

STRATEGIC INTERNAL COMMUNICATIONS IN GOVERNMENT

HOW TO USE SOCIAL MEDIA & TRADITIONAL COMMUNICATIONS
TO ENGAGE EMPLOYEES, DRIVE PERFORMANCE & ADD VALUE

May 1 - 4, 2012 • Washington, DC

REGISTER BY FEBRUARY 29TH TO SAVE \$400!

WHAT YOU WILL LEARN

Strategic internal communications impacts your organization's effectiveness dramatically – now more than ever! Attend this conference to discover actionable tools and breakthrough strategies to help you leverage the power of social media and traditional communications to forge stronger employee engagement, drive bottom-line results, and prove your worth, including:

- **Integrating** social media tools with your traditional communicates to reach your employees more efficiently and effectively
- **Motivating** employees at all levels of your organization to be committed to and carry out your strategy in their day-to-day jobs
- **Creating** a social media (Facebook, Twitter, Wikis, YouTube, etc.) strategy to drive performance-based communications
- **Measuring** the impact communications has on relevant performance measures such as quality, service and cost
- **Developing** a tighter focus on the metrics that matter to your employees and your organization
- **Closing** the gap between the ability to develop and communicate strategies and the ability to execute strategies
- **Transforming** your day-to-day operations to make them more results oriented
- **Incorporating** social media technologies into your existing communications plans to maximize results
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees
- **Overcoming** the limitations of tools and tactics when implementing your strategy
- **Determining** the right metrics for key strategies and deliverables
- **Focusing** your message to cut through the clutter and deliver your key message effectively

SUPPORTING ORGANIZATIONS



If you get it, share it

SPEAKING ORGANIZATIONS:

Hear from these leading agency representatives and experts how to transform the role of internal communications to one that adds value and drives change to achieve results, with practical lessons learned from:

Transportation Security Administration

U.S. Government Printing Office

U.S. Army

National Institutes of Health

Centers for Disease Control and Prevention

Federal Reserve Bank of Atlanta

National Cancer Institute

U.S. Geological Survey

Federal Bureau of Investigation

Smithsonian Institution

Federal Aviation Administration

Genome Alberta

U.S. Navy Bureau of Medicine and Surgery

MITRE

Widmeyer Communications

AboutFace Media Inc.

SNVC L.C.

Adfero Group

Presented by:



The **Advanced Learning Institute**
Your Government & Communications
Training Partner Since 1997

Register by February 29th 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

Strategic Internal Communications in Government - May 1 - 4, 2012

WHO WILL ATTEND:

This conference 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:

Internal Communications

Public Relations/Affairs

Employee Engagement

Corporate Communications

Social/New Media

Brand Development

Online, Publication & Web Content

Training & Development

Interactive Media

Employee Communications

Change Management

Intranet Communications

Organizational Transformation & Development

Human Resources

Electronic Communications

Business Development

Media Relations

Communications Management

Emerging/Digital Media

Global Communication

Strategic Planning

And all those tasked to use strategic internal communications to engage their employees, drive performance and add value.

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this communications 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 communication professionals engaged in the "journey." Join your colleagues now to learn how to use strategic internal communications to engage your employees, drive performance and add value.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all those who are committed to using strategic internal communications to engage their employees, drive performance and add value. You'll benefit from:

- **21 innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional communication tools that are already proven to work
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview** of internal communications innovations from leading practitioners like the **FBI, U.S. Navy Bureau of Medicine and Surgery, FAA** and many more
- **Acquiring new knowledge** to help transform your communications and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading internal communications initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to revolutionize your employee communications, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

All attendees will be invited to expand their network and continue the conversation in the conference wiki --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.



Dear Federal, State and Local Government
Communications Professionals,

Communicating across the public sector workforce has never been more of a challenge than now. We find ourselves trying to meet stakeholders' ever-growing needs for transparency and inclusion, but we are constrained by uncertain budgets and rooted organizational cultures.

We hear that social media presents a great opportunity to enhance dialogue, yet studies show that the public sector is well behind in making use of these tools.

Join us in Washington, DC from May 1-4, 2012, as the Advanced Learning Institute hosts its 10th conference on "Strategic Internal Communications in Government" How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," a conversation that returns us to first principles. Learn how to use your internal communications function to:

- Monitor - keep abreast of conversations that affect your organization's mission
- Influence - transmit information or provide the conditions for lateral workforce communications
- Enable - provide a platform for people to self-organize, set their own goals, develop their own tools, and accomplish their part of the overall mission

This training opportunity is ideal for public sector communication managers. Past participants have found a great deal of value in the in person dialogue with peers—discussing implementation realities and solutions in breakout sessions and continuing the conversations and relationships beyond the conference.

You will hear transformational case studies from leading agency representatives, including how the:

- **Transportation Security Administration** involved the right partners to engage their employees and drive results
- **Federal Bureau of Investigation** learned to measure the effectiveness of their internal communications on a shoe string budget
- **U.S. Navy Bureau of Medicine and Surgery** were able to leverage social media to communicate with their workforce on a limited budget

Make your plans now to join us in Washington, DC this coming May 1-4.

I look forward to advancing this important work with you, in these most challenging times.

Sincerely,

Jeff Brooke, ABC, Principal, Organizational Change & Communications

MITRE

former Director Employee Communications Office at U.S. Government Printing Office

P.S. Make your investment pay off even more by bringing a team! Register 3 people and get the 4th for FREE! Call (888) 362-7400 or (773) 695-9400 or [click here for details](#).

Add to the dialogue! Using #icgov, tweet your questions and comments to Angie, the conference producer, prior to the conference @Angie_ALI

Why Are Advanced Learning Institute Conferences Different?

Through numerous networking opportunities with your colleagues, you'll leave with many new industry contacts, peer advice and help with your job and career!

"...Wonderful opportunity to meet professionals in the public and private sectors...also, it was exciting to see how valued internal communication systems are key to high-performing organizations for leaders, CEOs & knowledge workers."

L. Nobles, Human Resources Specialist

U.S. SECURITIES AND EXCHANGE COMMISSION

A LETTER FROM THE CONFERENCE CHAIRPERSON

Strategic Internal Communications in Government - May 1 - 4, 2012

Interactive Pre-Conference Workshops ~ May 1, 2012



INTERACTIVE, HANDS-ON WORKSHOPS

Tuesday, May 1, 2012

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering strategic internal communications strategies that will enhance your understanding of the informative, case study presentations throughout the entire conference.

.... Choose ALL FOUR Workshops for Maximum Value and Learning

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

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

How To Develop And Implement Compelling Content For Your Internal Communications Strategy

You've narrowed down the tools you want to use for your internal communications plan – that's a great first step. Now, how do you go about creating content to utilize those tools effectively?

In this workshop, you will be guided to greater understand the ins and outs of creating compelling content for use in your internal communications. You'll learn practical approaches and tips to developing content that grabs the attention of your audience, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to further communication. Case studies will be presented to illustrate how video content was created and implemented for internal communications purposes, and demonstrate how in some cases, this content can serve double-duty as an outward-facing strategy.

In this compelling, hands-on workshop, you will leave with strategies and tools to help you:

- Understand key items and utilize best practices when creating a content strategy
- Develop compelling content that your audiences wants
- Discover how best to deal with the challenges and benefits presented by inward vs. outward facing distribution
- Create content that utilizes popular social media tools including Yammer, Facebook and You Tube to communicate with your internal audience where they're spending their time
- Develop effective video content for multiple distribution channels
- Apply these approaches to your specific content needs

WORKSHOP LEADER: Denise Roberts McKee is COO at AboutFace Media Inc. AboutFace creates short-form, storydriven documentaries for online and social media marketing projects.

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-CONFERENCE AFTERNOON WORKSHOP B

Refreshments will be provided during this session.

How To Use Collaborative Social Media Tools To Reinvent Your Internal Communications: Developing Policies, Setting Metrics & Engaging Employees

Public perception of government entities is impacted, negatively and positively, by the impression they take away from interactions they have had. Increasingly, citizens are expecting these interactions to occur online and within the realm of social media. At the same time, government employees, being citizens themselves, are adopting the use of social media in their private lives. The lines between personal use of social media and official agency communications are blurring for employees. Are you prepared as an organization to not only deal with, but leverage this evolution? Hint: the answer isn't to run out and setup a Twitter account or rush out a draconian employee social media policy from the general counsel's office.

You need to model your agency's online "behavior" to be consistent for all online interactions that citizens will seek out and engage the agency and its employees in. This process, called Digital Behavior Modeling, will provide you with a framework to ensure that your internal communications support your external communications goals.

This workshop will provide you with a process to understand what are the most important online conversations and social media channels related to your agency's mission and how to ensure employees, social media tools, policies and content development align with them.

At the conclusion of the workshop, you will be able to:

- Create a Conversation Map of web and social media activity most relevant to your agency's mission and communication goals
- Develop a Performance Scorecard that defines success through attainment of key metrics for internal stakeholders in areas of Activity, Reach and Engagement
- Develop a social media policy that protects the agency by proactively addressing current and future engagement concerns
- Create a social media orientation and support program that provides instruction to employees before they engage in online conversations and just-in-time help when they are engaging, including the grooming of agency ambassadors
- Create an internal community site to keep employees engaged with the use freely available open source tools already in use at other government agencies
- Develop presences on government-friendly social media sites and networks that have been used by your counterparts that provide privacy and "terms of service" elements your legal department requires

WORKSHOP LEADERS: Barry Reicherter is Senior Vice President – Digital Strategy & Ideas at Widmeyer Communications.

Widmeyer Communications' clients include: the U.S. Consumer Products Safety Commission, the U.S. Department of Health and Human Services, Pfizer, Nestle, and Pearson.

Chad Hyett is Vice President at Widmeyer Communications. Hyett has worked with numerous companies on campaigns supporting corporate and internal communications, issues preparedness, science and disease awareness, product marketing and alliance building.

Strategic Internal Communications in Government - May 1 - 4, 2012

Interactive Post-Conference Workshops ~ May 4, 2012

Friday, May 4, 2012

.... Choose ALL FOUR Workshops for Maximum Value and Learning

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

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

How To Engage Employees By Connecting Them To Your Organization's Mission And Strategic Plan Through Strategic Internal Communications

With recurring hard times, it is more important than ever for organizations to be able to communicate clearly to their employees. With more of today's workforce spread in different locations, it is critical for employees to clearly understand their organization's mission and strategic plan and the vital role they play in driving results.

Throughout this interactive workshop, you will learn ways to engage employees including how to:

- Ensure your employees are vested in your organization's goals and mission
- Foster a shared culture
- Create opportunities for your employees to actively participate in the development and growth of your organization
- Execute an internal communications plan that gives employees a sense of purpose and value in your organization
- In addition, you will walk away with the right tools to assist you in executing your organization's goals and strategic plan.

Chris Battle is a Partner at Adfero Group, a public relations firm located in Washington, DC. He serves as the lead communications strategist to many of Adfero's clients, providing counsel to some of the nation's top corporate brands, high-profile government agencies and major trade associations.

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-CONFERENCE AFTERNOON WORKSHOP D

Refreshments will be provided during this session.

How To Use Strategic Internal Communications To Foster Mission-Focused Employee Behavior And Culture To Support Agency Goals

The principles of knowledge management are divided into three areas: technology, process and culture. Technology can be purchased, processes can be created, but only one of these three has to do with fundamentally changing the way people think and approach their jobs - culture.

One of the biggest obstacles facing organizations both big and small is the question of how to shape the corporate culture to foster creativity in a way that propels the organization as a whole toward achieving stated business goals.

In this interactive workshop, we will focus on how to:

- Motivate employees to perform as an integral part of a team
- Effectively communicate corporate culture to everyone in the organization from leadership down through the workforce
- Inspire creative thought and innovation to help your organization meet new challenges and learn from past ones

In addition, you will leave knowing how to:

- Define your corporate culture
- Promote trust and good experiences within your workforce
- Maintain open communication between leadership and employees
- Shape your organizational culture to bring your workforce together and accomplish strategic goals

WORKSHOP LEADER: Kai Beasley is a Knowledge Management Analyst with SNVC L.C. which is headquartered in Fairfax, VA. SNVC is a 2011 Virginia Business Magazine winner of the "Best Places to Work" award. Their experience can be demonstrated by programs that are used both internally and externally.

INTERACTIVE, HANDS-ON WORKSHOPS

Strategic Internal Communications in Government - May 1 - 4, 2012

General Sessions - Day One - May 2, 2012

AGENDA - DAY 1 - Wednesday, May 2



8:00 a.m.
Registration & Continental Breakfast

8:30 a.m. **CHAIRPERSON'S WELCOME**

Chairperson's Opening of Day One & Presentation: Succeeding At Internal Communications While Overcoming The Changes In The Economy And Society

The field of internal communications is ever-changing to match broader changes in the economy and society. Some of the major shifts include markedly higher expectations for trust, transparency and engagement, with a backdrop of "do more with less." The traditional "message management" role is insufficient in this new reality.

After reviews of recent research and thinking about broad trends in internal communications, you will walk away from this session with a better understanding on how to influence conversations around a strategic narrative, and the skills needed to succeed in this new role.

Jeff Brooke, ABC, Principal
Organizational Change & Communications

MITRE

former Director Employee Communications Office at U.S. Government Printing Office

9:30 a.m. **CASE STUDY**

If You Ask ... They Will Tell: Using a New Type of Employee Feedback Channel to Change the Work Place

At the beginning of 2012, the new Acting Public Printer of the U.S. Government Printing Office (GPO) said she wanted to know what was *really* on employees' minds, especially those who were *close to the work*. The Office of Communications developed *What's on Your Mind?* – a direct and confidential feedback channel straight to the Acting Public Printer. Work life hasn't been the same since!

From the strategic to the tactical, you will hear:

- Strategic uses for this communication channel
- Practical tips on cost-effective implementation
- How to use the information gathered to change the work place
- How to follow-up and acknowledge employee feedback while honoring confidentiality
- How to measure effectiveness

Terri C. Ehrenfeld, Communications Specialist, Office of Communications

U.S. GOVERNMENT PRINTING OFFICE

10:15 a.m. 

Break-Out Blitz! Network And Discuss Strategic Internal Communication Challenges With Your Fellow Conference Attendees

This session will open the conversation by connecting you with other conference participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

10:45 a.m. 

Morning Refreshment & Networking Break

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

How To Help Employees Recognize The Value They Contribute To Their Organizations During Times Of Change

Your 2012 budget was a punch in the stomach, and 2013 looks like it won't be getting any better. You're trying to

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AGENDA - DAY 1 - Wednesday, May 2



respond by focusing on what you do best and throwing the rest overboard, and as part of the communications staff, it's your job to get the rest of your bureau fired up to do the same thing.

It's hard to sell big strategic change from headquarters down to everyone who does the real work in the field when they're just trying to stay above water. So how do you help people see the big picture while asking them to engage in things that they don't see as valuable to their own situation?

In this session, you will learn how to:

- Engage employees in strategic direction setting that they don't yet understand or value
- Open up, formalize, and organize employee idea sharing
- Turn dirty words like consolidation and efficiency into grounds for constructive discussion and problem solving



David Hebert, Internal Communications Chief
U.S. GEOLOGICAL SURVEY

12:00 p.m. CASE STUDY

Making Communication "Contagious": How To Guide Employee Messaging

The movie Contagion, a star-studded film about the outbreak of a deadly pandemic, was filmed in part at the Centers for Disease Control (CDC) this past year. This was a great experience for CDC employees but the communications department knew that they needed to guide the messages that employees might pass to the public, friends and family.

Find out how the CDC used this work of fiction to:

- Educate employees during big events so external messages are accurate
- Use their intranet to build brand ambassadors among their employees
- Use storytelling as a way to encourage conversations and build staff morale



Kathy Nellis, Public Affairs Specialist
CENTERS FOR DISEASE CONTROL AND PREVENTION

12:45 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 topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communications concerns.

2:15 p.m. CASE STUDY

How To Use Social Media To Spread Information To Global Employees And Build Community

Social media can instantaneously connect users within a global network from anywhere in the world. The Army has chosen to take a proactive approach to social media and in doing so, has built a massive social media following on Facebook, Twitter, YouTube and Flickr. They use social media to communicate, not only with the public at large, but also with active-duty Soldiers on an installation. Dozens of units are picking up on this trend and having much success while doing so. Social media is no longer just about telling a story, it's about building a community and keeping everyone connected.

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The only way to truly ensure that the correct message is being shared is through the timely release of accurate information, and the Online and Social Media Division can help other Army organizations do just that. With millions of followers on Facebook and Twitter, the Army can spread messages and themes around the world instantly with the simple click of a mouse.

From the innovative and ground-breaking experiences of the Army, you will learn valuable ways to use social media for your own internal communicates efforts.



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

3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.

CASE STUDY

Developing A Social Media Strategy Starts Within And Can Be Used To Reach Beyond Your Traditional Audience

Health disparities have been, and continue to be, a public health challenge. When it comes to cancer, these differences are particularly obvious as many members of special populations experience a greater cancer burden by some measures. In response to this, the National Cancer Institute (NCI) developed a unique communications component to reach these populations with important news and information about cancer. In the past year, NCI's minority outreach effort has reached new heights through pioneering and embracing social media.

The results from employing social media are promising, whether it be steady growth of followers on Twitter or hits for cultural cancer awareness ides on YouTube. Many aspects of the strategy developed for using social media for minority outreach can apply to internal audiences as well as other specialized audiences.

From this session, you will gain knowledge on what social media tools to embrace in your organization as well as reasons to validate your decisions, including:

- Learning how social media tools can enhance and increase the reach of traditional media tools
- Ways to tailor your information on social media, especially YouTube, as a way to personalize the broadcasting of important communications
- Learning how to use social media as a great way to point people in multicultural communities to government resources
- Knowing how to select the appropriate social media tools for special audiences -- one size does not fit all

James Alexander, Public Affairs Specialist, Office of Communications and Education

NATIONAL CANCER INSTITUTE

4:00 p.m.

CASE STUDY

Beyond Surveys: How To Measure The Effectiveness Of Your Internal Communications

Leaders are often asking us to show them that our communications are effective. But how exactly do you do that? Especially in these times of tight budgets and limited resources?

During this interactive session, you will learn:

- How demonstrating communications effectiveness doesn't have to mean pricey all-employee surveys or costly consultants

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- The communications planning process and template used at the FBI
- How to evaluate results through the use of formal and informal, quantitative and qualitative ways you can show that your communications are making a difference

Terrie Santamaria, Communications Advisor, Employee Communication
Cyndy Kaufman, Unit Chief, Employee Communication
FEDERAL BUREAU OF INVESTIGATION

4:45 p.m.

More "How To's" To Help You Get The Work Done: An Interactive Panel Discussion With Today's Participants!

Need to dive deeper into specific topics? Want more details? Here's your chance! Interact and ask questions amongst the group to help you brainstorm and innovate your own internal communications plan. Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

5:15 p.m. 

End Of Day One & Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference 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.

AGENDA - DAY 1 - Wednesday, May 2



8:00 a.m.
Continental Breakfast & Networking

8:30 a.m. **CASE STUDY**
Chairperson's Opening of Day Two

Jeff Brooke, ABC, Principal
Organizational Change & Communications

MITRE

former Director Employee Communications Office at U.S. Government Printing Office

8:45 a.m. **CASE STUDY**
How To Leverage Social Media: Evaluating Effectiveness On A Limited Budget, Communicating Across A Global Workforce And Integrating Numerous Social Media Channels

Communicating health and safety issues to a global workforce of military and civilian employees is challenging -- the U.S. Navy Medical Department is a global healthcare network of 63,000 Navy medical personnel around the world who provide high quality health care to more than one million eligible beneficiaries. The organization provides health education information so that personnel can make informed choices on matters of health and wellness to maintain a fit and ready force in support of U.S. national security requirements.

Using examples from the 2011 flu season immunizations, you will gain an in-depth understanding of the communication challenges and successes and how to measure communication effectiveness with your employees.

In addition, you will learn why it is vital to include numerous social media channels while developing communications for a global workforce, including:

- The general attitudes on the use of digital media for organizational information
- Using social media to communicate internal information to a global workforce
- Optimizing the use of content and messaging and manpower while using social media platforms
- Evaluating communication effectiveness on a shoe-string budget

Captain J.A. "Cappy" Surette, APR, Public Affairs Officer

U.S. NAVY BUREAU OF MEDICINE AND SURGERY

9:30 a.m. **CASE STUDY**
How To Move Beyond Informing And Educating To Developing And Empowering Employee Engagement

The internal communication function has increased in prominence in recent years, with the addition of dedicated communications professionals who strive to keep staff well-informed not only about human resources matters but also about the broader goals of the organization itself and the issues and challenges the organization faces day to day in accomplishing its goals. But with increased scrutiny and criticism of the public sector at all levels, it has become important to foster employees who understand how their individual work contributes to the organization's broad goals and who can act as ambassadors to family, friends and others in their personal circle when challenged about the organization's work.

This session will not only explain what it means to foster employee engagement and empowerment but also:

- How to create employee ambassadors
- Provide a range of practical steps to implement programs



- Steps that can be accomplished within the strict budget guidelines

Finally, this session will consider ways to measure success, always an important aspect of new programming in a time of rapid change and budget restraint.

Bobbie McCrackin, Vice President and Public Affairs Officer
FEDERAL RESERVE BANK OF ATLANTA

10:15 a.m. **Morning Refreshment & Networking Break**

10:45 a.m. **CASE STUDY** **Engaging Your Employees To Drive Innovation, Transparency And Collaboration**

A short time ago, the Federal Aviation Administration (FAA) ranked 214th out of 216 Federal agencies in “Best Places to Work” in government. FAA leadership had clear indications that employees wanted to feel valued, they wanted to connect with each other and were eager to collaborate on solutions. It was also clear that they needed a place to submit their ideas to improve the FAA and have their ideas heard and acted upon.

How do you engage such a large and diverse workforce, as well as ensure everyone has a voice in how the agency is run, while building a safe and vibrant community? The answer - - IdeaHub: An Ideation platform that spans the entire Department of Transportation. In its first year, IdeaHub engaged 25% of the FAA workforce, and had over 4,000 ideas submitted, over 55,000 ratings applied to those ideas, and over 12,500 comments Department-wide.

Learn how IdeaHub has quickly become an active source for ideas to improve the agency, how it helps drive innovation, transparency and active engagement, and how it’s changing the way management and leadership communicates with their employees.

In this innovative session, learn how to:

- Structure your ideation platform
- Manage the idea lifecycle
- Leverage employee ideas for a better workplace
- Use “Facebook-like” features to enhance participation



Deb Green, IdeaHub Program Manager
FEDERAL AVIATION ADMINISTRATION

11:30 a.m. **CASE STUDY** **Involving The Right Partners To Engage Employees And Drive Results Across A Widely-Dispersed Workforce Within A Variety Of Work Environments**

The Transportation Security Administration (TSA) is comprised of more than 60,000 employees located in more than 640 locations (including 450 domestic airports) throughout the United States and abroad. The frontline workforce includes Transportation Security Officers, Federal Air Marshals and others who do not operate in traditional office environments and have limited access to computers during the course of their workday.

On a daily basis, information varying from mission-critical to general awareness needs to be created and communicated to this widely-dispersed workforce to achieve and maintain TSA’s operations as a high-performance, counter-terrorism organization.

Since their creation on November 19, 2001, they have fostered a culture of collaboration and innovation to find interim and long-term solutions that address employee communications challenges that arise from the type of work that field employees perform, coupled with their mobile nature, the variety of work environments, and their

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limited access to IT equipment.

Their collaborative and innovative approach operates best when they set out to deliberately identify and recruit the right internal partners across TSA to ensure employees are engaged to meet their mission of protecting the nation's transportation systems.

From the experiences at TSA, you will walk away from this session better equipped to successfully communicate with your own widely-dispersed workforce as well as with those who have limited computer access.

Mike Simons, Director, Employee Communications

TRANSPORTATION SECURITY ADMINISTRATION

12:15 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 topic. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communications concerns.

1:45 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 internal communications 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 internal communications initiatives.

2:30 p.m.

INTERNATIONAL CASE STUDY

Using Social Media Tools To Gain The Attention Your Organization Deserves From Your Employees Without Losing Sight Of Your Internal Objectives

You've spent endless time creating mission statements, you've fine tuned your objectives and set standards for performance, but no one seems to be paying attention. They're watching YouTube videos from somewhere else, and reading Tweets for other organizations.

Social media is one area you can explore to engage staff, stakeholders and even politicians who are already online and having fun doing it. You can use the tools while remaining practical and without losing sight of your internal objectives.

In this session, you'll hear some ideas and tips to bring as much creativity and energy to your internal communications as your employees are finding online, or that your organization is putting into its public outreach, including:

- Selecting the right social media course for your organization and for the message at hand
- How to make efficient use of your content

Take a moment in this session to step back to the basics of communication and spark some imagination at the same time.

Mike Spear, Director of Corporate Communications

GENOME ALBERTA

3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.

CASE STUDY

How To Apply External Communication And Engagement Techniques To Internal Challenges To Foster Collaboration And Drive Change

The Smithsonian has been asking and answering questions about science, art, history and culture since 1846, sharing its knowledge with the world through its many museums, research centers and libraries, its vast

Strategic Internal Communications in Government - May 1 - 4, 2012

General Sessions - Day Two - May 3, 2012



collections and thousands of experts — inspiring the learning, creativity and curiosity in everyone.

Being part of a large and diverse mission-driven organization like the Smithsonian is a privilege, but it can also be a challenge. People are demanding more meaningful and more inspirational experiences from organizations like the Smithsonian. And in response, Smithsonian employees need to do more to meet the changing expectations of their audiences and of the world. This requires working together, crossing boundaries and sharing ideas like never before. But while they are competing in the 21st Century, many of their internal communications tools and approaches are leftover from a bygone era and need to be refreshed in order to meet today's challenges.

Hear from the Smithsonian on how you too can integrate traditionally external techniques to improve your internal communications efforts.



Pherabe Kolb, Associate Director of Strategic Communications
SMITHSONIAN INSTITUTION

4:00 p.m.

CASE STUDY

How To Improve Collaborative, Engagement And Efficiency With An Enterprise-wide Social Network

You want to improve collaboration and engagement across your organization and think social media should play a role. After all, isn't that what these tools are for? You know that "everyone" uses them outside of work so it should be easy to roll out and get people onboard. Such a move will be so popular and the advantages so obvious that it will immediately go viral, right? Well, not so fast.

The National Institute of Health (NIH) implemented an enterprise-wide social network and found it isn't that easy. Initially begun as an informal pilot and then transformed into a formal one, the agency learned that enterprise-wide social networking benefits from a plan and specific activities. It took a combination of "going viral" and specific events to develop a thriving network. Cross-NIH collaboration and information-sharing now occurs on a regular basis, reducing costs and increasing efficiency. Fewer meetings are needed but staff feels more connected. The best part: email inboxes are much smaller and more manageable.

In this session, you will hear how NIH got started and the steps that led to their successful adoption of the enterprise social network, including:

- Developing "use cases" to get people to join your community
- Identifying key influencers and coordinating usage behind the scenes
- Careful "gardening"
- And more...

You will walk away from this session with new ideas for improving your own employee engagement and collaborative efforts.

Donna Berry, Communications and Program Specialist

Sandra Scarbrough, Change Management Specialist

NATIONAL INSTITUTES OF HEALTH

4:45 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.

5:00 p.m.

Close Of General Sessions

AGENDA - DAY 2 - Thursday, May 3

CONFERENCE 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/>.



Social Media Club is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

For more information, please go to <http://www.socialmediacub.org/>



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.



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/>



GovLoop is the social network developed by and for the government community. As featured in the Washington Post and Federal Times, the site is the true "Facebook for Government" and currently connects nearly 50,000 federal, state, and local government employees.

For more information, please go to www.govloop.com.



Gov 2.0 Radio is where government and technology reformers come to talk. Their live weekly podcast captures the thoughts of public and private sector leaders using Web 2.0 to make government more effective, collaborative and transparent. Guests have included O'Reilly Media founder Tim O'Reilly, Craigslist founder Craig Newmark, three-term California Assemblywoman Sally Lieber, EPA Web manager Jeffrey Levy, author William D. Eggers, and technologists, consultants, entrepreneurs, and civil servants from around the world.

For more information, please go to: <http://gov2radio.com/>.



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 CONFERENCE 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/>

Make Your Room Reservation Here.

For the conference, a limited number of rooms have been set aside at the government per diem rate of \$224/night. Please be sure to call the hotel no later than April 3, 2012 to help ensure this rate and mention that you are attending the “Strategic Internal Communications in Government” conference. We recommend that reservations be made early, as the number of rooms at our rate is limited.



Photo courtesy of WCTC

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 1 mile from Crystal City Metro. 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.

Join us in Washington, DC for A.L.I.'s 10th forum on “Strategic Internal Communications In Government: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value,” 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 conference registration: attendance, a detailed conference workbook and any additional meeting materials -- including access to the conference wiki -- continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register by February 29th	Regular Pricing: Register after February 29th
Conference Only (May 2 & 3)	\$1,499	\$1,899
Conference (May 2 & 3) Plus One Workshop (May 1 or 4)	\$1,899	\$2,299
Conference (May 2 & 3) Plus Two Workshops (May 1 &/or 4)	\$2,199	\$2,599
Conference (May 2 & 3) Plus Three Workshops (May 1 & 4)	\$2,399	\$2,799
Conference (May 2 & 3) Plus All Four Workshops (May 1 & 4)	\$2,499 BEST VALUE!	\$2,899
Conference 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 conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.



SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Angie at (773) 695-9400, ext. 20 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 conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a **\$200 discount** off your next A.L.I. conference. 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 conference (before April 17) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the seminar or less (on or after April 17) 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 COMMUNICATIONS CONFERENCE ATTENDEES:

"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

"Once again, this conference filled my pockets with ideas to take back and implement. What a stellar array of movers and shakers - thank you for sharing the knowledge!"

M. Lewis, Director of Creative and Strategic Development
MINNESOTA DEPARTMENT OF TRANSPORTATION

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

A. Cannarsa, Public Affairs Specialist
SOCIAL SECURITY ADMINISTRATION

"Good mix of information on how to integrate social media, both internally and externally, into your organization's technology communications plan."

T. Willson, IT Director
CITY OF OWASSO, OKLAHOMA



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 conferences serve a broad range of specialized industries and functions, including:

Government · Communications · Performance Measurement · Strategic Planning
Human Resources · Health Care · Brand Management · Marketing · Biometrics · Social Media

WE GUARANTEE RESULTS:

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 conference 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:

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- 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
- Army
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA
- City of Las Vegas, NV
- City of Chicago, IL
- Department of Justice
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- Commonwealth of Virginia
- Smithsonian Institution
- Department of Energy
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- NASA
- City of Scottsdale, Arizona
- House of Representatives
- State of Iowa
- NIST
- Washington State
- 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
- World Bank
- 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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**STRATEGIC
INTERNAL COMMUNICATIONS
IN GOVERNMENT**
How To Use Social Media & Traditional Communications
To Engage Employees, Drive Performance & Add Value
May 1 - 4, 2012 • Washington, DC

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the May '12 Strategic Internal Communications In Gov Conference in D.C.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Conference Only
- Conference Plus Workshop(s):
 - Pre-Conference Morning Workshop A:** How To Develop And Implement Compelling Content For Your Internal Communications Strategy
 - Pre-Conference Afternoon Workshop B:** How To Use Collaborative Social Media Tools To Reinvent Your Internal Communications: Developing Policies, Setting Metrics & Engaging Employees
 - Post-Conference Morning Workshop C:** How To Engage Employees By Connecting Them To Your Organization's Mission And Strategic Plan Through Strategic Internal Communications
 - Post-Conference Afternoon Workshop D:** How To Use Strategic Internal Communications To Foster Mission-Focused Employee Behavior And Culture To Support Agency Goals
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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