



Online community.  
Real-world impact.

## Word Power: Finding your blog's unique voice

Co-sponsored by the Hollyhock Leadership Institute and Web of Change

### ***A workshop with Alexandra Samuel and Rob Cottingham of Social Signal***

*May 17-21, 2006 – Hollyhock Centre, British Columbia*

Turn blogging into a strategic tool for engaging your critical audiences, starting with this four-day workshop. You'll learn how to create an authentic, distinctive voice for yourself or your organization, and open a new, direct channel to your employees, members, stakeholders and the public.

We'll position blogging within your communications strategy while we sharpen the writing skills this unique new medium demands. We'll explore a range of strategic blogging applications: from leadership communications to crisis management, from issue advocacy to community-building, and from real-time messaging to team collaboration. And we'll tackle challenges like topic choice, audience targeting, calibrating tone and building readership. Our bonus tech teach-ins will give you hands-on experience with a range of blogging tools.

Experienced bloggers and novices alike will learn how to use blogs to provide effective thought leadership, integrate blogging across communication channels, and tap the power of the networked world of bloggers – as well as what makes a great blog, and a great blogger.

### **What you'll learn**

- Defining your blog's mission
- Choosing compelling subjects
- Delivering a key message by blog
- Shaping a blogging strategy
- Building relationships with bloggers and readers
- Promoting your blog's visibility
- Developing humour as a communications tool
- Photo blogging and podcasting
- Extending your reach with RSS
- Harnessing your blog's success

### **Workshop format**

Each morning and afternoon session will cover a different strategic, communications or technical challenge, including hands-on group and individual exercises. Evening sessions will review the day's work and offer participants a chance to share their expertise and benefit from the group's feedback. And a free afternoon for hiking, kayaking and other activities will give you a break while you enjoy Hollyhock's spectacular surroundings.

### **How to register**

To register visit [www.hollyhock.ca](http://www.hollyhock.ca) or e-mail [registration@hollyhock.ca](mailto:registration@hollyhock.ca).

Tuition: \$395 CDN, \$346 US  
4 nights (meals & accommodation extra)

*For updates visit [www.socialsignal.com/hollyhock](http://www.socialsignal.com/hollyhock)*

### **About the Hollyhock Centre**

The Hollyhock Centre is a unique vacation, retreat and conference centre where leading business people, artists and healers offer a range of courses and workshops in a relaxed setting.

Famous for its beautiful grounds, top-notch yoga and bodywork, and outstanding West Coast cuisine, Hollyhock is the perfect place to focus, undistracted, on developing new skills and identifying new opportunities.

Located on Cortes Island, just off the coast of British Columbia, Hollyhock is accessible by plane or ferry from Vancouver or Seattle.



## About us

### Online strategies for real-world success.

We know the web inside and out. But we also know that your organization's goals come first. Our combination of communications skills, technical expertise and community experience gives us a unique ability to envision and implement the best solutions for your organization.

We bridge the worlds of strategic communications and web development, assembling and managing the team that's best suited to your particular goals and requirements. Turn to Social Signal to harness the power of the latest digital communications tools – and of the best technology providers – in the service of your mission.

### Social Signal builds online communities.

We develop and implement leading-edge strategies for online community-building.

### Social Signal engages your audience and stakeholders.

We plan, set up and manage a wide range of online participation processes, from formal consultations to community dialogues.

### Social Signal helps you make the most of blogging.

We can help you translate your public relations strategy into a distinctive online voice.

### Social Signal helps you communicate when the computer's off.

From a single, powerful speech to a strategy that integrates your on- and offline communications, Social Signal can help.

## Our principals

### *Alexandra Samuel, CEO*

Alexandra combines hands-on experience implementing online strategies with an extensive research background in digital democracy, e-governance and Internet activism. Her recent projects include managing the online launch of telecentre.org and developing the online community strategy for NetSquared.org. Alexandra holds a Ph.D. in Political Science from Harvard University, where her research focused on the creative frontiers of online political engagement.

### *Rob Cottingham, President*

Rob is a seasoned communications strategist who is known online as an e-campaigning innovator, and offline as one of Canada's leading speechwriters. His recent projects include creating the Confeederation election blog aggregator and writing the final report for the Prime Minister's External Advisory Committee on Cities and Communities. Rob maintains a long-running blog at robcottingham.ca and writes SpeechList, a free e-mail newsletter on speechwriting.

