

2.0^{GOV}

STRATEGIC SOCIAL MEDIA ENGAGEMENT FOR GOVERNMENT

13th (Mon) & 14th (Tue) December, 2010 - Crowne Plaza, Canberra

6th (Mon) & 7th (Tue) December, 2010 - Mandarin Oriental, Singapore

8th (Wed) & 9th (Thu) December, 2010 - JW Marriott, Kuala Lumpur

Limited to 25 participants This workshop is developed by the Centre of Excellence for Public Sector Marketing (CEPSM) incorporating latest Canadian case studies.



MIKE KUJAWSKI

- Social Media Strategist, CEPSM
- Successfully Developed Numerous Public Sector 2.0 Projects
- Pioneer in Social Media
- Engaging, Passionate and Highly Praised Workshop Facilitator
- Received International Attention on Government 2.0 Best Practises Wiki
- Successfully Moderated Our First Gov 2.0 workshops in Kuala Lumpur and Singapore in December, 2009

Organised by



Supported by



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MIKE KUJAWSKI



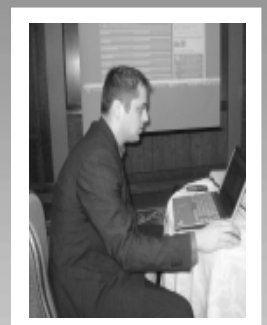
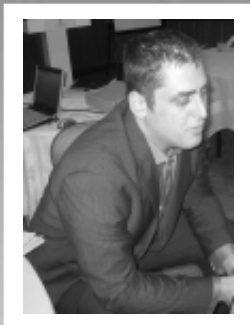
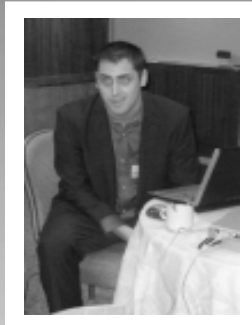
Mike Kujawski is a passionate consultant, trainer and speaker, on the topic of strategic marketing and digital engagement. His specific niche and personal mission is to help governments, non-profits and associations excel in the modern social media landscape through careful, strategic planning. In 2005, Mike helped launch the Centre of Excellence for Public Sector Marketing (CEPSM), where he currently leads all major digital marketing client initiatives in Canada and abroad.

Mike's recent consulting work includes the development of comprehensive social media strategies, guidelines and/or audits for Transport Canada, Museum of Nature, Public Safety Canada, National Gallery of Canada, Industry Canada and the Canadian Air Transport Security Authority. Mike has also led the development of comprehensive marketing/communications plans for the Department of National Defence, the Public Service Commission and Infrastructure Ontario.

Over and above his consulting work, Mike is a distinguished international speaker, engaging blogger and highly sought out trainer in his field. He created Canada's first national workshop and comprehensive workbook on how to develop a social media engagement strategy in a public sector setting. Mike has been invited to speak at hundreds of public sector and non-profit conferences, panels and events all around the globe on the topics of new marketing, modern communications, social media, government 2.0 and the importance of developing a strategy before executing tactics. He frequently provides strategic advice to central government agencies in Canada such as the Treasury Board Secretariat, the Privy Council Office, the Office of the Auditor General and the Senate.

In addition to his work with CEPSM clients, Mike teaches the social media module for the Professional Certificate in Public Sector Marketing Program at Carleton University. In 2008, Mike created the Government 2.0 Best Practices Wiki, which has garnered international attention as the first collaborative central archive of government social media initiatives, guidelines and best-practices in Canada and abroad.

Mike has also worked as a Business Professor at Heritage College where he taught numerous modules in the "Small Business Development" program. Additionally, Mike has skills in desktop publishing, event planning, web development and graphic design. He holds a Bachelor of Commerce (honours) degree from the Sprott School of Business at Carleton University, with concentrations in both Marketing and International Business, as well as a Web Designer Certificate from Algonquin College.



"Keep it up! Engaging presentation!" - **Public Utilities Board (PUB), Singapore**

"Well Done!! Lets have Mike back real soon! Cheers!" - **Tan Tock Seng Hospital, Singapore**

"Knows subject matter very well. Very Practical and good examples" - **Nanyang Polytechnic, Singapore**

"Excellent!" - **People Association, Singapore**

"Interesting presentation and materials" - **National Cancer Centre Singapore**

Excellent (rated '10' for both content and presentation) - **Prime Minister Office, Malaysia**

"Excellent Workshop" - **Central Bank Malaysia**

"Had fun and learned a lot! Hope to see Mike again." - **Malaysian Communications And Multimedia Commission**

"Good enough for me. Thanks" - **University Teknologi Malaysia**

- DELEGATE REMARKS -
DEC, 2009 - KUALA LUMPUR
& SINGAPORE



The Centre of Excellence for Public Sector Marketing (CEPSM) was created in 2005 with a clear mission to help governments, non-profits, and associations all around the world overcome the unique challenges they face in their marketing and communications initiatives. Their core functions are speaking, training and consulting.



WHY SHOULD YOU ATTEND?

We now live in an era where every function within an organization, especially those of marketing and communications, is being fundamentally redefined – by our customers and clients! This is true in every sector. Organizations are no longer in full control of their brands. Today, consumers and citizens have easy, free access to collaborative publishing and conversation platforms. **The whole Web 2.0 revolution is essentially synonymous with the democratization of the internet.** It's about 2-way conversation as opposed to 1-way communication; collaboration and sharing as opposed to silos and information control. The technological barriers that have restricted the common individual from creating content and publishing it to the world are no longer present. Now anyone can instantaneously start a blog, post a video, tweet, share a document, write a review, join a social network and have their content made available to, and accessed by a worldwide online population of 2 billion individuals. Incredibly, there are still over 200,000 new blogs being created every day. Bloggers publish over 1.6 million posts per day, or over 18 updates a second¹. Facebook has surpassed 550 million users! LinkedIn is now the world's largest professional network, with over 80 million users. Twitter, a real-time, public, short messaging platform, is used by well over 160 million people worldwide, with over 1000 tweets going out every second. There are more podcasts in the world than there are radio stations. The variety of topics covers every niche imaginable. What's more, the widespread adoption of geo-tagging and location based mobile services is slowly making the concept of privacy extinct in exchange for just-in-time convenience. Where is all of this taking us?

To take advantage of the opportunities and deal with the challenges presented by this new digital universe, public sector organizations need to employ a strategic approach when undertaking social media engagement initiatives. This intensive, highly engaging 2-day workshop is being delivered by Mike Kujawski, Vice-President of the Centre of Excellence for Public Sector Marketing. It has been designed to provide a practical, strategic approach to engaging on social media channels within a public sector environment based on best practices from around the world.

Goal of the Workshop

To provide public servants with a structured, strategic framework for engaging in the modern digital space and the social media channels within it.

WHAT WILL YOU LEARN?

- An understanding of the foundational elements of web 2.0, social media, government 2.0, and related terms
- The latest internet usage statistics and social media user segmentation
- The latest definitions, statistics and potential uses of blogs, microblogs, location-based services, social networks, podcasts, wikis, video-sharing sites, etc...
- The crucial organizational culture changes that are required for widespread adoption
- How to set realistic digital engagement objectives that are aligned with your organizational strategy
- How to monitor social media channels to provide you with crucial business intelligence
- How to drastically build up your web presence/digital footprint (i.e. dominate search results)
- How to establish relations with influential online content creators in your industry
- How to measure performance of your digital engagement activities
- How to mitigate potential risks and threats such as privacy and security of information
- How leverage the wisdom of the crowd by "crowdsourcing" certain elements of your job
- How to save a considerable amount of money by using free, web-based applications
- How to improve the efficiency of your internal processes by using collaborative tools
- How to stay well ahead of the curve at all times through participation in online gov 2.0 communities
- How others are working around and/or within various government policies and acts
- The latest examples of effective social media adoption in governments around the world
- How to develop a strategic framework for your next social media engagement initiative

WHAT WILL YOU TAKE AWAY?

- PDF copy of the Social Media Marketing Workbook
- PDF copy of the Social Media Marketing Presentation

WHO MUST ATTEND

- Public Communication Head and Team
- Public Affairs Head and Team
- Corporate Communication Head
- Public Information Head and Team
- New Media and Interactive Media Manager
- Intranet and Internet Manager
- Government Online Head and Team
- Web Content Head and Team
- Personal Assistant to Minister
- Media relation Manager

Workshop Schedule:

- 08:00 AM Registration
- 09:00 AM Workshop commences
- 10:15 AM Morning Refreshments (15 minutes)
- 12:45 PM Networking Luncheon
- 01:45 PM Workshop Resumes
- 03:30 PM Afternoon Refreshment (15 minutes)
- 05:00 PM Workshop Ends

AGENDA

- **Day 1:** Interactive presentation covering the learning objectives
 - **Day 2:** Facilitated working session: The Social Media Engagement Plan Framework - A 10 Step **Hands-on approach** using CEPISM's exclusive Social Media Engagement Workbook.
- Note: Delegates MUST bring along their notebook on Day 2 to fully benefit from certain hands-on exercises covered in the workbook.**

The purpose of the day 2 working session is to work with participants to fill out the blanks and questions that need to be addressed before an effective social media engagement plan can be written and implemented. The CEPISM workbook/presentation format has been designed to allow for maximum interaction and productivity (given the time constraint). After certain steps are presented, participants will be given a brief 5-10 minute period to fill out the questions for that step. A few of the steps are to be completed by participants on their computers as they require access to the internet.

- **Step 1:** Understand what you are up against
- **Step 2:** Set social media engagement goals
- **Step 3:** Conduct a digital presence audit
- **Step 4:** Conduct a SWOT analysis
- **Step 5:** Set SMART social media engagement objectives
- **Step 6:** Determine your strategy for each objective
- **Step 7:** Determine your tactics for each strategy
- **Step 8:** Develop a social media governance document
- **Step 9:** Develop an implementation plan and high-level budget
- **Step 10:** Continually evaluate and adjust



At the end of this process, workshop participants will have a solid social media engagement framework that will allow them to move forward with their initiative. A major advantage of using social media channels to engage with target audiences (and existing clients) is the fact that most tools and applications are free. As a result, tremendous cost-savings can be achieved. CEPISM's own participation and engagement with the social media community provides them with access to all the latest social media monitoring tools and custom applications as they are released. All the tools used throughout the workbook and presentation can be easily obtained by participants at no charge.

The Social Media Engagement Plan & Execution

- Step 1:** Understand what you are up against
- Step 2:** Set social media engagement goals
 - What are your main social media engagement goals?
- Step 3:** Conduct a digital presence audit
 - What keywords should you be monitoring?
 - Who is competing with you for attention?
 - What is the level of social media discussion surrounding your brand vs. your topic area?
 - How are people using these channels surrounding your issue?
 - Who is your social media engagement target audience?
- Step 4:** Conduct a SWOT analysis
 - What are some internal strengths and weaknesses that could affect the outcome of your social media engagement initiative?
 - What are some external opportunities and threats that could affect the outcome of your social media engagement initiative?
- Step 5:** Set SMART social media engagement objectives
 - Pick one of your initial goals. What are your corresponding objectives?
- Step 6:** Determine your strategy for each objective
 - Pick one of your initial objectives. What are your corresponding strategies?
- Step 7:** Determine your tactics for each strategy
 - Pick one of your initial strategies. What are your corresponding tactics?
- Step 8:** Develop a social media governance document
 - What are some of your existing applicable policies and acts from which you can derive content from?
 - Who within your organization could potentially serve as the first "official" empowered account manager?
- Step 9:** Develop an implementation plan and high-level budget
 - Can you arrange three of your tactics into the following high-level implementation plan template?
- Step 10:** Continually evaluate and adjust
 - Can you fill out the following chart for your existing social media activities?

