

September 25 – 26, 2018 • Ottawa, Ontario

Digital Transformation of PUBLIC SECTOR MARKETING

YOUR FACILITY HEAR FROM EXPERIENCED LEADERS



Thierry Weissenburger,
Head of Innovation,
**CANADIAN TRADE COMMISSIONER
SERVICE**



Mike Marks, Head of Marketing,
ADOBE CANADA



Gil Côté,
Digital Transformation Architect,
CANCENTRIC SOLUTIONS



Ana Lissansky, Manager, Digital,
INVEST IN CANADA



Scott McNaughton,
Chief, User Centred Design Team,
TRANSPORT CANADA



Jon Mamela, Chief Marketing Officer and
SVP Marketing & Sales,
DESTINATION CANADA

INFONEX
Professional Development

Embrace Digital Marketing to Connect with Citizens and Meet Your Communication Goals

- ✓ Learn how to acquire ideal customers through segmentation, targeting and positioning
- ✓ Extract meaning and action from your marketing analytics
- ✓ Leverage mobile to stay in touch with your market
- ✓ Get an overview of guidelines and standards
- ✓ Learn about governance and oversight: defining accountability
- ✓ Examine approaches for aligning your strategy with departmental communications plans
- ✓ Understand the rules of engagement: risks of using digital marketing, moderation criteria, response time expectations, consequences for violation
- ✓ Learn what you need for evaluation and measurement: what, when and how to measure
- ✓ Gain insight into using digital marketing tools and techniques to engage with people across various platforms

REGISTER TODAY!

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Day One: Tuesday, September 25, 2018

Driving ROI: Maximize the Benefits of Public Sector Channel Shift

- Go beyond saving money and increasing efficiency
- Challenges of outdated tools
- How to advice for email, text messaging and social media
- Success stories

Visual Communication and Storytelling

- Competing for engagement in a changing environment
- Visual communication: telling your story by many means
- Data visualization, infographics, animation and interactivity
- Best practices for visual storytelling; playing nice in an accessible world
- Platforms and tools
- An infographic exercise: pulling a visual story from text content

Networking Break

CASE STUDY: Delivering Services with Impact through Client Segmentation and Positioning

- What is the Trade Commissioner Service (TCS)?
- Client acquisition and service issues facing the TCS
- TCS transformation: differentiation of services, digital options, and provision of seamless federal services to businesses
- Progress and learnings to date

CASE STUDY: "Hub" Process for Intake of IM/IT Projects Using Design Thinking

Luncheon Break

Increasing Citizen Trust and Engagement with Government

- Utilizing citizen journey, mobile, design, relevance and relationship
- Increase trust and engagement
- Improve relationship
- Benefit from cost-effective digital service delivery

Networking Break

Applying Design Thinking in Government Communications

- User at the heart of the strategy
- Listening - for real
- Deep customization
- What are the right questions?
- Don't tell - show
- Call to participate vs. call to action
- Deploy design thinking as an organizational strategy
- Integrate the needs of people, the possibilities of technology and the requirements for government communicates success

Digital Transformation: Increasing the Velocity of Digital Change in the Public Sector

- Why is digital transformation so difficult?
- What is citizen-centred transformation?
- Role of performance metrics
- Lessons learned from transformation projects with the Government of Canada
- How to lead, manage and increase the velocity of transformation

Day Two: Wednesday, September 26, 2018

Breaking Through: Driving Demand for Canada's Tourism Economy in a Digital Age

Canada competes against many destinations for the hearts, minds and wallets of international travellers. To compel international travellers to visit Canada versus our competition requires a mindful balance between the poetry and plumbing of effective content marketing. Learn how Destination Canada has transformed itself from paid media marketer to a content-first media organization and benefit from the lessons learned in driving demand for Canada's tourism economy.

Connecting the Dots: A Holistic Approach to Improving the Quality of Your Content

- The importance of looking at the bigger picture
- The three key elements to creating content that matters
- Why and how content can fail
- Tips on how to connect everything together

Networking Break

Twitter in the Govsphere: What Works and What Doesn't

- Key steps you need to get up and running
- Identifying ways to use Twitter for analytics
- Dos and don'ts to increase the scope of your Twitter network
- How federal agencies are effectively expanding their network
- How using this important tool can help accomplish your mission

Changing Role of Public Sector Marketing and Communications Departments

- Impact of technology on communication and marketing strategies
- What are leading organizations doing?
- What changes can we expect over the next 2-5 years?

Luncheon Break

How We Improved Citizen Engagement with Our Organization

- Five ways to improve citizen engagement initiatives
- How to design and implement citizen participation programs effectively
- How more citizens can be brought into the decision-making process
- Latest developments in making government more responsive and effective
- How to improve the current approach to engagement

Networking Break

Content Marketing: Examples of Proven Strategies

- Translating content that is compelling to decision makers
- How to map your target audience
- Five essential steps to diversifying your content formats
- Translating content in a constantly changing industry
- Identifying, preventing and avoiding government marketing pitfalls

Video Power: Increase Reach and Accessibility

- How the use of video can be used for informing and empowering citizens
- Five steps to using video as a comprehensive communication strategy
- How video content increases engagement with target audiences
- How to successfully express your core message
- Tips, tricks and techniques on how to make the best use of video

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THREE KEY BENEFITS OF ATTENDING

- 1) Get proactive strategies on integrating social media and emerging digital channels into your overall communications strategy
- 2) Understand the rules of engagement: risks of using digital marketing, moderation criteria, response time expectations, consequences for violation
- 3) Learn about governance and oversight and how to define accountability

REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

1 PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs. _____ Title _____

Organization _____

Name of Approving Manager _____ Title _____

Address _____

City _____ Province _____ Postal Code _____

Telephone () _____ Ext _____ Fax () _____

Email address _____

Company's main line of business _____ Number of Employees: _____

2 SELECT YOUR PREFERRED PAYMENT METHOD

Prices subject to HST.	FULL PRICE	Register by July 27
Course for Groups of 3 +	\$2,199 each	\$1,899 each
Course for Groups of 2	\$2,299 each	\$1,999 each
Course for 1 Registrant	\$2,399	\$2,099

*Groups must register together at the same time to be eligible for group rates.

Method of Payment: VISA MasterCard Cheque enclosed, payable to INFONEX Inc.

Cardholders Name: _____

Card Number: _____ Exp. Date: _____ / _____

CVV/CSC: _____ Signature: _____

Please check box if you are GST/HST exempt Exemption # _____

3 SEND US YOUR REGISTRATION

GST/HST No. R134050012

 **FAX:** 1.800.558.6520

 **EMAIL:** register@infonex.ca

 **TELEPHONE:** 1.800.474.4829

 **WEBSITE:** www.infonex.ca

 **MAIL:** INFONEX INC.
360 Bay Street, Suite 900
Toronto, Ontario M5H 2V6

LOCATION:

Digital Transformation of Public Sector Marketing will be held at a convenient downtown location in Ottawa which could include the Ottawa Conference and Event Centre or the Radisson Hotel Parliament Hill. Detailed venue information will be forthcoming as it becomes available.

YOUR REGISTRATION INCLUDES:

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

SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

If you would like to increase your visibility with public sector communications professionals you need to be at *Digital Transformation of Public Sector Marketing*. A limited number of sponsorship options are available.

Contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at sponsorship@infonex.ca.

CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.ca or fax to 1-800-558-6520 **no later than September 11, 2018**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **September 11, 2018**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by September 11, 2018**, and fail to attend will be liable for the entire registration fee.

DISCOUNT CODE: 1308-W

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