

Social Media in Marketing

Hear what major companies are doing with interactive social media to boost marketing

2-DAY LIVE COURSE + 1 LIVE INTERACTIVE WEBINAR

Workshop Included: Inspiring Market Responsiveness Through Social Networking

who should attend

VPs, Directors & Managers of Marketing, Advertising, Sales Promotion, Brand & Product Management, Public Relations, Media Planning, Internet/Intranets, Corporate Communications, Customer Relations

course highlights

- Hear what major companies are doing with interactive social media to clearly hear the voice of the customer
- Take a close look at the value offered by social media
- Lay the groundwork for an expanded marketing strategy to establish an online community to help you to fulfill your strategic goals
- Explore the options and their usefulness in reaching customers, shareholders, investors, media and bloggers
- Uncover the social media public relations approach to engaging customers, increasing brand awareness and turning your customers into brand advocates
- Develop a social media-focused strategy that's integrated with conventional off-line communications and marketing tactics

LIVE COURSE INTERACTIVE WEBINAR

INTERNATIONAL WEBINAR DISCUSSION PANEL

SEPTEMBER 27, 2010 - 1:15 - 2:15 ET

B2B SOCIAL MEDIA MARKETING: FACTORS FOR SUCCESS

What are the key factors for success in business-to-business social media marketing? This international panel will provide insights into the breakthrough thinking, the strategies and the best practices for making the most of B2B marketing as part of your multi-channel approach.

- Leveraging social media as a B2B market research tool
- Effective B2B lead generation strategies
- Relationship marketing rising: networking and the community
- Essentials of B2B social media monitoring and feedback
- Content management and engagement reliance
- B2B brand touchpoint management
- Identifying relevant metrics for measuring success
- B2B marketing going mobile

WEBINAR PANELISTS

Panelists will answer your questions

INTERNATIONAL PANEL

PAUL GILLIN



Paul Gillin is a writer, speaker and online marketing consultant. He specializes in social media and the application of personal publishing to brand awareness and business marketing. His books include *The New Influencers* (2007), *Secrets of Social Media Marketing* (2008), *The Joy of Geocaching* (co-authored with wife Dana in 2010) and *Social Marketing to the Business Customer* (co-authored with Eric Schwartzman, January, 2011). He is a veteran technology journalist with more than 25 years of editorial leadership experience.

JIM LETWIN



Jim Letwin is the President and co-owner of **JAN Kelley Marketing**, a full service marketing and communications agency located in Burlington Ontario. The agency's clients include International Truck and Engine Corporation, Dofasco, Reliance Home Comfort, DuPont Performance Coatings, IAPA, and AIC. He joined the agency in 1986, after more than seven successful years in Marketing Brand Management with Ralston Purina, Warner Lambert and SC Johnson.

as well as:

MANISH MEHTA

Manish Mehta is Vice President, Social Media and Community, **Dell Inc.** As director of global eCommerce for Dell, he is responsible for all of dell.com content and design worldwide across every product line and business segment. Prior to his current role, he held various entrepreneurial roles at Dell. He was responsible for Dell's Global eBusiness and CRM strategy across all transactional and relationship businesses for Dell, reporting to Dell's chief marketing officer.

LIVE COURSE FACULTY

COURSE LEADER

HOWARD OLIVER



Howard Oliver is the CEO and founder of **What If What Next™**, a firm that specializes in Web 2.0 PR and prides itself on delivering strong results in brand recognition, media coverage and growing web footprint. For more than 25 years, he has been an entrepreneur, writer, thought leader and PR guru.

DIANE MCELROY



Diane McElroy, Senior Vice-President, is practice leader of **Aon Consulting Inc.**'s Communications Practice, bringing over 30 years of experience in the development and implementation of strategic communications plans.

KAREN SEWARD



As Executive Vice-President, Business Development and Marketing for **Shepell-fgi**, Karen Seward leads the development of innovative health management products and prevention tools that promote workplace health.

JULIAN MILLS



Julian Mills is a Senior Consultant with **Prescient Digital Media**. He has over 20 years of experience in web strategy and design, marketing, management, business development, publishing and writing. His areas of expertise include leading intranet and Internet projects.

MIKE SPEAR



Mike Spear is Director of Corporate Communications for **Genome Alberta**, a not-for profit research funding organization. **Genome Alberta** has created a successful Genomics news application on Facebook, and incorporates Twitter, a corporate blog, and YouTube into their communications activities. He is a former journalist with the CBC and was a SysOp for CompuServe, an early pioneer in social media.

CO-LECTURERS

DUNCAN CARD



Duncan Card, Partner at **Bennett Jones LLP**, is one of Canada's leading technology and e-Commerce lawyers. He was the lawyer for the first franchise of Yahoo! in the world, for the first sale of insurance over the Internet in the world, and for the first live transmission of TV over the Internet in the world.

ANITA DIPAOLO-BOOTH



Anita DiPaolo-Booth, an accomplished marketing executive with experience in financial marketing has a well rounded suite of business competencies including business leadership, strategic planning, public relations, sponsorship and brand management. She has held management positions for two of the largest banks in Canada. In 2005, she joined **Genworth Financial Canada**, as their Marketing Leader.

LESLIE HETHERINGTON



Leslie Hetherington, APR, is Past President of IABC/Toronto and a Principal of **LASH Communications Group**. She is an accredited, award-winning and versatile marketing communications and PR professional with agency and in-house experience across diverse corporate, public sector and not-for-profit organizations.

MILA MIRONOVA



Mila Mironova has 14 years of experience in the mobile communications industry and currently serves as the Marketing Communications Manager for **Nokia Canada**. She is responsible for developing integrated campaigns, which are a combination of traditional and non-traditional media, PR, online, word-of-mouth marketing, etc.

JANIS NIXON



Janis Nixon is Director of Marketing, Universal Island Def Jam at **Universal Music Canada, Inc.** She is currently a New Media Marketing Instructor at Harris Institute For The Arts.

PAUL REGAN



Paul Regan has led the digital thinking of large firms for the last 15 years. He spent 10 years at Fidelity Investments Canada Ltd., within their eBusiness and Marketing divisions, 3 years at The Globe and Mail investigating new solutions to drive The Globe's digital strategy and the last 2 years at **Scotiabank**, as the Director of Digital Marketing.

MELINDA E. VAN PATTER



Melinda E. Van Patter is an Account Executive at **Marketwire**, a global newswire organization, helping clients to get their news in front of stakeholders, investors, the financial community, the media and online communities. She previously worked at The Canadian Press, Canada's National News Agency.

MARTIN WAXMAN



Martin Waxman is the president and co-founder of **Palette Public Relations** and has worked in communications and public relations for 25 years specializing in consumer marketing, product launches, corporate and internal communications and entertainment. He leads his firm's social media practice.

JOANNE ROSS

Joanne Ross is Director of Regional Marketing, Central Region, for **Ivanhoe Cambridge Inc.** In 1996, she joined the shopping centre marketing field, eventually rising to a regional level with the company and was transferred to Toronto in 2002.

LIVE COURSE PROGRAM

TAPPING INTO THE ONLINE COMMUNITY WITH A NEW MEDIA MARKETING STRATEGY

The power of online marketing, mobile internet, real-time and social media is capturing the attention of adherents and cynics alike. This session discusses the steps for laying the groundwork for an expanded marketing strategy to establish an online community to help you to fulfill your strategic goals.

- Getting familiar with the social media marketing tools
- Assessing the social media marketing competitive landscape
- Defining business goals of your social media marketing strategy
- Increasing stakeholder interest, receptiveness and buy-in to online innovation

SEIZING THE SOCIAL MEDIA OPPORTUNITIES TO STRENGTHEN MARKETING FOCUS

This presentation will reveal how social media can serve as a low-cost solution to ratchet up your ability to be more nimble and attuned to the marketplace, and to increase the impact and success of your marketing strategies.

- Social media market research approaches that are most effective
- Spotting market trends and shifts in consumer patterns and opinions
- Discovering the communities where your customers meet
- Identifying customer preferences to adapt and focus your marketing strategies

A NEW MEDIA PUBLIC RELATIONS APPROACH TO BRANDING & BRAND LOYALTY

Vitality and relevance are essential to branding in an increasingly wireless world. This session will uncover the social media public relations approach to engaging customers, increasing brand awareness and turning your customers into brand advocates.

- How the social media PR approach is making a difference
- Corporate branding: the allure of openness and accessibility
- Beyond building brand awareness: the value of sharing with a friend
- Customer engagement: creating an affinity to strengthen brand loyalty

SOCIAL MEDIA MARKETING: A NEW SPHERE OF INFLUENCE FOR INTERNAL COMMUNICATION

Social media offers an economical opportunity to achieve greater penetration in marketing campaigns as well as a higher degree of visibility of products and services available. This session will focus on using these elements as part of a comprehensive marketing strategy to influence customer behaviour and preferences.

- Successful practices in online community development
- How to create a buzz online: techniques for increasing word-of-mouth activity

- Bloggers rising: leveraging online community influencers
- Contributing to external blogs and forums

BRAND EVOLUTION & INNOVATION VIA INTERACTIVE MARKETING STRATEGIES

The interactive nature of the social media can greatly accelerate the evolution of your existing brands and generate recommendations from online communities that can trigger innovations. This discussion will look at how to use social media strategies to refresh your brands and generate new ideas for innovation.

- Conducting a results-oriented social media communications audit
- Re-evaluating your brand in the social media world
- The role of new marketing media in refreshing your brand
- Providing the proper catalysts to trigger community member involvement
- Leveraging real-time customer insights to propel innovation
- Instructive practices for effective crowd sourcing

MARKETING COMMUNICATIONS INTEGRATION: IN WITH THE NEW & IN WITH THE OLD

Without a strategic goal and direction from the onset, social media initiatives are likely to fail. This presentation will take you through a methodology for developing a social media-focused strategy that is integrated with conventional off-line communications and marketing tactics.

- Determining which social media platforms make the most sense for your audience and needs
- Leveraging social media's strengths within a strategic communications plan
- Defining measurable objectives aligned with your social media tactics
- Redefining your goals and expectations within the social media space
- Mitigating risks and establishing critical success factors for your strategy
- Setting benchmarks and evaluating your outcomes

GENOME ALBERTA CASE STUDY: SOCIAL MEDIA IN THE COMMUNICATIONS MIX

Focus on your audience and your story and then tackle which social media tools to use and how to make them part of a broader communications strategy. Drawing from a background where content is key, this session will help you navigate the ever-changing new media world, cutting past the theory and linking up to specific examples of Facebook, Twitter and blogs that are integrated into the communications mix.

- Navigating the ever-changing new media world
- Making the best and most efficient use of social media tools
- How to make the content meet your objectives

LIVE COURSE PROGRAM

EXPANDING NEW MEDIA CHANNELS AND AUDIENCE REACH

The marketing and public relations roles require change and adaptation with a new and growing list of social media channels for communication, including Twitter, Smart phones, blogs, podcasts, online videos, RSS feeds and others. You must listen, monitor, share, engage and learn from online audiences. This session will explore the options and their usefulness in reaching customers, shareholders, investors, media and bloggers.

- Best use of news and online content to drive traffic to your web site
- Twitter and micro blogging: their potential as part of the mix
- Realizing the audience capture potential of online videos

MEASURING NEW MEDIA MARKETING IMPACT AND ROI

What are the best methods for measuring the impact of your social media strategies? This session takes a close look at the value offered by social media and outline how can you measure the return and the benefits that you are getting from your investment.

- Utilizing social media monitoring tools: what is available and how they work
- Identifying the components of a measurement framework to determine ROI
- Setting targets and benchmarks for your social media campaign

USING SOCIAL MEDIA TO PLAN/ROLL OUT AND GROW A CAMPAIGN

Whether in the political arena or in the world of consumer products and services, social media has transformed the way in which marketing professionals plan, implement and grow a marketing campaign. Social media isn't designed to replace more traditional marketing tools, but can be effectively used as part of an integrated plan. This session will explore how social media can be instrumental in planning, rolling out and growing a marketing campaign.

- Think beyond the traditional marketing tools
- Integrating social media into your current marketing program
- Test, learn and grow your campaign

LEVERAGING SOCIAL MEDIA TO BUILD TRUST AND CONNECTION WITH YOUR CUSTOMERS

To maintain and grow a loyal customer base, business must continually adapt and elevate their marketing efforts, in order to keep their connection fresh and vital in changing times. Leveraging social media to build trust and connection with your customers has its challenges as well as opportunities.

- Tips for integrating social media with traditional marketing tools
- Making sure that your company and brand is fairly and accurately represented
- Moderating customer-generated content

WORKSHOP

Workshop Leader:

HOWARD OLIVER
What If What Next™

INSPIRING MARKET RESPONSIVENESS THROUGH SOCIAL NETWORKING

This session will discuss what major companies are doing with interactive social media to clearly hear the voice of the customer and to use social networking to get the most from customer interaction, engagement and consultation.

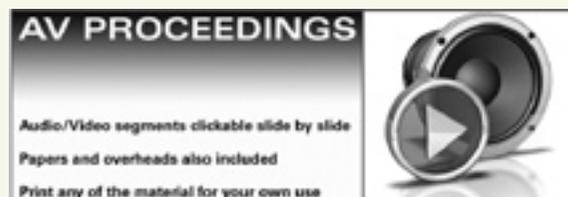
- Comparing social media strategic options for customer engagement
- Encouraging customer responsiveness: optimizing the interface and support
- Engagement and commitment: making the most of the sense of community
- Tips for avoiding confusion over communication content and interpretation

SOCIAL MEDIA MARKETING: AVOIDING THE LEGAL PITFALLS

An imperative for marketing via social media is risk management. Marketing efforts into the social media activities and related "real estate" has many legal risks. You must understand those risks, and know how to manage them.

- What are the most serious legal risks for social media marketing?
- Libel issues: cyber libel vs. other libel actions
- Protecting brand and reputation in the context of unpredictable social media "content"

AV PROCEEDINGS CD



MULTIMEDIA PRESENTATIONS (MP CD)

Your registration includes an interactive multimedia database comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio or video and accompanying slides. You may also purchase the multimedia proceedings of the course which will be available on CD-ROM 60 days after the course.

INCORPORATING BLOGS IN YOUR SOCIAL MEDIA STRATEGY

Eli Singer,
Spencer Francey Peters
Time: 48

SOCIAL MARKETING: ALBERTA'S TOBACCO REDUCTION STRATEGY

Kiann McNeill,
Alberta Alcohol and Drug Abuse Commission (AADAC)
Time: 58

ONLINE MARKETING STRATEGIES

Jess McMullin,
nForm
Time: 75

WORD-OF-MOUTH: EFFECTIVE BRANDING ON THE CHEAP

Jeremy Logan,
Canadian Scooter Corp.
Time: 30 Slides: 22

PITCHING A SEAMLESS BRAND EXPERIENCE THROUGH TRADITIONAL & E-MARKETING CAMPAIGNS

Eli Singer,
CundariSFP
Time: 40

MEASURING THE EFFECTIVENESS OF ONLINE MEDIA WITHIN A MULTIMEDIA CAMPAIGN

Robert Levy,
BrandSpark International
Time: 73 Slides: 33

APPLYING VIRAL MARKETING & "TIPPING POINT" PRINCIPLES TO GOVERNMENT MARKETING

Guy Laflamme,
National Capital Commission
Time: 50 Slides: 55

USING SOCIAL MARKETING IN EXTERNAL COMMUNICATIONS INITIATIVES IN THE REGIONAL MUNICIPALITY OF YORK

Patrick Casey,
Regional Municipality of York
Time: 44 Slides: 36

A DISCUSSION OF WEB 2.0

Howard Oliver,
What If What Next™
Tiem: 72

WEB 2.0 PUBLIC RELATIONS FOR HEALTHCARE

Howard Oliver,
What If What Next™
Time: 49

MONITORING & MEASURING SOCIAL MEDIA

Alan Chumley,
Hill & Knowlton Canada
Time: 30 Slides: 23

WEB 2.0 IMPLICATIONS FOR CORPORATE INTRANETS

Angela Wissink,
CBC/Radio-Canada
Time: 41

WEB 2.0: THE NEW IM FRONTIER

Alex Beraskow & Nick McKeown,
ITINET Group Inc.
Time: 61 Slides: 23

BRINGING THE PROMISE OF WEB 2.0 INSIDE THE FIREWALL

Randy Woods,
non-linear creations inc.
Time: 42

WEB 2.0 COPYRIGHT ISSUES

Jill Jarvis-Tonus,
Bereskin & Parr
Time: 37 Slides: 54

Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Courtyard by Marriott Downtown Toronto, 475 Yonge Street, Toronto, ON, M4Y 1X7

Cost: The attendance fee for the course is \$1975 per person and covers attendance for one person and the lecturers' presentation material as well as the webinar and the multimedia presentations listed above. The fee further includes lunch on both days, morning coffee on both days and refreshments during all breaks. You may purchase a CD containing the edited AV Proceedings of the course and webinar.

Time: This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to September 14, 2010. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has special team discounts. Groups of 3 or more from the same organization receive a 10% discount. Groups of 7 or more from the same organization receive a 15% discount.

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TO REGISTER FOR SOCIAL MEDIA IN MARKETING

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 AMEX VISA MASTER CARD Signature: _____
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REGISTRATION COSTS

NUMBER OF PARTICIPANTS: _____
 COURSE (WEBINAR + MP CD INCLUDED): \$1975
 COURSE + AV PROCEEDINGS: \$1975 + \$175 = \$2150
 AV PROCEEDINGS: \$599
 WEBINAR: \$499

NOTE: Please add 13% HST to all prices.
 Proceedings CD-ROM will be available 60 days after the course takes place

Enclose your cheque payable to Federated Press in the amount of:

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Payment must be received prior to September 20, 2010

For additional delegates please duplicate this form and follow the normal registration process