



Public Enterprise Governance Centre - Member Webinar

Topic:

Social Media Strategy Development: Lessons from VIA Rail Inc.

Speaker:

Richard Marginson, Community Manager, VIA Rail Canada Inc.

Tuesday, December 13, 2011

Time: 1:30 p.m. E.S.T.

[10:30 a.m. P.S.T., 11:30 a.m. M.S.T., 12:30 noon C.S.T., 2:30 p.m. A.S.T.]

Duration of Webinar: 45 minutes

Dial-In Information:

1-866-305-1460

Access Code: 2543910

Website: <http://www.onconference.com/webinar.php>

In this installment of our *Member Webinar series*, Richard Marginson, Community Manager, VIA Rail Canada Inc., will discuss the lessons-learned and benefits from the Crown corporation's "thoughtful and transformative" social media strategy.

Social media has quickly risen to become an important element of interacting with an organization's employees, customers and the general public. The widespread use of social media is blurring the lines between personal and professional—creating risks and opportunities for organizations. Richard will discuss the development of VIA Rail Inc's social media strategy and the organization's social media policy. Following some opening remarks, he will engage with members of the PEGC in a question and answer session.

To register: please send an email to Michael Bassett (bassett@conferenceboard.ca)

To access the webinar: please follow the instructions on page two.

For more information on the speaker: see page three.



How to Participate in the Webinar

A webinar involves both visuals (provided through the internet) and sound (provided by your telephone). As such you will need to log onto a website and dial-in to a teleconference call.

How to Hear the Webinar:

The audio portion of a webinar functions in the same way as a teleconference. As such, all you need is your phone and the dial in information.

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1-866-305-1460
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Note: Once you have dialed into the conference call line, please be sure to press the ‘MUTE’ button on your telephone. This will prevent excessive background noise on the line once the presentation begins. If you would like to ask a question, remember to un-mute your telephone first.

How to See the Webinar:

In addition to the audio portion, a webinar also allows you to view a presentation at your desk through the internet.

Before the Webinar:

Before you can watch a webinar, you will need to test your internet browser (Internet Explorer, Firefox, or Safari) to make sure that it has the right programs. To do this, enter the following address in your internet browser <http://test.callinfo.com>

The page that opens will let you know whether or not you have the correct configuration (green light) to join a web conference as a participant. If you don't have the configuration needed, please click on the link that says “click here for system requirements” and you can install the appropriate software upgrade.

The Day of the Webinar

Each participant will need to:

1. Dial into the conference call line; and
2. Log into the website.

To log into the webinar, go to <http://www.onconference.com/webinar.php>. Click on the link that says “Join a Conference” on the left-hand side of the page. You'll be prompted to enter the phone number (1-866-305-1460) and the access code (2543910).

If you have any problems logging in on the day of the webinar, please contact **Michael Bassett 613-526-3090 ext 253**.