

Government Web 2.0 & Social Media

Leveraging Web Tools to Enhance
Communication and Connectivity

**GAIN VALUABLE INSIGHT
FROM EXPERTS FROM THESE
ORGANIZATIONS**

BELL CANADA

NHL (NATIONAL HOCKEY LEAGUE)

ADOBE SYSTEMS

WIKIMEDIA/WIKIPEDIA

NATURAL RESOURCES CANADA

SEQUENTIA COMMUNICATIONS

MOVIESET

NITOBI

ONTARIO PRIVACY COMMISSION

UNIVERSAL MUSIC CANADA

CIBC

PLUS! Get practical in-depth
guidance on what you need
for your Web 2.0 project in an
optional half-day workshop!

Seminar: December 9 and 10, 2008

Workshop: December 11, 2008

VICTORIA, BRITISH COLUMBIA

***Learn about the latest technology and communication
strategies and how they can benefit your department***

- ✓ Understand how different types of social media can facilitate departmental communication
- ✓ Get proven techniques for integrating new technology into your communication efforts
- ✓ Learn how you can achieve cultural acceptance and senior management support to use social media to its full potential
- ✓ Develop procedures and governance policies for social media applications to ensure privacy protection
- ✓ Learn from success stories and failures: lessons learned from the hits and misses of private sector Web 2.0 integration experiences
- ✓ Get practical insight on how to efficiently design and use Web 2.0 applications
- ✓ Hear proven strategies for designing and implementing blogs and wikis to enhance department functionality, public engagement, and feedback

MEDIA PARTNER:



MEDIA PARTNER:



PRESENTED BY:



Register Today!

Call 1.800.474.4829

Fax 1.800.558.6520

WWW.INFONEX.CA

GOVERNMENT WEB 2.0 *and Social Media*

Leveraging Web Tools to Enhance Communication and Connectivity

Seminar: December 9 and 10, 2008 • Workshop: December 11, 2008 • Victoria, BC

YOUR INVITATION TO ATTEND

INFONEX

Profit from Knowledge

67 Richmond Street West, 7th Floor, Toronto, Ontario M5H 1Z5
Telephone: 1.800.474.4829 Fax: 1.800.558.6520 www.infonex.ca

Dear Colleague,

With the increasing use, and acceptance of Social Media, or Web 2.0 technologies, your job has gotten more complicated. You're facing increased demands to integrate these technologies in your technology and communications strategies – both for internal and external communications. At the same time, you have to deal with the security and privacy risks these technologies open up.

Government Web 2.0 and Social Media will help you manage those challenges. Already a sell-out success in Ottawa, this conference brings together some of the leaders in Web 2.0 and Social Media technologies — from the public sector, private sector end users, and the technology companies making this technology happen.

They'll walk you through the key issues you need to master to successfully implement these technologies, showing you what they learned from both their mistakes and successes.

- Understand and identify types of social media for facilitating departmental communication
- Develop and analyze strategic plans for incorporating new technology into existing modules
- Drive cultural acceptance and achieve senior management support for using social media to its full potential
- Learn how to develop governance policies and procedures for social media applications to ensure privacy protection in a case study by Bell Canada
- Protect networks to preserve system integrity and ensure security
- Get insight on moving towards an open source platform for social media integration
- Learn how to design and implement wikis to enable employee sharing and enhance department functionality
- Get strategies for public engagement and learn how to leverage blogging to get public feedback and information faster
- Leverage internet applications to enhance external communication

Don't miss this opportunity to hear case studies and lessons learned from your peers as well as informative sessions from industry leaders. This conference is designed to specifically address the implementation of social media within Canadian government departments at the federal, provincial, and municipal levels. Register today!

Sincerely,



Chris Graham
Vice-President, Conferences
INFONEX Inc.

P.S. Learn how to build a business case for social media in a government case study by Natural Resources Canada!

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GOVERNMENT WEB 2.0 and Social Media

Leveraging Web Tools to Enhance Communication and Connectivity

Seminar: December 9 and 10, 2008 • Workshop: December 11, 2008 • Victoria, BC

Day 1 AGENDA: TUESDAY, DECEMBER 9, 2008

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:15

Welcome and Opening Remarks from the Chair

Janis Nixon, Marketing Director, Digital, Universal Music Canada

9:15 – 10:15

Developing and Analyzing a Strategic Plan to Incorporate New Technology within Existing Modules

Jennifer Evans, President, Sequentia Communications

- Analyzing demographic to determine areas of focus
- Reviewing key areas within your department that can benefit from it
- Crucial points for introduction and integration
- How to build a sharing community

10:15 – 10:30

Networking Break



10:30 – 11:30

CASE STUDY

Cultural Acceptance and Achieving Senior Management Support to Use Social Media to Its Full Potential

Peter Cowan, Director Enterprise IM, Natural Resources Canada

- Achieving approval from senior management: why should they support initiative?
- Cost of integration and maintenance
- Management role in new environment
- Educating workforce on importance of communal sharing

11:30 – 12:30

Protecting Networks from Social Media Applications

Daniel Shap, Senior Counsel, Legal Department, CIBC

- Designing and drafting implementation and usage policies and procedures

- Ensuring the protection of your networks
- Limiting and monitoring usage of social media
- Encryption of sensitive information
- Tracking users and governance of web application

12:30 – 1:45

Luncheon

1:45 – 2:45

BELL CANADA CASE STUDY

Developing Procedures and Governance Policies for Social Media Applications and Ensuring Privacy Protection

Dominic Jaar, Legal Counsel, Legal Department, Bell Canada

- Regulations review: PIPEDA
- Ensuring privacy and data integrity
- Governance strategies for blogs, wikis, and 2.0 websites
- Easy to understand policies: laymen terms
- Private vs. public information

2:45 – 3:00

Networking Break



3:00 – 4:00

Integrating Media Platforms into Existing Systems: On the IT Side

Andre Chartrand, Founder and CEO, Nitobi

- Creating platform for information sharing if not open source
- Designing user-friendly interface
- Department-wide deployment of social media
- Overcoming IT challenges



Good overview and examples, good resources and sources recommended, practical, friendly discussions.



— Communications Officer, SENATE OF CANADA

WHO SHOULD ATTEND THIS EVENT

This program was designed with and created for department and agency heads responsible for

- **Information Technology**
 - New Media and Interactive Media
 - Intranet and Internet
 - Government Online
 - Web Content
- **Communications**
 - Internal Communications
 - External Communications
 - Public Relations and Public Affairs
 - Employee Communications
 - Marketing and Promotion
 - Community Consultation
 - Electronic Communications

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

If you would like to increase your visibility with senior IT and communications professionals in the public service, you need to be at *Government Web 2.0 and Social Media*. A limited number of sponsorship options are available, including: exhibit space, cocktail reception, luncheon, breakfast, and seminar documentation.

For more information, contact our sponsorship department at 416.971.4177, ext. 244, or by e-mail at sponsorship@infonex.ca.

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Day 2 AGENDA: WEDNESDAY, DECEMBER 10, 2008

8:00 – 9:00 Continental Breakfast

9:00 – 9:15

Opening Remarks from the Chair

Janis Nixon, Marketing Director, Digital, Universal Music Canada

9:15 – 10:15

CASE STUDY

Tune In to Hear the Latest Hits and Misses from the World of Music and Web 2.0

Janis Nixon, Marketing Director, Digital, Universal Music Canada

- Top 10 hits: what is Universal Music Canada fired up about?
- Top 10 misses: what went down in flames!
- How Web 2.0 changed Universal Music Canada's business and the way they market to consumers
- What's the next big thing?
- Case study: the fans and why they rock

10:15 – 10:30

Networking Break



10:30 – 11:30

CASE STUDY

Building Public Engagement Strategies: Empowering Fans to Share Their Voice through Communities of Interest

Karen Huschilt, Director Online Sales Canada, National Hockey League (NHL)

- Providing a platform for social networking
- Enabling conversation and inspiring dialogue
- Integrating social media into marketing strategies
- Maximizing and measuring the efficiencies of your strategies
- Keeping up with your consumers and getting faster feedback for improving business performance

11:30 – 12:30

Designing and Implementing Wikis to Enable Employee Sharing and Enhance Functionality of Government Departments

Ray Saintonges, Administrator, Wikipedia

- What is a wiki?
- How do you incorporate a wiki into your systems?
- Comparing the benefits and pitfalls of the wiki
- Why choose the wiki over other applications?
- Ownership of information once on the wiki

12:30 – 1:45

Luncheon

1:45 – 2:45

Blogging: Getting Feedback and Information Faster and Keeping abreast with the Public

Duane Nickull, Senior Technology Evangelist, Adobe Systems

- Getting the blog started

- Maximizing the use of your blog: employee acceptance
- Measuring the usefulness of your blog
- Increasing employee productivity by improving in-house culture

2:45 – 3:00

Networking Break



3:00 – 4:00

What's Next? Leveraging Internet Applications to Enhance External Communication

Colleen Nystedt, Founder & CEO, MovieSet

MovieSet is an enterprise solution which uses social media to integrate the internal workings of production with external communication.

- Integrating production and promotion with social media to generate market awareness and gather valuable data metrics
- Shifting paradigms and enhancing movie marketing
- Leveraging internet tools for identifying, targeting, and engaging viewers
- Bringing film production online and creating effectiveness in scheduling and communications
- Creating business models: increasing advertising and e-commerce revenue

4:00 – 5:00

Open Forum: Discussion Period

OPTIONAL WORKSHOP: THURSDAY, DECEMBER 11, 2008

HALF-DAY WORKSHOP: 9:00 – 12:00

Web 2.0 Design Patterns, Models, and Analysis: Understanding the Technology Required for Web 2.0 Projects

Duane Nickull, Senior Technology Evangelist, Adobe Systems

Many enterprises seek knowledge of the design patterns used by successful Web 2.0 companies. This session starts with Tim O'Reilly's list of Web 2.0 examples and distills the abstract architectural patterns behind them. By using the patterns' notation, the core knowledge of the design principles is preserved in a template that can be reused in multiple domains, including government.

This workshop will also demonstrate the evolution of the two-tier client-server model into a five-tier model, based on the concepts used in the most successful Web 2.0 patterns. The model serves as a useful starting point for anyone designing either business models or technology for Web 2.0. The Web 2.0 model is also used to illustrate a reference architecture. This abstract set of technology components allows developers to start thinking about the types of technology decisions required for building Web 2.0 projects.

- Abstract architectural patterns
- Designing business models for first-time Web 2.0 adopters
- Technology for Web 2.0 integration
- Illustrating a reference architecture
- Evolution of a two-tier client-server model into a five-tier model

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VICTORIA, BRITISH COLUMBIA

INFONEX

Profit from Knowledge

LOCATION: *Government Web 2.0 and Social Media* will be held at a convenient location in Victoria, British Columbia. Detailed venue information will be provided with your registration confirmation.

YOUR REGISTRATION INCLUDES: Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

GROUP DISCOUNT — SEND YOUR TEAM!

4th Person Attends Free! If 3 individuals from one organization register at the same time, a 4th person may also be registered to attend free of charge. The free registration must be of equal or lesser value than the paid registrations. All discounts will be applied against the full conference fee. You cannot combine multiple discounts – only one discount can be used per registration.

MAILING LIST UPDATE/REMOVAL: To add, update or remove your information from the Infonex mailing list, please call 1-800-474-4829, and select Option 3, or complete the online form at www.infonex.ca. Please note: Infonex prepares mailings several weeks in advance; it may take such time for the updates to come into effect.

FOUR KEY BENEFITS OF ATTENDING THIS EVENT

- 1) Understand how you can develop Web 2.0 and social media applications and tailor them to your needs
- 2) Learn how you can streamline your processes to enhance your communications efforts
- 3) Hear how social media applications can be leveraged for external communication and public feedback
- 4) Learn from the experiences of industry practitioners

REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

1 PRINT YOUR NAME AND CONTACT INFORMATION

Yes! Register me for *Government Web 2.0 and Social Media - Victoria*

Mr./Ms./Mrs. _____ Title _____

Organization _____

Name of Approving Manager _____ Title _____

Address _____

City _____ Province _____ Postal Code _____

Telephone () _____ Ext _____ Fax () _____

E-mail address _____

Company's main line of business _____ Number of Employees: _____

2 SELECT YOUR OPTION(S) AND PREFERRED METHOD OF PAYMENT

4th Delegate
Attends FREE!

REGISTRATION FEES:	Register and pay by October 10	Register and pay by November 7	FULL PRICE
Seminar Only	\$1,699 + GST	\$1,899 + GST	\$2,099 + GST
Seminar and Workshop	\$2,149 + GST	\$2,399 + GST	\$2,649 + GST

SELECT YOUR OPTION(S): Conference Half-Day Workshop

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3 SEND US YOUR REGISTRATION

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 **E-MAIL:** register@infonex.ca

 **TELEPHONE:** 1.800.474.4829

 **WEBSITE:** www.infonex.ca

 **MAIL:** INFONEX INC.
67 Richmond St. W., 7th Floor
Toronto, Ontario M5H 1Z5

CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and fax to 1-800-558-6520 **no later than November 27, 2008**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue. If you prefer, you may request a refund of fees paid, less a 15% administration fee. Registrants who cancel after **November 27, 2008**, will not be eligible to receive any credits or refunds and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by November 27, 2008**, and fail to attend will be liable for the entire registration fee.