

From: The Canadian Institute

To: Communicators

Subject: The Web is evolving – Is your communications plan?

The ever-evolving “blogosphere” remains largely uncharted territory for Canada’s business communicators. The technical advances and practical applications are multiplying faster than they can be learned. Communicators agree that “New Media” is a mind-set shift, as well as a practice shift that needs to be adopted. Experts in the field agree that the first step is the biggest, and most challenging. *The Canadian Institute’s New Media for Communications* conference will lower the hurdle, making it easier for communicators to make the leap.

Join us at *The Canadian Institute’s New Media for Communications* event and get the tools you require to leverage your marketing opportunities and extend your reach to new and existing consumers. Meet with leading edge experts, bloggers, podcasters, colleagues and competitors for the latest information on:

- > The what and how of: Blogs, Podcasts, Wikis, RSS, Search Engine Optimization, Tags, and more
- > How the advent of Web 2.0 will affect traditional media

- > Bridging the gap between communications and technology
- > Why companies are creating their own Blogs, and the impact they will have on employees and customers
- > Creating, maintaining, managing and promoting your Blog
- > Shifting to a “many-to-many” messaging mindset
- > Providing customers what they want, where they want it, and when they want it
- > More!

Upload and refresh your new media pages by attending **New Media for Communications** on November 28 & 29, 2006. Choose from 4 informative and energizing Interactive Learning Sessions on November 27 & 30th. Call or click today!

1-877-927-7936 or www.canadianinstitute.com/newmedia

Expert Faculty

Chairs:

David Jones

Senior Vice President
Fleishman-Hillard Canada

Michael O’Connor Clarke

Vice President, Marqui Inc.

Speakers

Nyla Ahmad

Senior Director, Strategic Partners
RCI Rogers Inc.

Terry Fallis

President, Thornley Fallis Group

Kristian Foster

Manager, Media Intelligence
CNW Group

Andrew Goodman

Founder and Principal
PageZero Media

Leigh Himel

President and CEO,
oponia networks inc.

Leona Hobbs

Manager, Partner Marketing,
Connected Life, Yahoo!

Brendan Hodgson

Director of Internet
Communications
Hill and Knowlton Canada

Mitch Joel

President, Twist Image

Sumeet Khana

Director, Communication Services
MSN Canada

Professor Elizabeth Littlejohn

Communication, Culture and Information
Technology, Sheridan Institute of
Technology and Advanced Learning and
the University of Toronto at Mississauga

Jeff Morton

eBusiness and CRM Manager
Ford of Canada

John Perenack

Principal, Room 40 Communications

Andrew Schiavetti

Communications Manager - Primary
Brand, Car, Special Markets
Ford of Canada

Brenda Sweeney, B.A., M.S.c.

Professor and Program Coordinator,
Corporate Communications
Sheridan Institute of Technology and
Advanced Learning

Joseph Thornley

CEO and Chairman
Thornley Fallis Group

Cameron Wong

Principal, Razorbraille Creative

Interactive Learning Session Leaders:

David Bradfield

Senior Vice President, iStudio

Terry Fallis

President, Thornley Fallis Group

Carol Hama

Director of Learning Strategies
Lambda Solutions

Leigh Himel

President and CEO, oponia networks inc.

Mitch Joel

President, Twist Image

David Jones

Senior Vice-President
Fleishman-Hillard Canada

Shevy Levy

President and CEO, Lambda Solutions

Michael O’Connor Clarke

Vice President, Marqui Inc.

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For more information, contact Business Development Executive **Daniel Gellman** at **416-927-0718 ext. 389**, toll-free **1-877-927-0718 ext. 389** or by email at d.gellman@CanadianInstitute.com.



The Canadian Public
Relations Society, Inc.

The Canadian Public Relations Society, Inc. (CPRS) is Canada's only professional association representing 1,700 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 our web site for more information. www.cprs.ca

WHO SHOULD ATTEND

Vice Presidents, Directors, Managers and Specialists in:

- > Media Relations
- > Public Relations
- > Public Affairs
- > Marketing
- > Strategic Communications
- > Internet Communications
- > Product/Brand Managers
- > Promotions / Advertising
- > Employee/Internal Communications
- > Human Resources
- > Investor Relations
- > Web-Based Applications
- > Sales

Register at 1-877-927-7936 or in Toronto 416-927-7936 or www.CanadianInstitute.com/newmedia

Tuesday, November 28, 2006

8:00 Registration Opens and Coffee Served

9:00 **Opening Remarks from the Chair**

David Jones
Senior Vice-President
Fleishman-Hillard Canada

9:15 **Blogosphere and Beyond: A Guide to the New Media Frontier**

Brenda Sweeney, B.A., M.S.c.
Professor and Program Coordinator,
Corporate Communications
Sheridan Institute of Technology and Advanced Learning

Professor Elizabeth Littlejohn
Communication, Culture and Information Technology
Sheridan Institute of Technology and Advanced Learning
and the University of Toronto at Mississauga

Don't know your RSS from your elbow? Still wondering "what's a Wiki?" This opening session will provide you with the terms and definitions for navigating the new media arena. Use your handy bookmark to keep up during the rest of the conference.

This session will illuminate the what and how of:

- > Blogs
- > Podcasts
- > Vlogs
- > Wikis
- > RSS
- > Search Engine Optimization
- > Web 2.0
- > Tags
- > CGM (Consumer Generated Media)
- > IPTV (Internet Protocol Television)
- > More!

10:00 **Networking Coffee Break**

10:15 **No Control or KNOW Control: What Communicators Need To Know About A World of User-Generated Content, Blogs, Social Networks and Mobility**

Mitch Joel
President
Twist Image

With the advent and proliferation of new media outlets, communicators find themselves at a crossroads. The notion of message control is being wrestled from the communicator's grasp and put into the hands of the consumer. A new mindset shift must take place in order to use these new tools to maximum effect. How do you keep control in a seemingly uncontrollable environment?

- > Delivering and maintaining messages in a verticalized world
- > Bridging the gap between communications and technology
- > Negotiating the quickened pace and monitoring the "snowball effect"
- > Deploying new strategies and monitoring the results

11:00 **The Blog is in the M.A.I.L: How to Enter and Stay in the New Media Hemisphere**

David Jones
Senior Vice-President
Fleishman-Hillard Canada

With the onslaught of new communications avenues under the new media catch-all, many communicators feel the need to leap before they look. Instead, a platform approach may be the best way to utilize opportunities and maximize returns.

- > **Monitor:** Learn how to find what the blogosphere is saying about you and the issues you care about
- > **Analyze:** Using a variety of web-based tools, get a read on tone, volume and influence
- > **Interact:** Tips and techniques for getting involved with bloggers – how and how not to contact these citizen journalists
- > **Lead:** Determine if joining the conversation with your own blog presence is right for you

11:45 **Networking Luncheon for Delegates and Speakers**

1:00 **Internal Communications: Pros and Cons of Introducing Blogs to your Employees**

Sumeet Khana
Director, Communication Services
MSN Canada

The blogosphere can provide unlimited, and unfiltered, insight into an organization's policies, procedures, and products—especially when employees are allowed, and even encouraged to blog. How do you mitigate the risks of giving away the company secrets? Is a 'carte blanche' blogging initiative the right one for you?

- > Setting parameters and recommendations for employee bloggers
- > Walking the fine line between message control and perceived censorship
- > Who blogs? Who should blog? Who shouldn't blog?
- > Can you successfully monitor and regulate your in-house bloggers?

1:45 **Blog Frenzy: Reacting to Crises in Blog Time**

John Perenack
Principal
Room 40 Communications

Blogs can be created anytime, by anyone, about anything and are increasingly becoming a focal point of discussion on the internet and beyond. With accelerated time and accumulated voices, a rumour or negative message can be circulated before you're even aware of it. How do – and should – Blogs and their online community discussions fit into your overall issue and crisis response plans? The savvy communicator needs to have a proactive response, even when the response is in reaction.

Register at 1-877-927-7936 or in Toronto 416-927-7936 or www.CanadianInstitute.com/newmedia

- > Dealing with blogs, associated message boards and web sites in traditional issue and crisis management situations
- > Managing issues in the blogosphere at an early stage to determine who is involved and what is being said
- > Developing comprehensive strategies to quell blogging streams
- > Determining how and when to respond to issues; Mitigating risk by carefully deciding who should respond and what should be said

2:30 Networking Coffee Break

2:45 If You Build It, Will They Come?: Sustaining a Successful Blog

Joseph Thornley
CEO and Chairman
Thornley Fallis Group

In the rush to establish a blog presence, many bloggers haven't looked beyond the start-up phase. Once the "honeymoon" is over, how do you maintain and build your blog?

- > Establishing a clear perspective for your blog, its continuity and its relevance
- > Finding an audience and keeping them engaged
- > Networking with other bloggers to create community and reciprocity
- > Creating a stringent routine for blog upkeep
- > Extracting tangible results to justify the blog

3:30 Measuring the Effectiveness of your New Media Initiatives

Kristian Foster
Manager, Media Intelligence
CNW Group

What is the return on investment when you incorporate Blogs into your media and marketing campaigns? What tools, if any, can you utilize to quantify this new media? How do you rank or prioritize the Blogs to pay attention to, in order to be most efficient? What are the measurement criteria?

- > What do Blogs cost and what is the return on investment?
- > How effective is a Blog to reach your target audience?
- > How do the results stack up and how do Blogs deliver value?
- > Which measurement tools are available to assess how effective your media and marketing campaigns are?
- > How do Blogs incite the right behaviour?
- > Measuring the ROI of Blog monitoring: Do the risks warrant the cost and effort?

4:15 Chair's Recap and Conference Adjourns

Networking Cocktail Reception



Wednesday, November 29, 2006

8:30 Coffee Served

9:00 Opening Remarks from the Chair

Michael O'Connor Clarke
Vice-President
Marqui Inc.

9:15 Day 2 Overview: Social Media — Buzzword or Future Wave?

Michael O'Connor Clarke
Vice-President
Marqui Inc.

In broadening the scope of the conference, Michael O'Connor Clarke will take you into the world of Social Media, illuminating how the internet is evolving from a culture of "window-shopping" to one of the "virtual watercooler", and what it means for communicators.

- > Control issues: Does the advent of social media mean relinquishing message control?
- > Maintaining brand integrity and authenticity
- > Shifting to a many-to-many messaging mindset
- > Brain switch: Creating "left-brained" messages based on measurements and results

10:00 Networking Coffee Break

10:15 Look Who's Talking, Too: Podcasting as a Medium for the Message and How to Know if it's Right for You

Terry Fallis
President
Thornley Fallis Group

With the market saturation of iPods followed the podcast. While the podcast certainly lends tone and personality to an organization's message, is it the right avenue for everyone? Who's listening?

- > Determining if your podcast has an audience
- > Building podcast loyalty
- > What have you got to say? What's the best way to say it?
- > Is producing a podcast worth its return on investment?

11:00 Creating Community: Harnessing the Social Network to Further your Message

Leona Hobbs
Manager, Partner Marketing, Connected Life
Yahoo!

The social aspect of the new media world creates avenues to spread your message to a broader spectrum. How can you use it to your advantage?

- > Creating a message that will resonate with those who are “plugged in”
- > Mining the grassroots mentality for maximum exposure and proliferation
- > Tracking your message’s progress as it spreads
- > Catch and release: Reeling your message in to make changes – and sending it out again

11:45 Networking Luncheon for Delegates and Speakers

1:00 It’s in their Hands: The Impact of Changing Consumer Trends and User Generated Media on the Communicator’s Role

Moderator:

Nyla Ahmad

Senior Director, Strategic Partners, RCI Rogers Inc.

Panelists

Leigh Himel

President and CEO, oponia networks inc.

Brendan Hodgson

Director of Internet Communications,
Hill and Knowlton Canada

Mitch Joel

President, Twist Image

The traditional linear value chain [creators – distributors – marketers – consumers] is being disrupted due to the mass penetration of broadband, evolution of IP and mobile delivery networks, and the onslaught of IP-ready devices in consumers’ hands. Today, creators are distributors, consumers are creators, marketers are replaced by search engine algorithms, and distributors can be totally bypassed. The straight line has changed into a circle with the consumer in the middle. What effects does this have on the way you message to your buyers and the way your business plan must adapt?

- > Providing consumers what they want, where they want it, when they want it
- > Is Canada keeping up? Roadblocks and solutions to broadening consumer access
- > Looking at leading industries (music, movies, TV) for trends and pitfalls
- > Should companies trust their customers to take away what they want and send forward their own altered messages? Do they have a choice?
- > Instilling trust and loyalty by letting your stakeholder do the talking
- > Building a solid message base that won’t compromise your reputation if altered or re-conceived by your users
- > Utilizing “User Generated Media” as a signpost of transparency

2:45 Networking Coffee Break

3:00 “Focus” on User-Generated Media: How Ford took the “buzz” to create the Buzz

Jeff Morton

eBusiness and CRM Manager, Ford of Canada

Andrew Schiavetti

Communications Manager – Primary Brand, Car, Special Markets, Ford of Canada

Ford of Canada’s “Buzz” campaign for the Focus brand put the message in the hands of its consumers. In a drive to increase brand consideration in the young urban demographic, Ford branched from its successful TV platform to the internet. This session outlines the steps of the campaign from creation to implementation and the results garnered.

- > Building awareness of the media-of-choice for the target demographic
- > Recognizing the benefits of “hands-off” branding
- > Branching from loyalty-based consumers to reach new potentials
- > Cultivating a brand personality that speaks to the target market
- > Recognizing new avenues to reach consumers: Moving beyond the one-way media world to engage interactivity among potential buyers
- > Key insights and findings

3:45 Visits to Votes: Weaving a Political Campaign Trail on the Web

Cameron Wong

Principal, Razorbraille Creative

In the US, Howard Dean made a splash not only for his volatility, but for using the web to connect millions of “Deaniacs” with his campaign for president, and for collecting their small personal donations in record numbers. How does the web change the relationship between candidate and supporter? And what is the strategy that turns Toronto Mayor David Miller’s web visitors into supporters?

- > Campaign websites – what works and what doesn’t?
- > Turning policy messages into interactive web content
- > Soliciting donations online: Taking tips from US Republicans
- > Volunteers – using the web to make a tough job easier

4:30 Greatest Hits: Search Engine Optimization Tips and Tools

Andrew Goodman

Founder and Principal, PageZero Media

While “to google” is now accepted as a verb in our lexicon, what does it mean for companies and organizations with information and messages on the web? Can you design your site, and pad your blogs to be search-friendly? How important is it?

- > Understanding search engine criteria to better create search-friendly material
- > Differentiating the engines: Do they all search alike?
- > Key factors to optimize your place on the hit list
- > Send out a search party: Pitfalls to avoid

5:15 Chair’s Closing Remarks and Conference Concludes

Monday, November 27, 2006

Interactive Learning Session

A

A Communicator's Manual to Setting up and Managing Your Own Corporate Blog

9:00 a.m. – 12:30 p.m.
(Registration opens at 8:30 a.m.)

Leader:

David Bradfield
Senior Vice President
iStudio

New technology advances often inspire a rush to "dive in" into the new pool. Blogs have changed the way we communicate and are changing the way companies do business. Don't be the last to leverage the benefits of a corporate blog. This interactive learning session will make sure the pool is actually filled before you take the plunge.

Specific areas of instruction include:

- > Where did blogs come from and where are they going?
- > Developing a relevant approach to producing a corporate blog
- > Evaluating the tools available
- > Creating a blog step-by-step
- > Becoming aware of related blog technology and applications
- > How to manage your blog and bloggers
- > Integrating your blog into the blogosphere
- > Avoiding the pitfalls of blogging

If you're ready to get your feet wet, or wade deeper into the water, enroll in this session today!

David Bradfield is Senior Vice President of iStudio, a leading Internet communication firm. He manages the strategic communications practice which helps organizations improve the management and performance of integrated online communication programs. He has worked for diverse clients such as Bell Canada, GlaxoSmithKline, Hudson's Bay Company, Kids Help Phone, Magna International, McCain and Royal Bank of Canada.

David is one of iStudio's principal bloggers, contributing to the agency's industry blog (iBlog). He also works with some of iStudio's leading clients and PR agency partners to define and implement blogging initiatives.

In 2000-2001, David was President of IABC/Toronto, the world's largest chapter of the International Association of Business Communicators. David has a Bachelor of Arts in Communication Studies from Wilfrid Laurier University and a Public Relations Certificate (Honours) from Humber College.

**I am definitely creating my own
Blog as soon as
I get back home!**

Daniele Dufour
Director of Communications, Michelin Canada

B

A Step-By-Step Guide to Planning and Executing a Successful Webinar

1:30 p.m. - 5:00 p.m.
(Registration opens at 1:00 p.m.)

Leaders:

Shevy Levy
President and CEO, Lambda Solutions

Carol Hama
Director of Learning Strategies, Lambda Solutions

This session will examine ways to successfully design synchronous training so it is interactive, engaging and instructive. You will learn from different case studies how to address the special learner needs, the need to design for both technical and non-technical audiences, and how to develop your session under aggressive timelines. Building upon the information presented in the case studies, you will also see examples of effective interactive techniques that you can use. A number of activities will be presented in the context of learning styles. These techniques use common collaboration tools found in most virtual classroom and meeting products.

In this session, you will learn:

- > What types of classroom courses can be converted to synchronous courses
- > How to design different types of interactivity into your synchronous sessions
- > How to tailor the synchronous sessions to different learners styles
- > How to use the SME's help to develop course materials
- > Methods for fostering student participation in the virtual classroom
- > Ways to determine how long it will take to develop synchronous sessions

Space is limited. Register now!

Shevy Levy is the founder and President of Lambda Solutions, an international provider of innovative learning solutions, specializing in the design and delivery of effective technology-based training environments and the development of custom performance support systems. She has been involved in the start-up of a number of other companies in the software and media sectors. In particular, she served as a lead educational product designer at Click2Learn where she applied her extensive experience in curriculum design and implementation of computer-based instruction. Her formal education includes a B.Sc in Mathematics from Haifa University, Israel, and an M.Sc in Mathematics Education from Simon Fraser University. Currently, she is enrolled as a Ph.D. Candidate at the University of British Columbia. Shevy presently sits on the Board of Directors of eLearning BC.

Carol Hama has been in the field of Learning and Development for 20 years. Prior to coming on board with Lambda, Carol was instrumental in developing Envision Financial's international award winning Corporate University Envision U and all its components including a Learning Management System. Carol was the 2003 BC HRMA Award of Excellence Recipient, and has been featured in Training Magazine, The National Post, The New York Financial Times, and most recently was the recipient of 2nd place as Corporate University leader of the Year, CUBIC.

Register at 1-877-927-7936 or in Toronto 416-927-7936 or www.CanadianInstitute.com/newmedia

C

Next Level New Media for Communications – 9:00 a.m. – 12:30 p.m. (Registration Opens 8:30 a.m.)

Leaders:

David Bradfield
Senior Vice President, iStudio

Mitch Joel
President, Twist Image

Michael O'Connor Clarke
Vice-President, Marqui Inc.

Leigh Himel
President and CEO
oponia networks inc.

David Jones
Vice-President
Fleishman-Hillard Canada

**ADVANCED
NEW MEDIA
COMMUNICATORS MAY
REGISTER FOR THIS
SESSION AS A
STAND-ALONE!**

This mini-conference is designed for those with a grasp of the technological advances that are on the horizon in the new media realm. Expanding on the sessions covered at the two-day conference, this interactive session will be hosted by leaders on the cusp of the “yet-to-come”. If it’s on your radar, you can learn more about it here.

Take-aways from this tutorial:

- > The advent of Web 2.0 and how it will change the internet
- > Applications for decentralizing the internet
- > Riding the changes to the audience interface and strategizing accordingly

Get ahead of the curve by registering for this unique session today!

David Bradfield is Senior Vice President of (see Interactive Learning Session A’ for bio)

Leigh Himel is the co-founder and president of Oponia Networks Inc. a Toronto-based software start-up developing distributed applications for the consumer and enterprise markets. Formerly, Leigh was the director of Client Services at MacLaren McCann Interactive where she provided strategic direction to clients, including Xbox, Rogers Communications, Nestle, McNeil Consumer Healthcare and General Motors. She holds a degree in Environmental Resource Management from U of T and worked as an environmental planner in Europe where she focused on policy implementation of the EU Directive on Environmental Impact Assessment. With her belief that networks are similar to ecosystems and that technology has now become biology, her background has provided an important backdrop to how she thinks about networked communications.

Mitch Joel is a marketing and communications visionary, interactive expert, Blogger and believer in doing the impossible. Mitch is Vice-Chairman (Quebec) for IAB Canada (Interactive Advertising Bureau) and has many roles within the CMA (Canadian Marketing Association). In 2002, Twist Image won the Boomerang Award for “Innovation in

Technology.” Twist Image is included in Bull Market, Seth Godin’s directory of the Top 500 creative/marketing firms worldwide.

David Jones joined Fleishman-Hillard Canada in May 2006 and brings over 15 years of experience in the public relations industry. At Thornley Fallis Communications, David built and led the consumer marketing, sports and financial side of the client roster, working on award-winning programs for Molson Canada and leading the Gillette, Charles Schwab and Nike accounts. He also served at Molson Canada as the brewery’s Director of Public Relations for english Canada, leading PR activities including the world’s largest single-day ticketed concert—the Molson Canadian Rocks Toronto SARS benefit concert.

An award-winning PR professional, David manages a full roster of private and public sector clients, and has earned a reputation as a leading advocate of social media. He blogs at www.prworks.ca and is the co-host of the Inside PR podcast (www.insidepr.ca).

Michael O’Connor Clarke has spent almost twenty years in and around the corporate communications universe, including stints as a Senior Vice President and Practice Director with two of the world’s largest PR agencies. He is currently Vice President, Business Development for Marqui; a Vancouver-based developer of marketing automation software. In other roles he has lead worldwide marketing for a large publicly-traded technology firm, been part of a team that took a software startup from zero to IPO in nine months, and provided strategic communications counsel to clients such as AOL, Compaq, eBay, H&R Block, Intel, MDS, and many others. A blogger since 2000, Michael currently writes for a number of well-known weblogs, including Flackster – a blog focused on the changing nature of public relations.

D

Hear, Hear! How to Produce Your Own Podcast and Get People Listening 1:30 p.m. - 5:00 p.m. (Registration Opens 1:00 p.m.)

Terry Fallis
President, Thornley Fallis Group

Producing your own podcast is cumbersome, bothersome, expensive, and ineffective. This session will break the myths often associated with podcast production and guide you through the process from conception to launch.

The session will focus on:

- > The A-Z of what you’ll need to get started, and keep going
- > Effective writing for podcasts
- > Budgeting podcast production
- > Audience metrics
- > What it takes to manage and maintain your podcast

**Listen and learn at this special interactive session.
No earphones required. Enroll today!**

Terry Fallis is a seasoned public affairs and communications professional with over 20 years of experience. Terry manages a broad range of communications and public affairs issues for public and private sector clients in many fields. He has also gained considerable experience in assembling and managing alliances to meet communications and public affairs objectives. His current and past clients include federal and provincial governments, fortune 500 companies, leading industry associations, and not-for-profit organizations. Prior to co-founding Thornley Fallis Inc. in 1995, Terry served as President and C.E.O. of Berger & Associates, one of Canada’s oldest public relations firms. Before that, Terry spent more than six years with a major public affairs and public relations consulting agency, where he was Vice President.

