

"...We are not here to mark time, but to make progress, to achieve results, and to leave a record of excellence." - President George W. Bush

Back By Popular Demand...The 5th National Forum From The Advanced Learning Institute's Acclaimed Executive Training Series For FEDERAL, STATE & LOCAL Government Communicators...



Rave Review from A.L.I.'s 4th National Strategic Internal Communications in Government Conference:

"...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

**** Save Your Agency's Budget \$400! Register by February 1st! ****
To Register, Call (888) 362-7400 -or- (773) 695-9400

REGISTER TODAY!

www.aliconferences.com

Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (773) 695-9403

KEY TAKE AWAYS:

Strategic internal communications impact your organization's effectiveness dramatically. Attend this conference to discover actionable tools and successful strategies to help you leverage the power of internal communications to drive change and maximize performance, including:

- **Adding** value to your organization through performance-based communication
- **Using** the most effective communication channels and media for your audiences – from blogs to print
- **Reinventing** the role of the communication function from tactical implementers to strategic change managers
- **Engaging** employees at all levels by connecting them to your organization's goals and strategic plan for the future
- **Using** leadership communication to build

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. Patent and Trademark Office

**National Aeronautics and Space Administration,
Langley Research Center**

U.S. Department of Defense

BC Public Service (Canada)

**Air Force Materiel Command,
U.S. Air Force**

U.S. Mint

U.S. Small Business Administration

employee trust

- **Transforming** your day-to-day operations to make them more citizen-centered and results-oriented
- **Ensuring** that managers at all levels manage communication well so people have the information when they need it to make the right decisions
- **Measuring** the impact communication has on relevant performance measures such as quality, service and cost
- **Aligning** your internal and external communication strategies to ensure continuity within your organization and advance your objectives
- **Fostering** mission-focused employee behavior and culture to support agency goals
- **Utilizing** your intranet to inform, align and invigorate employees
- **Focusing** your message to cut through the clutter and deliver your information effectively
- **Developing** an internal branding campaign--communicating to your employees to build your brand, change their behavior and impact your organization's bottom line
- **Using** a balanced scorecard approach to manage and measure your internal communications program
- **Getting** support from senior leadership and key stakeholders

Presented by:



Your Government & Communications Training Partner Since 1997

**Federal Aviation Administration,
U.S. Department of Transportation**

U.S. Government Printing Office

Capgemini Government Solutions

Booz Allen Hamilton

Watson Wyatt Worldwide

Gallup Consulting

Porter Novelli

The Cohesion Group

ENC Marketing & Communications, Inc.

U.S. Census Bureau

IBM Center for the Business of Government

Grassroots Enterprise

Supporting Organizations:



International Association of Business Communicators, Washington DC Chapter



National Association of Government Communicators

Supporting Publication:



WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies are making dramatic strides in developing approaches and systems that work for them in their communication efforts. The periodic sharing of these experiences and "best practices" is an important element of this government evolution. That is why this forum, presented by the Advanced Learning Institute, is

such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

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or register online at www.aliconferences.com

Expand Your Learning...

Sign up for your choice of these interactive workshops:

• **Pre-Conference Morning Workshop A –**

Monday, March 17, 2008: 9:00am – 12:00pm:

Employee Communication 101: How To Plan And Implement Communications Strategies That Work Using A Five-Step Proven Process

• **Pre-Conference Afternoon Workshop B –**

Monday, March 17, 2008: 1:30pm – 4:30pm:

Driving Your Measures And Mission *One Person At A Time*

• **Post-Conference Morning Workshop C –**

Thursday, March 20, 2008: 8:30am – 11:30am:

How To Use Blogs, Wikis, And Other Collaborative Social Media Tools To Reinvent Your Internal Communications

• **Post-Conference Afternoon Workshop D –**

Thursday, March 20, 2008: 1:00pm – 4:00pm:

What You Can Do As A Communicator To Help Drive Transformational Change, Maximize Performance, And Achieve Sustainable Results

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:

- **Employee Communications**
- **Employee Relations**
- **Human Resources**
- **Program Management**
- **Strategic Planning**
- **Executive Communications**
- **Change Management**
- **Publication & Web Content**
- **Organizational Transformation**
- **New Media/Social Media**
- **Public Affairs**
- **Communication Consulting**
- **Communications Research**
- **Electronic Communications**
- **Intranet Communications**
- **Public Relations**
- **Training & Development**
- **Quality Improvement**
- **Marketing**
- **Business Development**
- **Organizational Development**

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are serious about using strategic internal communications to engage employees to drive change, maximize performance and achieve results. You will benefit from:

1. **22 innovative speakers** at your disposal to share their strategies and experiences in internal communication fundamentals that are already proven to work
2. **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
3. The opportunity to customize your learning by participating in two days of **unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
4. **An abundance of networking opportunities** -- be sure to bring plenty of business cards to exchange with your fellow attendees
5. **A comprehensive overview of strategic internal communication strategies** from leading practitioners like the **U.S. Department of Defense, BC Public Service (Canada), U.S. Mint** and many more
6. **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
7. **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
8. **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

A LETTER FROM THE CONFERENCE CHAIRPERSON...



Dear Federal, State and Local Government Communications Professionals:

The role of the government communications professional 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 **make strong internal communications programs critical to agency success.**

WHY CAN'T YOU MISS THIS CRITICAL CONFERENCE?

If you are a government communications manager or have the responsibility for crafting and delivering employee messages, you should attend this important professional development conference. World-class communications experts from government and the private sector will share their perspectives with you through case study presentations and interactive workshops. Topics will include best practices and lessons learned in stakeholder management, strategic communications planning, 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.

HOW WILL THIS CONFERENCE HELP YOU & YOUR AGENCY?

Attend "Strategic Internal Communications in Government," March 17-20, 2008, in Washington, DC, and don't be left behind. At this conference, you will hear proven strategies and practical experience,

firsthand, from leading agencies and practitioners like yourself, on how to improve your internal communications initiatives and practices, including how the:

- **U.S. Department of Defense** is increasingly turning to "New Media" to improve its communications and information sharing
- **National Aeronautics and Space Administration** uses culture assessment and story-based communications tools to engage employees and build value for their organization
- **Federal Aviation Administration** uses an innovative, research-based approach designed to build and exercise 21st century leadership competencies

Register today by calling our conference hotline at 888-362-7400 or go to www.aliconferences.com to attend A.L.I.'s "Strategic Internal Communications in Government: Engaging Employees To Drive Change, Maximize Performance And Achieve Results" conference, March 17-20, 2008, in Washington, DC, to find out how you can drive performance-based communication in your own organization!

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

Sincerely,



Kathy Waetjen, Director of Marketing
CAPGEMINI GOVERNMENT SOLUTIONS
Conference Chairperson

P.S. Make your investment pay off even more by bringing your communications team! Register 3 people and get the 4th for FREE! Call (888) 362-7400 or go to www.aliconferences.com to register today!

RAVE REVIEWS FROM PAST GOVERNMENT COMMUNICATIONS CONFERENCE ATTENDEES:

"Overall: superb job on meeting educational goals. Nicely done! One of the best I've attended."
J. Verrico, Public Affairs Officer
NAVAL FACILITIES ENGINEERING COMMAND, U.S. NAVY

"Best conference I have ever attended; impressive attention to detail."
C. d'Arc Taylor, Communications Manager, Information Services & Technology
RAND CORPORATION

"Material covered a variety of areas, including communication techniques/strategies and real-life scenarios. Excellent approach resulted from this coverage."
L. Beck
UNITED STATES 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
AIR FORCE MATERIEL COMMAND

"I was very pleased with the general program as it gave me new insights into what my colleagues are dealing with."
D. Fitzgibbons, Editor, Internal Communications
UNIVERSITY OF MASSACHUSETTS AMHERST

"There were lots of great tools shared; now I just have to wade through them all and decide which tools will work best for me. Thanks."

D. La Rue, Community Information Manager
LARIMER COUNTY, COLORADO

"Great networking and educational opportunities to discuss internal communications best practices from leading government communicators."

F. Hamm, Public Affairs Officer
U.S. DEPARTMENT OF DEFENSE, AMERICAN FORCES INFORMATION SERVICE

"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

"I have no problem recommending your future conferences to co-workers and executives."

L. Valcour, Inspector
OTTAWA POLICE SERVICE, ONTARIO, CANADA

PRE-CONFERENCE WORKSHOPS: Monday, March 17, 2008

Jump-start your conference experience by attending these interactive 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 that will enhance your understanding of the informative, case study presentations throughout the entire conference.

Choose A or B or BOTH for Maximum Value and Learning

9:00 a.m. - 12:00 p.m.

MORNING PRE-CONFERENCE WORKSHOP A

Registration and continental breakfast will begin at 8:30 a.m. for the morning workshop attendees.

Employee Communication 101: How To Plan And Implement Communications Strategies That Work Using A Five-Step Proven Process

Have you ever heard an executive or manager simply say "Just send out an email" as their solution for communicating with employees? Has your organization ever launched an information campaign for it to only fall flat? Do you have an employee newsletter but struggle to find interesting content or determine if anyone actually reads it?

While communicating today is seemingly easier with the availability of email and other electronic communications, lack of planning and poor execution often leads to less than desired results, leaving executives and managers frustrated at unmet objectives or unchanged employee behavior. In this workshop, you'll learn a five-step proven process for developing communications strategies that deliver measurable results.

During this session, you will learn how to:

- Build a communications plan focused on well-defined organizational objectives
- Uncover stakeholder communications needs
- Develop key messages that resonate
- Determine which communication channels are appropriate to meet different goals and audiences, including a discussion of advanced Web 2.0 technologies
- Design communications products that result in change
- Select and report metrics that inform future activities

WORKSHOP LEADER: Grant R. McLaughlin, is a Principal in the Strategic Communications Group of the global consulting firm Booz Allen Hamilton. Grant has more than 15 years of experience in communication working with a variety of public sector organizations.

12:00 p.m. – 1:30 p.m.

Lunch on your own

1:30 p.m. – 4:30 p.m.

AFTERNOON PRE-CONFERENCE WORKSHOP B

How To Engage Employees To Maximize Performance And Achieve Results Using Strategic Internal Communications In Government

What do the world's greatest organizations have in common? They know their most valuable and untapped resource is human. They also understand that internal communications, especially between employees and managers, form the basis to an organization realizing its true potential.

Research published by Gallup and others has shown that engaged employees are more productive employees. Many have long suspected the connection between an employee's level of engagement and the level and quality of his or her performance. This research has laid the matter to rest.

In this session, the Gallup Organization will reveal how traditional manager-to-employee communications impede results and introduce you to revolutionary internal communication strategies that allow you to emotionally engage your employees to increase productivity and achieve desired business outcomes. In addition, you will discover how these internal communication strategies have been successfully implanted within governmental agencies and used to measurably increase employee engagement.

By attending this session, you will learn how managers can harness the organization's human capital by engaging employees using proven internal communication strategies that result in elevated business outcomes including:

- The 34 ways to emotionally engage employees
- The 12 conditions that have to be managed to create an engaged workforce
- The 4 keys great managers use to maintain and motivate an energized organization
- How to objectively quantify employee performance and understand how emotionally engaged employees result in a higher level of productivity for your organization
- How to measure and increase safety in the workplace, resulting in raising the confidence level of employees and productivity of your organization's work

WORKSHOP LEADER: Bernadine Karunaratne, M.B.A. joined Gallup's Washington, D.C. office in May 1997 and serves as the Practice Leader for the Government Division. Ms. Karunaratne is specializing in Client Management and Strategic Consulting on several Gallup Workplace Management (GWM) projects, including Federal government projects for the U.S. Bankruptcy Courts; Department of Interior, U.S. Fish & Wildlife Service; Environmental Protection Agency; Millennium Challenge Corporation; National Institutes of Health; Pension Benefit Guaranty Corporation; Veterans Administration; General Services Administration; USDA-Farm Service Agency and a government intelligence organization.

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AGENDA - DAY 1: Tuesday, March 18, 2008

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Welcome, Opening Remarks & Presentation: Accelerating Your Communications Efforts To Engage, Inspire And Inform Employees

"If you always do what you have always done...you will get what you have always gotten."

- Unknown Author

If your organization is expecting to fundamentally change the way in which it does business, not only do you need to develop and implement a strategic communications plan to engage stakeholders, but traditional approaches to organizational transformations will not deliver the expected results. Organizational change requires new and fundamentally different transformational approaches.

This session will focus on how Capgemini has helped enable private and public sector clients to engage, inspire and inform employees using accelerated, innovative facilitation techniques, integrated branding solutions, and a collaborative communications approach.

Based on Capgemini's experience in organizational transformations, ones that span several years due to their size and complexity, you will learn strategies and tools to help you:

- Create comprehensive, implementable and sustainable solutions
- Tackle complex issues
- Mitigate risks
- Develop detailed action plans
- Build commitment across multiple stakeholders
- Create urgency and momentum that result in action

Capgemini's collaborative approach to communication helps move key stakeholders along a "commitment curve" by providing people with information that is relevant to them and their roles. To ensure the right employees are engaged, a strategic and tactical communication plan is used throughout the lifecycle of the initiative to build awareness, create understanding, gain acceptance, and achieve buy in. This session will provide real-world examples, tools, and ideas for accelerating your communications efforts to engage employees to ensure commitment to organizational change.

Kathy Waetjen, Director of Marketing

CAPGEMINI GOVERNMENT SOLUTIONS

9:40 a.m.



Speed Networking

You'll have a chance to meet and greet fellow attendees in this fun and fast-paced forum.

10:10 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Ghosts, New Years' Resolutions and Other Agency Information: *How To Create Simple Employee Polls That Gather And Distribute Important Information*

The U.S. Government Printing Office (GPO) started polling employees on October 31, 2007 with this question: *Do you believe in ghosts?* From this humorous beginning, a weekly employee poll located on the home page of GPO's intranet site caught on like wildfire. GPO's Employee Communications Office uses their weekly polls to gather business-related information, to solicit suggestions, to entertain – and to provide education and resources.

In this presentation you will learn how to:

- Use simple, commercially-available software to launch your own employee polls
- Promote the poll site to employees and encourage participation
- Create a mix of questions that gathers and distributes valuable information – and uses educational entertainment to keep employees coming back for more.

This session will provide a live demonstration to show how easy it is to create your own employee poll.

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

Terri C. Ehrenfeld, Employee Communications Specialist
U.S. GOVERNMENT PRINTING OFFICE

11:20 a.m.



CASE STUDY

How To Build An Effective Internal Communications Strategy That Engages Your Employees For Success

Communicating effectively and efficiently with employees is vital for the health of any organization. A well-informed workforce is crucial to meeting the goals of any public or private enterprise.

In this session, you will learn how:

- The U.S. Mint successfully built and implemented an internal communications strategy
- Successes and failures of internal communications policies created who they are today
- Internal communications can survive in your agency
- To keep people engaged internally
- To create internal ambassadors for the external world

Greg Hernandez, Public Affairs Deputy Director
U.S. MINT

12:10 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.

1:40 p.m.



CASE STUDY

How To Use Strategic Internal Communication To Engage Employees And Drive Organizational Outcomes

In this session, you will hear about an innovative, research-based approach designed to build and exercise 21st century leadership competencies. No one questions the important and vital role that managers play on employee performance and retention. Now, see how a long list of possible managerial activities and competencies was reduced to the "vital few accelerators" that have the most impact on improving both employee engagement and leadership effectiveness. Using this approach, time-oppressed managers can edit their "to-do" lists to retain only those activities that create positive energy by recognizing and appreciating what is working (success), which produces greater engagement and momentum for change; ultimately achieving "breakthrough" increases in organizational results.

This dynamic session will reenergize you in your role as an organizational communicator and, specifically, you will learn:

- The value of using an appreciative inquiry-based approach to leadership development
- The "vital few accelerators" that drive outcomes of employee engagement and leadership effectiveness -- developing others, performance management (results-driven performance) and communication
- How to apply the "vital few accelerators" on-the-job

Jim Trinka, PhD, Director, Air Traffic Organization Training & Development

FEDERAL AVIATION ADMINISTRATION, U.S. DEPARTMENT OF TRANSPORTATION

2:30 p.m.



Afternoon Refreshment & Networking Break

2:45 p.m.



CASE STUDY

Building A Gateway To The Government: How Better Communications Between Government Agencies Translates Into Better Communications For Citizens

The Business Gateway initiative, also known as Business.gov, is a one-stop information resource for business owners on compliance and regulatory issues. Managed by the U.S. Small Business Administration (SBA), Business.gov is a partnership with 21 other federal agencies. Having an internal communications strategy that encourages collaboration and an open exchange of ideas is crucial to the success of a program that involves a wide variety of partners, each with their own objectives and needs.

In this session, you will learn:

- How the Program Office built and implemented an effective communications strategy that led to valuable partnerships with federal agencies as well as constituent groups
- The results of Business.gov's communications strategy and how that strategy continues to contribute to its success today

Working together, Business.gov and its partners have been able to convey critical information to business owners, information that is essential to the survival and growth of their businesses. Business.gov will share the lessons learned from this experience to help you communicate better with your own stakeholders and audiences.

Nancy Sternberg, Program Manager for Business.gov
U.S. SMALL BUSINESS ADMINISTRATION

Eva Neumann, President
ENC MARKETING & COMMUNICATIONS, INC.

3:35 p.m.



How To Integrate Social Media (Blogging, Podcasting & Other New Media) With Traditional Channels To Maximize Your Communication Efforts And Results

The Department of Defense (DoD) is increasingly turning to "New Media" to improve its communications and information sharing. In this session, you will learn how DoD is using web 2.0 & beyond, mobile content, blogger engagement, podcasting and other new media tools to reach its audiences without breaking the budget and without mainstream media filters.

DoD is using the new media definitions to define its audiences. It's all about connectivity. Understanding this connectivity helps promote your own website search engine results and takes your information directly to your audiences.

Here are a few examples of why new media plays such a critical role in DoD communications, and why your organization needs to be ready to engage in this information and communication revolution too:

- Did you know that the top government and organization podcasts downloaded from iTunes are from DoD?
- Did you know that when you talk to one blogger, you are potentially talking to 2 million virally-linked people per blogger?
- Did you know that the blogosphere is doubling in size every 6 months? Did you know that more than 1.1 billion people worldwide are now online?
- Did you know that web traffic to blogs of the top 10 online newspapers grew 210% this past year?

Web 2.0 & beyond and social/consumer generated media is changing the way we work, communicate and live. As a result, DoD is engaging in two-way communications with the blogger community – it's all about the viral spread of your message via the connectedness of the blogosphere.

This session will help you prepare your organization to join this new information and communication revolution by:

- Applying simple, low-cost, effective ways to broaden your communications reach using new media tools
- Repackaging your existing communication products to streamline your messages

Roxie T. Merritt, Integrated Internal Communications
 Office of the Assistant Secretary of Defense for Public Affairs
U.S. DEPARTMENT OF DEFENSE

4:25 p.m.



How To Implement An Internal Branding Makeover In A Public Sector Organization: Communicating With Your Employees To Ensure Program Success

In the mid-90s, with its centennial fast approaching, the U.S. Census Bureau faced a public perception of stodgy statisticians sequestered somewhere in the suburbs of Washington, DC; proliferating graphic identifiers among its 30 content divisions; and survey reports that were not visually up-to-snuff with the high quality data they contained. A new and cohesive brand identity promised many benefits, but once developed, how would the Census Bureau sell that new brand – its first makeover in 100 years – to the employees?

In this session you'll find out what it took to bring the Census Bureau's visual presence in line with its sophisticated data output, how its employees learned to embrace the new look, and the positive results it generated.

Specifically, you'll learn:

- What precautionary measures you should take to assure a successful outcome
- Why the most beautiful graphic identifier does NOT always win
- Who is in the best position to “debut the new identity” to staff
- How to convert naysayers into true believers and sellers of the new brand
- Brand implementation and application options
- The role of your web site in keeping your brand resilient

George Selby, Chief of Customer Service and Project Management, ACSD
Publications Services Branch
U.S. CENSUS BUREAU

5:15 p.m.

End of Day One

5:20 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 DC's fine dining while you continue to network with your colleagues.

AGENDA - DAY 2: Wednesday, March 19, 2008

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two

8:40 a.m.



What's Your Real Story?:

Using Culture Assessment And Story-Based Communications Tools To Engage Your Employees And Build Value For Your Organization

This innovative case study will show how a science-based government organization “found its voice,” engaged its staff in a new way of talking about the organization, and learned how to tell its real story—all through a cohesive, culture-based process called “Storybranding.”

Through Storybranding, the Langley Research Center’s Science Directorate, an organization within the National Aeronautics and Space Administration (NASA), was able to define and tell its story, and learn how to engage others in the most meaningful and motivating aspects of its work. This presentation will describe the process, which integrates internal quantitative and qualitative culture assessment to define an internal brand with the training, resources and materials employees need to convey it. It will also introduce attendees to the Organizational & Team Culture Indicator, the foundational Storybranding assessment tool that “types” an organization based on the storylines that best define its values, strengths and operating style.

In this presentation, you’ll learn about a process to:

- Help any organization understand the storylines that shape its purpose, personality and behavior
- Involve an entire organization in the development of an authentic, inspiring and compelling brand
- Identify and leverage the cultural strengths most likely to create internal and external branding success
- Transform fact-based, attribute-oriented messages into more inspiring, more outcome-oriented communications
- Increase the resonance and effectiveness of all communications programs

Lelia Vann, Director, Langley Research Center’s Science Directorate

**NATIONAL AERONAUTICS AND SPACE ADMINISTRATION,
LANGLEY RESEARCH CENTER**

Cindy Atlee, Senior Vice President

PORTER NOVELLI

9:30 a.m.



How To Build An Intranet That Uses Plain Language And Two-Way Communication For Increased Activity And Organizational Success

During this session, hear about one government organization's successful approach to internal communications based on the use of plain language and engaging features on the organization's intranet.

In this informative case study presentation, you will learn how to:

- Build an intranet that engages employees through plain language
- Use an intranet as a communications tool to support human resources planning and organizational development
- Update your site on a regular basis to maintain employee interest
- Present information that is both relevant and timely to encourage public service employee interest, participation and feedback
- Incorporate feedback mechanisms and two-way communications tools, both as a direct line of communication to executives and to further refine your message

Robin Farr, Editor, Employee Intranet
BC PUBLIC SERVICE (CANADA)

10:20 a.m.



Morning Refreshment & Networking Break

10:50 a.m.



CASE STUDY

It's Not Just Email: New Technologies To Communicate With Your Stakeholders

Is your team suffering from e-mail overload? Government agencies and organizations are already embracing newer tools to ensure their messages break through the clutter and are internalized. This session will focus on several case studies for government agencies and other groups that have embraced these tactics to ramp up their own internal communications.

Specifically you will learn:

- Ways organizations are sharing information and building a knowledge base
- Tactics and tools for using mobile communications
- Methods to move away from a pure “top-down” communications strategy
- How to bridge generational gaps of preferred communication methods
- Ideas of how integrate “social media” into your approaches

The Honorable Mike Panetta, U.S. “Shadow” Representative (D-DC)
Vice President, Public Affairs and Emerging Media

GRASSROOTS ENTERPRISE

11:40 a.m.



CASE STUDY

How To Communicate A Strategic Human Capital Plan That Ensures Alignment Within Your Agency

Agencies will soon face daunting human capital (HC) challenges in the coming years, such as:

- Dealing with the “retirement cliff” occasioned by the aging of the baby boom generation
- Designing and conducting proactive recruitment and selection processes to compete for scarce talent
- Increasing retention rates among high performers
- Creating performance management systems that align individual performance with agency goals

- Reshaping the HR function to provide increased accountability for results and measurable outcomes

In this session, you will hear how the U.S. Patent and Trademark Office (USPTO) has designed and implemented a comprehensive HC planning process as a mechanism for communicating these challenges and aligning energies and resources to address them.

Specifically, you will learn about:

- The planning steps the agency followed in formulating its strategic goals and objectives
- The governance system it put in place to compose the plan and monitor implementation
- Actions the agency has taken to increase widespread buy-in of its strategic HC initiatives and ownership of their implementation
- Lessons learned in conducting this successful agency-wide initiative

Kent Baum
Director, Human Capital Management
U.S. PATENT AND TRADEMARK OFFICE

Chris Sonnesyn
Senior Consultant
WATSON WYATT WORLDWIDE

12:30 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.

2:00 p.m.



Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your internal communication 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 communication initiatives.

2:30 p.m.



How IBM Uses Web 2.0 Tools For Internal Communications

Science fiction writer William Gibson noted: “The future is here. It’s just not evenly distributed yet.” That tends to be the case in the spread of technology. It starts in the private sector then moves to government.

This presentation will provide an overview of how some of Web 2.0’s social networking “toys for teens” – instant messaging, MySpace, Facebook, etc. -- have become key to strategic internal communication efforts in the private sector. These tools are also changing the role of internal communications from conveying information top-down to facilitating communication laterally across the enterprise.

Attend this session to learn what social networking is and how it can be used to improve internal communications. Take away key lessons on how your organization can better prepare and adjust to these new ways of doing business.

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



CASE STUDY

How To Successfully Implement A Strategic Communication Plan That Will Drive Change

What is so difficult about change management? Why is it important to have a communication plan when we communicate all the time? This session will focus on the challenges and benefits of using a structured, yet flexible, approach to strategic communication within the context of change management.

Attend this case study that will inculcate an appreciation of strategic communication as a fundamental tool of change management and offer lessons learned and best practices for your agency.

In this session, you will learn how to:

- Set the context of strategic communication within an overall change management process, increasing the probability of successfully implementing your change initiative(s)
- Develop a strategic communication plan that documents its objectives, roles and responsibilities, key audiences, strategies and tactics, themes and messages, feedback, and evaluation
- Implement that perfect strategic communication plan to drive change in your organization

Rita Cochrane, Change Management, Strategic Organizational Development
AIR FORCE MATERIEL COMMAND, U.S. AIR FORCE

4:25 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.

Kathy Waetjen, Director of Marketing
CAPGEMINI GOVERNMENT SOLUTIONS

4:35 p.m.

Close Of General Sessions

**** Save Your Agency's Budget \$400! Register by February 1st! ****
To Register, Call (888) 362-7400 -or- (773) 695-9400

or register online at www.aliconferences.com

POST-CONFERENCE WORKSHOPS: Thursday, March 20, 2008

INTERACTIVE POST-CONFERENCE WORKSHOPS

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

Choose from C or D or BOTH for Maximum Value and Learning

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

MORNING POST-CONFERENCE WORKSHOP C

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

How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Communications

These days, communications strategists are using group blogs, wikis and other collaborative methods and tools to energize, motivate and join powerful and very loyal communities of employees, not to mention customers, partners and other important audiences.

In this workshop, you'll sample these tools and their impact on internal communications. And you'll walk away with the know-how you'll need to propose and set your new communications tools in motion.

Specifically, we'll cover:

- The tools themselves — blogs, wikis, podcasts, collaborative websites, MySpace, YouTube
- What works internally and what doesn't
- How to get your senior leaders on board, especially if they're from "The Greatest Generation"
- Ins and outs of policies and procedures to steer use of these tools internally
- Exactly where you should start when you're back in the office and totally overwhelmed with all of your new-found knowledge from the conference

WORKSHOP LEADER: Jason Anthoine is Head Honcho at The Cohesion Group, a workplace communications firm that develops customized employee communications programs helping organizations to transform their workforces. Accredited by the Public Relations Society of America, Jason has more than 16 years experience in workplace communications and has concentrated his entire career to this specialty.

Testimonials From Past Jason Anthoine Sessions:

"Jason was very flexible with our group, allowing the discussion to flow where the participants needed it to; and he answered all questions—very knowledgeable!"

"Presenter made the topic & content easy to understand."

"Jason did an excellent job of presenting the material. His confidence and knowledge are exceptional."

11:30 a.m. – 1:00 p.m.

Lunch on your own

1:00 p.m. to 4:00 p.m.

AFTERNOON POST-CONFERENCE WORKSHOP D

What You Can Do As Communicators To Help Drive Transformational Change, Maximize Performance, And Achieve Sustainable Results

Whether agencies are engaged in large-scale transformation, or smaller-scale change-related initiatives, several foundational elements must be taken into consideration to prepare for and sustain change. Critical to the success of any change effort is the execution of a comprehensive communication plan and integrated branding program. Communications is a key element of a change management framework, and is often overlooked in many transformation strategies.

This interactive workshop session will provide tools, techniques, and leading practices you can use to define your own creative communication approaches to rapidly break down barriers in your organization and enable on-going dialogue at all levels to ensure change efforts – both large and small – are successful.

Specifically, you will learn how to outline, design, and implement a communication strategy that leverages people, print and web resources, and is targeted to share consistent messages across stove-piped organizations and mitigates risks that include:

- Missing project deadlines
- Delays in realizing expected benefits
- Inability to gain access to critical resources
- Inconsistent sponsorship
- Lack of a collaborative process
- Absence of critical decision makers
- Too little input from key stakeholders

You will leave this workshop with:

- Ideas for developing an integrated branding program
- Sample communications plan tools, to include
 - Vehicles Assessment
 - Stakeholder Analysis
 - Sample communications strategy
- Techniques for developing key messages by stakeholder groups
- Creative (and inexpensive) approaches for sharing information and engaging employees at all levels of the organization
- Practical tips and leading practices for measuring the success of communications efforts

WORKSHOP LEADERS: Mark Rushing leads Capgemini’s Government Solutions Consulting Services Practices, supporting governmental agencies in achieving their change and transformation management goals via collaborative strategy development and planning, program management services, business process reengineering, organization design, and training and human capital management services.

Kathy Waetjen serves as Director of Marketing for Capgemini Government Solutions and is a former federal employee with experience leading and managing strategic communications efforts for cabinet level and independent federal agencies.

Testimonials From Past Mark Rushing & Kathy Waetjen Sessions:

“This was one of the best—provided specific examples and more in-depth explanations on what to do—this was excellent!”

“Inspiring and creative. A great presenter. I thoroughly enjoyed her presentation and energy!”

"Exceeded my expectations! Thank you for sharing your ideas and successes!"

"Engaging, lively presentation style. Great handout. Good, creative ideas."

ABOUT OUR CONFERENCE SUPPORTERS:



International Association of Business Communicators, Washington DC Chapter (IABC/Washington), with almost 650 members in the Greater Washington and Baltimore regions, is the largest IABC chapter in the United States and the second largest in the world. Chapter members work in the public and private sectors in such diverse fields as corporate communications, marketing, advertising, public affairs, employee communications, media relations, and shareholder relations. For more information, please go to: www.iabcwashington.org.



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 www.nagc.com.



Government Communicators Insider is a FREE monthly eNewsletter that brings you tips on reaching government employees, building media relationships, serving various constituent audiences and communicating in a crisis.

Government communicators use GCI to sharpen their media responses, hone their internal messages and deliver better services to the public. For more information or to subscribe, please go to: www.ragan.com.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Four Points Sheraton Washington DC, Downtown

1201 K Street, NW

Washington, DC 20005

Phone: 202-289-7600 or 888-627-8681

www.starwoodhotels.com

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 \$201/night. Please be sure to call the hotel no later than February 14, 2008** to help ensure this rate and mention that you are attending the Advanced Learning Institute's government conference. **We recommend that reservations be made early, as the number of rooms at our rate is limited.**

Located in the heart of downtown Washington DC, the newly renovated Four Points Sheraton Hotel offers contemporary accommodations and first-class service. It is just 4 blocks from the Metro Center Station, which serves the Red, 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), 23 miles away at Dulles International Airport (IAD) and 27 miles away at Baltimore International Airport (BWI).

Join us in the nation's capitol for A.L.I.'s 5th National Conference on "Strategic Internal Communications in Government: Engaging Employees To Drive Change, Maximize Performance And Achieve Results" and enjoy this wonderful city from its restaurants, shopping and attractions to its nightlife.

For more information on your visit to Washington, DC, go to www.washington.org.

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials, continental breakfasts, morning & afternoon refreshments, evening networking reception and breakfast for morning workshop attendees.

| Group Discount: Register 3 colleagues and the 4th is FREE! | Earlybird Pricing: Register with payment by February 1st | Regular Pricing: Register with payment after February 1st |
|---|--|---|
| Conference Only (March 18 th & 19 th) | \$1,299 | \$1,699 |
| Conference Plus One Workshop | \$1,699 | \$2,099 |
| Conference Plus Two Workshops | \$1,999 | \$2,399 |
| Conference Plus Three Workshops | \$2,199 | \$2,599 |
| Conference Plus All Four Workshops | \$2,299 BEST VALUE! | \$2,699 |
| Conference Workbook Only | \$199.00* + \$20.00 S&H | |
| *IL residents will be charged 8.75% 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 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 Kelly at (773) 695-9400 x18, 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 agency 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 March 3rd) a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after March 3rd)

are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

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 · e-Commerce · Technology**

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 another event.

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

U.S. Postal Service – City of Austin, TX – FDA – Department of Labor – District of Columbia – Office of Naval Intelligence - Marine Corps – FCC – Office of Personnel Management – U.S. Mint – City of Atlanta, GA – Department of the Interior – General Services Administration – Department of Transportation – Forest Service – Sarasota County, FL – Environmental Protection Agency – Army – MIT Lincoln Laboratory – IRS – Census Bureau – Patent and Trademark Office – FAA – City of Chicago, IL – Department of Justice – FBI – U.S. Government Printing Office - Commonwealth of Virginia – Smithsonian Institution – Department of Energy – Montgomery County, MD – Social Security Administration – Department of Defense – NASA – House of Representatives – Office of Management and Budget – State of Iowa – Washington State – Maricopa County, AZ – Department of Health and Human Services – National Academy of Public Administration – Department of Education – Department of Agriculture – Department of the Treasury – Homeland Security – Booz Allen Hamilton – Capgemini - CDC – Air Force – Nashville and Davidson County, TN – Court Services and Offender Supervision Agency – FEMA – Bureau of Reclamation – Pentagon Renovation – American Institutes for Research – USAID – University of Baltimore – NOAA – Department of Housing and Urban Development – Department of Veterans Affairs – FDIC – Customs – City of Las Vegas , NV – Small Business Administration – State of Colorado

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

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| Registration Form | | <i>Please photocopy for group members.</i> | |
| <input type="checkbox"/> Yes, I'd Like to register for the March 2008 Strategic Internal Communications in Government Conference | | | |
| Please check: | | E-mail Priority Code: _____ Amount Due: _____ | |
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| <input type="checkbox"/> Conference Plus Workshop(s): | | | |
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| <input type="checkbox"/> Pre-Conference Workshop B: How To Engage Employees To Maximize Performance And Achieve Results: Using Strategic Internal Communications To Drive Your Measures And Mission <i>One Person At A Time</i> | | | |
| <input type="checkbox"/> Post-Conference Workshop C: How To Use Blogs, Wikis, And Other Collaborative Social Media Tools To Reinvent Your Internal Communications | | | |
| <input type="checkbox"/> Post-Conference Workshop D: What You Can Do As A Communicator To Help Drive Transformational Change, Maximize Performance, And Achieve Sustainable Results | | | |
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