

Back by popular demand! Join us for an All-Star speaker lineup, information-packed, interactive forum – designed to help you transform the way you communicate with your citizens!



Join the conversation #smgov

Social Media for Government Communications

How To Engage Citizens & Increase Transparency Using The Latest Web 2.0 Technologies

February 11-14, 2013 • Washington, DC

**** Register by December 19th to Save \$400! ****

WHAT YOU WILL LEARN

Attend this training to hear practical advice from other government agencies who are using social media tools to improve their efficiency of service delivery, increase awareness, and engage citizens. You'll leave with tools, tips and strategies for:

- **Operating** social media tools within the boundaries of government restrictions and firewalls
- **Measuring** the ROI of your social media strategy
- **Communicating** effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, LinkedIn, Foursquare, Podcasts, and more
- **Delivering** the information that citizens want, when they want it, via the channel they prefer
- **Leveraging** citizen satisfaction analytics to guide future resource allocation decisions that make improvements in your organization
- **Managing** a variety of social media tools with limited staff, time, and budget
- **Developing** engaging content for a variety of social media channels
- **Establishing** and empowering brand ambassadors by pushing the message out as well as pulling information in
- **Maximizing** awareness of your agency's mission to the public

Why This Is A Must-Attend Event:

- ✓ 15+ speakers sharing breakthrough strategies and proven success stories to keep citizens engaged and informed
- ✓ Interactive group sessions turning you from attendee to participant by sharing your own challenges and lessons learned
- ✓ Optional workshops designed to help you develop practical skills on key topics like social media monitoring, developing a social media strategy, and creating valuable content
- ✓ Gain continuing education hours
- ✓ Recharge and get inspired: You'll come back with new ideas for getting your social media strategy started and tips on how to move forward

SUPPORTING ORGANIZATIONS



Federal Communicators Network



Presented by:

Your Government & Communications Training Partner Since 1997

SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on how to engage your citizens by using a variety of social media channels from leading government agencies and organizations, including:

U.S. Army Public Affairs

City of Regina, Saskatchewan

IBM Center for the Business of Government

U.S. Geological Survey

U.S. Department of State

Grant Thornton LLP

U.S. Naval Research Laboratory

U.S. Census Bureau

National Institutes of Health, U.S. Department of Health and Human Services

Court Services and Offender Supervision Agency

PricewaterhouseCoopers

iConstituent, LLC

U.S. Department of Transportation

NIC, Inc.

Recovery Accountability & Transparency Board

E-WRITE

Social Driver

Genome Alberta

Cranberry Township, Pennsylvania

Register by December 19th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Social Media for Government Communications - Feb. 11-14, 2013

WHO WILL ATTEND:

This training has been researched with and designed for FEDERAL, STATE & LOCAL GOVERNMENT Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff, Assistants & Consultants involved in:

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

Marketing

Organizational Transformation
& Development

Executive Communications
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Community Relations

Technology & Digital Strategy

Community Affairs & Outreach

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Communications Research
& Management

Training & Development

And all those interested in enhancing citizen engagement strategies within their agencies.

WHY IS THIS TRAINING ONE YOU CAN'T MISS?

Several agencies are making dramatic strides in developing approaches and systems that work for them in their citizen engagement efforts. Social media has opened up new ways for government to interact with employees and citizens and the periodic sharing of these experiences and "best practices" is an important element of this government evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

THE BENEFITS OF ATTENDING THIS CRITICAL TRAINING

This training is a must-attend event for all those who are serious about improving their citizen engagement efforts by using new media to enhance transparency, increase awareness, and drive meaningful results. You will benefit from:

- **19 innovative speakers** at your disposal to share their strategies and experiences in citizen engagement fundamentals that are already proven to work
- **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the training
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions (Feb. 11 &/or Feb. 14) that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of social media engagement strategies and processes** from leading practitioners like the **U.S. Census Bureau, City of Regina, Saskatchewan, U.S. Army Public Affairs, U.S. Department of State, Court Services and Offender Supervision Agency**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **Digest sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this training
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading government communication initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to engage your citizens** by using new media and traditional channels from leading government agencies and organizations

Collaborate Using the Training Wiki:

All attendees will be invited to expand their networks and continue their conversations via the training wiki -- an online tool providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event.

Dear Federal, State and Local Government Communications Professionals,



As social media moves from being a communications tool to occupying a more central role within agencies' operations, it is imperative for social media professionals to understand the new landscape of participation. More than 'engagement,' which defies precise definition or metrics, 'participation' has clear steps and accurate ways to gauge success.

The International Association for Public Participation (IAP2) Spectrum of Public Participation describes a continuum of goals: inform, consult, involve, collaborate, and empower. And as one of the most widely-used frameworks for citizen (or employee) participation, it will serve as the organizational model for this updated social media in government program.

How Will This Conference Help You And Your Organization?

During the course of two days of workshops and two days of presentations, you will learn how government agencies are currently executing on each of these goals, what tools work best for each level of participation, the risks and rewards each activity presents, and the resources necessary for success.

Specifically, you will hear proven strategies and practical experiences, firsthand, from leading organizations and practitioners, on how to engage citizens and stakeholders by using new media and traditional channels to improve your communication initiatives and practices, including how the:

- **U.S. Geological Survey** improved customer service and response time through the use of Twitter
- **Recovery Accountability & Transparency Board** has found their niche audience and successfully had their message heard above the social media chatter
- **U.S. Army Public Affairs** has successfully mastered the act of balancing security and open communication when operating in the social media space

Equally as important, this training will have a number of networking events, where government employees can talk with one another, and with their private-sector counterparts, about the challenges they are facing—and the creative solutions they are developing—to meet growing demands amidst shrinking budgets.

Register today online or call the training hotline at 888-362-7400 to attend A.L.I.'s 35th "Social Media for Government Communications," training this coming February in Washington, DC. This is your opportunity to hear from leading communicators that are already using social media to change the way their organizations operate and how they engage citizens. With the agility and speed of today's Web 2.0, you can guarantee the presentations will be timely and relevant – speakers will need to make changes just hours before they present – you can't beat that!

I look forward to seeing you at this information-packed event.



H. Giovanni Leusch-Carnaroli, Director, Global Public Sector
GRANT THORNTON LLP
Training Chairperson

P.S. Reserve your spot today to learn how you and your team can better your citizen engagement efforts to enhance transparency and improve communication. Register 3 people and get the 4th for FREE! For more information, go to www.aliconferences.com or call (888) 362-7400.

"I want us to ask ourselves every day, how are we using technology to make a real difference in people's lives." —President Barack Obama

"Improving the technology our government uses isn't about having the fanciest bells and whistles on our website -- it's about how we use the American people's hard-earned tax dollars to make government work better for them." —President Barack Obama

Social Media for Government Communications - Feb. 11-14, 2013

Interactive Pre-Training Workshops ~ Monday, February 11, 2013

Monday, February 11, 2013

Jump-start your training experience by attending these interactive, practical workshops and embrace the promise of social media. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common sense approach to understanding social initiatives that will enhance your understanding of the informative, case study presentations throughout the training.

.... Choose A or B or BOTH for Maximum Value and Learning!

8:30 a.m. to 11:30 a.m. – PRE-TRAINING MORNING WORKSHOP **A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

Social Media 101: How To Leverage Popular Social Media Tools For Your Organization - What They Are And How To Use Them

This workshop is designed to move you from timid curiosity about social media to confident champion. Yes, it will cover the basic terms and definitions but most importantly, it'll give you the basis for understanding the structural characteristics of this new media form.

Why is social media invading all aspects of our lives? What's in it for you? Who is responsible for leading change and how do you advocate the adoption of social media in a government context?

Bringing along your laptop, iPad or smartphone is suggested but not mandatory for this interactive session -- we'll get as hands-on as possible. Come prepared to get involved as key concepts will be illustrated through interactive group exercises. The objective of this must-attend workshop is to deliver a session that positions you to get the most out your training experience.

Specifically, we will discuss how your organization can:

- Utilize Facebook, Twitter, YouTube, Foursquare and other social media services
- Leverage technology to engage and collaborate with stakeholders
- Find your audience and choose the most effective social media tool for the specific message being communicated
- Empower existing supporters to spread your message within their own networks
- Achieve organizational "buy in" to implement new programs

WORKSHOP LEADER: Hillary Hartley is the Director of Integrated Marketing at NIC Inc. In her current role, Hillary oversees NIC's Web design, usability and social media programs.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – PRE-TRAINING AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

How To Manage, Monitor & Measure Your Social Media Initiatives And Demonstrate Its ROI

With more federal agencies taking the plunge into the world of short-burst social media, turning to Facebook, Twitter and YouTube as main channels of communications, it is critical that agency leaders and message-makers be fully plugged into what is being said on these social media platforms.

Citizens, constituents, and government stakeholders of all stripes are sharing more information than ever before about their likes, dislikes, ideas, hopes and frustrations. They are doing this willingly, publicly, and in a digital format that makes measuring and analyzing the information a breeze. No longer do you have to rely on expensive and cumbersome polls and focus groups -- social media now gives you even more data, in a constant stream that's free and accessible.

By measuring your social media efforts, new insights into communications, operations and policy can be gained, such as: Are newspaper stories and TV bits causing big spikes in new followers?

Do your "customer satisfaction" scores align with the sentiment of tweets mentioning your agency? Does how much you tweet affect your rate of retweets or the number of followers you gain?

This interactive workshop will provide you with the tools you need to successfully monitor your social media initiatives, manage a variety of social media platforms simultaneously, and measure what matters to your agency, including:

- The importance of listening and the impact of not listening
- How social media can show if your organization is satisfying public need
- How your social media makes you look to Congress, the White House and any other stakeholders
- How understanding social media can provide value in internal/external communications, departmental policy and operations
- Preparing and scheduling your messages in order to improve visibility and maximize exposure

WORKSHOP LEADER: Evan Gassman is the Digital Strategist at Social Driver. Social Driver believes in a bright future where technology empowers people to create change. Their growing list of clients is diverse and includes leading corporations, national non-profits and associations, and venture-backed startups, as well as strong partnerships with other client services agencies.

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m. SPEED NETWORKING-WELCOME

Chairperson's Welcome & Speed Networking

Become acquainted with your fellow training attendees in this fun and fast-paced forum!



H. Giovanni Leusch-Carnaroli, Director, Global Public Sector
GRANT THORNTON LLP
Training Chairperson

9:15 a.m. SPECIAL PRESENTATION

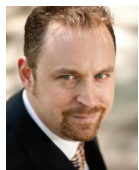
5 Ways To Perform And Measure Citizen Engagement: Inform, Consult, Involve, Collaborate & Empower

"Citizen Engagement" is a feel-good term that every government agency tries to incorporate into its operations in some way, but how do we, as social media professionals, understand and execute "engagement" activities?

This session will explain why you should turn your attention to "Public Participation" rather than focusing on "engagement," and will detail the International Association for Public Participation (IAP2) spectrum of citizen participation that forms the basis for this training. The IAP2 states that "the spectrum was designed to assist with the selection of the level of participation that defines the public's role in any public participation process, [and] shows that differing levels of participation are legitimate and depend on the goals, time frames, resources, and levels of concern in the decision to be made."

You will learn the tools and tactics to spur various kinds of participation, not only with stakeholders outside your office or agency, but within it. Specifically, you'll learn how to conduct and evaluate programs that:

1. Inform: provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions
2. Consult: obtain public feedback on analysis, alternatives and/or decisions
3. Involve: work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered
4. Collaborate: partner with the public in each aspect of the decision-making process including the development of alternatives and the identification of the preferred solution
5. Empower: place final decision-making in the hands of the public



Gadi Ben-Yehuda, Social Media Director
IBM CENTER FOR THE BUSINESS OF GOVERNMENT

**ALL-STAR
SPEAKER**

"Gadi is very knowledgeable and is good at conveying his ideas & information."

9:45 a.m. CASE STUDY

The Advantages Of Integrating Social Media Into Your Communications Strategy

A new survey on local government's use of social media states that 94% of city government uses Twitter, 90% use Facebook, while 50% are using YouTube.

This session will address the advantages of integrating social media tools into your communications strategy and provides examples of the operational objectives that are possible to achieve, including how to:

- Communicate directly with your audience without the encumbrances of going through mainstream media
- Create coverage yourself, without having to seek it out
- Manage your agency's brand through unified messages and icons

Leonard Adam Sipes, Jr, Senior Public Affairs Specialist
Timothy Barnes, Enterprise Director for Information Technology

COURT SERVICES AND OFFENDER SUPERVISION AGENCY (CSOSA)

**ALL-STAR
SPEAKERS**

10:15 a.m. **Q & A SESSION**

Your Opportunity To Ask Questions

"Appreciate examples of recommendations; makes it practical!"

RAVE REVIEW from a 2012 Social Media for Government Training Past Attendee

10:25 a.m. 

Morning Refreshment & Networking Break

10:45 a.m. **GROUP EXERCISE**

Digest Session: Brainstorm Ideas With Your Peers To Solve Your Biggest Social Media Obstacles

Some of you may be novices in social media, some of you may already be knee-deep in trying to understand what tools to use and how, while some of you may be already tackling the next big thing! Regardless of where you may currently be in your social media experience one thing is common – you all are here to learn how to overcome certain obstacles. During this session, you will start to share common obstacles, ideas, and solutions with your peers at a similar level & experience. Don't miss this engaging session tailored to your own issues and questions.

11:15 a.m. **INTERNATIONAL CASE STUDY**

How To Choose The Right Social Media Tools To Get Your Message Out

Genome Alberta is a not-for-profit research organization based in Alberta, Canada. They use social media extensively to raise awareness with the general public, reach key influencers, and engage the science community. Their efforts have earned them a nomination for an Alberta Science and Technology Award and they ran a live BioRadio 'broadcast' from the International BIO Convention in Washington recently.

You'll hear how they have integrated a variety of social media platforms with their web presence, outreach activities and print communications, and have worked with an Open Source community to develop their own 3rd party social media application.

You will leave this session with ideas, tactics and strategies on how to get your message heard through the clutter on social media, including how to:

- Select the right social media course for your audience and for the task at hand
- Make efficient use of your content and resources
- Pull together both social and mainstream media in your communications strategy to get the best return on your communications dollar



Mike Spear, Director of Corporate Communications

GENOME ALBERTA

@mikesgene

**ALL-STAR
SPEAKER**

"Out-of-the-box (ideas & thoughts) great approach, Awesome!"

11:45 a.m. **CASE STUDY**

**How To Build A Social Media Program From Scratch:
Strategic Planning, Policy, Best Practices And Implementation**

The U.S. Naval Research Laboratory is using social media to engage key stakeholders and communicate the value of its scientific research and technology development.

In this session, you will see a suite of social media tools turned into a dynamic, integrated social media and web outreach program. You will learn a variety of practical skills that can be easily applied within your own organization, including how to:

- Add a social layer to your website to increase audience engagement and build awareness for your mission
- Leverage all available social media and web communications assets to make the most of your content
- Optimize your website and social media posts for maximum discovery by search engines
- Collaborate with partner organizations to highlight synergies and connect with key audiences

Dr. John Ohab, Public Affairs Specialist

U.S. NAVAL RESEARCH LABORATORY

**ALL-STAR
SPEAKER**

"Loved this presentation. Funny, smart, engaging, and informative."

12:15 p.m. **Q & A SESSION**
Your Opportunity To Ask Questions

"Exactly what I needed to get going."
RAVE REVIEW from a 2012 Social Media
for Government Training Past Attendee

12:25 p.m. 
Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a specific social media hot topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing communication concerns.

1:55 p.m. **CASE STUDY**
**How To Deliver Your Messages Among The Chatter:
Content Aggregation And Its Importance In Having A Successful Social Presence**

With the rise of public involvement in social media and the emergence of new social avenues, the volume of online content continues to grow. In early 2009, Twitter users sent 2 million tweets per day, by mid-2011 Twitter users were sending 200 million tweets per day. The explosion of information exchanged through social networks makes consuming it all virtually impossible. Finding a way to make your digital voice heard among this chaos is becoming increasingly difficult.

So where do you begin? How do you find your place among the chatter? One of the first and most valuable steps is determining where your online communities already exist. Most likely people are already talking about you, whether you have a virtual presence or not. It's important to establish where people are talking about you, what you do, and what's important to you.

After you have established where you belong in the social-sphere it is important to develop your content niche. One of the easiest strategies for success is to become a portal of information, a content aggregator. Become the authority within your niche that not only provides content created by your organization, but also content created by your community.

Content aggregation is the future of successful social presence! The overwhelming mass of digital information available to citizens lends to the paramount importance of finding a way to make your agency stand out among the noise.

You will leave this session understanding how content aggregation can help your organization, the best tools and techniques, including:

- How To find your niche community to ensure that your digital voice is heard
- How content aggregation plays an important role in the future of social media
- Ways to communication with your audience in an effective way
- Why content aggregation is important and how it creates success



Sally Dadjou, New Media Specialist

RECOVERY ACCOUNTABILITY & TRANSPARENCY BOARD

@Recoverydotgov

**ALL-STAR
SPEAKER**

"Great real-world advice, relatable & do-able."

2:25 p.m. **CASE STUDY**
**Using Social Media To Strengthen Relationships And Improve Service Between
Your Organization And Your Community**

Cranberry Township constantly strives to build connections between government, residents, and business owners through the use of many different communications tools. By adding social media tools to Cranberry Township's communications plan, they have been able to strengthen those connections, and improve customer service by engaging people in conversations.

This informative session will discuss the path taken by Cranberry Township to integrate social media into their overall strategy, including: four different Facebook pages, a YouTube Channel, Twitter, and RSS feeds from their website.

You will leave this session the tools necessary to use social media to effectively communicate with your citizens, including how to :

- Integrate social media tools into your marketing plan
- Manage time, increasing efficiency - technology can help you
- Measure success
- Stay in the loop- keeping up with changes and news related to social media

Cindy Marzock, Communications Specialist
CRANBERRY TOWNSHIP, PENNSYLVANIA

**ALL-STAR
SPEAKER**

"Excellent information and a great presenter, very knowledgeable."

2:55 p.m. Q & A SESSION

Your Opportunity To Ask Questions

"Tons of great 'Oh Yea' ideas!"
**RAVE REVIEW from a 2012 Social Media
for Government Training Past Attendee**

3:05 p.m. 

Afternoon Refreshment & Networking Break

3:15 p.m. GROUP EXERCISE

Digest Session: Hands On Demonstration Of Popular Social Media Tools

Your choice to sit and view a hands on demonstration of a social media tool of your choice. Learn the techniques to use a social media tool correctly in order to engage your audience, push content to the media, gain feedback, and drive results.

3:45 p.m. CASE STUDY

**Understanding The Value Of Connecting Via Social Media:
Improve Your Work Efficiency And Quality**

Everywhere we look we encounter some type of connection. Consider a GPS or a map. These tools give us information that helps us get where we need to go. Along the way it is common to discover a new road that is a connection to the road you are on that can take you more directly to the road you need to get to. This is called a hidden connection and often times it can make your journey easier, faster, and better. Each and every hidden connection increases your knowledge of the overall network and as you connect more, you learn more and as a result become more efficient.

Same is the case with people networks, as we know them; social networks.

As you encounter something that you need help with we often look to our people networks to help us with the issue. More often than not, we discover that it wasn't Bob your neighbor who finally helped you but rather his sister's cousin's brother who had the skill set that you were looking for to achieve what you needed.

This forward-thinking session will provide you with simple tips and techniques to utilize connections at the touch of a button, connections that will make your work easier, faster, and better than before, including how to:

- Use social media efficiently for work
- Add value to social media in the workplace
- Take stakeholder feedback and incorporate it into your action plan

Kimberly Allred, Program Analyst, Office of eDiplomacy
U.S. DEPARTMENT OF STATE

**ALL-STAR
SPEAKER**

"Good example of large scale internal effort."

4:15 p.m. Q & A SESSION

Your Opportunity To Ask Questions

4:20 p.m.
Day One Wrap Up

4:45 p.m.
End Of Day One

5:00 p.m. 
Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All training attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m. 
Dine Around

Sign up during the day for dinner with a group. Take advantage of Washington, DC's fine dining while you continue to network with your colleagues.

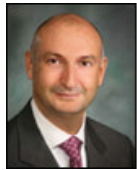
8:00 a.m. 
Continental Breakfast & Networking

8:30 a.m. **CHAIRPERSON'S ADDRESS**
Chairperson's Opening Of Day Two & Presentation: Enhancing Transparency, Engaging Citizens & Stakeholders, Eliminating Barriers

The appearance of disruptive new technologies like Facebook and Twitter as legitimate communication tools expose the need for agencies to quickly address gaps in policy and implementation of its media strategy. Agencies need to enable stakeholder and public communications in the social media realm and manage the risks associated with its use. While some agencies are using social media to engage important stakeholders, as well as the public at large, many still do not do enough to engage their partners in the performance planning and monitoring process. We will address policy development, technology adoption, piloting and experimentation, and internal culture change needs.

In this session, you will discover how some departments and agencies are leveraging social media to get input from stakeholders and keep them apprised of changes in operations and policy, including how to:

- Launch a partnership with program partners in the achievement of common goals
- Get feedback on your strategic planning
- Provide regular updates on progress toward important goals
- Share ideas on innovative ways to achieve breakthrough improvements in performance
- Learn how to identify and eliminate unnecessary barriers to improved performance



H. Giovanni Leusch-Carnaroli, Director, Global Public Sector
GRANT THORNTON LLP
Training Chairperson

9:05 a.m. **CASE STUDY**
How To Successfully Balance Security And Open Communication In A Web 2.0 World

As a global organization, with billions of employees, family members, and stakeholders to keep informed, the U.S. Army is breaking down barriers and successfully operating in the social media space, while being careful to ensure security is maintained.

Unlike their civilian counterparts, who don't want to give their competitors any of their secret recipes, the U.S. Army is careful to not give the enemy an advantage. In this session, you will see how the U.S. Army Public Affairs is using social media as a powerful tool in accomplishing its mission of informing the American public, as well as that of connecting Americans to their Army.

Leave this session with the ability to maintain the balancing act in your own organization, including:

- How you, like the U.S. Army, can balance security with transparency
- How to control what is put out via social media
- Knowing why making information available to the American public is beneficial



SSG Dale Sweetnam, Online and Social Media Division
U.S. ARMY PUBLIC AFFAIRS
@DSweetnam

**ALL-STAR
SPEAKER**

"Very interesting. If the Army can be doing this, we can too! One of the best sessions!"

9:35 a.m. **Q & A SESSION**
Your Opportunity To Ask Questions

9:45 a.m.



Morning Refreshment & Networking Break

10:05 a.m.

GROUP EXERCISE

Digest Session: Tips And Tools To Find The ROI Of Your Social Media Efforts

Endless hours posting on Facebook, sending Tweets, connecting on LinkedIn, uploading videos to YouTube, but what is it doing for your agency? Discuss what you're monitoring, ways that you analyze this, and how you derive your ROI. Are there tools you're using? Are there equations that you put in place? Goals you must achieve to deem your efforts successful?

10:35 a.m.

CASE STUDY

Using Audio Podcasting To Harness Social Media That Will Meet Your Communications Goals With A Limited Budget And Limited Time

While almost any 13-year-old may be able to produce and post a video on YouTube, does your agency's communications plan know how to properly shoot and post video?

If you have a limited budget and less time, audio podcasting can be an easier way for you to harness social media to meet communications goals. This session will discuss how audio can be more cost effective than video by requiring less equipment, fewer hours and very little support, including:

LIVE DEMONSTRATION

- The key ingredients to successful audio podcasting: content, quality and cross-promotion
- A step-by-step production process from concept to posting, including the all important RSS feed
- What common mistakes to watch out for and how to make your material stand out in a crowded, new medium
- How to find the strength of the audio medium by understanding the similarities and differences of print, audio and video
- How much it costs to podcast – what are the investments in time and equipment you may need to make
- Tips for measurement and tracking: how to set realistic expectations and get results

Joe Balintfy, Information Development Specialist

**NATIONAL INSTITUTES OF HEALTH,
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**

**ALL-STAR
SPEAKER**

"Focused, organized, helpful."

11:05 a.m.

INTERNATIONAL CASE STUDY

**Experimenting With Social Media:
How To Find And Engage Your Audience, Get Your Message Out And Track Your Progress**

In 2009, the City of Regina, Saskatchewan experimented with social media as a strategy to increase engagement during the municipal elections. Three years later, social media is now firmly established and the 2012 election was the second "social election" in the City's history.

During this session, the City of Regina will share its lessons learned on how you, too, can use social media to increase engagement with your citizens, including:

- Getting your social media program off the ground and managing it as it evolves
- How to conduct surveys on social media usage and analyze the results
- Tools and techniques to determine the ROI of your social media efforts

Philippe Leclerc, Interactive Communications Manager

CITY OF REGINA, SASKATCHEWAN

**ALL-STAR
SPEAKER**

"Very interesting, fresh ideas, amazing speaker."

11:35 a.m.

Q & A SESSION

Your Opportunity To Ask Questions

11:45 a.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a specific social media hot topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing communication concerns.

1:15 p.m.

INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your social media challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own engagement initiatives.

1:45 p.m.

CASE STUDY

Facebook, Twitter, FourSquare, Oh My! How To Utilize The Many Social Media Tools To Engage, Expand, And Add Value To Your Conversation

So just when you get comfortable with conversations on Twitter and Facebook, along come a few new kids to the social media block – welcome FourSquare, Pinterest and Google+, to name a few. What are they and how can you use them to engage, expand reach and add value to the conversation? Let's talk.

This interactive panel session will give you an inside look at the many different social media tools available to you from Facebook, Twitter, Pinterest, YouTube, blogs, SCVNGR and QR codes, FourSquare, and more!

You will leave this session with a sigh of relief as you will have a better understanding of which tools will work best for you and how to begin implementing them into your communications strategy.

Moderator:

Anthony Shop, Managing Director

SOCIAL DRIVER

Panelists:

To Be Announced

2:15 p.m.

CASE STUDY

How To Successfully Work With Internal Stakeholders To Create A Social Media Policy

The Federal Highway Administration (FHWA) has found a way to successfully work with internal stakeholders; including legal counsel, IT security, public affairs, marketing professionals and HTML programmers; in order to develop its social media policy that satisfies the needs of all these offices.

This session will also demonstrate how FHWA prepped for the launch of a new social media site; and followed up after initial launch to build its audience at a steady pace. This session will provide you with tips to launch a new social media presence as well as how to expand an existing suite of social media applications. From the process of initial exploration among a group of your office representatives - to the launch of your site - this session will answer all the "need-to-knows" to ensure success.

Tom White, Social Media/Web Content Coordinator

**FEDERAL HIGHWAY ADMINISTRATION,
U.S. DEPARTMENT OF TRANSPORTATION**

2:45 p.m.

Q & A SESSION

Your Opportunity To Ask Questions

2:50 p.m.



Afternoon Refreshment & Networking Break

3:05 p.m.

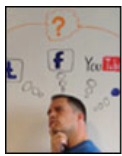
CASE STUDY

How To Improve Customer Service And Response Time In Just 140 Characters

The U.S. Geological Survey has successfully managed and used their Twitter and Facebook accounts to not only push out messages, but to improve customer service by being responsive. In this session, you'll get a glimpse into how the @USGS Twitter account has sustained continued growth in followers and reach, as well as gaining a better understanding for what it takes to run the account.

Too many times we think of social media as a way to push out messages never fully grasping how we can pull information, just as valuable, from them. You will leave this session with an understanding of techniques used to improve your customer service skills through the use of social media, including how to:

- Instill passion in your employees that will motivate them to take customer service to the next level
- Manage your Twitter account allowing you to responds to concerns and questions in a timely manner
- Push out messages to your audience that are relevant, memorable, and worthwhile



Scott Horvath, Web and Social Media Chief
U.S. GEOLOGICAL SURVEY
@S_Horv

ALL-STAR
SPEAKER

“Very informative & useful information, thank you for sharing!”

3:35 p.m.

CASE STUDY

How To Build An Effective Social Media Campaign By Creating Engaging Content And Utilizing Different Aspects Of Social Media Platforms – Facebook, Twitter, Flickr, YouTube, Blogs

Every 10 years, the U.S. Government launches its most ambitious public mission: the complete count of the U.S. population. As part of the 2010 Census's commitment to transparency and education, the Census Bureau engaged in a dialogue with the American public through each of its social media assets. Following the 2010 Census, the Census Bureau has continued to find new opportunities to engage with audiences via social media, such as the “40 Days to the 1940 Census Campaign.”

The release of 1940 Census records after 72 years, were the first individual records release in the age of social media and also the first that were made available digitally by the National Archives. This release provided an extraordinary opportunity to deepen relationships with existing Census Bureau social media users and introduce history and genealogy fans to Census Bureau statistics. To build excitement about the release of individual records while telling the story of life in 1940 through statistics, the Census Bureau engaged with social media audiences through social media channels such as Facebook, Twitter, Flickr, Youtube, and blogs.

Through several examples of successful social media campaign engagement, focusing on the 1940 Census campaign, this session will provide you with the necessary steps to build an effective social media campaign of your own, including:

- How o create campaign-specific engaging content (such as Twitter chats) that utilize the advantages of different social media platforms and tools
- Integrating new types of content, such as infographics, into your social media campaign
- Creating engaging content on a variety of tools; Facebook, Twitter, Flickr, YouTube, Blogs
- Using lessons learned from campaigns to build upon previous successes

Jennifer Smitts, Public Affairs Specialist

U.S. CENSUS BUREAU

ALL-STAR
SPEAKER

“Lots of info given in an easy to understand forum.”

4:05 p.m.

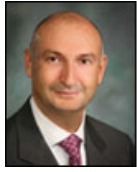
Q & A SESSION

Your Opportunity To Ask Questions

4:15 p.m.

Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.



H. Giovanni Leusch-Carnaroli, Director, Global Public Sector
GRANT THORNTON LLP
Training Chairperson

4:25 p.m.

Close Of General Sessions

Maximize Your Time Out Of The Office:

Post-training workshops begin at 8:30 a.m. on Thursday, February 14.

8:30 a.m. to 11:30 a.m.

POST-TRAINING MORNING WORKSHOP C:

More Than Checking A Box:

How To Engage Your Citizens And Stakeholders Sincerely And Substantively

12:30 p.m. to 3:30 p.m.

POST-TRAINING AFTERNOON WORKSHOP D:

**How To Reuse, Rewrite, And Coordinate Your Web Content To Easily Transition It
Via Social Media – Save Time, Save Money & Remove The Hassle**

See the next page for complete post-training workshop details

Social Media for Government Communications - Feb. 11-14, 2013

Interactive Post-Training Workshops ~ Thursday, February 14, 2013

Thursday, February 14, 2013

These workshops are designed to take your training experience to the next level. Post-training workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this training by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

.... Choose C or D or BOTH Workshops for Maximum Value and Learning

8:30 a.m. to 11:30 a.m. – POST-TRAINING MORNING WORKSHOP **C**

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

More Than Checking A Box:

How To Engage Your Citizens And Stakeholders Sincerely And Substantively

Now more than ever, government agencies need to engage citizens and be transparent about their activities and the services they provide to their constituents. iConstituent has over 10 years of experience helping government entities reach out and engage with citizens and get them to take action. With experience in the Legislative and Executive branch of Federal Government and experience at the State and local level as well, this **in-depth and exciting workshop will help you engage citizens using multiple digital channels and tools such as social media and email.**

This workshop will introduce you to a robust framework that will help your agency get citizens the information they want and have them take action, as well as give your agency's stakeholders a repeatable and flexible model to set their internal engagement policy and strategy, including:

- Identifying your citizen stakeholders and getting to know your influencers and VIP's
- How to measure success and visualize the engagement to plan for next steps
- Techniques to make the message simple and memorable
- Ensure that the message you put out delivers the substance your audience wants

WORKSHOP LEADER: Blake Nelson is Vice President of the U.S. Public Sector of iConstituent, LLC. As part of this experience, Blake has successfully led large sales engagements on high-profile, complex, large Federal sales opportunities. He holds more than 15 years of professional experience in enterprise systems sales and integration, technical architecture and business process design and improvement.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – POST-TRAINING AFTERNOON WORKSHOP **D**

How to Make Social Media Writing Easier By Repurposing Your Agency's Web Content

Your organization produces a lot of important, detailed, and well-linked web content. You update some of it frequently (news articles) and some of it rarely (research reports). Repurposing your web content for social media communication is efficient. You've developed and edited the content, and it's been cleared through the appropriate channels. Now it's time to use social media to promote your web content, and continue the conversation with citizens who have joined your social media channels.

In this hands-on workshop, you'll learn how your social media communications can be the emissaries for your web content, taking brief messages about your content out into the fast-changing social world. You'll practice revising government web content for social media by drafting concise, interesting tweets and Facebook posts and getting feedback on them, including how to:

- Reuse web content as the source material for a tweet, Facebook post, or text message
- Rewrite H1 headings for social media
- Coordinate your web content calendar with your social media calendar
- Search your web content for evergreen social media content
- Know which types of web content do not make good social media messages

WORKSHOP LEADER: Leslie O'Flahavan is the Owner of E-WRITE and Professional Training & Coaching Consultant. Leslie is a get-to-the point writer and an experienced, versatile writing instructor. As E-WRITE owner since 1996, Leslie has been writing content and teaching customized writing courses for Fortune 500 companies, government agencies, and non-profit organizations.

TRAINING SUPPORTERS:



The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons. The principal purpose of NAGC is the advancement of communications as an essential professional resource at every level of national, state and local government.

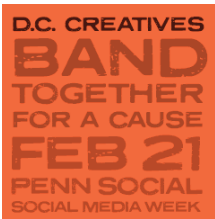
For more information, please go to: <http://www.nagc.com/>.



OhMyGov! wants better government -- a more creative, more efficient, smarter government! So we set out to do the unthinkable: build a news and information site about government that was both interesting and fun to read. We offer an entertaining mix of "good gov" stories about public sector innovations and advances (yep, imagine that!) and comforting "bad gov" tales of government embarrassments and outrages. In short, we cover anything that makes you say OhMyGov.

OhMyGov was founded by 3 guys looking to make a difference — an experienced federal executive, a motivated government contractor and writer, and a best-selling investigative journalist.

For more information, go to: <http://ohmygov.com/>



Capitol Communicator is a highly targeted and networked community in the greater Washington Baltimore region that connects with communicators in the professions of public relations, advertising, marketing, online/offline media, graphic design, video, photography, Internet and the multitude of support professions by providing them with news; insights; education; and opportunities for networking, career enhancement and a marketplace.

For more information, please go to: <http://www.capitolcommunicator.com>.



The Social Media Monthly is the first and only print magazine devoted exclusively to unlocking the truly explosive power of social media for its readers. Named "One of the Fifteen Hottest Magazine Launches of 2011" by MIN, we're the preferred choice of forward-thinking start-ups, entrepreneurs, marketers, analysts, strategists, teachers, and students — people like you who want to be the first to get their hands on the latest and greatest next best thing social media has to offer.

Inside every issue, we're on the frontlines showing innovators, thought leaders, and extraordinary everyday folks how to do something new, something different, and something more with social media. We explore the timely trending topics that really matter to you, including penetrating interviews and stories with today's who's who in social media, the latest leading-edge platforms, new and original apps, important marketing strategies, and so much more of the juicy good stuff that savvy readers like you crave.

For more information, please go to: <http://thesocialmediamonthly.com/>.



The Federal Communicators Network (FCN) formed in 1996 as a national organization for Federal communicators to help bring reinvention information to front-line Federal workers and "create an environment for reinvention to flourish."

FCN has more than 600 members, 75% of which are from Federal agencies, offices, and military establishments in Washington DC, across the country and around the world. The remaining 25% are from the legislative and judicial branches; interagency, international, nonprofit, and private groups; state and local organizations, and Federal unions. With this range of talent, expertise, and circulation, the FCN is a powerful agent for communicating the message of better government.

Membership to FCN is open to all Federal employees willing and able to promote better government that costs less and delivers results Americans care about. In addition, non-government persons engaged in communication or public relations whose professional activities enhance, further, or support the objectives of the FCN, are also welcome to join.

For more information, contact Kathleen Taylor at Kathleen.Taylor1@va.gov



Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

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ALL TRAINING SESSIONS WILL BE HELD AT THE:

Crowne Plaza Washington National Airport

1480 Crystal Drive
Arlington, VA 22202
Reservations: (877) 227-6963
Hotel Main Phone: (703) 416-1600
<http://www.cpnationalairport.com/>

For the conference, a limited number of rooms have been set aside at the government per diem rate of \$183/night. Please be sure to call the hotel as soon as possible to help ensure this rate and mention that you are attending the "Social Media for Government Communications" training. We recommend that reservations be made early, as the number of rooms at our rate is limited.

The Crowne Plaza Washington National Airport is a first class, full service hotel located in Crystal City less than 1 mile from Ronald Reagan National Airport and is located just 4 blocks from Crystal City Metro, which serves the blue & yellow lines. With a complimentary shuttle running to and from Reagan National Airport and within walking distance to national historic landmarks such as the Pentagon, the Crown Plaza Washington National Airport allows for convenient access to local attractions and businesses.



Photo courtesy of the Official Tourism Site of Washington, DC

Join us in Washington, DC, for A.L.I.'s updated training on "Social Media for Government Communications: How To Engage Citizens & Increase Transparency Using The Latest Web 2.0 Technologies," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Washington, DC, go to <http://washington.org>.

REGISTRATION FEES:

The following are included in your training registration: attendance, a detailed training workbook and any additional meeting materials -- including access to the training wiki (includes electronic copies of all training materials), continental breakfasts, morning & afternoon refreshments, and evening networking reception.

| Group Discount: Register 3 colleagues and the 4th is FREE! | EARLYBIRD Pricing: Register & pay by December 19 | REGULAR Pricing: Register & pay after December 19 |
|--|---|--|
| Training Only (Feb. 12 & 13) | \$1,499 | \$1,899 |
| Training (Feb. 12 & 13) Plus One Workshop (Feb. 11 or 14) | \$1,899 | \$2,299 |
| Training (Feb. 12 & 13) Plus Two Workshops (Feb. 11 &/or 14) | \$2,199 | \$2,599 |
| Training (Feb. 12 & 13) Plus Three Workshops (Feb. 11 & 14) | \$2,399 | \$2,799 |
| Training (Feb. 12 & 13) Plus All Four Workshops (Feb. 11 & 14) - ALL ACCESS PASS! | \$2,499 BEST VALUE! | \$2,899 |
| Training Workbook Only (if not attending) | \$199* + \$20 S&H | |
| *IL residents will be charged 9.25% sales tax on workbook orders. | | |

Payment is due two weeks prior to the training. If payment has not been received two weeks before the training, a credit-card hold, training form or purchase order will be taken to ensure your space.

VENUE & REGISTRATION FEES

A LIMITED NUMBER OF SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Erin at (773) 695-9400 ext. 216, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,499! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn training attendance bonuses as you benchmark with other organizations. For every A.L.I. training attended, receive a **\$200 discount** off your next A.L.I. training. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the training (**before January 28**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the training or less (**on or after January 28**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST GOVERNMENT TRAINING ATTENDEES:

"Very pleased. I got something valuable from every session. Thank you!!"

S. Eyshner, Supervisor

TEXAS WORKFORCE COMMISSION

"I appreciated speakers who acknowledged continued value of traditional media and how to mesh them together."

C. Heck, Public Affairs Officer

U.S. FOREST SERVICE

"Really well done, overall. Speakers were well prepared and had excellent examples."

A. Cannarsa, Public Affairs Specialist

SOCIAL SECURITY ADMINISTRATION

"The training really gave me many, many, good ideas and how to accomplish them. The training was good for my organization and for me personally."

J. Blair, Public Affairs Specialist

U.S. DEPARTMENT OF COMMERCE

"The content was great – real people in our world doing real things with the topic."

A. Davison, Web Services Manager

CITY OF SCOTTSDALE, ARIZONA

ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our trainings serve a broad range of specialized industries and functions, including:

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WE GUARANTEE RESULTS:

Since 1997, the Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this training that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

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- FDA
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- District of Columbia
- Central Intelligence Agency
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- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Fairfax County Government
- Department of Transportation
- CDC
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
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- State of Iowa
- NIST
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- Maricopa County, AZ
- Department of Health and Human Services
- National Academy of Public Administration
- Department of Education
- Department of Agriculture
- City of Overland Park, Kansas
- Louisiana Department of State and Civil Service
- Department of the Treasury
- Homeland Security
- San Diego Airport, California
- Air Force
- Nashville and Davidson County, TN
- Court Services and Offender Supervision Agency
- Peace Corps
- FEMA
- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
- Office of the Governor, Washington
- American Institutes for Research
- USAID
- NOAA
- American Society for Microbiology
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- Small Business Administration

Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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Registration Form

Please photocopy for group members.

Yes, register me for the February 2013 Social Media for Government Communications Training in DC.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Training Only
- Training Plus Workshop(s):
 - Pre-Training Morning Workshop A: Social Media 101: How To Leverage Popular Social Media Tools For Your Organization - What They Are And How To Use Them
 - Pre-Training Afternoon Workshop B: How To Manage, Monitor & Measure Your Social Media Initiatives And Demonstrate Its ROI
 - Post-Training Morning Workshop C: More Than Checking A Box: How To Engage Your Citizens And Stakeholders Sincerely And Substantively
 - Post-Training Afternoon Workshop D: How To Reuse, Rewrite, And Coordinate Your Web Content To Easily Transition It Via Social Media – Save Time, Save Money & Remove The Hassle
- I would like to order a training workbook only
- Please add me to your mailing list to receive future training notifications

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