

# Executing Social Media

Cambridge Suites Hotel Toronto    October 27 – 28, 2009

## Rapid Change:

This new course will teach you all you need to know to form ongoing connections with your customers online — and keep ahead of the competition. There are so many ways to connect: blogging, social networking, content sharing, and promotion. And it's easier than you think!

In two-days you'll leave with cutting-edge skills for brand monitoring and reputation management, to keep your name positive in every social media channel. Through lively discussions and interactive exercises, we'll demystify social media marketing. You'll master practical, real-world applications, and construct your own unique social media strategy with input from our knowledgeable workshop leaders.

## Key Benefits of Attending:

Demystify social media and learn how to grow your business with the RIGHT social media strategy:

- Implement and effectively deal with crisis management in troubled times
- Creating a well thought out social media strategy that delivers results
- Develop, enhance and protect your organization's reputation, brand and image
- Understanding how these new social media technologies work including legal considerations, IT support, policy and guidelines
- Understand the benefits of using blogs for faster feedback from employees and consumers
- Building the business case and demonstrating the ROI of your social media program
- Get tips and insight on innovative online marketing campaigns to enhance revenue
- Building senior management support for your social media programs

## Participating Organizations:

ONTARIO OMBUDSMAN

TEEHAN + LAX

CENTRE OF EXCELLENCE FOR PUBLIC SECTOR MARKETING

MOOSEHEAD BREWERIES

CROSBY CONSULTING GROUP

WILD APRICOT

THORNLEY FALLIS

K'NECHTOLOGY INC.

LEDJIT CONSULTING INC.

HEAD2HEAD CANADA

## Who Will Attend?

- Corporate Communications
- Communications Research
- Corporate & Brand Identity
- Public Relations
- Electronic Communications
- Marketing
- Employee Engagement
- Human Resources
- Information Services
- Brand Development
- Business Development
- Change Management
- Public Affairs
- Organizational Development
- Quality Improvement
- Strategic Planning
- Community Relations
- Training & Development

## Speaker Biographies

**Tamera Kremer** is a seasoned marketing, social media and digital communications strategist, blogger, thought leader, and public speaker. She has almost 15 years experience in interactive creative and strategic planning and execution, integrated launch campaigns, and developing customer lifecycle relationship building strategies with Tier 1 brands in both Canada and the United States. Her accomplishments include leading the strategic development of the award-winning eInterchange program for General Motors of Canada, developing the creative concept and strategy for the innovative and eco-friendly Sharp AQUOS 1080p D82 Challenge, and the strategic development of the ground-breaking Canadian Budweiser-NFL cross-promotion which integrated NFL league and team branding with the client's retail, interactive and event channels. Most recently, as Partner – Strategic Consulting at Teehan+Lax, Tamera helps clients develop innovative and integrated digital marketing and social media strategies that drive business and communications results.

**Mike Kujawski** is a passionate marketing & social media strategist, on a mission to help public sector and non-profit organizations excel at what they were mandated to do. In 2005, Mike helped launch the Centre of Excellence for Public Sector Marketing (CEPSM), where he now leads all of CEPSM's digital marketing projects. Mike's most recent tasks at CEPSM include the development of strategic digital marketing and social media engagement plans for Public Safety Canada, National Gallery of Canada, Canadian Air Transport Security Authority and the Foreign Credential Recognition Program at HRSDC. He has also recently led the development of comprehensive marketing/communications plans for the Department of National Defence, the Public Service Commission and the City of Burlington. Mike is a distinguished speaker, engaging blogger, and highly praised workshop facilitator in his field. He created Canada's first national workshop and comprehensive workbook on how to develop a social media marketing strategy in a public sector setting. Mike also created the Government 2.0 Best Practices Wiki, which has garnered international attention as the first collaborative central archive of government social media initiatives in Canada and abroad.

**Joel Levesque** is Vice President Public Affairs for Moosehead Breweries Limited. Over the past three decades, Joel has enjoyed what he calls one of the most fascinating careers in New Brunswick. He has worked for a regulated monopoly, for a civic government, as a communications consultant with a large regional firm, and most recently for one of Canada's most celebrated beverage companies. His work as a communications professional has put him in front of many of the region's leading newsmakers and business personalities. Joel is an award-winning, accredited member of the Canadian Public Relations Society (CPRS). In 2004 he was appointed to the CPRS College of Fellows, and in June of 2008 he received the Society's prestigious Shield of Public Service for his volunteer work. Joel is a frequent lecturer on public relations issues and donates much of his free time to community organizations.

**Connie Crosby** of Crosby Consulting is a management consultant, law librarian, writer, blogger and instructor. She is currently working with organizations in the law, library, publishing and non-profit areas with a range of projects in social media, information management and knowledge management. Connie is a continuing education instructor with the Professional Learning Centre at the University of Toronto's Faculty of Information. She blogs at <http://conniecrosby.blogspot.com> and is a founding core contributor to the prominent law blog Slaw.ca. She is one of the organizers of Podcamp Toronto <http://podcamptoronto.org>, a large social media event which takes place each February, and is a founder of Knowledge Workers Toronto <http://knowledgeworkers.org>, a group that meets monthly to explore knowledge management topics.

**Jay Moonah** is the 'Noisy Apricot' (VP of Marketing) for Wild Apricot (<http://www.wildapricot.com/>), web software for small and medium nonprofits to manage their website, member data, contact info, event registrations and donations with a single easy-to-use and cost-effective system. Jay is responsible for marketing and communication efforts for the company, including community outreach through the Wild Apricot non-profit technology blog and the social news/bookmarking site Association Jam (<http://associationjam.org/>). Jay has more than 15 years experience in new media development, marketing and training.

**Michael O'Conner Clarke** Vice-President Thornley Fallis, is has almost twenty years of experience in corporate communications and technology marketing, gained both on the agency side and in a number of public and private hi-tech companies. Before moving into the agency world in 2000, Michael ran global corporate communications for Hummingbird, where he was responsible for strategic communications planning and co-ordination of all PR, investor relations, analyst relations, key corporate events, and related marketing activities across all areas of the business. Recognized as a pioneer in social media, Michael has been an active blogger since early 2001 and is a leading consultant on the integration of social media approaches within mainstream public relations campaigns.

**Alan K'necht** Founder & President K'nechtology Inc., is recognized as an authority on the business side of the World Wide Web including search engine optimization ("SEO"), SEARCH ENGINE MARKETING ("SEM") and using web analytics to measure web site success. Alan is regularly interviewed by publications in Canada as well as in the United States and Australia. In an effort to share his knowledge and ideas, Alan is a regular speaker at Internet conferences. In addition, Alan is a internationally published columnist and has written features for CNet's Builder.com and Digital Web Magazine and maintains a blog entitled "K'nech-it". In K'nech-it, Alan reports on news, gives his opinions and insight into the latest developments in web analytics, search engine optimization (SEO) and web

E-discovery and legal technology expert, **Dominic Jaar** is a legal counsel at Ledjit, Canada's unique firm specializing in legal technology, information management, e-discovery and law practice management [www.linkedin.com/in/dominicjaar](http://www.linkedin.com/in/dominicjaar). He speaks throughout North America [www.ledjit.ca/conferences/](http://www.ledjit.ca/conferences/) and is a prolific writer on many legal and technology issues. He is frequently quoted in the press as an expert on electronic information [www.claimid.com/dominicjaar](http://www.claimid.com/dominicjaar). Mr. Jaar is on the editorial board of Sedona Canada and was in charge of drafting the French version of The Sedona Canada Principles on E-discovery. He is also a member of The Sedona Conference's working groups 1 (USA) and 6 (International). Mr. Jaar is the co-president of the Montreal Bar Association Technology Advisory Liaison Committee with the Quebec courts and is the president of the Law Practice Management and Technology section of the Canadian Bar Association.

**Paul Dodd** President Head2Head Canada Inc, has a passion for recruiting has now spanned almost 20 years and 2 continents. A successful agency recruiter in the UK, he co-founded Head2Head after several years as part of the management team at Thinkpath, then one of the most innovative recruiting firms in Canada. **Sarah Welstead** Director Marketing Head2Head Canada Inc., is obsessed with delivering a great experience to clients, candidates and consultants, Sarah leads our communication team. Her background in ad agencies and user experience consulting helps our clients create and implement employment, job branding and CRM strategies.

**ANDRE MARIN, Ombudsman of Ontario –Opening Remarks**

**A Accelerating Your Corporate Reputation through Corporate Blogging, Twitter and Other Digital Platforms**

**TAMERA KREMER, Partner Strategic Consulting, Teehan + Lax**

It can be difficult to establish a solid online presence. Maintaining a large social network can often seem like an impossible task or simply too much to handle and, in many situations, it becomes completely impersonal, doing more damage to your reputation than good. Successful organizations manage their corporate and product reputations using social media and other Web 2.0 tools. During this workshop, we will discuss:

- What is the basic strategy that builds value using social media?
- How can an organization use social media to increase business?
- How do you determine the communities you should address?
- How can social media help your Web site?
- How does social media form the "other half" of "normal" Web site marketing?
- How can social media work to build brand?

**B Creating a Well Thought Out Social Media Strategy that Delivers Results**

**MIKE KUJAWSKI, Marketing & Social Media Strategist, Centre of Excellence for Public Sector Marketing**

Social Media will have a significant impact on more than just marketing. Employers cannot ignore that the same changes occurring in the communications channels with consumers will also be happening with employees. In an age of greater transparency, the more dedicated, informed, and enthusiastic your workforce, the better the experiences created for customers and the stronger the brand.

- How can you utilize video marketing and distribution channels to reach your audience and drive company goals and objectives?
- Which social media tools should you be using and why? What are the new tools and platforms that are making their way into the spotlight?
- How can you go about changing your corporate culture to encourage social media usage? Do you want to? Why or why not?
- How do you deal with social media obstacles?
- What are the different ways that you can use social media to build relationships with your users and with your employees and stakeholders?

**C Crisis Communication: What Every Communications Professional Needs to Know**

**JOEL LEVESQUE, Vice-President Public Affairs, Moosehead Breweries**

You get the call on a Sunday afternoon. The worst has happened and it is about to hit the headlines. Your organization's reputation and future now hinge on your next decisions. This workshop uses expert advice and real-life examples to provide communications professionals with practical tips and advise on how to deal with bad news. During this workshop we will discuss:

- Putting Crisis Management on your organization's agenda
- Developing the disaster plan
- What you need when a crisis hits
- Creating a crisis communications' checklist
- Saving and enhancing your organization's reputation in a crisis
- Who are your audiences?
- The three "Rs" of crisis communications – Crisis or opportunity?

**D Social Media: Tips to Avoid a Risk Management Nightmare**

**DOMINIC JAAR, President, Ledjit Consulting Inc.**

With the enormous opportunities that social media offer come considerable potential risks as well. Organizations are now finding they must address this conflict in order to use social media in ways that enhance the business but also protect it. What are the risks associated with social media? What are the blogging liabilities? This session will help you understand the emerging and evolving legal privacy and disclosure issues but also what can be done to mitigate the risks.

- Overview of privacy law as it pertains to social media
- Understanding the issue of control in the social media environment
- What are the risks of being transparent and open to your consumers and employees?
- Discussing the legal liabilities for material published on the web
- How to determine which social media tools and communities to monitor and how to effectively monitor
- What are other organizations doing to deal with privacy and disclosure issues?

**RICHARD AUSTIN, Barrister & Solicitor –Opening Remarks** (former general counsel of EDS Canada)

## **A Roadmap for Social Media Marketing Strategy**

**MICHAEL O’CONNOR CLARKE, Vice-President, Thornley Fallis**

Central to the notion of effective social media participation is the ability to create, publish and share content. This workshop will discuss the key elements of building the framework for a social media strategy.

- **Audience** - Listen and understand your audience and how they communicate/interact on the social web. What types of social networks, media sharing and assets do they engage? What are their goals for doing so?
- **Objectives** - It’s important to consider both the goals of the company as well as the audience you’re trying to reach. Marketing on the social web is about giving to get. Knowing what your community wants is key in reaching your own organization’s goals because you’re going to give it to them.
- **Strategic Plan** - What approach will you take to meet the needs and interests of your audience in order to meet your own? Will you engage influencers, will you energize brand advocates or will you create demand by offering non-branded resources
- **Tactics** - What social media marketing tactics and corresponding technologies will you use to implement the plan? Blogging, micro blogging, social networks, video, forums, blogger relations and outreach. There are many to consider.
- **Tools** - What specific tools will you use to efficiently monitor, communicate, create and promote social content? Word Press, Facebook or MySpace, Twitter, YouTube, etc. Again, there are many to consider.
- **Metrics** - How will you measure success according to the objectives you’ve identified? What tools will you employ and at what point will you take benchmark measurements as well as interval measurements? Who will you report results to in the organization and will there will be success metrics that you can share with the community that you’re engaging?

## **B Search Engine Optimization in a Digital World**

**ALAN K’NECHT, Founder & President, K’nechtology Inc.**

The user and power of search engines has been growing for more than a decade. More than 5 years ago the mantra became “Google is your home page”. Yet even today public relations and communications professionals haven’t adapted and grown with the changing digital landscape, unlike publishers who have moved to the web and embraced the concepts of search engine optimization. Today consumers and journalists alike use a variety for search tools to discover and share credible sources of news and information and unfavorable news. Can your news be discovered where digital media are looking? Does it stand out from crowd and notice of what everyone else is saying on-line? Is your text, image, audio and video content optimized for search and the social web? Learn how you use search engines to your advantage and to distribute your corporate message.

- Understand the new opportunities of search and SEO
- Plan and organize search engine optimization efforts for news, and other corporate communications
- Conduct keyword research
- Learn about the power of on-line press releases
- Optimize press releases, online newsroom and blogs
- Identify and implement opportunities for digital asset optimization
  - Develop a strategy for implement link building practices in your business lifecycle
- Conduct keyword research

## **C Leveraging Social Media Inside the Organization**

**CONNIE CROSBY, Principal, Crosby Consulting Group**

Some of your organization's best advocates may be your staff members. Employees who are well-informed and contented in their workplace are more inclined to evangelize to others, including potential clients, customers and future recruits. They may be your best brand ambassadors. Social media and social networks can be used to your advantage when communicating with staff, encouraging teamwork, and in recruiting.

- Discover tools for use inside the organization such as wikis, video, podcasts, social networks and enterprise equivalents to Twitter
- Learn when to use social media tools for employee communication, collaboration and training
- Discuss pros and cons of blocking employee access to external social networking sites
- Identify elements of an employee social media policy and best practices

## **Social Media Opportunities for Non-Profit, Membership & Public Sector Organizations**

**JAY MOONAH, Vice-President Marketing, Wild Apricot**

Description: A discussion on the motivations for using social media to forward the goals of non-profits, public sector and member driven organizations. Can social media help you meet goals such as fundraising, event promotion and member recruiting? Where should you start? How do you define success?

## **D Social Recruiting: Corporate Adoption of Social Media for Recruiting & Retention**

**PAUL DODD, Co-Founder and President & SARAH WELSTEAD, Marketing Director Head2Head Canada**

- Publishing employee-generated content that shows the real soul of the company
- Using photo, video, audio sharing sites to help those stories come to life
- Using RSS to distribute this content outside of the corporate career site
- Having real FAQs sections where candidates can ask questions, get real answers
- Evolve the definition of “relationship marketing” to include building and cultivating your candidate community on your career site through real two-way exchange of information
- Encourage recruiters, hiring managers to seek out potential hires and build relationships with online communities

# Executing Social Media

## Registration Form

### Please write in BLOCK LETTERS

#### 1<sup>st</sup> Delegate

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

#### 2<sup>nd</sup> Delegate

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

#### Company Details

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

### Registration Fees:

By August 28	September 25	After the 25 <sup>th</sup>
<input type="checkbox"/> \$995 both days	<input type="checkbox"/> \$1095 both days	<input type="checkbox"/> \$1195 both days
<input type="checkbox"/> \$595 single day 24 <sup>th</sup> - 25 <sup>th</sup>	<input type="checkbox"/> \$695 single day 24 <sup>th</sup> - 25 <sup>th</sup>	<input type="checkbox"/> \$795 single day 24 <sup>th</sup> - 25 <sup>th</sup>
<input type="checkbox"/> \$195 single workshop 24 <sup>th</sup> - 25 <sup>th</sup> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/>	<input type="checkbox"/> \$205 single workshop 24 <sup>th</sup> - 25 <sup>th</sup> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/>	<input type="checkbox"/> \$215 single workshop 24 <sup>th</sup> - 25 <sup>th</sup> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/>

Team discounts:

2-5%  3-10%  4-15%  5-20%  6-25%

### Your Registration Includes:

Registration fees include all course materials, continental breakfast, lunch and refreshments. Parking and accommodation are not included.

### Course Schedule:



8:00am – 5:30pm on both days of the program.

Date: **October 27 – 28, 2009**

Venue: **Cambridge Suites Hotel  
Downtown Toronto**

### Payment Method:

Credit Card:

Please Charge To My:    

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### Mailing Address:

Acuity Forums  
Toronto Star Building  
1 Yonge Street, Suite 1801  
Toronto, Ontario M5E 1W7

### Cancellation Policy:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and fax to (416) 423-2638, by October 2, 2009. A credit voucher will be issued to you for the full amount, redeemable against any other Acuity Forums conference. If you prefer, you may request for a refund of fees paid less \$150 administration fee. Registrants who cancel after the above date will not be eligible to receive any credits or refunds and are liable for the entire registration fees. Confirmed delegates who do not cancel by October 2, 2009, and fail to attend, will be liable for the entire registration fee. Acuity Forums reserves the right to change the date, location and content for the event(s) offered herein without further notice and assumes no liability for such changes.

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