

Welcome to the Concept Jam

Innovative concepts that unlock the value of social media for your brand

Social media represents a new frontier in marketing. Its full potential lies in realigning your entire organization to offer your customers, your team and your supporters your very best. Through social media you can:

- **Build stronger relationships** with customers, supporters and employees
- **Fuel continuous innovation** among connected, empowered team members
- **Achieve faster, better decisions** through real-time feedback and discussion
- **Align your work** with the deepest values and capacities of your organization and team

The Concept Jam is a **workshop-driven strategy process** that lets your realize the full potential of social media for your organization by finding the brilliant concept for your next social media project.

That concept will lay the foundation for your social media success by answering the questions that make someone visit or contribute to your site: Why am I here? And what can I do?

Your team will leave with new knowledge, skills and ways of working together.

And you'll leave with a clear vision: the concept that unlocks the value of social media for your brand and organization.

The Concept Jam process centers on a **day-long workshop** in which we invite your team to jump into the world of social media through a series of creative exercises that enable everyone to contribute –

The day of the workshop at a glance

Introduction

What is social media?

Framing

Who are we trying to reach?

What are our goals for each audience? What do we want that audience to know, think or do?

Informed brainstorming

How are other people using social media?

How could we apply these approaches and tools to achieving our goals?

Storytelling: Blogs, video, audio, photo sharing

Knowledge sharing: Wikis, social bookmarking

Connecting: Social networking, event planning, calendaring

Prioritizing options

Individual voting: which ideas are most valuable to the organization? Which ideas would you want to participate in yourself?

Value/resource matrix

Rank the most popular ideas. Which offer the greatest value? What are the low-hanging fruit?

Wrap-up

What have you learned? What are you most excited about pursuing?

whether they're social media-savvy or barely online. We dive right in with you, adding our knowledge, experience and creativity to the wisdom in the room.

Before the workshop

We design your workshop to fit your specific priorities, culture and needs. We send you a self-assessment tool that identifies your key goals, audiences and assets. We review a draft agenda with your core project team and seed the visioning process with initial ideas. And we distribute a pre-workshop e-mail that starts your team thinking before they even get in the room.

After the workshop

You'll receive a concept report within two weeks of your workshop. This high-level document showcases the 3-6 options your team created together. It's half vision, half road map.

We do your concepts justice by summarizing:

- Core vision
- Audiences
- Main features
- Related sites
- Value to user
- Value to you

You can use your concept to tell the story of how social media can help your organization achieve its full potential.

Book your workshop today

For more information, or to book your Concept Jam workshop, call us at 604.568.8787. Or e-mail us at info@socialsignal.com.

Our principals



Alexandra Samuel, CEO

Alexandra is an online strategist whose recent projects include CompuMentor's NetSquared, The Elders' web strategy and a Facebook application and social media strategy for BC Hydro. The social network she conceived for the PLAN Institute recently received a major grant from the Robert Wood Johnston Foundation to fund a 15-month pilot.

Alexandra holds a Ph.D. in Political Science from Harvard University, where she researched new frontiers in online political engagement.



Rob Cottingham, President

Rob is a seasoned communications strategist and veteran speechwriter whose projects have ranged from the Confeederation.ca election blog aggregator to Vancity's Webby-nominated ChangeEverything.ca. He is a frequent speaker and workshop leader on social media, for audiences that range from the Canadian Marketing Association to NetSquared.

Rob maintains a long-running blog at robcottingham.ca and draws the popular Noise to Signal cartoon at socialsignal.com/n2s.