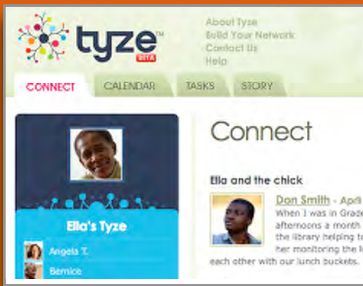


THE CONCEPT JAMM

Behind every great social media project is a great idea.

This is where great social media ideas are made.

WORK WITH THE TEAM THAT DEVELOPED ONLINE COMMUNITY CONCEPTS FOR...



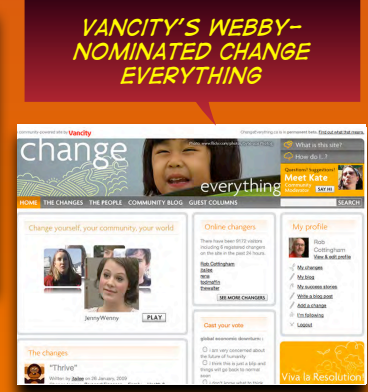
TYZE.ORG



COMPLUTOR'S NETSQUARED



BC HYDRO'S FACEBOOK GREEN GIFTS



VANCITY'S WEBBY-NOMINATED CHANGE EVERYTHING

WELCOME TO THE CONCEPT JAM

A WORKSHOP-DRIVEN STRATEGY PROCESS THAT FINDS THE BRILLIANT CONCEPT* FOR YOUR NEXT SOCIAL MEDIA PROJECT.

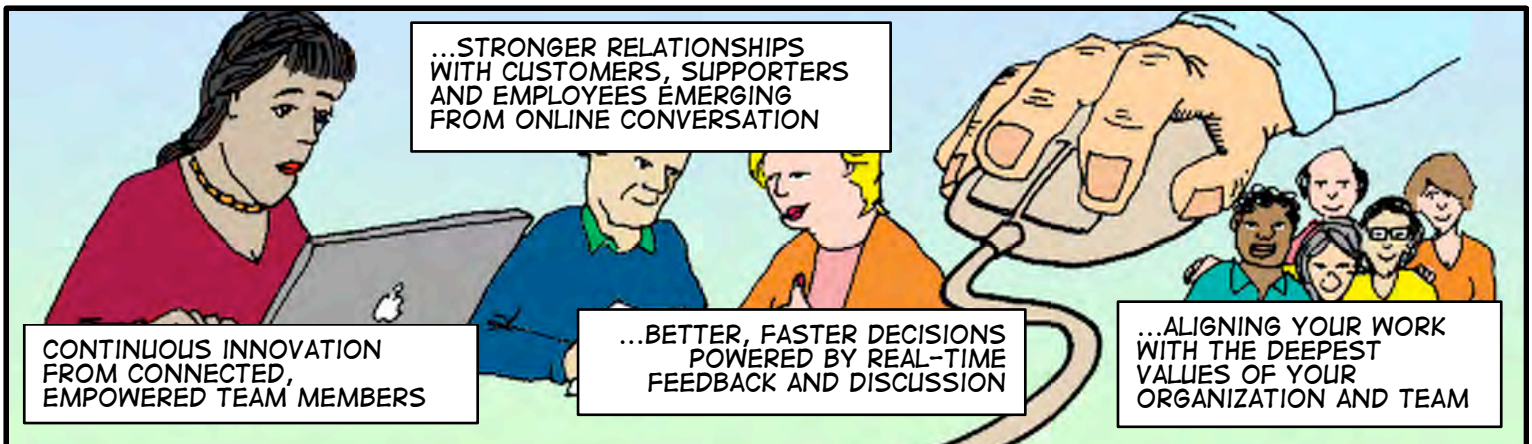
YOUR TEAM
WILL LEAVE WITH NEW
KNOWLEDGE, SKILLS AND WAYS
OF WORKING TOGETHER.

AND YOU'LL LEAVE WITH A CLEAR VISION:
THE CONCEPT THAT
UNLOCKS THE VALUE OF
SOCIAL MEDIA FOR YOUR
BRAND AND ORGANIZATION.

* A CONCEPT LAYS THE FOUNDATION FOR SOCIAL MEDIA SUCCESS. IT ANSWERS THE QUESTIONS THAT MAKE SOMEONE VISIT OR CONTRIBUTE TO YOUR SITE: **WHY AM I HERE** AND **WHAT CAN I DO?**

SOCIAL MEDIA THAT DELIVERS

WE HELP YOU USE SOCIAL MEDIA MARKETING AS A CATALYST FOR ACHIEVING YOUR ORGANIZATION'S GOALS



OUR APPROACH...

A DISCOVERY PROCESS LEADING TO A WORKSHOP THAT MIRRORS THE BEST OF THE SOCIAL WEB: CONVERSATIONAL, PRAGMATIC AND LOTS OF FUN.

WE INVITE YOUR TEAM TO JUMP IN USING CREATIVE EXERCISES THAT ELICIT VALUABLE CONTRIBUTIONS FROM THE BLOG-SAVVY TO THE WEB-SHY



WE DIVE RIGHT IN WITH YOU ADDING OUR KNOWLEDGE, EXPERIENCE AND CREATIVITY TO THE WISDOM IN THE ROOM



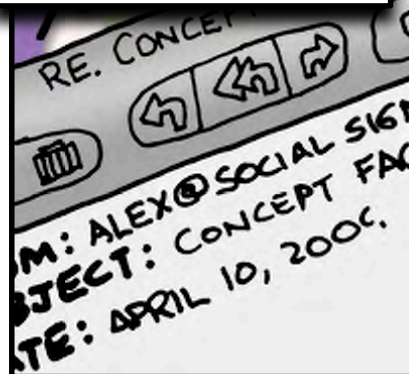
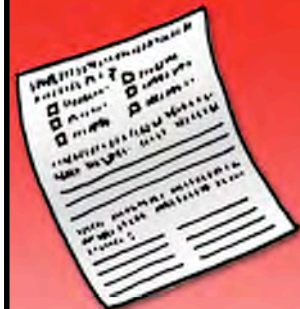
PREPARING FOR YOUR WORKSHOP...

THE CONCEPT JAM IS DESIGNED TO ADDRESS YOUR PRIORITIES AND FIT YOUR CULTURE. TO TAILOR THE WORKSHOP TO YOUR NEEDS, WE...

...SEND YOU A SELF-ASSESSMENT TOOL TO IDENTIFY YOUR GOALS AND ASSETS...

...REVIEW A DRAFT AGENDA WITH YOUR CORE PROJECT TEAM AND SEED THE VISIONING PROCESS WITH INITIAL IDEAS...

...AND DISTRIBUTE AN E-MAIL WITH 1-3 QUESTIONS THAT PARTICIPANTS WILL CONSIDER BEFOREHAND



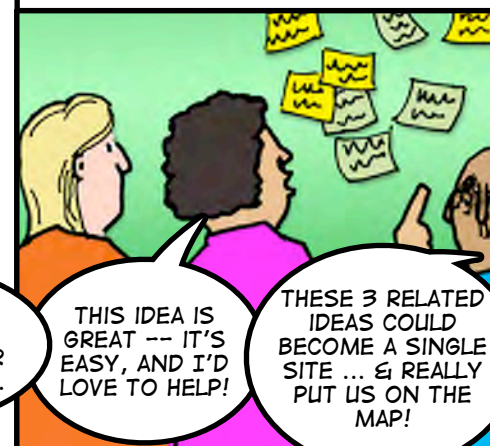
THE DAY OF YOUR WORKSHOP...

WE LEAD YOUR TEAM THROUGH AN INTENSIVE PROCESS OF VISIONING, LEARNING, BRAINSTORMING AND PRIORITIZING THAT BRINGS OUT YOUR BEST

WE IDENTIFY YOUR CORE GOALS, AUDIENCES AND ASSETS...

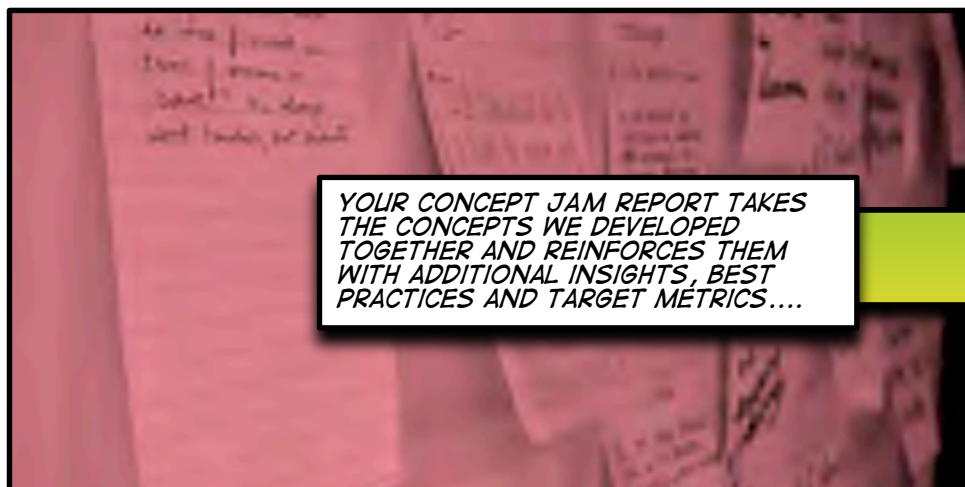
WE SURVEY BEST PRACTICES & GENERATE IDEAS...

...AND WE PRIORITIZE AND RANK THE BEST

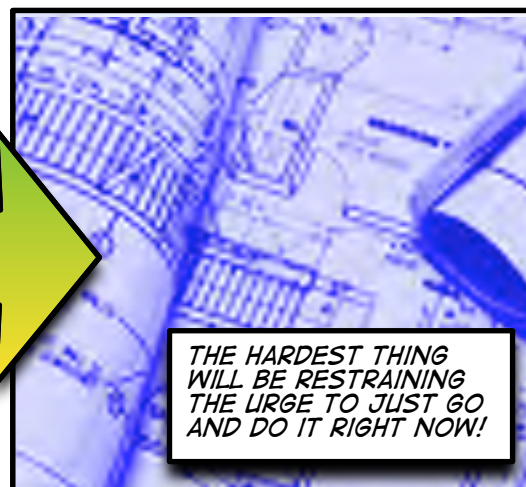


AFTER YOUR WORKSHOP...

YOUR TOP OPTIONS WILL BE MAPPED OUT IN A DOCUMENT YOU CAN USE TO TURN VISION INTO REALITY



YOUR CONCEPT JAM REPORT TAKES THE CONCEPTS WE DEVELOPED TOGETHER AND REINFORCES THEM WITH ADDITIONAL INSIGHTS, BEST PRACTICES AND TARGET METRICS....



THE HARDEST THING WILL BE RESTRAINING THE URGE TO JUST GO AND DO IT RIGHT NOW!

BOOK YOUR JAM TODAY...

OR BORROW FROM OUR SAMPLE AGENDA

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?



MEET YOUR NEW SOCIAL MEDIA CONCEPT

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

USE YOUR CONCEPT TO TELL THE STORY OF HOW SOCIAL MEDIA CAN HELP YOUR ORGANIZATION ACHIEVE ITS FULL POTENTIAL.



INFORMED BRAINSTORMING

HOW ARE OTHER PEOPLE USING SOCIAL MEDIA?

HOW COULD WE APPLY THESE APPROACHES AND TOOLS TO ACHIEVING OUR GOALS?



STORY TELLING
(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?

WHAT COMES NEXT?

PUT OUR EXPERIENCED SOCIAL MEDIA INNOVATORS TO WORK FOR YOU. OUR CONCEPT WORK IS INFORMED BY 10 YEARS OF RESEARCH INTO ONLINE PARTICIPATION, 15 YEARS OF EXPERIENCE IN ONLINE MARKETING, AND TWO DOZEN PROVEN SOCIAL MEDIA PROJECTS.

WE KNOW HOW TO BRING YOUR SOCIAL MEDIA PROJECT TO LIFE.

COMING OUT OF THE CONCEPT JAM, CLIENTS OFTEN ASK US TO ADVISE ON EVALUATING, PILOTING OR IMPLEMENTING A CONCEPT..

...OR TO CREATE TECHNICAL BLUEPRINTS AND ENGAGEMENT PLANS THAT GUIDE IMPLEMENTATION.



ROB COTTINGHAM,
PRESIDENT

ALEXANDRA SAMUEL, PH.D.
CEO

BOOK YOUR CONCEPT JAM TODAY

FOR MORE INFORMATION, OR TO BOOK YOUR CONCEPT JAM, CALL US AT 604-568-8787...

...OR E-MAIL US AT INFO@SOCIALSIGNAL.COM