



# Public Sector Social Media

Monday, **October 3**, and  
Tuesday, **October 4**, 2011

Ottawa Convention Centre • Ottawa



Learn how to overcome  
the public sector's unique  
social media planning and  
management challenges.

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## What is needed in your social media strategy and, most importantly, how do you implement your solutions?

Now that your employees, suppliers, and the public have all embraced social media, the question is, how can you use social media to your greatest advantage?

Social media is changing how your organization works internally, and how it communicates with stakeholders. Many public sector experts have faced the same approach, implementation, and application decisions you now face. Learn from their experience as you find out what worked and what didn't with their programs.

## Social media can help you improve communication and performance.

Hear first-hand from the pioneers who are rewriting the rules of communication and engagement how to start and how to build on your social media success. Find out how to use social media externally to enhance or replace existing communications, and internally to increase collaboration, employee retention, and knowledge sharing.

## 10 reasons why this will be our best social media event yet!

Delegates have raved about our previous social media events, and we've built on those successes and focused on the solutions and practical examples of leading public sector experts:

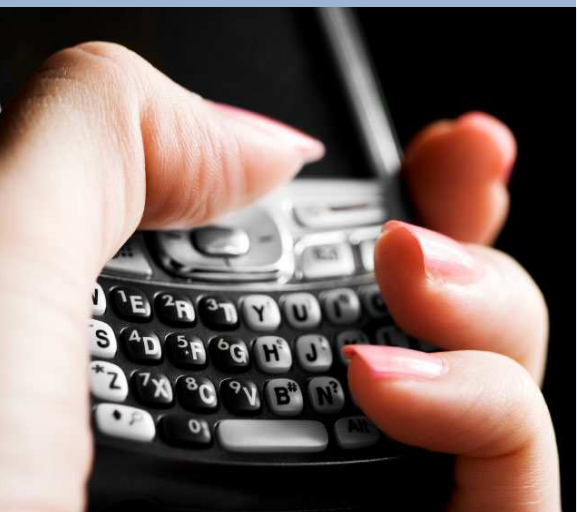
1. New research studies from the Institute of Public Administration of Canada (IPAC) and Policy Horizons to help you chart your course to social media success
2. Case studies by Human Resource Services Development Canada, Via Rail, Libraries and Archives Canada, and the Department of Foreign Affairs and International Trade that deal with all aspects of social media
3. The return of James Norrie, who challenges, informs, and entertains like no one else. Many participants consider his sessions alone worth the price of admission
4. Interactive discussions to help you understand your own use of social media
5. A pre-conference Webcast that will provide a great introduction to social media for those new to the field
6. A post-conference workshop on measuring the reach and impact of your social media initiatives
7. An enlightening session on using social media in crisis management
8. A practical guide on crowdsourcing to engage citizens and generate new ideas
9. Security and privacy essentials from Scotiabank
10. A step-by-step guide to developing and implementing an impactful social media strategy

## Find out how you can attend this event for FREE!

Do you have colleagues who are eager to learn about public sector social media? Do you have a large Twitter following, plenty of Facebook friends, or loads of LinkedIn connections? If so, we want to hear from you! Bring three colleagues to register with your social media network, and we'll give you a complimentary pass to the conference! For more information, please connect with Joel or Tracie at [conferencemarketing@conferenceboard.ca](mailto:conferencemarketing@conferenceboard.ca).

## Don't forget to register for the pre-conference online workshop and post-conference optional workshop!

You won't want to miss the pre-conference introduction to social media, or the post-conference in-depth and interactive workshop on measuring your social media initiatives.



TUESDAY, SEPTEMBER 20, 2011

**1:00 p.m. Pre-Conference Online Workshop  
Public Sector Social Media 101**

**Sarah Lue**, Social Media Advisor, Canadian Broadcasting Corporation/Radio-Canada, and President, MediaBzz

Sarah Lue's 90-minute online workshop will provide a broad overview of social media that will get you ready for more in-depth discussions at the conference. Sarah will help you make sense of the jargon, understand the mainstream tools and how to use them, and deal with the common social media adoption challenges. Topics for discussion will include:

- the difference between a platform and a tool
- the value social media tools and platforms bring to the public sector
- how to create meaningful and manageable social media goals
- finding and reaching your audience internally and externally
- where social media fits in your communications plan
- how to help staff integrate social media into your overall communications strategy
- the importance of monitoring, and its limitations
- how to support larger initiatives with social media

Join Sarah and your peers for this interactive online workshop and Q&A session, and get up-to-speed on the fundamentals of social media and their use in the public sector.

## DAY 1—MONDAY, OCTOBER 3, 2011

**7:45 a.m. Registration and Continental Breakfast**

**8:15 a.m. Opening Remarks from the Chair**

**John Brewer**, Executive Program Developer, The Conference Board of Canada

**8:30 a.m. Plenary Session 1**

**Public Sector Social Media—The Dawn of a New Era?**

**Ryan Androsoff**, Senior Policy Advisor, Web 2.0, Treasury Board of Canada Secretariat

As blogs, podcasts, and social networks like Twitter, Facebook, and LinkedIn gain in popularity, public and private sector organizations are taking notice.

Some in the public sector are genuine trailblazers, launching social networks behind their firewalls, hosting online “town halls,” and allowing employees to run their own blogs. Innovators are using these technologies in new and exciting ways to collaborate with public servants internally and for citizen engagement externally, providing opportunities to address risks (real and perceived) and to overcome cultural challenges of implementing 2.0 in government.

Ryan Androsoff will discuss the Treasury Board's recent work in the area of enabling Web 2.0 powered collaboration across the Government of Canada.

**9:15 a.m. Plenary Session 2  
From Technophobe to Technophile**

**Tabatha Soltay**, Special Advisor, Agent of Chaos, Policy Horizons Canada

In 2008, Tabatha Soltay didn't have a Facebook account, or even a notion of what social media was. Today, Tabatha tweets, blogs, and manages her way through various Web 2.0 platforms. However, she wouldn't call herself a social media specialist or expert—she believes she's a user and sometimes “abuser” of these new tools.

Tabatha will be her own case study, as she shares her insights and learning from a technophobe's perspective. Proving that you don't need to be a social media maven to adopt these new tools, Tabatha will describe an interesting three years of frustrations and opportunities.

Tabatha's presentation will be followed by an interactive discussion of the impact social media has and will have on the public sector workplace, and how this will affect the workforce and the service it provides.

**10:15 a.m. Networking Break**

**10:45 a.m. Plenary Session 3  
Realizing the Promise of Social Media  
in Your Organization**

**Paul Crookall**, Management Consultant, Crookall Consulting

**Jean Kunz**, Director, Policy Horizons Canada

What obstacles are there to public sector deployment of social media, and can social media and social networking really transform how we learn, share knowledge, manage the organization, and deliver services?

With support from the Office of the Privacy Commission of Canada, the Institute of Public Administration of Canada (IPAC) has built on a 2010 study that explored the impediments to social media use in government. Gathering insights from federal, provincial, and municipal public servants from across the country, this report suggests that the true barrier to social media isn't privacy or IT issues, but rather a strong resistance to change.

Paul Crookall will discuss the findings of this study, including specific barriers to implementation, including:

- the “clay layer” of management—impermeable to new ideas
- right versus wrong mistakes, and the fear of getting it wrong
- using privacy policies to postpone the issue and avoid dealing with unfavourable publicity

Jean Kunz will follow with the findings from an exciting new report that forecasts how social media may transform government in the near future.

#### **12:00 p.m. Luncheon and Keynote Presentation**

##### **Preparing Government for the Social Media Revolution**

**James L. Norrie**, Associate Professor, Ryerson University, and Co-founder, e-Venture Consulting, Inc.

James Norrie never fails to challenge and enlighten audiences. His all new, high energy and information-packed session challenges civil servants to grasp social media's opportunities. James builds on how social media can work as a catalyst for broader change, discussing how to:

- identify the right social media channels for your needs
- harness the power of collaboration
- understand and gain an advantage from the societal shifts that drive social media adoption
- overcome objections to social media use in your organization
- avoid social media risks

Displaying a unique understanding of culture, society, government, business, human nature, and the latest technologies, James examines the developments you must understand if you don't want to be left behind.

#### **2:15 p.m. Concurrent Sessions A and B** (please choose one)

##### **Concurrent Session A—Social Media in Emergencies: The Age of Social Convergence**

**Patrice Cloutier**, Team Lead, Ontario Ministry of Community Safety and Correctional Services

When disasters strike, emergency management teams must quickly assess the situation, help the injured, and repair damaged infrastructure. Clear lines of communication, especially during the first few hours of a crisis, are crucial to reduce casualties, re-establish services, and coordinate crews on the ground.

With the potential loss of key infrastructures such as phone and Internet service, many emergency management teams have begun to use mobile devices. These tools allow the convergence of messages from ground crews, evacuees, volunteers, and more, giving emergency managers the clearest picture of what's happening. Patrice Cloutier will discuss emergency management communication and social media, the steps involved in implementation, and the many benefits for governments.

##### **Concurrent Session B—Crowdsourcing for Engagement and Feedback**

**Anastasia Valentine**, Chief Executive Officer, Sandbox PM: An Idea to Launch Company

Perhaps the most valuable validation for an idea, product, service, or venture is an endorsement from the target audience. Social media can help you cost-effectively enlist the wisdom of the crowd to answer to your pressing business or strategy question. Benefit from the crowd's insights to focus resources on the areas of interest to them.

Anastasia Valentine will describe strategies to attract, engage, and obtain valuable feedback from your constituents. Are you concerned about a negative response? Anastasia will also examine how to deal with potential challenges and unexpected results when crowdsourcing, and techniques to turn a social media “situation” into a relationship builder.

#### **3:15 p.m. Refreshment Break**

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## 3:30 p.m. Plenary Session 4

### Transformation and Innovation Inside and Outside the Organization

**Gaston Barban**, Chief Information Officer and Director General, Information Management and Technology Division, Foreign Affairs and International Trade Canada

Gaston Barban will share the story of transformation and social media at DFAIT. Launched in 2007, the Transformation Agenda called for change and improvements to the department in Canada and abroad. Included in the plan was the use of Web 2.0 collaborative technologies to improve internal communications and share information more effectively.

Early in 2008, senior management endorsed an e-collaboration strategy and approved the internal use of these technologies, including the introduction of a departmental wiki and an employee networking system.

Gaston will discuss the change process, how social media have helped the department fulfill its mandate, and his work with communications to apply collaborative technology and social media lessons to engage citizens and reach audiences in Canada and abroad.

## 4:15 p.m. Closing Remarks from the Chair

**John Brewer**, Executive Program Developer, The Conference Board of Canada

## 4:30 p.m. Day One Adjourns

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## DAY 2—TUESDAY, OCTOBER 4, 2011

## 7:45 a.m. Continental Breakfast

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## 8:15 a.m. Opening Remarks from the Chair

**John Brewer**, Executive Program Developer, The Conference Board of Canada

## 8:30 a.m. Plenary Session 5

### Social Media Communications Planning and Guidelines

**Yves Desjardins-Siciliano**, General Counsel and Secretary, VIA Rail Canada Inc.

**Caroline Kealey**, Principal and Founder, Ingenium Communications

Learn how taking a strategic communications approach to social media can help you achieve the results you want to achieve.

Caroline Kealey will share a step-by-step strategy focused on results that can be applied to your social media initiatives. Discussion will include the pros and cons of available social media applications, and how to apply the lessons you've learned in conventional media, and how to succeed in an environment full of new opportunities and unique challenges and risks.

Yves Desjardins-Siciliano will describe his experience developing a communications strategy for Via Rail. This success story holds many lessons for organizations seeking to make an impact through social media. Issues covered will include:

- training employees on social media use
- designing and implementing a governance structure
- measuring results
- learning to engage stakeholders at social media speed

## 10:00 a.m. Refreshment Break

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## 10:15 a.m. Plenary Session 6

### Regulate AND Innovate: Governing Social Media Without Stifling Enthusiasm

**Adrian Cloete**, Manager, Social Media, Corporate Web, Public Affairs and Stakeholder Relations, Human Resources and Skills Development Canada

Social media initiatives often begin as small scale pilot projects, relying on the enthusiasm and commitment of a few pioneers. As such, they require few resources and are informal and flexible. As the benefits become clear and social media use expands, organizations must



find ways to manage them efficiently. The challenge is to do this without losing the initial energy and innovation of the start-up phase.

At this point, governance also becomes a key determinant of social media success. In this session, you'll hear how HRSDC has matched its organization to the maturing use of social media. Learn about the structures, decision processes, and lessons learned as the department pioneered a governance structure that delivers accountability without sacrificing the spirit and potential of these new tools.

Adrian and François will discuss how having the right governance structure has helped HRSDC meet its goals, including the need to ensure accessibility in a diverse community.

**11:00 a.m. Plenary Session 7**  
**Business, Privacy, and Security in a Web 2.0 World**

**Zachariah Ezekiel**, Director, Business Conduct and Chief Privacy Officer, Scotiabank

Recent headlines about cyber security breaches at major corporations like Sony and Honda emphasize the privacy and security risks of an increasingly online world. Security and privacy issues remain as the main objections naysayers use to avoid social media use. This makes security and privacy a top priority for your social media initiative.

Who better to discuss these issues than the Chief Privacy Officer of one of Canada's leading financial institutions? Zachariah Ezekiel will provide his perspective on the security, compliance, and privacy challenges of Web 2.0. Using case studies of recent technology initiatives, Zachariah will describe how to manage the risks of providing services and communicating in the digital environment, while facilitating partners' abilities to exploit new opportunities.

**12:00 p.m. Closing Remarks from the Chair**

**John Brewer**, Executive Program Developer,  
The Conference Board of Canada

**12:15 p.m. Luncheon for Post-Conference  
Optional Workshop Participants**

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**1:15 p.m. Post-Conference Optional Workshop**  
**Efficiency, Effectiveness, Impact—Monitoring  
and Measuring Social Media**

**Giles Crouch**, President and Chief Executive Officer,  
MediaBadger

In this interactive session, Giles Crouch will examine how to establish social media metrics and use measurement to understand what's being said about your organization, and the effect your communications efforts are having on the online community.

Many public servants entering social media management feel overwhelmed by its frenetic activity and growing complexity. Giles and his team, in collaboration with Dalhousie University, have developed tools that help make sense of the perceived chaos of social media.

Giles will demonstrate how you can use monitoring and measurement to assess, not just the return on investment and reach of your online communications, but also the impact your messages and actions are having on activists, influencers, citizens, and other stakeholders. Giles will also provide some free online tools and explain how to use them effectively to get you started.

Don't miss this in-depth and interactive workshop on how to make social media and its measurement work for your organization.

**4:30 p.m. Post-Conference Optional Workshop Adjourns**

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# REGISTRATION

## Register now and save!

Register before **August 3, 2011** and **save \$200** with our special early-bird savings.

## Get practical implementation advice from public sector experts.

Learn from the experiences of social media innovators how to identify and overcome the common pitfalls, and how to make the most of social media in your organization:

- encourage and facilitate collaboration and increase employee engagement
- drive innovation internally and externally using crowdsourcing principals
- plan the all-important first steps in social media use
- measure social media to ensure it delivers results
- assess the benefits of leading applications and the secrets to their success
- protect privacy in social media
- leverage social media to create greater employee and public engagement

Learn from the experts how to capitalize on this interactive revolution to improve employee and citizen engagement, accelerate projects, access knowledge, enable collaboration, and manage major change initiatives.

## Contribute to the discussion and stay up-to-date on this event!

Follow and use twitter hashtag #PSSM for the latest updates, or send us an email at [brant@conferenceboard.ca](mailto:brant@conferenceboard.ca) and you'll be automatically notified when more conference information is available.

## e-Proceedings

Conference e-Proceedings are recorded audio-visual archives of the presentations made at events, synchronized directly with the PowerPoint slides. **This \$775 value is included in the conference fee.** A link will be e-mailed to all delegates approximately 15 business days after the event.

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Fees	Before Aug. 3, 2011	Before Sep. 3, 2011	After Sep. 3, 2011
Event	<b>\$1,650</b>	\$1,750	\$1,850

Your registration in this event includes the sessions, continental breakfasts, refreshment breaks, luncheon, and a link to speaker presentations.

## To Register

**Online:** [www.conferenceboard.ca/conf](http://www.conferenceboard.ca/conf)

**Fax:** Complete the Fax Registration Form on the back cover and fax form to 613-526-4857

## Having trouble registering?

**Phone Registrar:** 1-800-267-0666 or 613-526-4249

**E-mail Registrar:** [registrar@conferenceboard.ca](mailto:registrar@conferenceboard.ca)

All registrations will be confirmed • Program subject to change • Events are HST exempt  
Please see [www.conferenceboard.ca/conf](http://www.conferenceboard.ca/conf) for our cancellation policy.

## Send a team and save!

Visit [www.conferenceboard.ca/conf](http://www.conferenceboard.ca/conf) or call 1-800-267-0666 and find out about our **4-for-the-price-of-3** team offer.

**Conference fees don't include accommodations.** Please contact the hotel directly for reservations, and mention The Conference Board of Canada to receive the **preferred rate of \$154 available until September 12, 2011.**

## Conference Venue

**Ottawa Convention Centre**  
55 Colonel By Dr  
Ottawa ON K1N 9J2  
613-238-1122

## Hotel Accommodations

**Lord Elgin Hotel**  
100 Elgin St  
Ottawa ON K1P 5K8  
613-235-3333

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By registering for this event, you are giving us consent to use information you provided to help us inform you about additional Conference Board products and services. To view our Privacy Policy, visit [www.conferenceboard.ca/privacy\\_policy.htm](http://www.conferenceboard.ca/privacy_policy.htm). If you wish to withdraw your consent to our use of your information, please contact us at [contactprivacy@conferenceboard.ca](mailto:contactprivacy@conferenceboard.ca) or 1-866-711-2262.

## Network Members save on registration!

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## Public Sector Social Media

Monday, **October 3**, and  
Tuesday, **October 4**, 2011

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Learn how to overcome  
the public sector's unique  
social media planning  
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[www.conferenceboard.ca/conf](http://www.conferenceboard.ca/conf)

## Public Sector Social Media

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**4-for-the-price-of-3 team offer available**—See [www.conferenceboard.ca/conf](http://www.conferenceboard.ca/conf) for details.

- YES! Please register the following delegate for all conference sessions, *including* the Post-Conference Optional Workshop on Day 2 (additional \$555)**
- YES! Please register the following delegate for conference sessions only, *excluding* the Post-Conference Optional Workshop on Day 2**

Name	Title	
Organization	Tel	
E-mail	Fax	
Mailing Address		
City	Province	Postal code

Your registration in this event includes the sessions, continental breakfasts, refreshment breaks, luncheon, and a link to speaker presentations.

Fees	Before Aug. 3, 2011	Before Sep. 3, 2011	After Sep. 3, 2011
<input type="checkbox"/> <b>Conference</b>	\$1,650	\$1,750	\$1,850
<input type="checkbox"/> <b>Post-Conference Optional Workshop</b> (Luncheon included)	\$555	\$555	\$555
<input type="checkbox"/> <b>e-Proceedings only</b>			\$775

**Please confirm attendance at event functions:**

Pre-Conference Online Workshop:  Tuesday, September 20, 2011

Luncheon and Keynote Presentation:  Day 1

Concurrent Sessions (Day 1—please choose one):  A  B

**Payment method:** (all fees are due by the event date)  American Express  MasterCard  VISA  Cheque (payable to "The Conference Board of Canada")

Card number	Expiry date	Amount	Cardholder name
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