



SOCIAL MEDIA for Government & Nonprofit COMMUNICATIONS

Maximize Efficiencies, Build Community Engagement & Drive Results During Sequestration and Unprecedented Budget Cuts

September 16-19, 2013 • Washington, DC

***** Register by July 31st to Save \$400! *****

WHAT YOU WILL LEARN

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

- **Operating** social media tools within the boundaries of restrictions and firewalls
- **Communicating** effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, LinkedIn, Foursquare, QR codes, and much more
- **Delivering** the information that your target audiences want, when they want it, via the channel they prefer
- **Creating** Web 2.0 policies and guidelines
- **Developing** a new media (blogging, Twitter, podcasting, wikis, social networks, mobile applications, etc.) strategy to drive performance-based communications
- **Leveraging** satisfaction analytics to guide resource allocation decisions and make organizational improvements
- **Improving** the use of technology to develop better service delivery
- **Establishing** and empowering brand ambassadors by pushing the message out as well as pulling information in
- **Maximizing** awareness of your organization's mission to the public
- **Ensuring** consistent interaction and information is maintained across all channels
- **Understanding** the role of informed citizenry in government

Presented By:



Your Communications Training
Partner Since 1997

"Good best practice & real life government experiences!"
PAST 2012 SOCIAL MEDIA
IN GOVERNMENT ATTENDEE

SUPPORTING ORGANIZATIONS

brandchannel

NAGC
National Association of
Government Communicators

FCN
Federal Communicators
Network



OhMyGov^{Inc.}
Media Intelligence for Government™

SPEAKING ORGANIZATIONS:

As technology advances, organizations have learned to adapt simple yet very effective ways to control the ever-changing social media space. Hear practical advice, firsthand, on how to engage your audiences by using a variety of social media channels from leading government agencies and nonprofit organizations, including:

NASA

Flagstaff Convention and Visitors Bureau

Finnish Safety and Chemicals Agency

U.S. Department of Transportation

Independent Community Bankers of America

Kentuckiana Regional Planning
and Development Agency

Genome Alberta

National Association of Social Workers

U.S. Army

Association for Professionals in
Infection Control and Epidemiology

Global Healthy Living Foundation

Interactive Advertising Bureau

Howard University School of Law

U.S. Merit Systems Protection Board

Georgia Chamber of Commerce

NetPort.Karlshamn

Insurance Information Institute

National Archives and Records Administration

American Association of
Pharmaceutical Scientists

Wyoming Military Department

The American College of Chest Physicians

Word of Mouth Marketing Association

The California State University

City of Boulder, Colorado

Aircraft Owners and Pilots Association

U.S. Centers for Disease Control and Prevention

USA Rice Federation

Centers for Community Mobilization
and Transformation

NIC, Inc.

State and Federal Communications, Inc.

Wilmington University

Riva Solutions Inc.

Beekeeper Group

Register by July 31st 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

WHO WILL ATTEND:

This training has been researched with and designed for Federal, State & Local Government and Nonprofit 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

Media Relations

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Knowledge Management

Communications Research
& Management

Community Affairs & Outreach

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

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies are making dramatic strides in developing approaches and systems that work for them in their engagement efforts. Social media has opened up new ways for organizations to interact with the public and the periodic sharing of these experiences and "best practices" is an important element of this 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 engagement efforts by using new media to enhance transparency, increase awareness, and drive meaningful results. You will benefit from:

- **30+ innovative speakers** at your disposal to share their strategies and experiences in using social media tools 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 (September 16 &/or 19) 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 **NASA, USA Rice Federation, Flagstaff Convention & Visitors Bureau, U.S. Army, National Association of Social Workers**, 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
- **Interactive group 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 communication initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to improve your social media programs** leading nonprofit organizations and government agencies
- **Gain continuing education hours**

Collaborate Using the Training Wiki:

Prior to the training, all participants will be invited to expand their networks, view electronic copies of presentation materials and continue their conversations post-training--- a secure online workspace providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event.



A Letter From The Training Chairperson:

Social media and emerging technologies continue to dramatically change the way we communicate with each other and our target audiences. We can no longer assume that our stakeholders will be exposed to our core messages if we do not diversify the channels through which they are delivered. The era of the social network has arrived and is starting to be used by the public sector in innovative ways – agencies can no longer take a “wait and see” approach, the time to begin implementing a social media strategy is now.

We know things move fast when it comes to social media; it seems like just a few years ago nobody had even heard of Facebook, Twitter, or YouTube and now they’ve become essential tools for communicating with almost any audience. However, new tools don’t necessarily change basic communications strategies or tactics, they just increase the pace and reach of your messaging. That’s why we’re excited about this conference, as we’ll be demonstrating real world example from government and public sector practitioners and learn about how they leveraged these new social media tools to reach their intended audience. I hope you’ll be able to join us!

How Will This Conference Help You And Your Organization?

This conference will help you understand how to utilize new social media tools with your employees, the citizens you serve, and other stakeholders and customers – don’t be left behind!

At this conference, you will hear proven strategies and practical experience, firsthand, from leading organizations and practitioners, on how to use new social media technologies and tools to improve your communication initiatives and practices, including how:

- **NASA** has included social media as a part of their everyday organizational culture
- **The City of Boulder, Colorado** has successfully harnessed the power of social media to build community engagement
- **The American Association of Pharmaceutical Scientists** identified necessary social media policies ensuring they are compliant, and learned to roll them out to their internal and external audiences

Sincerely,



Mike Panetta, Partner
BEEKEEPER GROUP
Training Chairperson

Mike Panetta, Partner at Beekeeper Group, is an award winning public affairs campaign strategist who specializes in using the Internet and social media for creative issue advocacy and grassroots activism. At Beekeeper Group, Mike manages a number of the firm’s non-profit, trade association, and political clients and leads its embrace of social and mobile technology for political, marketing and advocacy purposes. In November 2006, Mike was elected to the position of U.S. “Shadow” Representative in the District of Columbia, and served in that role for 3 terms. Mike continues to be a leading voice in the fight for District of Columbia statehood and votes in the U.S. Congress.

P.S. Reserve your spot today to learn how you and your team can successfully use social media for your communications. Register 3 people and get the 4th for FREE! For more information, click here or call (888) 362-7400.



Join the conversation #smgov



Social Media For Government Best Practices

RAVE REVIEWS FROM PAST A.L.I. SOCIAL MEDIA ATTENDEES

"Wonderful, useful context."

"Great examples of social media."

"Lots of info given in an easy to understand forum!"

Social Media for Government & Nonprofit Communications - Sept. 16-19, 2013

Interactive Pre-Training Workshops ~ Monday, Sept. 16, 2013

INTERACTIVE, HANDS-ON WORKSHOPS

Monday, Sept. 16, 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 media 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!

9:30 a.m. to 12:00 p.m. – PRE-TRAINING WORKSHOP **A**

Registration and continental breakfast will begin at 9:00 a.m. for the morning workshop attendees.

Reaching Up To The “Cloud” With Your Social Networks

As a couple of dedicated and determined "do-gooders", this workshop will explore a real life journey pushing the collaboration capacity building innovation envelope with “Cloud” Social Network Computing, Social Media, Mobile Hand Held Devices, Micro Blogging, YouTube, and Mapping into a compelling storytelling format. Essentially most (if not all) of these collaborating tools are free, accessible, culturally relevant and user-friendly.

To maximize latest technology, remotely we will demonstrate through Skype video (off site in Atlanta, Georgia) novel mapping process methodologies to effectively drill down to City of Atlanta's Bureaucratic ineffectiveness / accountability to enable change holistically.

This workshop will cover sharing secrets to success in a stakeholder situational awareness modeling framework to systematically capture, organize, prioritize and analyze information in an era of constrained resources for more cost-effective policy formulation-execution which can be easily rebranded-retrofitted-integrated into a myriad of vibrant local, state, national and global settings.

Tim Etherington, Community Volunteer Specialists

Anita Britton, Community Volunteer Specialists

Marilyn Duffoo, Community Volunteer Specialists

CENTERS FOR COMMUNITY MOBILIZATION AND TRANSFORMATION

12:00 p.m. to 1:00 p.m. – Afternoon break/lunch on your own

1:00 p.m. to 3:30 p.m. – PRE-TRAINING WORKSHOP **B**

Refreshments will be provided during this session.

How To Utilize Social Media Tools Effectively in Your Organization

This workshop will walk you through from beginner to social media expert; we will work on your social media strategy live! Get the hands-on training you need to be able to succeed today. Setting up social media accounts is easy, maintaining them is harder. Ensuring that you know both the extent of your content and how engaging that content is can be harder yet, but those two tasks—social content management and social metrics—are critical to achieve and communicate the success of your social media activities

Efficient social content management means that your agency will create content only once and then share it across bureaucratic boundaries and geographic borders. Video created in a branch office can be repurposed in Washington or in another far-flung location. Social media metrics means you know which images are being shared, which videos are drawing the most comments, which status updates, tweets, and blog posts are resonating with your audiences. And through hard numbers, you can communicate the effectiveness of your social media activities up through your agency, out to the public, and across the table to critical stakeholders.

This workshop will teach you how to:

- Setup all your social media profiles the right way
- Update all of your social media profiles with just a few clicks every day
- Understand the purpose of Twitter lists and why you need to start creating them now
- Know how to appear to be everywhere
- Have a step-by-step strategy you can implement immediately without having to hire an expensive social media manager
- Know how to grow your twitter followers and Facebook fans in a natural and real way

Jenna Hoffman Ben-Yehuda, Director

WITTENBERG WEINER CONSULTING, LLC

Ken Grosso, East Coast Regional Vice President

THISMOMENT

7:45 a.m.
Registration & Continental Breakfast

8:15 a.m. **SPEED NETWORKING-WELCOME**
Chair Welcome & Speed Networking

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



Mike Panetta, Partner
BEEKEEPER GROUP
Training Chairperson

8:45 a.m. **CASE STUDY**
Social Media – Planning Ahead to Develop Your Weekly Social Media Plan

In today's society, residents are busy with their meetings and activities as well as with their kids' activities. With that in mind, the Kentuckiana Regional Planning and Development Agency (KIPDA) decided to provide ways other than holding a public meeting) to engage members of the community in our transportation planning efforts. One of these new techniques was through social media. Social media is a great way to meet people where they are. In this session:



- Learn how to use social media to encourage conversation on your agency's area of interest
- How social media can open the door for digital public meetings and forums
- How social media can also leverage your media coverage
- How working with local partners can also drive up engagement on your sites
- How to use social media to bring people to your meetings

In addition, hear how this small government agency has used social media to transform the way they engage their residents and planning partners.



Josh Suiter, Community Outreach Specialist
KENTUCKIANA REGIONAL PLANNING AND DEVELOPMENT AGENCY (KIPDA)

9:15 a.m. **CASE STUDY**
Social Media And Organizational Change – How Social Media Can Become Part of Your Everyday Organizational Culture

How can social media become part of your everyday organizational culture? Your team and their involvement is essential to the success, or failure, of your social media mission. How can you best leverage the players in your organization to maximize your social media usage? We will look at issues such as:

- Social media Planning: A blueprint for culture transformation
- Using social media to manage your "brand" identity and organization's mission
- Instilling a "social" mentality within your organization

Jason Townsend, Deputy Social Media Manager
NASA

9:55 a.m. **Q & A SESSION**
Idea Exchange: Questions, Feedback, Collaboration

10:05 a.m. 
Morning Refreshment & Networking Break

10:20 a.m. **CASE STUDY**

Social Media And Your Reputation: Developing A Strategy That Maximizes The Reputation Of Your Organization's Mission & Programs

Social media is as important to you name recognition as more traditional means of communication such as mainstream media, community engagement and stakeholder relations. As social media channels and platform offerings expand, so too do the risks to your organization's reputation if you do not have policies and strategies in place. Find out how to position your organization to maximize the opportunities that social media offers. This session will look at topics such as:

- Countering criticism of policies or individuals via social media
- Prevent activists from organizing protests
- Create a stronger level of community engagement
- Ensure that citizens are aware of changes and updates and feel there is a 2-way street of communication
- How to manage your reputation when everyone is talking about you



Dale Sweetnam, Noncommissioned Officer in Charge of the Online and Social Media Division
U.S. ARMY

Heather Ainardi, Marketing and Public Relations Manager
FLAGSTAFF CONVENTION AND VISITORS BUREAU

11:00 a.m. **INTERNATIONAL CASE STUDY**

Effectively Using Social Marketing To Drive Positive Behavior Changes

This enlightening case-study will highlight the social media channels used in an information campaign for fireworks safety, including how:

- Social media can be used for the dissemination of safety information
- To take into account the special needs of a demanding target group
- To influence attitudes – or is it possible – in social media



Johanna Salomaa-Valkamo, Head of Communications
FINNISH SAFETY AND CHEMICALS AGENCY

"Extremely informative! Through & thought provoking!"
Past 2012 Social Media Attendee

11:30 a.m. **CASE STUDY**

Next-Generation Communications: How To Use Video, Animation, Infographics, And Other Visual Tools To Get Out Your Agency's Message

In the future cars, trucks, buses, and even bicycles will communicate with each other using wireless technology. Such "connected vehicles," as they are called, will dramatically change the way Americans travel and significantly reduce traffic fatalities.

The U.S. Department of Transportation (USDOT) is exploring ways to educate the public about this exciting new technology. This session will focus on the innovative visual tools that the USDOT and its partners are using to help the public visualize how connected vehicles work. This includes animation, which visually simulates how connected vehicles communicate with each other to avoid crashes, increase mobility, and improve the environment. Attendees will also learn how to use infographics, or visual story boards, to explain complex ideas in an easy-to-follow format. Infographics can be incorporated into websites, shared with media outlets, and distributed to stakeholders for their own campaigns.

The session will feature tips and tools to save time and money when using next-generation tools. You will also learn how to incorporate next-generation visuals into trade shows, social media, and online competitions. The session will include examples of visuals created by the USDOT and others.



Mike Pina, Program Manager, Communications and Outreach
U.S. DEPARTMENT OF TRANSPORTATION

AGENDA - DAY 1 - Tuesday, Sept. 17

12:00 p.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

12:10 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 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 social media concerns.

1:40 p.m. CASE STUDY

Social Media's Role In Digital Marketing: Putting All The Pieces Together

No man is an island, and neither is social media when it comes to digital marketing. Learn how the rules of social media engagement fit into a broader digital marketing and communications strategy. Social media is an important component of an integrated communications plan's goals and objectives, with the key objective to effectively educate and integrate social-based thinking into business processes and culture. Discover how to activate multiple marketing channels to expand an organization's communications reach. Using convention marketing as a case study, hear how a trade association was able to increase attendee registration more than 10 percent through multi-channel marketing and social media engagement.

Specifically, you will learn:

1. The importance of consistent messaging
2. How to target your message for the greatest effect
3. Content-based social engagement
4. Leveraging data research to target market

Anrea Knotts Bona, Vice President of Marketing

ICBA (INDEPENDENT COMMUNITY BANKERS OF AMERICA)

2:10 p.m. INTERNATIONAL CASE STUDY

Navigating The Social Media Minefield

Social media can help you reach beyond what your organization or department would normally think possible or it can drag down with too much technology, tools, and time.

This session will present some practical ideas, opportunities, and theory so you don't get drawn into the hype around the latest online toys or have you fretting about how to integrate social media with your regular outreach and communications initiatives. Drawn from practical experience as well as theory about how we communicate with each other you'll be able to apply the information across most of your social media initiatives.



Mike Spear, Director of Communications

GENOME ALBERTA



2:40 p.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

2:50 p.m. 

Afternoon Refreshment & Networking Break

3:00 p.m. **GROUP EXERCISE**

Brainstorm Solutions And New Ideas You Can Use

We've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow training attendees and speakers which social media tools you're using and where you have found the most success.

3:30 p.m. **CASE STUDY**

How NonProfits Benefit From Social Media: How Your Agency Can Reap The Rewards

This joint presentation will examine a couple of case studies and take you through a variety of manners in which NonProfits can benefit from the use of social media. In addition to seeing and hearing real-world, working examples we will also look at issues such as:

- Utilizing social media as an integral part of fundraising
- Increasing presence of your organization's cause
- Developing "Brand Ambassadors" to endorse your organization
- Addressing the crowd
- Examining a Case Study -- Showcasing the Award Winning Social Media Campaign, SocialWorkersSpeak.org



Greg Wright, Senior Communications and Public Relations Specialist
NATIONAL ASSOCIATION OF SOCIAL WORKERS



Dave Bentley, Marketing Manager
ASSOCIATION FOR PROFESSIONALS IN INFECTION CONTROL AND EPIDEMIOLOGY

4:00 p.m. **PANEL SESSION**

Social Unleashed: Unlocking The Transformative Power Of Social Media

Social media is fast becoming a key element of the total marketing mix, cutting across both online and offline activities. There is huge potential for social media to amplify organization awareness, engage the community, and drive program and agency results – but most organizations are just scratching the surface of what's possible.

This session will provide insight into:

- Keys to unleashing the power of social media including:
 - Cross-network engagement
 - Harnessing social data
 - Leveraging social signals across the web
- Understanding how to converge social, local and mobile communications for an effective strategy
- Making paid, owned and earned media work more effectively together

Allen Todd, Director, Patient Education & Advocacy
GLOBAL HEALTHY LIVING FOUNDATION



Chris Glushko, Senior Director, Marketing
IAB (INTERACTIVE ADVERTISING BUREAU)



Jacqueline Young, Director of Publications and External Communications
HOWARD UNIVERSITY SCHOOL OF LAW

AGENDA - DAY 1 - Tuesday, Sept. 17

4:45 p.m. **Q & A SESSION**
Idea Exchange: Questions, Feedback, Collaboration

4:55 p.m.
Chair Wrap Up



Mike Panetta, Partner
BEEKEEPER GROUP
Training Chairperson

5:00 p.m.
End Of Day One

5:10 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.

RAVE REVIEWS FROM PAST A.L.I. SOCIAL MEDIA ATTENDEES

“Great suggestions for gathering customer comments. I’ve never heard of that before.”

“Very good presentation & reminders to keep your name and brand secure. Pull the curtain back & let the public see you!”

“Thanks for showing us how to listen to our audience.”

7:45 a.m. 
Continental Breakfast & Networking

8:15 a.m.
Chairperson's Opening of Day Two



Mike Panetta, Partner
BEEKEEPER GROUP
Training Chairperson

8:30 a.m. **CASE STUDY**
How To Use Social Media Messaging For Crisis Communications

Because web-enabled mobile devices and social media applications have become so prevalent, we are now able to reach people in the path of natural disasters with important messaging faster than ever before. This is especially important during emergencies that involve power failures. As Hurricane Sandy approached landfall in late 2012, the Centers for Disease Control and Prevention's (CDC) National Center for Environmental Health (NCEH) assisted state and local public health partners by developing and share storm-related messaging across several social media channels. Learn how social media can be a useful and important tool for sharing information to help people be prepared for and stay safe during and after emergencies and natural disaster.



Jay H. Dempsey, Health Communication Specialist
U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION, NATIONAL CENTER FOR ENVIRONMENTAL HEALTH/AGENCY FOR TOXIC SUBSTANCES AND DISEASE REGISTRY

9:10 a.m. **INTERNATIONAL CASE STUDY**
How To Change Attitudes Using Social Media

In 2009-2012, the successful project XOVIATION aimed to change attitudes and open up to try new ways of communicating. By capitalizing on the Internet, mobile phones and social media like Facebook and Twitter, the dialogue became faster, more interesting and, above all, much less formal.

This interactive session will examine how NetPort was able to improve communications and change attitudes during their XOVIATION project and you will receive an insider's peek into the why's, how's, and wow's of the results.



Petra Charlotte Arrenas, Project Manager Digital Media
NETPORT.KARLSHAMN

9:40 a.m. **Q & A SESSION**
Idea Exchange: Questions, Feedback, Collaboration

"Thanks for showing us how to listen to our audience."
RAVE REVIEW from a 2012 Social Media Training Past Attendee

9:50 a.m. 
Morning Refreshment & Networking Break

10:00 a.m. **CASE STUDY**
Social Media And Crisis/Reputation Management: Best Practices For Avoiding Social Media Suicide

Many organizations and companies are hesitant to dip their toe in the waters of social networking, for fear that a communications crisis could go viral and damage their reputation. As social media channels and platform offerings expand,

so too do the risks to your organization's reputation if you do not have the right policies and strategies in place. Learn how to position your organization to maximize the opportunities that social media offers, while minimizing the risks.

This informative case study will look at topics such as:

- Effectively communicating with critics via social networks
- Creating a strong social community and engaging with your advocates
- Structuring an effective crisis response team
- Responding humanely during a crisis



Andrea Basora, Senior Vice President, Digital Communications
INSURANCE INFORMATION INSTITUTE



10:30 a.m. CASE STUDY

Protecting Your Organization And Employees: How To Create Beneficial Social Media Policies

Ever wonder which social media policies your business needs? And then wonder where and how do you get started?

Social media policies are crucial to the success of any business in this day and age. Identifying the necessary policies ensuring they are compliant, and learning to roll them out to your internal and external audiences can make all the difference.

In this session you will learn:

- How to identify the most important aspects of properly planning, creating, and executing social media policies for your organization
- How to protect your organization while being beneficial for your employees
- How to get started
- Where to get started
- What to look for when considering compliance



Kimberly Brown, Communications and Social Media Manager
AAPS (AMERICAN ASSOCIATION OF PHARMACEUTICAL SCIENTISTS)



Deidre Forster, State Public Affairs Officer
WYOMING MILITARY DEPARTMENT

11:10 a.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

11:20 a.m. CASE STUDY

Gamification: The Next Gen Media And Marketing Tool

In this session, you will learn what gamification is, what it isn't, its advantages and disadvantages and how it can help your organization. You will also hear how to leverage the power of video within social media to reach your intended audience.



Scott Shaw, Chair, Game Design and Development Program,
and Video and Motion Graphics Program
WILMINGTON UNIVERSITY

Laurie Bick, Director of Public Relations
WILMINGTON UNIVERSITY

AGENDA - DAY 2 - Wednesday, Sept. 18

11:50 a.m.

CASE STUDY

Gaining Friends And Influencing Others: Using Social Media To Build A Movement From Scratch

In this session, you will hear lessons learned from the recent launch of a new public-facing health campaign and the critical role that social media played.



Philip Zepeda, Vice President, Cause Marketing and Communications
THE AMERICAN COLLEGE OF CHEST PHYSICIANS



12:20 p.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

12:30 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 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 social media concerns.

1:55 p.m.

GROUP SESSION

Interactive Discussion Based Session: The Shifting Marketing Landscape

In the world of social business world, priorities can shift almost daily with the emergence of new platforms. While this presents an amazing opportunity for marketers, it also brings unprecedented challenges. What should marketers be focused on today? What can drive the greatest success for their companies? How do you measure that success?



Suzanne Fanning, President
WOMMA (WORD OF MOUTH MARKETING ASSOCIATION)

2:25 p.m.

CASE STUDY

Uncovering Value Through Social Media Analysis

From influencer identification to ROI calculation, social media data analysis is being used across the world in an endless number of ways. We outline a number of innovative uses for social media data that are helping organizations measure and gain from their social media investments.

In this session we will examine:

- The current state of the art in social media analysis
- Some of the hidden “gotchas”
- Explore the future of the discipline



Stephanie Thara, Public Affairs Web Communication Specialist
THE CALIFORNIA STATE UNIVERSITY

2:55 p.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

3:00 p.m. 

Afternoon Refreshment & Networking Break

3:10 p.m. **CASE STUDY**

The Importance Of Social Media Within Community Engagement

Social media is as important to community engagement as more traditional means of communication such as mainstream media, community events and stakeholder relations. As social media channels and platform offerings expand, there are greater opportunities to partner with like organizations and invite new stakeholders to join the conversation.

This session will provide insight into:

- Engaging with social groups through formal and informal partnerships
- Using social media in an engaging and meaningful way
- Starting conversations and sharing stories
- Create a stronger level of community engagement
- Monitoring user activities and postings to establish situational awareness



Patrick von Keyserling, Director of Communications (L)
Mike Banuelos, Communication Specialist II (R)
CITY OF BOULDER, COLORADO



Benet Wilson, eNewsletters/Social Media Editor
AOPA (AIRCRAFT OWNERS AND PILOTS ASSOCIATION)



Mary Krakowiak, Digital Engagement Specialist
NATIONAL ARCHIVES AND RECORDS ADMINISTRATION



Kristen Baker, Social Media Marketing Manager
GEORGIA DEPARTMENT OF LABOR

3:55 p.m. **CASE STUDY**

Social Media Myths Debunked

In this session we will examine some of the top social media myths that are often thrown out as objections to why a Federal agency will not jump on the “social media bandwagon.” Each myth will be examined and discussed with the actual reality presented so everyone can feel comfortable and confident in using social media.

Some of the top myths we will discuss include:

- Social media is simply another venue for disseminating content as a function of public affairs.
- All the feedback we receive on social media will be negative, critical feedback that will cast our agency in a poor light.
- You have to be on the cutting edge of technology to use social media effectively.
- Most comments on social media are not well thought out of constructive.
- We will be inundated with responses and feedback, and this will overwhelm our people or systems.
- No one is interested in the material we would put on social media; it's simply too boring.

AGENDA - DAY 2 - Wednesday, Sept. 18

- Social media is only for the younger generation. My audience is not going to be on that medium.
- Maintaining a social media presence takes too much money.



William Spencer, Clerk of the Board
U.S. MERIT SYSTEMS PROTECTION BOARD

Joselyn Baker, Senior Vice President, External Affairs
GEORGIA CHAMBER OF COMMERCE

4:25 p.m. CASE STUDY

Social Response: Using Social Media In Crisis Communications Situations

Social media can be a tremendously helpful tool when communicating through a crisis situation. In this session, you will learn how one commodity organization used social media as part of its strategy to inform and engage with consumers during a crisis.

Stacy Fitzgerald-Redd, Senior Director, Communications
USA RICE FEDERATION

4:55 p.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

5:05 p.m.

Chair Wrap-Up, Share Key Takeaways & Close of General Sessions



Mike Panetta, Partner
BEEKEEPER GROUP
Training Chairperson

Social Media for Government & Nonprofit Communications - Sept. 16-19, 2013

Interactive Post-Training Workshops ~ Thursday, Sept. 19, 2013

Thursday, Sept. 19, 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 11:00 a.m.: – POST-TRAINING WORKSHOP C

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

Shoestring Brilliance: Using Free (And Nearly Free) Tools To Create Great Social Media Videos

It has never been more urgent for your organization to use images and videos to communicate your message in the social media realm. But you don't have the staffing, the know-how, or the large budget to achieve it? There are amazing tools available now to make it all possible for one person with limited time (and almost no money outlay) to make it happen.

This workshop will give you the knowledge, the confidence, and the important tools you need in order to produce some stunning videos to help tell your organization's story.

You will receive hands-on information about:

- Choosing the equipment that is right for you
- Learning the basics of video composition and editing
- Creating a branded intro and ending
- Finding the best video hosting solution
- Promoting your videos via your social media channels

Joseph May, Social Media Coordinator

STATE AND FEDERAL COMMUNICATIONS, INC.

11:00 a.m. to 12:00 p.m. – Break/lunch on your own

12:00 p.m. to 2:30 p.m. – POST-TRAINING WORKSHOP D

Refreshments will be provided during this session.

The Power Of Listening

This executive workshop will examine case studies from the Department of State, Department of Education and HHS and how they are currently monitoring social media channels and how it ties to their mission goals. In this interactive, case study-driven workshop we will discuss a variety of issues such as:

- Social media monitoring tools the federal government is currently using
 - Measured Voice
 - Hootsuite
 - SproutSocial
 - Radian6
 - Sysomos
 - Others
- Examining how listening is key before engagement and why
- Determining the types of channels that are used to monitor and metrics that are used to gather information
- Manners to analyze online discussions
- Determining next steps

Naveen Krishnamurthy, Chief Executive Officer

RIVA SOLUTIONS INC.

TRAINING SUPPORTERS:



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.

brandchannel. always branding. always on.



National Association of
Government Communicators

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/>.



Federal Communicators
Network

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, visit <http://fedcommnetwork.blogspot.com/> or contact Larry.Orluskie@HQ.DHS.GOV.



The Center for Excellence in Public Leadership (CEPL) at The George Washington University offers cutting-edge leadership and management programs for managers in the public sector. The Center brings more than 20 years experience to its work with federal managers, including standardized training that prepares federal leaders for senior executive positions, and customized training to address specific training needs for a variety of managerial and supervisory levels.

Programs offered during 2011 include the Senior Leader Program, Advanced Leadership Workshop, Emerging Leaders Workshop, and Step Up to the Microphone with Confidence.

For more information, visit <http://www.leadership-programs.org/>.



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/>

ALL TRAINING SESSIONS WILL BE HELD AT THE:

Doubletree by Hilton Washington DC

1515 Rhode Island Avenue, NW
 Washington, DC 20005
 Reservations: 1-800-492-5195
 Hotel Phone: 202-232-7000



Photo courtesy of WCTC

For the conference, a limited number of rooms have been reserved at the group (government per diem) rate of \$226/night. If you would like a sleeping room, please click on this link http://doubletree.hilton.com/en/dt/groups/personalized/W/WASDTDT-ALI-20130915/index.jhtml?WT.mc_id=POG or call the hotel & mention group code "ALI." We recommend that reservations be made early as rates are subject to availability.

Located in the heart of downtown, in the vibrant Dupont Circle area, the Doubletree by Hilton Washington DC Hotel is within walking distance of the White House, K Street, world-famous Smithsonian Institution museums and the Lincoln Memorial, and only three miles from Ronald Reagan Washington National Airport.

Join us in Washington, DC, for A.L.I.'s training on "**Social Media for Government & Nonprofit Communications: Maximize Efficiencies, Build Community Engagement & Drive Results During Sequestration and Unprecedented Budget Cuts,**" 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, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	EARLYBIRD Pricing: Register & pay by July 31st	REGULAR Pricing: Register & pay after July 31st
Training Only (Sept. 17 & 18)	\$1,499	\$1,899
Training (Sept. 17 & 18) Plus One Workshop (Sept. 16 or 19)	\$1,899	\$2,299
Training (Sept. 17 & 18) Plus Two Workshops (Sept. 16 &/or 19)	\$2,199	\$2,599
Training (Sept. 17 & 18) Plus Three Workshops (Sept. 16 & 19)	\$2,399	\$2,799
Training (Sept. 17 & 18) Plus All Four Workshops (Sept. 16 & 19) - 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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted government & nonprofit communications audience. Space is limited, so please call (773) 695-9400 ext. 0, 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. PAST ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. As a past A.L.I. conference attendee, receive a \$200 discount off your next A.L.I. conference.

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 (**by August 30th**) 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 (**after August 30th**) 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 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

DISCOUNTS & POLICIES

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.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

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- 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
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- Census Bureau
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- FAA
- City of Las Vegas, NV
- City of Chicago, IL
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- 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 Sept. 2013 Social Media for Govt. & Nonprofit Communications Training in DC.

Please check:

E-mail Priority Code: _____ Amount Due: _____

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- Training Plus Workshop(s):
 - Pre-Training Workshop A: Reaching Up To The "Cloud" With Your Social Networks
 - Pre-Training Workshop B: How To Utilize Social Media Tools Effectively in Your Organization
 - Post-Training Workshop C: Shoestring Brilliance: Using Free (And Nearly Free) Tools To Create Great Social Media Videos
 - Post-Training Workshop D: The Power Of Listening
- 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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