27-30 in Toronto, to hear from communicators who are currently utilizing social media tools, with results & benefits.

P.S. Make your training investment pay off even more by bringing a team! Register 3 people and get the 4th pass for no extra charge! Call (888) 362-7400 or go to <http://www.aliconferences.com> for more details.

Add to the dialogue! Using #smgov, tweet your questions and comments to Angie, Training Producer, prior to the training @Angie_ALI

Social Media for Government Communications - Nov. 27-30, 2012

Interactive Pre-Training Workshops ~ November 27, 2012

Tuesday, November 27, 2012

Jump-start your training 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 training.

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

8:30 a.m. to 11:30 a.m. – PRE-TRAINING 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 -- Learning How To Leverage Popular Social Media Tools For Your Agency

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.

You will be provided with an overview of the dominant social media platforms with a focus on their audiences, strategic uses and the time and resources required to managing them effectively.

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

- 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
- The benefits (and risks) of social media in the public sector environment
- Empowering existing supporters to spread your message within their own networks
- Utilizing Facebook, Twitter, YouTube, Foursquare and other social media services
- Leveraging technology to engage and collaborate with stakeholders

WORKSHOP LEADER: Carmine Porco, Vice President of Strategic Solutions at Jugnoo, has over 18 years of experience in the areas of Internet consulting, IT management, and software development. Past clients include Agriculture Canada, Canadian Transportation Agency, Citizenship and Immigration Canada, Ontario Ministry of Economic Development and Trade, Ontario Ministry of Finance, and Regional Municipality of Halton to name a few.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – PRE-TRAINING AFTERNOON WORKSHOP **B**

Building A Social Media Strategy: The Power Of Connection To Create A More Authentic And Deeper Engagement

In the business world, simply having a social media strategy is not enough; its effectiveness relies on the Power of Connection to strengthen authentic connections and relationships. This philosophy also applies to government organizations, entrepreneurs and small businesses. This session will also help you understand your values and contributions, in order to develop a more powerful organizational effect.

By the end of this session, you will gain new understanding on:

- Social media networking – strategies and tactics for success
- Learning how to connect with others in a way that engages and build rapport
- Developing your own unique organizational strategy and how to use it
- How to harness the power of social networking sites to further your engagement and return on your investment

WORKSHOP LEADER: Bobby Umar is president of Raeallan. Bobby has over 20 years' experience in leadership training and professional development through conferences, corporate events and numerous teaching positions. With a background in brand marketing, engineering and the performing arts, Bobby draws on his diverse career to lead Raeallan, a transformational training and speaking company. Bobby has run teambuilding activities, presented keynotes, and coached thousands of people across Canada. Major clients include TD Canada Trust, TELUS, Canadian Tire and Kraft, as well as McMaster, Ryerson and York universities. @raehanbobby

General Sessions - Day One - November 28, 2012

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

SPEED NETWORKING-WELCOME

Chairperson's Welcome & Speed Networking

Become acquainted with your fellow training attendees in this fun and fast-paced forum!

9:15 a.m.



CASE STUDY

How To Successfully Utilize Social Media Tools In Your Organization, Even With A Widely-Dispersed Staff And Security Concerns

The Canadian Expeditionary Force Command (CEFCOM) anticipates and conducts global full-spectrum operations - in concert with national and international partners - in support of Canada's national interests. CEFCOM deploys task forces around the world to carry out military operations ranging from humanitarian aid through peace support to combat. Task forces are made up of maritime, land, air and special operations forces selected and trained specifically for their missions.

In order to be a part of the conversation about NATO, UN and Canadian Forces activities/deployments around the world, CEFCOM adopted the use of social media platforms specific to their environment, audience and communications goals. In October 2011, they developed two Twitter accounts, one English and one French, to help them reach directly to the Canadian public and coalition partners to share important information about their mission successes, challenges and to develop relationships with their followers so that they can rely on CEFCOM for fast information about their missions overseas. They also developed Facebook pages at the "community" level for their deployed task forces to share more personalized information about their deployment to their local community, family and friends.

In an environment such as that of the military, there are many additional security concerns with using new communications tools that the organization cannot control. CEFCOM must be vigilant in what they post themselves, but also educate their soldiers, sailors, airmen and women on acceptable use of social media in order to protect themselves while deployed and even their families at home. Despite some hesitation, CEFCOM has been able to implement a growing presence in new media, as well as draft a comprehensive policy on the use of social media both for the organization and for deployed individuals.

You will leave this session with practical tactics for:

- Overcoming the government approval process
- Coordinating your social media efforts with other partners (whether governmental, stakeholders, international)
- Communicating through social media in both official languages
- Using social media for media monitoring, gauging and anticipating issues before they present themselves
- Educating employees on safe use of social media (Operations Security)

Jennifer Stadyk, Public Affairs Operations Officer

CANADIAN JOINT OPERATIONS COMMAND, CANADIAN FORCES

9:45 a.m.

Q & A SESSION

Your Opportunity To Ask Questions

9:50 a.m.



CASE STUDY

Creating A Social Media Policy That Provides A Uniformed Framework For All Of Your Departments And Campaigns

A couple of years ago, Markham was overwhelmed with social media profiles that were popping up all over the Corporation. From cultural events to emergency preparedness planning to economic development initiatives – everyone wanted to run their own social media campaigns. Without a policy in place, the danger of inconsistent information being sent out into the world was growing.

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General Sessions - Day One - November 28, 2012

In 2011, the Corporate Communications and Community Relations department started working with the business units to produce a social media policy. The policy provides a framework for social media use on behalf of the Corporation and since its implementation last summer, Markham has successfully integrated all of their social media platforms and campaigns under one roof.

You will leave this session with practical advice on:

- Creating a policy everyone understands and buys into
- Encouraging collaboration and cross-promotion using official social media profiles
- Laying the groundwork to take social media to the next level when the time comes

Dennis Flaherty, Director, Communications & Community Relations
Angela Vink, Senior Communications Advisor, Communications & Community Relations
CITY OF MARKHAM, ONTARIO

10:20 a.m. **Q & A SESSION** **Your Opportunity To Ask Questions**

10:25 a.m. **Morning Refreshment & Networking Break**

10:45 a.m. **GROUP EXERCISE** **Digest Session: Your Training Goals**

This is your chance to discuss with fellow attendees and speakers what your most pressing social media concerns are and what solutions you hope to gain while here.

11:15 a.m. **CASE STUDY** **How To Build Senior Management Support For Your Social Media Programs**

In response to the changing media landscape and in an effort to use new and emerging technology to connect with and engage residents, The Regional Municipality of York launched a Facebook Page and Twitter Feed on June 30, 2011. Building senior management support for your social media program is crucial, but is not always an easy task. Detailed research, policy development and open communication between the project team and senior management resulted in senior management endorsing the program launch.

From strategy development to getting internal alignment on goals, objectives and the overall approach of the program, you will leave this session with practical tactics on how to:

- Create a policy with a conservative approach to minimize risks through security
- Overcome senior management obstacles
- Encourage senior management's involvement in content and campaign ideas
- Measure and share results with senior management
- Continue to build support for additional social media program add-ons

Masrine Guthrie-Peart, Communications Specialist
THE REGIONAL MUNICIPALITY OF YORK, ONTARIO

11:45 a.m. **Q & A SESSION** **Your Opportunity To Ask Questions**

11:50 a.m. **CASE STUDY** **How To Create And Implement A Social Media Policy For Your Organization That Won't Restrict Your Employees**

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Located in the heart of Canada's Technology Triangle, Waterloo Region is community renown for innovation. And the Region of Waterloo has a well-earned reputation for finding innovative solutions to meet the challenges and needs of the communities it serves.

When communications staff 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 what was then a new and innovative approach for reaching new audiences – social media.

While their early successes helped demonstrate the value of social media tools to the communication process, there were no social media strategies or policies in place at the Region.

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

- A small group of staff championed the cause of social media
- A collaborative "pathfinder" approach can be used to develop a formal social media policy
- To give communication staff the freedom they needed to continue using social media tools while formal social media policies are being developed.
- To use social media to successfully engage and inform the community.

Keren Adderley, Coordinator of Communications and Marketing

REGION OF WATERLOO, ONTARIO

12:20 p.m. Q & A SESSION

Your Opportunity To Ask Questions

12:25 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.

2:00 p.m. GROUP EXERCISE

Digest Session: Connect The Content

We've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow training attendees and speakers what social media tools you're using to communicate with citizens and where you have found the most success.

2:30 p.m. CASE STUDY



How To Turn Your Skeptics Into Followers And Get Everybody Talking About Your Organization And Project

How do you challenge and replace traditional, top-down communications and engagement common throughout public sector organizations, with innovative and creative solutions that excite your stakeholders/clients?

The Social Services Solution Modernization Project (SSSMP) is a multi-year technology transformation project that aims to modernize how social services are delivered in the Province of Ontario. With over 14,000 stakeholders across numerous regions, and in different levels of government (municipal, provincial, and First Nations), the challenge to deliver a successful implementation relies heavily on successful engagement and change management.

As part of engagement and business communications with stakeholders and partners, SSSMP uses an innovative approach that has received high acclaim and praise for its digital engagement techniques and has changed the way project communications take place.

You will leave this session with insights, recommendations, and formulas for:

- Developing your own digital engagement strategy

- Defining, understanding and working with your audience in a way that allows them to champion your communications for you
- Ensuring your website works for you and not the other way around
- Determining the relevance and usefulness of digital tools such as blogging, digital video, web presence, web-chats and using gamification techniques in public-sector communications
- Translating business objectives into digital outputs that provide effective ROI.
- Establishing metrics for your digital engagement initiatives

Natalie Anozie, Senior Communications Coordinator

ONTARIO MINISTRY OF COMMUNITY & SOCIAL SERVICES

Rob Oddi, Digital Engagement Strategist & Change Management Consultant

V2R SOCIAL MEDIA INC.

3:00 p.m. Q & A SESSION

Your Opportunity To Ask Questions

3:05 p.m. CASE STUDY

How To Develop A Social Media Plan To Achieve Your Strategic Goals: Objectives, Tactics And Success Measures

Conservation Halton isn't your parent's government agency. Nestled in an increasingly urban setting – Canada's official fastest growing city – they tow the line between a government regulatory body and a community organization focused on recreational activities and public engagement. They're never more than a tweet, "like," follow, pin, tag, reblog or check-in away. Like the environment itself, what good is social media without the people that make the conversations rich and the experiences worthwhile?

Conservation Halton is an environmental agency responsible for flood control, environmental planning, forest management, ecological monitoring, education, and recreation. They do everything from issuing building permits to operating Ontario's fifth busiest ski and snowboard centre. Their stakeholders are varied, and their staff is just as diverse. From engineers and ecologists to educators and administrators, they encourage their staff to become official social media contributors as well as unofficial brand ambassadors, with some explicit guidelines of course.

While their foray into social media has been cautious, it was never without a clear plan – several plans in fact. It's all about having a flexible style within a rigid framework. As Facebook and Twitter became popular destinations for brands to showcase themselves and engage their customers in image-building, they took a strategic approach, complete with objectives, tactics and success measures.

You will leave this session with new ideas to integrate social media into your traditional communications, including:

How social media is relevant to every organization

- The benefits of social media, even when your employees are not able to access it at work
- How to get started on Facebook
- How to overcome the fear of negativity on social media platforms

Hassaan Basit, Director Communications

Conservation Halton

@Sci_Comms @Ch_Comm

3:35 p.m. Q & A SESSION

Your Opportunity To Ask Questions

3:40 p.m.



Afternoon Refreshment & Networking Break

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4:00 p.m. **GROUP EXERCISE**

Digest Session: Your Experience With Social Media

Thinking back to the presentations you've heard, and your personal experience, discuss with your fellow attendees and speakers an example of the most successful engagement you've experienced using social media.

4:30 p.m.
Day One Wrap Up

4:50 p.m.
End Of Day One

5:00 p.m. 
Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All training 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.

RAVE REVIEWS FROM PAST SOCIAL MEDIA TRAINING ATTENDEES:

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

T. Calhoun, Communications Assistant

TOWN OF HIGH RIVER, ALBERTA

"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

General Session - DAY 1: Wednesday, Nov. 28

General Sessions - Day Two - November 29, 2012

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation:

Moving Towards A Strategic And Integrated Approach To Social Media Usage In Your Organization

Social media is no longer a mysterious new communications medium; it's becoming more and more integrated into our everyday lives. For many organizations, the foray into social media started at a grassroots level and developed into a sub-group in their marketing or communications department. As social media use matures, the demand for all employees to understand and use the tools in a business context is growing and broader communications plans are expected to include social media considerations.

In this session, you will learn about:

- Developing strategies around the governance and integration of social media into an entire organization
- Practical tips for integrating social media into traditional communications plans
- Setting measureable objectives and conducting research to guide planning and ensure successful integration

Kelly Rusk, Senior Account Executive & Strategist

BANFIELD SEGUIN

9:00 a.m.

Q & A SESSION

Your Opportunity To Ask Questions

9:05 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
- Understanding how and why engagement is king
- The importance of communicating with your own employees

Scott Mills, Constable

TORONTO POLICE SERVICE

9:35 a.m.

Q & A SESSION

Your Opportunity To Ask Questions

9:40 a.m. 

Morning Refreshment & Networking Break

9:55 a.m. **GROUP EXERCISE**

Digest Session: Discuss And Brainstorm

Whether it's a weekly update, emergency broadcast, or contest – every agency is looking to communicate what they're doing to the public. Discuss and brainstorm with fellow attendees and speakers techniques you've had success with, or concerns you're having, in communicating agency information to citizens.

10:25 a.m.  **CASE STUDY**

How To Harness Social Media Tools To Transform Your Communications And Increase Your Outreach

The nature of communication has changed. With the advent of social media, information on the Web is no longer published in a one-way static method, but rather, composed of dialogues and community-based interactions. In 2010, a Statistics Canada survey revealed that 58% of Canadian Internet users appreciated the concept of using social media for both information and commentary. But, at the time, government departments didn't see social media platforms as an effective communications tool. This didn't stop the Communications and Public Outreach division of the Canadian Institutes of Health Research (CIHR) from taking a lead in challenging the status quo by integrating five social media platforms (including Flickr, YouTube, Twitter, Facebook and a blog) into traditional modes of communication.

The response from the general public was overwhelming. An inordinate amount of young Canadians, who are accustomed to using these platforms to seek out relevant information and learn about topics that interest them, began to follow CIHR's information postings. In fact, 80% of CIHR's fans on Facebook are under the age of 25 – which represents a considerable increase in overall communications outreach. Now CIHR's use of social media provides significant synergies amongst the various channels of communication that increase collaboration, efficiency, effectiveness and transparency.

During this session, you will hear about the tremendous achievements made by the CHIR, including how:

- CIHR has grown their fans and followers to almost one million through various social media platforms and that number continues to grow on a daily basis.
- A CIHR Communications and Public Outreach staff member has been hired who specializes in the publication of social media information and has extensive video/editing experience.
- CIHR actively monitors the efficacy of its social media activity by using the metrics generated by the platforms themselves, monitoring audience reaction to the information posted and employing measurement software that gauges its impact on CIHR's website in terms of visitors

You will leave this session armed with the knowledge to begin harnessing social media to increase your overall communications outreach.

Christian Riel, Manager, Public Affairs and Outreach, Communications & Public Outreach Division
CANADIAN INSTITUTES OF HEALTH RESEARCH

10:55 a.m. **Q & A SESSION**

Your Opportunity To Ask Questions

11:00 a.m.  **CASE STUDY**

How To Choose The Right Social Media Tools To Get Your Message Out

Genome Alberta is a not-for-profit research organization based in Alberta, Canada. They use social media extensively to raise awareness with the general public, reach key influencers, and engage the science community. Their efforts have earned them a nomination for an Alberta Science and Technology Award and they ran a live BioRadio 'broadcast' from the International BIO Convention in Washington recently.

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General Sessions - Day Two - Thursday, November 29

You'll hear how they have integrated a variety of social media platforms with their web presence, outreach activities and print communications, and have worked with an Open Source community to develop their own 3rd party social media application.

You will leave this session with ideas, tactics and strategies on how to get your message heard through the clutter on social media, 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

11:30 a.m. Q & A SESSION

Your Opportunity To Ask Questions

11:35 a.m. GROUP EXERCISE

Digest Session: Gaining Senior Management Buy-In

Whether it's LinkedIn, Facebook, Twitter, or any of the other social media tools present today – there will always be concerns. Concerns of security, not having enough hands-on-deck to manage the platforms, or not understanding the ROI of a social media strategy. Discuss and brainstorm with fellow attendees and speakers how your agency was able to convince the pro's of social media to upper level management.

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.

1:30 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.

2:00 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 and how the City has used the app to work with key organizations in the City to provide a true CityApp. Learn how the City addressed 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?

- Who should you work with? why?
- 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

2:30 p.m. **Q & A SESSION**

Your Opportunity To Ask Questions

2:35 p.m. **CASE STUDY**

How To Use Social Media To Collaborate Across Geographic And Organizational Boundaries

A decade after its founding, the U.S. State Department's Office of eDiplomacy has shaped a suite of social media tools into a vibrant knowledge management program that encourages and enables U.S. diplomats to securely and effectively find and contribute knowledge anywhere, anytime. Social media provide the technological foundation for the Department's effort to:

- Encourage collaboration across geographic and organizational boundaries through the use of self-forming, self-managing online communities;
- Provide better access to knowledge resources through an enterprise wiki and collaborative search service;
- Assist personnel to share and find expertise through an in-house networking platform
- Develop widespread use of the suite and embed knowledge-sharing in the daily workflow

In this session, you will hear about the components of State's Knowledge Leadership strategy and their plans to tap the opportunities for integrating social media tools to foster cross-boundary engagement that addresses real business problems of knowledge generation and sharing.

During this session, you will learn about the strategies and tactics that have helped the State Department, as well as gain valuable insight into:

- Ways to identify and develop opportunities for knowledge management and collaboration efforts through social media
- How to integrate knowledge sharing and collaboration practices into employees' daily work
- Methods to highlight successes to stakeholders and leadership

Tiffany Smith, Deputy Chief, Knowledge Leadership Division
LaVoncy Mallory, New Media Advisor/Project Lead, Communities @ State
Donna Molinari, Special Projects Officer

KNOWLEDGE LEADERSHIP DIVISION, OFFICE OF EDIPLOMACY, U.S. DEPARTMENT OF STATE

3:05 p.m. **Q & A SESSION**

Your Opportunity To Ask Questions

3:10 p.m. **Afternoon Refreshment & Networking Break**

3:25 p.m. **GROUP EXERCISE**

Digest Session: Your Future In Social Media

Discuss with fellow attendees and speakers what you would do with social media and engaging citizens if there were no restrictions, no budgets, no privacy concerns.

3:55 p.m.  **CASE STUDY**

Understanding Where Social Media Is Today And Where It Is Heading?

The Ontario Ministry of Labour is one of the country's leading government departments in the field of social media use. It is now in its fourth year of including social media in its communications planning and execution. The ministry has seen success over success using social media as a public service, and has been applauded internationally on its work.

The rising question at the ministry and other early adopters is "now what?" What does the future hold in the short, medium and long range? Is social media a passing fad or here to stay in government communications? Is social media a specific job title or a skill set now needed for all communicators? Are any of those people making predictions on the ball, or just speculating? Hear where the ministry's Social Media Planner expects the Ministry of Labour will be going tomorrow and beyond in the realm of social media.

In this session, you will learn:

- Options for thinking about the future of social media in your organization, short, medium and longterm
- How to sustain internal staff interest in social media, and at what level
- The kinds of daily routines and standards to make on-going social media operations efficient and not burdensome

Bruce Skeaff, Social Media Planner

ONTARIO MINISTRY OF LABOUR

4:25 p.m. **Q & A SESSION**

Your Opportunity To Ask Questions

4:30 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.

4:45 p.m.

Close Of General Sessions

Social Media for Government Communications - Nov. 27-30, 2012

Interactive Post-Training Workshops ~ November 30, 2012

Friday, November 30, 2012

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

.... Choose C or D or BOTH for Maximum Value and Learning

8:30 a.m. to 11:30 a.m. – POST-TRAINING MORNING WORKSHOP C

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

I've Chosen My Communication Tools, Now What? How To Develop And Implement Compelling Content For Your Social Media Communications Strategy That Will Engage Your Audiences

You've narrowed down the tools you want to use for your social media communications plan – that's a great first step. Now, how do you go about creating content to utilize those tools effectively?

In this highly-rated workshop, you will be guided to greater understand the ins and outs of creating compelling content for use in your social media communications. You'll learn practical approaches and tips to developing content that grabs the attention of your audience, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to further communication. Case studies will be presented to illustrate how video content was created and implemented for communications purposes, and demonstrate how in some cases, this content can serve double-duty as both an outward-facing and internal communications strategy.

In this compelling, hands-on workshop, you will leave with strategies and tools to help you:

- Understand key items and utilize best practices when creating a content strategy
- Develop compelling content that will engage your audience
- Create content that utilizes popular social media tools including Facebook, Twitter and You Tube to communicate with your audience where they're spending their time
- Develop cost effective video content for multiple distribution channels
- Discover how best to deal with the challenges and benefits presented by inward vs. outward facing distribution
- Create a phased strategy for developing content and measuring success
- Apply these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc. AboutFace creates short-form, story-driven documentaries for online and social media marketing projects.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – POST-TRAINING AFTERNOON WORKSHOP D

How To Align Social Media And Your Overall Web Presence With Organizational Key Performance Indicators

Government institutions are using social media to extend the reach and effectiveness of how they use the Internet for information and service delivery in areas such as:

- Responding to constituencies
- Monitoring for citizen reports
- Reporting outages, accidents, and other trouble spots
- Assisting in getting people to the right place and the right agency the first time

In order to assess which Web platforms to use for which purposes and make adjustments along the way, it is essential to be able to track progress in a way that aligns with the organization's expected outcomes. Key performance indicators are typically chosen at the business planning level and Web and social media metrics are chosen to inform progress against these indicators over time and make adjustments to these initiatives – helping you to know which metrics to track and report on.

In this session, you will participate in a practical, facilitated workshop and leave with insights and advice on the:

- Role of business planning and governance in justifying the use of social media
- Types of key performance indicators and how they relate to Web metrics
- Characteristics and examples of Web and social media analytics tools

WORKSHOP LEADER: Jeff Braybrook is Principal of Blueprint where he provides advisory services, strategic planning and actionable roadmaps for improving outcomes and reducing costs through Information and Technology Management, Web governance, social media policy, collaboration tools and techniques and effective client relationship management.

ABOUT OUR TRAINING SUPPORTERS



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 training will qualify for 2 Maintenance of Accreditation Units.



SEMPO is a global non-profit organization serving the search engine marketing industry and marketing professionals engaged in it. Our purpose is to provide a foundation for industry growth through building stronger relationships, fostering awareness, providing education, promoting the industry, generating research, and creating a better understanding of search and its role in marketing.

For more information, please go to: <http://www.SEMPO.org>

RAVE REVIEWS FROM PAST SOCIAL MEDIA TRAINING ATTENDEES:

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

J. Reeves, Communications Advisor

ALBERTA SCHOOL EMPLOYEE BENEFIT PLAN

"The training exceeded my expectations. The information that was presented has given me the building blocks to establish a social media strategy that focuses on our organizational goals and engaging our audiences..."

D. Flaherty, Communications Manager

MIDDLESEX-LONDON HEALTH UNIT

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

K. Barsoum, Promotion & Education Coordinator

REGION OF WATERLOO, ONTARIO

"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

ALL TRAINING SESSIONS WILL BE HELD AT THE:

Sheraton Centre Toronto Hotel

123 Queen Street West
 Toronto, ON M5H 2M9
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 Website: www.sheratontoronto.com



For the training, a limited number of rooms have been reserved at the government per diem rate of \$199 CAD/night.

We recommend that reservations be made early, as the number of rooms at our reduced rate is limited.

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 33rd "Social Media for Government Communications Training: How To Engage Your Citizens & Employees 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 Toronto, go to <http://www.toronto.ca/>.

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register & pay by October 11th	Regular Pricing: Register & pay by October 11th
Training Only (Nov. 28 & 29)	\$1,499 CAD	\$1,899 CAD
Training (Nov. 28 & 29) Plus One Workshop (Nov. 27 or Nov. 30)	\$1,899 CAD	\$2,299 CAD
Training (Nov. 28 & 29) Plus Two Workshops (Nov. 27 &/or Nov. 30)	\$2,199 CAD	\$2,599 CAD
Training (Nov. 28 & 29) Plus Three Workshops (Nov. 27 & Nov. 30)	\$2,399 CAD	\$2,799 CAD
Training (Nov. 28 & 29) Plus All Four Workshops – (Nov. 27 & Nov. 30) ALL ACCESS PASS!	\$2,499 CAD BEST VALUE!	\$2,899 CAD
Training 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 training. If payment has not been received two weeks before the training, a credit-card hold, training form or purchase order will be taken to ensure your space.

VENUE & REGISTRATION FEES

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Angie at (773) 695-9400 x218, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,499! **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 training attendance bonuses as you benchmark with other organizations. For every A.L.I. training attended, receive a **\$200 discount** off your next A.L.I. training. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is 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 training (before November 13th) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the training or less (on or after November 13th) 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 TRAINING 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

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

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WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this 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

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SOCIAL MEDIA For Government Communications
 How To Engage Your Citizens & Employees Using The Latest Web 2.0 Technologies To Drive Communication Results
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Registration Form

Please photocopy for group members.

Yes, I'd like to register for the November 2012 Social Media for Government training in Toronto.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Training Only
- Training Plus Workshop(s):
 - Pre-Training Workshop A: Social Media 101: From Curiosity To Comprehension -- Learning How To Leverage Popular Social Media Tools For Your Agency
 - Pre-Training Workshop B: Building A Social Media Strategy: The Power Of Connection To Create A More Authentic And Deeper Engagement
 - Post-Training Workshop C: I've Chosen My Communication Tools, Now What? How To Develop And Implement Compelling Content For Your Social Media Communications Strategy That Will Engage Your Audiences
 - Post-Training Workshop D: How To Align Social Media And Your Overall Web Presence With Organizational Key Performance Indicators
- I would like to order a training workbook only
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