



# Executing Social Media Toronto

**Hilton Garden Inn      March 10 - 11, 2010**

**Toronto City Centre**

**Attending Executing Social Media Toronto will be the most important thing you can do for your organization this year.**

This may sound like a big, bold, ballsy statement, but it's true.

The "buzz" about your business is now online, measurable, searchable, and permanent. Come to learn why you must and how you can participate in the conversations that influence your market. Explore how your organization can boost employee and customer engagement, increase brand loyalty, market share, and corporate reputation. Hear and engage with leading social media pioneers and practitioners. Walk away with practical plans and resources to help you develop, implement, refine and measure outcomes of social media strategies.

This is the premier event for CMOs, Social Media Managers, Online Community Managers, Corporate Communications, PR, Sales, Marketing & Brand Managers, Advertising, Internal Communications, IT and HR/Recruitment Professionals looking to capitalize on the power of social media. However, looking at this as an enterprise wide initiative is the best strategy.

**Book your place early to avoid disappointment - this was a sell-out event in October!**

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Online reviews from our past Social Media conference attendees:

- *"Love that this conference approaches social media from different angles, very well rounded perspective"*
  - *"Terrific content and smart insights, amazing conference thanks again!"*
  - *"Lots of great speakers, awesome presentations thanks Acuity Forums"*
  - *"Had a blast at Executing Social Media Toronto, very engaging audience"*
  - *"Kudos to Acuity Forums for a tightly run well thought out conference with a great audience"*
  - *"Excellent presentations, this is exactly why we chose to attend this event"*
  - *"Absolutely excellent conference overall, great value and when you hold your next event I will be sending my staff. Thanks!"*
  - *"Great stuff, engaging, relevant discussions and practical tools. I'm inspired to further develop my own social media initiatives"*
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## EXECUTING SOCIAL MEDIA TORONTO

**DAY ONE** / March 10, 2010

8:00 - 9:45

### **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?

**Michael O'Conner Clarke**

VP Thornley Fallis, 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.

10:00 - 11:00

## **Crowd Sourcing as a Means to Engage Your Customer**

**Patrick Glinski - Senior Strategist, Idea Coulture**

**Andrew Lockhart - Experience Architect, Idea Coulture**

Idea Couture, a strategic innovation and experience design firm, will present a case study outlining how to design social programs with corporations who are new to social media. Through the presentation of a recent national campaign, the Aviva Community Fund, attendees will walk away with an understanding of how to communicate the impact of social programs internally, how to design experiences that maximize the opportunity for social touch points, and how develop social media programs that matter.

**Patrick Glinski**

Senior Strategist, Idea Couture A specialist in digital strategy, planning and play-based facilitation, Patrick is a Senior Strategist at Idea Couture. While formally trained as a business strategist, Patrick is a "renaissance man", contributing lateral thinking skills that draw on experiences spanning from database development to event planning to business development to screen-writing movies about robots. Prior to joining Idea Couture, Patrick was Account Planner and Web Analytics Practice Lead at Critical Mass, overseeing digital and social strategy development fortune 500 companies including Citibank, ThankYou Network, Michelin and Alienware. During this time, Patrick was responsible for overseeing a team of analysts and strategists while tackling problems that included product design, experience mapping, Customer Relationship Management, web analytics program development and digital strategy.

**Andrew Lockhart**

Experience Architect, Idea Couture With a diverse educational and professional background spanning the worlds of design and technology, Andrew's breadth of knowledge and interests allows him to collaborate with diverse, multi-disciplinary teams to integrate and connect concepts, strategies and technologies in unconventional ways. Andrew recently participated as a member of the jury for the 2009 Digital Marketing Awards. Prior to joining Idea Couture,

Andrew was Associate Creative Director at Trapeze, where he was responsible for leading the conceptualization of a range of experiences spanning web, mobile and retail interfaces for clients such as Volkswagen, CBS Television, RBK, Disney, RIM and Jaguar/Land Rover.

11:00 - 12:15

## **The ROI of Listening and Engaging in Social Media**

### **David Alston- Vice-President Marketing, Radian6**

- The 5C's of marketing vs. the 4P's
- What should I be listening for?
- Steps to take to become an Engaged Brand
- What obstacles will you face and how to overcome them
- Ways to measure your investment in social media
- "Putting it into action" demonstration

#### **David Alston**

Vice President of Marketing & Community at social media monitoring solution company, Radian6. David's focus at Radian6 is building the firm's brand internationally through the use of social media monitoring, outreach and engagement. David has also become a featured speaker and panelist at a number of new marketing, blogging and social media events as a guide to how brands should be listening to consumer generated media online. As one of Twitter's most followed CMO's, David takes his interactive style of marketing to every speaking engagement - listening, learning and engaging with the audience. You can follow David on Twitter at @davidalston David blogs at TweetPR.

12:45 - 2:30

## **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 is having a significant impact on more than just marketing/communications. Employers cannot ignore that the same changes occurring in the communications channels with consumers are also happening within their own organizations. Many organizations (both public and private sector) are experimenting with various tools and tactics, however very few actually have a cohesive social media strategy in place. Here are some of the key items that Mike will be covering in his presentation:

- An understanding of the basic elements of web 2.0, social media, and all related terms
- How to determine which social media tactics would make sense for your organization based on your organization's strategic objectives
- The necessary mind shift that needs to take place within the organization
- How to incorporate automated social media monitoring activities into your daily schedule
- How to save money and time by using free applications

- How to stay consistently well-ahead of the curve through crowd-sourced research
- The latest government web 2.0 initiatives and case studies
- How others are working around and /or within various government policies and legislation

### **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.

2:45 - 4:30

## **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?

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.

4:30 - 5:30

## **Building and Maintaining Effective Community Management Programs Through Social Networks**

**Donna Marie Antoniadis - Co-Founder & COO,  
Shes Connected Multimedia Corp**

Social media enables conversations. Yet most companies that use Social Media miss out on the opportunity to converse with their customers. If you are not in the conversation with your customers, then you are not in social media.

Today consumers expect advertisers to not only have a presence on social media, they expect to have a dialogue with them. This dialogue can be accomplished with effective community management. Community management will give you the opportunity to find out how consumers feel about your product and services, enhance product development, improve customer care, and gain valuable information about competitors. This session is designed to give you the information you need for effective community management. You will learn how to:

- Use Social Media to:
  - Gain customer insights
  - Enhance product development
  - Improve customer care
  - Position your company as a thought leader
  - Gain competitive information
- Keep the conversation going beyond the campaign
- Design integrated digital media campaigns that incorporate social media tactics

### **Donna Marie Antoniadis**

Has spent that last 3 years focusing exclusively on Social Media and Women. She is Co-founder & COO of ShesConnected Multimedia Corp. <http://www.shesconnectedmultimedia.com> a social media agency with offices in Toronto and Boston that focuses exclusively on women and social media. ShesConnected Multimedia also owns and operates ShesConnected.com <http://www.shesconnected.com> the first dual-profile social networking site for women. Donna Marie has over twenty years of experience in sales, business development, and marketing, with focus on the Internet industry since 1995, the wireless industry since 2003 and Social Media since 2006.

Twitter <http://twitter.com/donnaantoniadis>

Facebook: <http://www.facebook.com/ShesConnected>

LinkedIn: <http://www.linkedin.com/pub/donna-marie-antoniadis/0/74/315>

ShesConnected: <http://www.shesconnected.com/members/profile/ShesConnectedCofound>

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# EXECUTING SOCIAL MEDIA TORONTO

DAY TWO / March 11, 2010

8:00 - 9:45

## **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?

### **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.

10:00 - 11:00

## **Tapping into the Power of Your Organization's Network:**

### **Using Social Media for Knowledge Sharing**

**Gordon Vala-Webb - National Director of Knowledge Management**

**PricewaterhouseCoopers Canada**

Many organizations are looking longingly at the power of internet-based social network and ask: how can we share our knowledge across the organization as quickly, easily and cheaply? It can be done - but using social media within the (fire)walls of an organization

is not the same as in the wide-open net. Gordon will provide some real-life examples and some practical advice to help you get started in realizing the benefits of connecting your people across the silos.

**Gordon Vala-Webb**

Is the National Director of Knowledge Management for PwC Canada. He is responsible for the development and execution of PwC's internally-focused knowledge management / sharing strategy including their internally-facing portal which just won the IIR Portals, Collaboration and Content Excellence Award (2007). Gordon is also Chair of Board of Directors of the Safe Workplace Promotion Services of Ontario. Prior to joining PwC in 2005 he had a similar position with Ontario's Workplace Safety and Insurance Board. His team's portal was named one of the "Top Ten Government Intranets" by NN/g and was given an Ontario Showcase Merit Award for Organizational Transformation (2004). He has a Masters degrees in both Management Science (Technology, Faculty of Engineering, University of Waterloo) and in Politics (Queen's University, Kingston).

11:00 -12:00

**The Five Stages of Social Media for Recruiting**

**Paul Dodd -President, Head2Head Canada Inc.**

**Sarah Welstead - Marketing Director, Head2Head Canada Inc.**

You've heard of the 5 stages of grief (denial, anger, bargaining, depression, acceptance)? Well, the 5 stages of social media for recruiting are remarkably similar.

Social media has fundamentally changed the way organizations find, connect with, recruit and retain candidates. This presentation, designed for non-recruiting/HR professionals, demonstrates how social media can help organizations connect with more A-list candidates, faster - while spending less time and money on traditional efforts like job boards and agencies. We provide detailed information on the top 3 social media tools for recruiting in Canada - LinkedIn, Twitter and Facebook - and the best ways to use each of them.

**Paul Dodd**

Is 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**

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.

12:30 - 2:15

**Search Engine Optimization in a Digital World**

**Alan K'necht - Founder and 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 of 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.

- Understanding the new opportunities for search and SEO
- Plan and organize search engine optimization efforts for news, and other corporate communication efforts
- 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

#### **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 an 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 marketing.

2:30 - 3:30

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

### **Jay Moonah - Vice-President Marketing, Wild Apricot**

A discussion of the motivations for using social media to forward the goals of non-profits, public sector and member driven organizations. In this presentation, we'll first take a step back and discuss whether engaging in social media channels will drive your organizational goals. We'll review specific case studies, looking at success stories in the areas of fund raising, event promotion and member recruiting. We'll discuss what these cases have in common and what you can learn from them. Then we'll look at the opportunities for your organization, including ways to help determine what channels and tactics will work best for you, and what kinds of resources you should expect to put into your social media efforts to achieve results. ==

**Jay Moonah**

Is the 'Noisy Apricot' (VP of Marketing) for Wild Apricot, 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. (<http://www.wildapricot.com/>)

3:30 – 4:30

## **Change Management Strategies for Social Media Implementation**

### **Ian Graham – Senior Consulting Manager, IT Strategy & Planning Technology and Solutions**

Social media have quickly emerged as key mechanisms for communicating and collaborating with clients and customers, and internally within an organization. But these new tools also present challenges, as the ways they work often conflict with the existing culture, norms and expectations of an organization and its staff. Indeed, success in implementing social media depends on understanding the causes of these culture challenges, and managing for them. In this presentation I talk about typical challenges and barriers, and about how to put in place change management practices to bring success to your social media strategies.

**Ian Graham** works in the IT Strategy and Planning group of BMO Financial Group, helping the bank's business and technology executives figure out how to evolve their IT environments and processes to deliver the best value to the business, and to the bank's customers. Prior to BMO I was at the Centre for Academic Technology of the University of Toronto, where I consulted and lectured on Internet and Instructional technologies. While at UofT, I co-founded Groveware Technologies, an Internet startup focused on XML-based applications. I've written eight books on Web and Internet technologies, and from 2003-2005 was a regular columnist on XML technologies for CPU magazine. I have lectured around the world on these and other topics

4:30 - 5:30

## **How Social Media Helped Feed the Hungry**

### **Duarte Da Silva - Senior Manager, Content and Client Care CommunityLend**

- Discussing how social media brought together Toronto's Tech community and raised thousands of dollars
- Lessons learned that you can apply to your event or organization

#### **Duarte Da Silva**

Currently works at CommunityLend, Canada's only Peer-to-Peer Lending site. Duarte is obsessed with all things internet and is a news junkie. He spends his time reading RSS feeds, blogging, participating in social networks, posting photos to flickr and discovering new music. Duarte is also an organizer of #hohoto, a geek fundraising event for the Daily Bread Food Bank. When he's not online, Duarte enjoys road cycling, wine collecting, photography and has been known to moonlight as an indie music DJ.

# EXECUTING SOCIAL MEDIA TORONTO

SEND US YOUR REGISTRATION NOW

Fax: (416) 423-2638 Email: [jon@acuityforums.ca](mailto:jon@acuityforums.ca)

Tel: (416) 238-2751 or (416) 238-4916

## **Where:**

Hilton Garden Inn

Toronto City Centre

200 Dundas Street East

Tel: (416) 362-7700

[www.torontocitycentre.hgi.com](http://www.torontocitycentre.hgi.com)

Standard Block Room Rate \$109

## **When:**

Wednesday March 10, 2010

8:00am - 5:30pm

-to-

Thursday March 11, 2010

8:00am - 5:30pm

## **Registration Fees:**

Early-Bird Rates Expire December 21, 2009

\$549 single delegate

\$1000 two delegates

\$1500 three delegates

(fees in Canadian Dollars)

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

*Acuity Forums is supporting hoHOTo efforts to raise funds for the Daily Bread Food Bank of Toronto, \$5.00 from every registration received by December 16, 2009 will go directly to support hoHOTo. [hohoto.ca](http://hohoto.ca)*

## **Speakers Include:**

THORNLEY FALLIS

IDEA COULTURE

RADIAN6

CENTRE OF EXCELLENCE FOR

PUBLIC SECTOR MARKETING

LEDGIT CONSULTING INC.

SHES CONNECTED MULTIMEDIA CORP

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