

Don't miss the 8TH updated shared with proven strategies to help your government agency revitalize its internal communications...

# STRATEGIC INTERNAL COMMUNICATIONS IN GOVERNMENT

How To Use **Social Media & Traditional Communications**  
To Engage Employees, Drive Performance & Add Value

November 1 - 4, 2011 • WASHINGTON, DC

REGISTER BY AUGUST 31<sup>ST</sup> TO SAVE \$200!

## 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:

- **Engaging** employees at all levels by connecting them to your organization's goals and strategic plan for the future
- **Integrating** social media tools (Facebook, Twitter, blogging, wikis, YouTube, etc.) with your traditional communications to reach your employees more efficiently and effectively
- **Reinventing** the role of the communication function from tactical implementers to strategic change managers
- **Using** leadership communication to build employee trust
- **Motivating** employees at all levels of your organization to be committed to and carry out your strategy in their daily jobs
- **Setting** measurable communication objectives that connect internal and external communication activities with bottom-line results
- **Building** the business case for adding social media into your existing communication plans
- **Utilizing** strategic internal communications as a catalyst for culture and leadership transformation in a mission-driven organization
- **Linking** communication objectives and goals to your strategy
- **Fostering** mission-focused employee behavior and culture to support agency goals
- **Measuring** the impact communications has on relevant performance measures such as quality, service and cost
- **Determining** the right metrics for key strategies and deliverables

## SUPPORTING ORGANIZATIONS



If you get it, share it



Presented by:



Your Government &  
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**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:

**U.S. Department of the Interior**

**U.S. Department of Defense**

**U.S. Government Printing Office**

**National Association of  
Government Communicators**

**U.S. Food and Drug Administration**

**Montgomery County, Maryland**

**U.S. Air Force Medical Service**

**Federal Aviation Administration**

**U.S. Department of Homeland Security**

**National Cancer Institute**

**Washington State Office of the  
Attorney General**

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To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)

# Strategic Internal Communications in Government - November 1-4, 2011

## 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 **U.S. Food and Drug Administration, U.S. Department of Defense, Montgomery County, Maryland,** 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:

The communications role in government has never been more important than it is today. Daunting security challenges, elevated public scrutiny, increased emphasis on employee performance, and the heightened need to attract and retain qualified public servants -- all these factors make strong internal communications programs critical to agency success.

On November 1-4, 2011, the Advanced Learning Institute (A.L.I.) invites you to attend their 8th conference focusing on "Strategic Internal Communications in Government." If you are a government communications manager or have the responsibility for crafting and delivering employee messages, this important professional development conference is one you can't afford to miss!

## HOW WILL THIS CONFERENCE HELP YOU & YOUR AGENCY?

At this conference, you will hear firsthand how agencies and practitioners like yourself improved their internal communications practices, including how the:

- **Federal Aviation Administration** developed a communications plan to prepare and respond to a breach in security
- **Montgomery County, Maryland** implemented value-adding internal communications strategies without adding any costs to budget
- **U.S. Department of Defense** overcame organizational barriers so that internal information flows freely across departments

Nationwide communications experts will share best practices and lessons learned through case study presentations and interactive workshops, including what has already worked (and not worked) in real-life situations.

You'll leave this conference with new ideas to address your most pressing challenges including stakeholder management, strategic communications planning, using social media tools to enhance your traditional communications, delivering timely and accurate messages and eliciting useful employee feedback. There will also be plenty of time for informal networking and exploring ways of applying what you have learned on the job.

Call the conference hotline at 888-362-7400 to attend A.L.I.'s conference on "STRATEGIC INTERNAL COMMUNICATIONS IN GOVERNMENT: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," this November in Washington, DC.

I look forward to a dynamic and worthwhile conference and hope to see you there.

Sincerely,

Mike Panetta, Partner  
**BEEKEEPER GROUP**  
U.S. "Shadow" Representative, District of Columbia  
Conference Chairperson

**P.S. Make your investment pay off even more by bringing your communications team!  
Send 4 people for the price of 3! Call (773) 695-9400 or click here to register today!**

## RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

*"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 well prepared and had excellent examples."*

A. Cannarsa, Public Affairs Specialist  
**SOCIAL SECURITY ADMINISTRATION**

# Strategic Internal Communications in Government - November 1-4, 2011

## Interactive Pre-Conference Workshops ~ November 1, 2011



INTERACTIVE, HANDS-ON WORKSHOPS

### Tuesday, November 1, 2011

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 A or B or BOTH 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.

##### Strategic Internal Communications:

##### Using Language To Dramatically Improve Your Organizations Effectiveness

Language - we use it everyday. Most of the time, we just open our mouths and words come out. Many of us approach language like we approach breathing -- we don't even think about it we just do it. While breath gives us life, the words that come out of our mouths create the life we live, the organizations we lead and work in, and as a result, profoundly impact their effectiveness and quality. If we want to improve our organizations and the way we communicate within them, we must change the language we use.

In this interactive session, we will focus on how:

- To use language effectively to communicate a vision and strategic priorities
- What you say means more than any strategic plan or document
- Language and communications can reenergize and enliven organizations or send them spiraling into defeatism and negativity

You will leave this workshop with the knowledge and tactics to revamp your communication style so that it is as effective as possible, including:

- How to analyze various communication styles
- Understanding that how people within your organization communicate impacts the organizations overall effectiveness
- Learning simple steps to transform the way you and your organizations communicates
- An understanding of techniques for connecting people to what really matters in terms of communication

Attend this workshop to learn how to develop communication strategies that deliver measurable results!

**WORKSHOP LEADERS:** Alan Pentz is the Co-Founder of Corner Alliance, Inc. with extensive experience in public policy and public safety issues.

Sarah Agan is the Director of Organizational Development at Corner Alliance, Inc.

#### 11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

#### 1:00 p.m. to 4:00 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP **B**

##### 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 LEADER:** 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.

# Strategic Internal Communications in Government - November 1-4, 2011

## Interactive Post-Conference Workshops ~ November 4, 2011

Friday, November 4, 2011

... Choose C or D or BOTH 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.

#### Reinventing The Role Of Internal Communications: What To Do When You Get Back To The Office

Too often, people attend conferences all “jazzed up” and don’t follow through to implement concepts or ideas gained during the sessions and/or garner support to effectively implement the concepts in a way that makes a difference. It’s not that you don’t want to; it’s more of not knowing where to start. We will discuss how government agencies have refined their strategic internal communications to assist in implementing major change initiatives and discuss what has worked and hasn’t in implementing these efforts.

In this interactive session, to help you translate the learning from this conference back on the job, we will:

- Review best practices within small groups
- Brainstorm practical and tactical solutions to help deal with challenges of implementing specific communication strategies
- Discuss specific techniques to incorporate these communication strategies into daily work
- Have an opportunity to ask questions specific to your organizational issues

In addition, you will learn how specific organizations have reinvigorated their communication efforts by initiating and/or redesigning:

- eNewsletters/Promotional Packages
- Strategic visual maps of strategy
- Online portals
- Social media tools

At the end of this workshop, you will leave with:

- An action plan for prioritizing ideas and concepts learned during the conference
- A specific structure for ensuring personal accountability for implementing specific communication strategies as a follow-up to the conference
- Three great questions to ask to check on your progress
- Five ideas to help you measure the impact of specific communication strategies

**WORKSHOP LEADER:** Ken Boxer is the Founder and President of Strategic Partners, Inc. (SPI), a coaching, consulting, and training firm.

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

### 1:00 p.m. to 4:00 p.m. – POST-CONFERENCE AFTERNOON WORKSHOP **D**

#### How To Engage Government Employees And Drive Performance During Change, While Maximizing Enthusiasm, Productivity & Results

Poor organizational communication kills change. Formal and informal messages about why the change matters leaves employees unenthusiased. Leaders try to push benefits to get employees to move past negativity and resistance. It doesn’t work. The result: employees hide under their desk waiting for change to pass.

There are simple approaches leaders can use to improve communication and drive performance. In this workshop, you will learn key concepts and skills on how to do exactly that, by:

- Together, we will practice upgrading your change messages to be more impactful using these key elements.
- Following the 4 rules to engaging change announcements. Change announcements are not an event, but a process of on-going dialogue. You will learn and practice a technique to create enthusiasm and commitment.
- Overcoming the 2 main challenges of change during change execution. Once the change is announced, the hard work begins. Learn how to communicate goals to focus your co-workers and employees to maximize productivity.
- Handling resistance to change. Leaders do their best, but employees still resist the change. Discover 4 steps you need to take in order to handle the most persistent resistors.

Two keys to workshop learning are fun and interactivity. This workshop will leverage both principles using activities and dialogue throughout the entire session. There will be ample opportunity to practice creating messages and getting feedback from colleagues and the instructor.

**WORKSHOP LEADER:** John O’Connor is a Business Director with Toffler Associates®. He combines experience as an advisor to Fortune 50 communications firms with his work consulting to senior government leaders.

INTERACTIVE, HANDS-ON WORKSHOPS

# Strategic Internal Communications in Government - November 1-4, 2011

## General Sessions - Day One - November 2, 2011



AGENDA - DAY 1 - Wednesday, November 2

**8:00 a.m.**  
**Registration & Continental Breakfast**

**8:30 a.m.** **CHAIRPERSON'S WELCOME**  
**Chairperson's Welcome & Opening Remarks**

Mike Panetta, Partner  
**BEEKEEPER GROUP**  
U.S. "Shadow" Representative for the District of Columbia

**8:45 a.m.** **CASE STUDY**  
**How To Use Strategic Internal Communications To Ensure Success  
In Organizational Change Management**

Change is never easy, particularly when that change involves moving governmental agencies, changing their reporting relationships, and merging and then "slicing and dicing" that entity into new organizations. Employees are challenged with new missions and asked to realign their loyalties, many after decades of service to their "legacy" agencies. And each entity brings with it a culture and historical narrative developed over its history.

Eight years after the U.S. Department of Homeland Security (DHS) was established, employee communications is still a vital work in progress. In this session, you will hear how the challenges have been, and continue to be addressed and overcome, explore how the best practices of each component are being applied, learn about the methods now being employed to communicate with a 230,000-person workforce, and how these 7 operating, and 21 support components, are building toward an organization wide approach to facilitate employee communications to become harmonized as "One DHS."

Learn from the extensive experiences at DHS by recognizing the key role that internal communications plays in organizational change management, including:

- How history, structure and culture impact the performance of internal communications
- The channels and vehicles your department can use to communicate with an entire workforce, including those without access to email
- The challenges that result when the internal communication function is not centralized and how to overcome them
- The status of DHS internal communications and next steps

Camilla S. Stroud, ABC, Director, Internal Communications  
**U.S. DEPARTMENT OF HOMELAND SECURITY**

**9:30 a.m.** **CASE STUDY**  
**How To Use Social Media And Traditional Communications To Foster Positive  
Employee Satisfaction And Improve Morale**

Retaining a qualified, and effective, workforce can be challenging within the limitations of the public sector especially during tough budget times. Employees who feel appreciated and know senior managers are listening to them are more content and productive, and internal communications plays a vital role in fostering employee satisfaction.

Both traditional and new media communication tools can enhance the interaction between employees and senior managers and help improve employee morale and cultivate a positive work environment.

In this session, you will learn how to use effective communication tools, internally, including blogs, videos, and anonymous suggestion boxes to:

- Keep employees engaged, connected and informed

# Strategic Internal Communications in Government - November 1-4, 2011

## General Sessions - Day One - November 2, 2011

- Help employees accept change and transition
- Recognize employee achievement
- Maintain high employee morale

Sarah Lane, MCDM, Internal Communications & Social Media Manager  
**WASHINGTON STATE OFFICE OF THE ATTORNEY GENERAL**

**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**

### **Strong Communication Starts At The Top: Strategies For Enhancing Leadership Communications**

Senior leaders play a critical role in keeping employees informed about an organization's goals, progress, changes, and strategic direction. Learn about a variety of activities in the Food and Drug Administration's Center for Drug Evaluation and Research (CDER) that are being used to enhance communication from top senior level management down through the rest of the employee staff.

You'll hear how the CDER is working to strengthen internal communications through techniques which include a newsletter column called ASK JANET, quarterly town hall meetings, e-mail messages, audio podcasts, and videos.

You will leave this session with a new understanding of how to:

- Provide effective communication support for your organization's leaders
- Engage employees by soliciting their questions and feedback
- Use a mix of internal communication avenues to reach employees

Michelle Meadows, Director, Internal Communications Program  
Center for Drug Evaluation and Research

**U.S. FOOD AND DRUG ADMINISTRATION**

**12:00 p.m.** **CASE STUDY**

### **Communicate To Motivate: How To Get Your Employees Aligned With Your Organizational Goals**

Every employee is motivated, but not necessarily motivated to do the things you want them to do. Employers and managers mistakenly believe that a paycheck provides enough motivation for employees to do their jobs, but studies have shown that money alone is not a motivator.

As we know all too well, government agencies are limited in the kinds of incentives they can provide. So what reward can a leader offer to motivate their workforce?

The answer relies in how your internal communications are being handled. This session will use case study examples of successful, and unsuccessful, internal communications practices leaving you with practical tips on:

AGENDA - DAY 1 - Wednesday, November 2

# Strategic Internal Communications in Government - November 1-4, 2011

## General Sessions - Day One - November 2, 2011



- Using leadership communication to build employee trust
- Helping leaders maximize their potential as internal communicators
- Enabling employees to redirect their own motivations in order for them to align with organizational goals

John S. Verrico, Director of Communications

**NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS**

**12:45 p.m.**

### **Lunch On Your Own -- But Not Alone!**

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. 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 Become A More Effective And Efficient Communicator By Improving Your Communication Style**

Have you ever had a conversation and wondered why you just couldn't seem to get through to that person? Do you sometimes feel that your boss just isn't listening? Proper communication styles ensure that employees at all levels have the correct information when they need it in order to make the right decisions.

In this lively and interactive session, you will discover skills to use in the workplace, and in your daily activities, to improve your communication style.

You will leave this session with knowledge on:

- What "color" communicator you are and what this means for your communication style
- Why men and women communicate differently and how to mitigate these differences
- Biggest body language blunders to avoid so that you deliver the appropriate message
- Signals and clues you should look for when communicating
- Skills to implement in order to become a more effective and efficient communicator

Teresa A. Rivera, PMP, CME, Outreach & Awareness Manager  
Acquisition Services Directorate

**U.S. DEPARTMENT OF THE INTERIOR**

**3:00 p.m.**

### **Afternoon Refreshment & Networking Break**

**3:20 p.m. CASE STUDY**

### **Overcoming Internal Barriers And Setting Social Media Expectations With Your Employees**

After 9/11, the Office of the Director of National Intelligence (ODNI) and the Department of Defense (DoD), found itself in need of a secure space for internal collaboration. Old procedures, mindsets, and policies stood in the way of transitioning from a "need-to-know" to a "responsibility-to-provide" environment. To overcome these internal barriers, the ODNI and DoD needed to supply a collaboration space to the Intelligence Community that combated these regressive forces and ushered in a new era of open information exchange.

Listen and learn from the following session, lessons on how to:

- Communicate internally effectively - let your users know what's going on (metrics, progress, set-backs)
- Overcome internal set backs

AGENDA - DAY 1 - Wednesday, November 2



# Strategic Internal Communications in Government - November 1-4, 2011

## General Sessions - Day One - November 2, 2011



- Control internal communications with external communications - media can drive more users to the environment more than anything transmitted internally
- Make your users your advocates

Brian Drake, Staff Officer

**U.S. DEPARTMENT OF DEFENSE**

### 4:05 p.m. **CASE STUDY**

#### **How to Use Social Networking Tools to Foster Collaboration and Enhance Your Internal Communications**

Knowledge management projects are of limited value without a critical mass of content from end users. Content managers generally do a good job of pushing the information out to end users; however, end users often feel a lesser need to communicate back. Most have something of value to contribute but are often unwilling to do so, particularly if there is any technical learning curve. This situation can result in a generally one-way conversation, and therefore sub-optimized internal communications.

This is precisely the scenario the Air Force Medical Service found itself in a few years ago. Hundreds of content managers were contributing content into a robust system that make the content easily discoverable, but there was little interaction with end users. The answer? Bolt-on an Enterprise 2.0 toolset that adds social networking features to an existing internal knowledge sharing platform. This resulted in turning a one-way conversation into a two-way conversation and greatly enhanced internal communications.

From the experiences at the Air Force Medical Service, you will gain insight and tools on the:

- Benefits of implementing Enterprise 2.0 capabilities in a federal government environment
- Lessons learned implementing Enterprise 2.0
- Knowledge Management 101 vs. social networking

Col. Doug Anderson, Air Force Surgeon General's Executive Officer

**U.S. AIR FORCE MEDICAL SERVICE**

J.D. Whitlock, VP, Research and Development

**EVOLVENT TECHNOLOGIES**

### 4:50 p.m. **End Of Day One**

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

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

**BRING A TEAM AND SAVE -  
REGISTER 3, SEND A 4TH FOR FREE!**

AGENDA - DAY 1 - Wednesday, November 2

# Strategic Internal Communications in Government - November 1-4, 2011

## General Sessions - Day Two - November 3, 2011

AGENDA - DAY 2 - Thursday, November 3



### 8:00 a.m. Continental Breakfast & Networking

### 8:30 a.m. **CHAIRPERSON'S ADDRESS** Chairperson's Opening Of Day Two & Presentation: How To Use Collaboration Tools to Advance Your Internal Communications

In every government agency, there are situations when additional voices and experience are needed to help address key management issues. However, it is often difficult to get everyone in the same room, or even the same time zone, to collaborate on solutions.

Over the past several years, a number of platforms have been developed that will provide your agency with the tools needed to engage in joint discussions aimed at solving specific problems.

This session will include examples from various government organizations (list them out please) that will help you gain knowledge on:

- Using various platforms available to foster dialogue and collaboration
- Involving internal stakeholders in a results-driven dialogue
- Creating and foster a culture of internal collaboration

These tools and tips will give you the power to ensure that all the great minds in your agency are moving forward towards the same collective goals.

Mike Panetta, Partner  
**BEEKEEPER GROUP**  
U.S. "Shadow" Representative, District of Columbia

### 9:30 a.m. **CASE STUDY** Inform, Recognize And Involve Employees: Using Electronic Billboards To Improve Employee Communication And Engagement Across A Large, Diverse Organization

In 2004, the U.S. Government Printing Office (GPO) launched an internal communication program and quickly met the needs of the white-collar half of their employee population. Reaching blue-collar staff, who is typically passive information seekers, required different solutions. The electronic billboard approach, with the right content, measurably filled this need.

From the strategic to the tactical, you will hear how to measure your office's performance as well as learn:

- Strategic uses for this communication channel
- Practical tips on cost-effective implementation
- How to use the data to keep your clients and upper management informed on your office's results
- How to craft messages that work with this channel
- How to measure effectiveness

Jeffrey Brooke, ABC, Director, Employee Communications Office  
**U.S. GOVERNMENT PRINTING OFFICE**

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

# Strategic Internal Communications in Government - November 1-4, 2011

## General Sessions - Day Two - November 3, 2011

AGENDA - DAY 2 - Thursday, November 3



10:45 a.m. **CASE STUDY**

### How To Develop And Implement Value-Adding Internal Communication Strategies That Reinforce Organizational Priorities Without Adding Any New Costs To The Budget

As a major jurisdiction in the capital region, Montgomery County has doubled its foreign-born population in the past two decades, becoming a major immigrant gateway. Today, one in three of the County's one million people are foreign-born, dramatically transforming the social, cultural and economic landscape of what used to be a suburban bedroom community to Washington, DC.

While the County has benefitted immensely from the intellectual capital, economic competitiveness, and cultural vitality of such a diverse population, the demographic shifts also demand a culturally competent government that reflects the communities they serve and can effectively communicate with and serve all its residents.

To improve cultural competency at every level of the government, the Office of the County Executive partnered with Human Resources in developing and implementing a series of internal communication strategies that reinforced organizational priorities and generated great value without adding any new costs to the budget.

This session will highlight the key elements of their internal communication strategies, including:

- Consistent leadership communication on expectations and priorities through a variety of channels such as hosting public events, memos to employees, public statements and signing of an Executive Order to improve accountability
- A comprehensive, multi-part series on global cultural competency both in the community and at work, targeting managers, staff, and immigrant professionals to encourage learning and reasonable risk-taking
- Internal and external partnerships including cross-agency and cross-departmental collaboration, community involvement and using existing human capital to generate value in spite of budget cuts

Lily Qi, County Executive's Community Liaison  
Anita Brady, Training Manager, Office of Human Resources

**MONTGOMERY COUNTY, MARYLAND**

11:30 a.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. It began as a radio outreach initiative to broadcast prevention and education information to those in Hispanic, African American, Asian American and Native American communities. In the past year, NCI's minority outreach effort has reached new heights through pioneering and embracing social media.

For the Multicultural Media Outreach team, social media has actually served as a mediator to the minority communities as the feedback through social media has helped NCI tailor its outreach approach to be more culturally relevant. 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 and 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, including reaching special populations and communities

# Strategic Internal Communications in Government - November 1-4, 2011

## General Sessions - Day Two - November 3, 2011



- 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**

**12:15 p.m.**

### **Lunch On Your Own -- But Not Alone!**

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. 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.

**2:15 p.m.**

#### **CASE STUDY**

### **Developing A Communications Plan To Prepare For And Respond To A Breach In Privacy**

Like many organizations in the public and private sectors over the past decade or so, in 2009 the Federal Aviation Administration found itself responding to a breach that exposed the personally identifiable information (PII) of more than 45,000 current and former employees. Having never dealt with such a large-scale event, agency officials were charged with rapidly developing an incident response apparatus aimed at dispelling myths, sharing relevant information, and responding to inquiries from personnel.

Within weeks, agency executives at the highest levels met to devise and deploy a communication plan that addressed the information needs of the public, stakeholders, and employees. As hours became days, and days become weeks, many questions arose and most were answered. With whom do we need to communicate? What do they need to know? And how do we provide them with that information?

Following the immediate incident response effort, officials focused on maturing the agency's privacy outreach and education program in an effort to ensure all personnel who handle agency-held PII have the knowledge required to effectively manage information.

Today's session will help prepare you for a breach in privacy, if it were to occur, by providing you with the knowledge and tactics to react effectively, including:

How to effectively respond to a "crisis communication"

- Lessons learned from FAA agency officials in approaching this issue
- How to implement the FAA's lessons learned into your own strategy and a "call to action"
- Ways to support privacy awareness and how you can mitigate threats

Carl Robert Lee, Outreach and Education Officer, Privacy Division  
**FEDERAL AVIATION ADMINISTRATION**

AGENDA - DAY 2 - Thursday, November 3



**3:00 p.m.**  
**Afternoon Refreshment & Networking Break**

**3:15 p.m.** **CASE STUDY**  
**Using Employee Engagement And A Powerful Brand Platform To Invigorate Your Internal And External Reputations**

As the world's largest manufacturer of coins — gold and silver investment, as well as commemorative — the United States Mint plays a crucial role in enabling commerce.

Some critical components of the bureau's strategic mission include increasing sales of collectible coins, encouraging the use of the dollar coin, and boosting public understanding that the U.S. Mint is the only legal manufacturer of all American coins. In 2010, the U.S. Mint decided to invest in a new identity platform to improve public perception and to meet the challenges of these goals.

The key to strengthening the U.S. Mint's visual identity was to reposition itself with an emphasis on employees. The public's understanding of what it does and sales of collectible coins were two areas that needed improvement. Working with Siegel+Gale, leadership at the bureau came to the conclusion that new employee-focused communications and activities could greatly influence its culture and ultimately, how it is perceived externally.

During this discussion, you'll hear the strategies that can help your organization reposition their brand and develop their story-telling techniques, which turn employees into advocates. Specifically, you'll learn about ways to:

- Engage employees using strategic "touchpoints" to reach and activate this important audience
- Help your organization understand and use its true voice to drive cost savings through one consistent visual framework
- Raise awareness and excitement about your organization by engaging key stakeholders
- Use clear and elegant visual communications
- Take advantage of new digital tools to help organizations realize their true potential

Mike Stojasavljevich, Chief Strategy Officer at United States Mint

**U.S. MINT**

Matt Huss, Senior Strategist

**SIEGEL+GALE**

**4:00 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.

Mike Panetta, Partner

**BEEKEEPER GROUP**

**4:15 p.m.**  
**Close Of General Sessions**

# 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 Jeff Brooke at [jbrooke@gpo.gov](mailto:jbrooke@gpo.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](http://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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Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at the government per diem rate of \$181/night. Please be sure to call the hotel no later than October 1, 2011 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. [Make Online Reservation Here.](#)

Located in the heart of downtown, the Four Points by Sheraton Washington D.C. Downtown offers contemporary accommodations and first-class service. It is just 3 blocks from the McPherson Square Metro Station, which serves the Orange and Blue Lines, making it convenient to all of Washington's attractions, businesses, and government centers. Airport access is just 4 miles away at Reagan National Airport (DCA), 27 miles away at Dulles International Airport (IAD) and 32 miles away at Baltimore International Airport (BWI).

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*Photo courtesy of WCTC*

Join us in Washington, DC for A.L.I.'s 8th 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.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Extra Earlybird Pricing: Register with payment by June 30th</b>	<b>Earlybird Pricing: Register with payment by August 31st</b>	<b>Regular Pricing: Register with payment after August 31st</b>
Conference Only (November 2nd & 3rd)	\$1,299	\$1,499	\$1,699
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Conference Workbook Only (if not attending)		\$199.00* + \$20.00 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 Erin at (773) 695-9400, ext. 18 for more information.

## GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,299! **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 October 18th) a refund will be provided less a \$295 administration fee. Registered participants who do not attend or who cancel two weeks prior to the conference or less (on or after October 18th) 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:

*"...Wonderful opportunity to meet professionals in public and private sector...also 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**

*"I found this to be a very helpful conference. I'm glad that I attended."*

D. Hann, Director, Office of Science Policy, Planning & Communications

**NATIONAL INSTITUTE OF MENTAL HEALTH, NATIONAL INSTITUTES OF HEALTH**

*"Material covered a variety of areas, including communication techniques/strategies and real-life scenarios. Excellent approach resulted from this coverage."*

L. Beck, Law Office Manager

**U.S. PATENT AND TRADEMARK OFFICE**

*"Overall, this was a really good conference and I feel I have acquired some very useful info and tools."*

G. Baujan, Professional Development Analyst

**AIR FORCE MATERIEL COMMAND**





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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.

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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.

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  - Post-Conference Morning Workshop C: Creating An Action Plan To Reinvent The Role Of Internal Communications In Your Government Organization: What To Do When You Get Back To The Office
  - Post-Conference Afternoon Workshop D: How To Engage Government Employees And Drive Performance During Change, While Maximizing Enthusiasm, Productivity & Results
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