

"...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 4th National Forum From The Advanced Learning Institute's Acclaimed Executive Training Series For FEDERAL, STATE & LOCAL Government Communicators



Rave Review from a Past Conference Attendee

"I am so glad I attended this conference! It was enlightening, inspiring and reinvigorating. I will definitely recommend this program to all of my colleagues and I hope for more frequent occurrences of this conference throughout the year. I can't state it enough: in a time when transparency is scarce, secrecy and misinformation are rampant, and confusion and mission drift reign, more communications conferences like this are invaluable."

S. Grecco, Environmental Protection Specialist
U.S. Environmental Protection Agency

**** Save your Agency's Budget \$400! Register by July 19th! ****

REGISTER TODAY!

www.aliconferences.com

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

Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL 60631

KEY TAKE AWAYS	SPEAKING ORGANIZATIONS
<p>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:</p>	<p>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:</p>
<ul style="list-style-type: none"> • 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 	<p>Federal Aviation Administration, U.S. Department of Transportation</p> <p>Canada Post</p> <p>The Federal Consulting Group, U.S. Department of the Treasury</p> <p>U.S. Department of Defense</p>

them to your organization's goals and strategic plan for the future

- **Using** leadership communication to build 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

County of San Diego, California

U.S. Government Printing Office

**Naval Surface Warfare Center,
U.S. Navy**

U.S. Department of the Interior

**Federal Emergency Management Agency,
U.S. Department of Homeland Security**

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

**Office of the Comptroller of the Currency,
U.S. Department of the Treasury**

American Heart Association

Capgemini Government Solutions, LLC

Mercer Human Resource Consulting

The Cohesion Group

Presented by:



**Your Government &
Communications
Training Partner
Since 1997**

Supporting Organizations:



International Association of Business
Communicators, Washington DC Chapter

**Save your
agency's
budget \$400 -
Register by
July 19th!**



National Association of
Government Communicators

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies 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 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."

**** Save your Agency's Budget \$400! Register by July 19th! ****

Expand Your Learning...

Sign up for your choice of these interactive workshops to focus on your individual needs:

• Pre-Conference Workshop – Morning Workshop A –

Monday, September 10, 2007, 9:00am – 12:00pm:

Performance-Based Communication 101: How To Implement A Proven Process For Creating A Long-Term Communication Strategy That Drives Results

• Pre-Conference Workshop – Afternoon Workshop B –

Monday, September 10, 2007, 1:00pm – 4:00pm:

How To Use Strategic Internal Communications To Engage Employees At All Levels By Connecting Them To Your Organization's Goals And Strategic Plan

• Post-Conference Workshop – Morning Workshop C –

Thursday, September 13, 2007, 8:30am – 11:30am:

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

• Post-Conference Workshop – Afternoon Workshop D –

Thursday, September 13, 2007, 12:00 pm – 3:00 pm:

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

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
- Employee Communications
- Employee Relations
- Human Resources
- Program Management
- Strategic Planning
- Executive Communications
- Change Management
- Publication & Web Content
- Organizational Transformation
- Integrated Marketing Communications
- 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:

- **17 innovative speakers** at your disposal to share their strategies and experiences in internal communications fundamentals that are already proven to work
- **Over 23 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
- The opportunity to customize your learning by participating in the **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
- **An abundance of networking opportunities** - be sure to bring plenty of business cards to exchange with your fellow attendees
- A comprehensive overview of strategic internal communications strategies from leading practitioners like the **U.S. Navy, Canada Post, Federal Aviation Administration**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **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

A LETTER FROM THE CONFERENCE CHAIRPERSON:



Dear Federal, State and Local Government Communications Professionals:

If you were evaluating the communication competence of your team, what rating would you give? How well are you and your team doing when it comes to communicating the priorities, goals, and requirements of your department? The message is in the medium and if your message is garbled and murky, you won't get the results you are looking for.

Effective communication has never been more important than it is today. Results are what matter, and communication is the way that results are articulated. Strategic internal communication will help create buy-in for your ideas, make better-informed decisions and obtain committed action from others.

WHY YOU CAN'T AFFORD TO MISS THIS CRITICAL CONFERENCE:

Through motivational and informative sessions, you will learn how to use direct and indirect messages accurately as well as master the keys to outstanding communication: observe, listen, analyze, plan, and communicate. In addition to the formal program, this conference allows time for networking, sharing information and exploring ways of applying what you have learned once you are back in your office.

This conference is a MUST for anyone who has the responsibility for crafting and delivering employee messages.

HERE IS A PREVIEW OF HOW THIS CONFERENCE WILL BE INVALUABLE:

Attend "Strategic Internal Communications in Government," September 10-13, 2007 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, including how the:

- **Federal Aviation Administration** drives outcomes of employee engagement and leadership effectiveness by developing others, performance management (results-driven performance) and communication
- **County of San Diego, California** translates complex ideas about mission, goals, actions and results into simple messages that are eye-catching and easy for staff and stakeholders alike to access and understand
- **U.S. Department of Defense** 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

Register today online at <http://www.aliconferences.com> or by calling our conference hotline at 888-362-7400 to attend **A.L.I.'s 4th National "Strategic Internal Communications in Government Conference: Engaging Employees To Drive Change, Maximize Performance And Achieve Results,"** to find out how you can drive change through performance-based communication in your own organization!

I look forward to a dynamic conference and to meeting you this September.

Sincerely,



Anne Kelly, CEO & Director
The Federal Consulting Group
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.

RAVE REVIEWS FROM PAST 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

"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

"This conference was very informative; good interaction between participants; good speakers; good size."

V. Lam, Public Information Officer

New York City Fire Department

"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

"Very pertinent information for what is happening in my organization. Each speaker had good information to share and I didn't feel any redundancy."

D. Rose, Branch Chief

California Department of Social Services

"It's good to share information with each other and grow from the experiences of others."

D. Reeves, Director, Child and Youth Programs

Defense Logistics Agency

"The conference was an excellent source of information and networking opportunities; good mix of relevant topics!"

A. Franklin, Chief, Division of Strategic Development

Maryland Aviation Administration

"This event was very enlightening; definitely timely and needed for our organization."

T. Cox, Director of Performance Management

U.S. Air Force Office of Special Investigations

"This was an excellent conference with outstanding speakers and a tremendous amount of material that can be taken away for use in my organization."

R. Stall Jr., Chief Deputy Public Defender

San Diego County, California, Office of the Public Defender

"All the speakers were excellent. I learned something new from each one.

The participants were excellent as well - fully engaged, shared experiences, etc.

The best conference I have ever attended."

A. Wesch, Head, Internal Communications

Department of National Defence, Government of Canada

"The real world case study approach was excellent. The key is good presenters, and overall, the presenters were top-notch."

H. Recksiek, Program Coordinator

NOAA Coastal Services Center

"Every level of government should have the benefit of this quality training."

V. Young, Supervisory Community Supervision Officer

Court Services and Offender Supervision Agency

"I got something beneficial from every presentation."

K. Kelly, Deputy Director

Food Safety and Inspection Service, USDA

"This was an excellent conference - well worth the investment to attend.

I am taking many great ideas and tools home to apply in my organization."

C. Krausnick, Deputy Executive Officer

Stanislaus County, California

PRE-CONFERENCE WORKSHOPS: Monday, September 10, 2007

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.

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

Morning Workshop A

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

Performance-Based Communication 101: How To Implement A Proven Process For Creating A Long-Term Communication Strategy That Drives Results

In most high-performing public entities and corporations, the role of internal communication has evolved into a critical management function. The focus of the communications department has shifted from reporting change to managing change in alignment with organizational goals.

In this workshop, you'll learn a proven process for creating a long term performance-based communication strategy that is focused on achieving desired results in your public-sector organization or department, including how to:

- Build a contextual framework that is critical for an effective communication strategy
- Gain support from key stakeholders
- Determine which communication channels are appropriate to meet different goals
- Demonstrate the linkage of internal communication to organizational results
- Identify and develop the competencies needed by strategic communication professionals to succeed in high-performing organizations

You'll also learn about planning tools that you can use to develop an effective communication strategy in your own organization. As part of this interactive, high-energy workshop, you'll gain hands-on experience by participating in team exercises.

WORKSHOP LEADER: David H. Jackson, PhD, is a Principal in the Global Communication Practice of Mercer Human Resource Consulting. David has more than 25 years of experience in communication, including working with a variety of public-and private sector organizations.

Testimonials From Past David Jackson Sessions:

"Great presentation style and technique. Interesting content."

"Extremely knowledgeable presenter. Very interactive. Obtained tools/ideas I could use."

"This presentation was right on point. This was exactly what I was interested in. He did a great job and would love to sit in on more of his presentations."

1:00 p.m. - 4:00 p.m.

Afternoon Workshop B

Lunch will be at 12:15 p.m. for the afternoon workshop attendees.

How To Use Strategic Internal Communications To Engage Employees At All Levels By Connecting Them To Your Organization's Goals And Strategic Plan

We know that people are our most important asset. But too often we don't act that way because deep down it is hard to shake the feeling that people are costs. Big costs.

We also know that people are the only asset that can make us successful in today's government environment. And we know what makes people successful -- managers. The proof is clear: mediocre management means mediocre results and disengaged employees.

Unfortunately, employee disengagement is a big problem and a big cost. Recent research finds that 29% of government employees are "actively disengaged" compared to 16% in other sectors. Actively disengaged means they are beyond unhappy in their work...they act out their unhappiness at work and plant seeds of negativity at every opportunity. Across the U.S. it is estimated that there are 22 million actively disengaged employees costing the American economy up to \$350 billion per year in lost productivity. Fortunately, there is much you can do to engage employees and achieve higher levels of success and in this session you will learn how!

After participating in this workshop, you will be able to:

- Recognize the key organizational attributes that heighten engagement
- Use five management techniques that can reduce turnover by as much as 67% and really do engage employees
- Create a scenario plan for employee engagement in your organization
- Map your organization's strategy and goals to communicate effectively with all employees
- Practice communicating your strategy and goals so that everyone understands

WORKSHOP LEADER: Deborah L. Kerr, Ph.D., is Senior Vice President of Human Resources and Organizational Development, American Heart Association, and serves on the graduate faculty at the George Bush School of Government and Public Service at Texas A&M University. Prior to joining the American Heart Association, Deborah was on the executive team of the Texas State Auditor's office for 14 years driving organizational and cultural change as well as focusing on strategic management and tracking results with performance measurement.

Testimonials From Past Deborah Kerr Sessions:

"Very experienced and informative."

"Outstanding presentation. Substance was excellent and well explained."

"Very knowledgeable and well presented."

**** Save your Agency's Budget \$400! Register by July 19th! ****

AGENDA - DAY 1: Tuesday, September 11, 2007

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Welcome, Opening Remarks & Presentation How To Use Strategic Internal Communications To Manage And Drive Change: Lessons Learned From Success Stories Across Government

People can't embrace change if they don't understand what it is or why it is happening. When change is not clearly communicated, what happens...it leads to turmoil, the grapevine, fear, and resistance.

Experience in corporations, politics, and world affairs have shown us that effective communication and a clear vision are the key ingredients to implement a successful change management effort. Whether it is a small company, a large multi-national corporation, a government agency, or an entire nation, change is hard to achieve without a lot of pain. So how does successful change happen? It requires visionary planning, the ability to understand the impact of change on people, and the ability to effectively communicate with others as they go through the phases of change. Communication is the means by which virtually all organizational effort is accomplished.

In this session, you will gain insight into the change process and you will learn strategies that will effect change and make it a successful and smooth transition period.

You will hear how to integrate eight principles of change management into a strategic communication process that will lead to bottom-line results. The steps are basic, but highly effective when used at just the right time and to the right degree. It's all about how to get people to embrace change using communication as the key to a successful change management effort.

Anne Kelly, CEO & Director

The Federal Consulting Group, U.S. Department of the Treasury

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

10:35 a.m.



A Legacy Of 21st Century Leadership: 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

11:30 a.m.



Detect, Control, Engage: How To Get Mid-Level Management To Communicate Effectively

DETECT: The Naval Surface Warfare Center Port Hueneme Division (NSWC PHD) detected a serious problem with its internal communications through a variety of polls, surveys, assessments, and direct employee feedback. The evidence from the surveys indicated that the communications between leadership and the workforce were ineffective. The internal communications problem was related to issues at the mid-level management within the organization. This problem became known as the communications "asbestos layer."

CONTROL: The NSWC PHD Communications Office leveraged the resources of an internal professional development program known as the Pre-Supervisor Development Program (PSDP) to identify methods to improve internal communications by overcoming the issues related to the asbestos layer. The PSDP created a Communications Action Team (CAT) to develop techniques to overcome the asbestos layer.

ENGAGE: The PSDP CAT benchmarked industry best practices and developed the following tools to engage the workforce and burn through the communications asbestos layer:

- Creating a NSWC PHD Internal Communications Community of Practice
- Implementing Message-In-A-Box (MIAB) – distributing communication tool boxes throughout the organization to ensure the delivery of key messages
- Implementing audio/visual streaming via the NSWC PHD Portal
- Exploring the use of internal blogs to reach widespread audiences

- Conducting employee quick-polls to chart progress and demonstrate results

Through learning about the experiences of NSWC PHD, you will be able to apply their process to your own communication strategies, to succeed with your own transformation process.

Steve Robertson, Command Communications Manager, Port Hueneme Division
Naval Surface Warfare Center, U.S. Navy

12:25 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.

1:55 p.m.



How To Use A Comprehensive Communication Audit To Increase Employee Engagement And Retention, And Meet Recruiting Needs

Your agency ranks fourth out of 221 similar agencies on the Partnership for Public Service and American University's list for "Best Places to Work" in the federal government. It makes BusinessWeek's list of top 50 places to start a career. It scores in the top quartile in Gallup Q12 results for overall satisfaction. Everything is A-OK.

Not so fast. Despite numerous indicators that employees are happy and the agency is performing exceptionally well, the Office of the Comptroller of the Currency (OCC), faces significant recruiting and retention challenges and is working to close the gap between the quality of compensation and benefits that are offered and employees' level of appreciation for them. At the same time, the agency is working to modernize its internal communication function to meet the needs of a mobile, nationwide team as it performs its mission of ensuring the safety and soundness of America's national banking system.

Hear the key steps behind this agency's campaign to increase internal and external perceptions that the OCC is a great place to work, including practical advice for:

- Increasing employee engagement and retention to contribute to the agency's recruiting needs
- Conducting a comprehensive internal communication audit, employee awareness and needs research
- Implementing a multi-dimension program of activities that involves agency communication, training, HR, and operational staff

Bryan Hubbard, Special Advisor to the Deputy Comptroller for Public Affairs
Office of the Comptroller of the Currency, U.S. Department of the Treasury

2:50 p.m.



Afternoon Refreshment & Networking Break

3:10 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

Jack Holt, Chief, New Media Operations
Office of the Assistant Secretary of Defense for Public Affairs
U.S. Department of Defense

4:05 p.m.



The Importance Of Developing An Internal Branding Campaign In A Public Sector Organization: Communicating To Your Employees To Build Your Brand And Drive Results

Change is never easy. Turnover of employees, different management styles, and merging departments or organizations can present a multitude of challenges and obstacles. Building a consistent brand strategy that permeates all levels of employees and all channels of communication is imperative to success. We'll explore what best practices worked for one Directorate within the U.S. Department of the Interior and learn the answers to these questions in an entertaining, interactive session:

- What is your brand - - from a public sector organization point of view
- Why is it important to protect, strengthen, and build your brand from the inside-out
- How to tell what your employees REALLY think about your brand
- How to provide your organization with a "roadmap" that will strengthen your brand
- What is the single most important initiative you can implement that will have the most impact on your brand
- What are some practical brand-building tips and tools you can use

Teresa A. Rivera, Branding & Awareness Manager, GovWorks
U.S. Department of the Interior

5:00 p.m.
End Of Day One

5:15 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, September 12, 2007

8:00 a.m.
Continental Breakfast & Networking

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

8:40 a.m.



How To Facilitate Strategic Communication Planning With Your Internal Clients To Deliver More Effective Communication That Yields Results

During this session, hear how one of today's innovative public sector communicators is using strategic internal communications to achieve business results.

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

- Apply a structured approach to contracting with your internal clients, partnering with them, and delivering communication that yields behavior change and business outcomes
- Facilitate planning sessions to determine the nature of your client's change effort and deliver an appropriate communication strategy
- Measure communication results and business outcomes

Jeffrey Brooke, ABC, Director of Employee Communications
U.S. Government Printing Office

9:35 a.m.



Getting The Attention Of 60,000 Employees In A Highly Dispersed, Non-Tech, Unionized Environment

How do you make sure all 60,000 employees in your organization have heard the same messages that will drive change effectively in a highly unionized environment? Add to this the complication of employees that are dispersed throughout the country and that the majority of them do not have access to a computer or email. In this session, hear how you can reinvent the role of your communications team from tactical implementers to strategic change managers by:

- Developing communication competencies within team leaders
- Analyzing your key stakeholders and target audiences
- Ensuring you identify and address employees' concerns
- Communicating information to remote locations or areas with limited technological capabilities
- Assessing the message and the appropriate communications medium to deliver it
- Measuring communication results and tying them to organizational objectives
- Establishing an Internal Communications Gatekeeper to ensure you focus your messages within the organization to cut the clutter and deliver messages effectively

Diane Patell-Pernari, Director, Employee Communications
Canada Post

10:30 a.m.



Morning Refreshment & Networking Break

10:50 a.m.



How To Use Strategic Internal Communications To Reestablish Trust And Confidence With Your Stakeholders During A Crisis

Following Hurricane Katrina, the Federal Emergency Management Agency (FEMA) was viewed by many as the agency primarily responsible for the federal government's inadequate response. As a result, FEMA lost nearly a quarter of its permanent full time personnel due to burn out and poor morale. This session will give you an insider's perspective of how FEMA worked aggressively to reestablish its reputation and retain its employees and institutional knowledge.

Building on the fundamentals of excellent communication programs, this session will show you how communication policies, organizational culture and core competencies contribute to helping FEMA regain its position as the nation's preeminent emergency management and preparedness agency.

In addition, you'll see how an organizational restructuring of an external affairs function is leading to a more consistent, coordinated and comprehensive communication effort, including:

- The critical role of leaders
- The importance of vision
- Embracing communications as an organizational core competency
- Incorporating the fundamentals of excellent communications, including: transparency; credibility; collaboration; clarity; integration; and alignment

John P. "Pat" Philbin, PhD, Director, Office of External Affairs
**Federal Emergency Management Agency,
U.S. Department of Homeland Security**

11:45 a.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.

1:15 p.m.



Communicating Your Organization's Strategy:

Making It Simple, Making It Stick -- How A Local Health And Human Services Agency Has Learned To Simplify In Order To Have The Greatest Impact

The Health & Human Services Agency (HHSA), County of San Diego, has learned that the "way" strategy is communicated is just as, if not more, important than "what" the strategy is.

To this end, HHSA works to translate complex ideas about mission, goals, actions and results into simple messages that are eye-catching and easy for staff and stakeholders alike to access and understand. For example, a one-page strategic plan and corresponding performance "flash reports," help staff at all levels see how they contribute toward shared goals. Also, by distilling and displaying program and performance data, the Agency promotes dialogue about data and what strategies could improve performance.

Better, simpler and engaging ways of communicating also help the Agency to promote its accomplishments to the public, and, conversely, to enlist stakeholders in devising solutions when the Agency falls short on important goals.

Why is communication such an emphasis at HHSA? Communication is vitally important in an agency as large and complex as HHSA. Some of the complexities that HHSA has to contend with are: a large budget and staff, six geographic service regions, four centralized operating divisions, and several support divisions, and over \$300 million in contracts.

Since other County departments and programs are integral to HHSA's efforts to advance Countywide priorities, common goals and messages become even more crucial. Leave this session with strategies and tips for more effectively:

- Getting everyone moving in the same direction
- Leveraging limited resources
- Having the greatest positive impact on clients and the community-at-large

Jackie Werth, Performance Management Coordinator, Strategic Planning & Operational Support Division, Health and Human Services Agency
County of San Diego, California

2:10 p.m.



Using A Balanced Scorecard Approach To Manage And Measure Your Internal Communications Program

What do you want your employees to know? Your vision, values, and strategies? That you are changing your accounting system and so the expense data entry will change? Or do you want to build consensus between two important stakeholder groups? If you talk to almost any senior executive, you learn that in organizations of five or 50,000 employees, getting the right information to the right people at the right time is a persistent problem.

The effects of poor internal communication are many: misinformation takes on a life of its own, misinformed employees make bad decisions, employee trust erodes, low employee engagement, increased conflict between employees and managers. But there is a great way to build your communication success: use a scorecard.

The balanced scorecard is best known as a measurement or performance reporting process. But it is also among the most useful structures for managing, measuring, and reporting on the effectiveness of internal communications.

In this fast-paced session, you will:

- Participate in building an internal communications scorecard
- Hear the story of effective communication
- Be able to apply a balanced scorecard approach to your own communication plans

Deborah L. Kerr, PhD, Senior VP for Human & Organizational Development and Organizational Development
American Heart Association
Former Director of Audits & Chief Strategy Officer
State of Texas

3:05 p.m.



Afternoon Refreshment & Networking Break

3:20 p.m.



The Power Of Collaboration: Learning How To Establish A More Proactive Approach To Strategic Communications By Engaging Your Managers And Employees, And Enhancing 2-Way Communications In Your Organization To Drive Transformative Change

In this informative session, you will learn how the National Institutes of Health (NIH) implemented comprehensive change management and communications strategies at their HR Transition Center for Change Management and Communications to support employees, managers, and leaders through organizational restructuring and A-76 studies, ultimately improving retention through major transitions.

Specifically in this session, you will learn how to:

- Prepare an actionable communications Strategy and Plan (at NIH, "Project Inform") that shares information within and across stove-piped organizations
- Enhance and leverage partnerships with internal and external organizations to better manage planning and delivery of messages to the workforce

- Develop standards, guidelines and processes to improve communications and follow-through

Critical to the success of change management efforts are effective communication strategies that address time constraints, the absence of a structured, collaborative process, the absence of critical decision makers, and too little input from key stakeholders. Without a solid communications plan, projects and initiatives are likely to fail due to budget overruns, poorly-functioning systems, inefficient processes, burnout, and skepticism.

Communications is a key element of a change management framework, and is often overlooked in many transformation strategies. Through this session you will learn how you too can develop and lead a comprehensive communications effort using creative, effective communications approaches.

Melanie Keller, Executive Officer for the Center for Scientific Review
**National Institutes of Health,
U.S. Department of Health & Human Services**

Mark Rushing, Principal
Cag Gemini Government Solutions, LLC

4:15 p.m.

Chairperson's Recap:

Key Takeaways And What To Do When You Get Back To The Office

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

Anne Kelly, CEO & Director
The Federal Consulting Group

4:45 p.m.

Close Of General Sessions

**** Save your Agency's Budget \$400! Register by July 19th! ****

POST-CONFERENCE WORKSHOPS: Thursday, September 13, 2007

INTERACTIVE CONFERENCE WORKSHOPS

These 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!

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

MORNING WORKSHOP C

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

What You Can Do As A Communicator 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 you with 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 to help you:

- Meet project deadlines
- Realize expected benefits sooner than later
- Gain access to critical resources
- Secure consistent sponsorship
- Set up a collaborative process
- Get buy-in from critical decision makers
- Obtain input from key stakeholders

You will leave this workshop with:

- Ideas for developing an integrated branding program
- Sample communications plan tools
 - Communications Matrix
 - Communications Flow Chart
 - A template / worksheet for aligning communications efforts and organizational (strategic goals)
- 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 is a Senior Consultant with Capgemini** and former federal employee with experience leading and managing strategic communications efforts for cabinet level and independent federal agencies. With over 75,000 employees, Capgemini is a global leader in consulting, technology, outsourcing services. Capgemini's operations include North America, Northern Europe & Asia Pacific and Central & Southern Europe. Capgemini works as a strategic partner to collaboratively implement real change and achieve tangible, sustainable results by sharing risks and transferring skills and knowledge with clients.

Testimonials From Past Kathy Waetjen Sessions:

"Excellent! Great content. Dynamo speaker!"

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

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

12:00 p.m. to 3:00 p.m.

AFTERNOON WORKSHOP D

Lunch will be at 11:30 a.m. for the afternoon 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."

VENUE AND LODGING

ALL CONFERENCE SESSIONS & LODGING ARRANGEMENTS HAVE BEEN MADE AT:

Sheraton National Hotel

900 S. Orme Street

Arlington, VA 22204

Phone: 703-521-1900 or 888-627-8210

www.sheratonnational.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 \$195/night. Please be sure to call the hotel no later than August 15, 2007** 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.**

Located at the gateway to the District of Columbia, the Sheraton National Hotel offers contemporary accommodations and first-class service and is convenient to all of Washington's attractions, businesses and

government centers. Downtown D.C. is just a 10 minute Metro ride away from the Pentagon City Metro (Blue & Yellow Lines) which is easily accessible via the hotel's complimentary shuttle service. The hotel also provides complimentary shuttle service to Reagan National Airport, the Pentagon, Crystal City, the Mall and restaurant row. Airport access is just 3 miles away at Reagan National Airport (DCA), 27 miles away at Dulles International Airport (IAD) and 36 miles away at Baltimore International Airport (BWI).

Join us in the nation's capitol for A.L.I.'s 4th 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 breakfast/lunch for workshop attendees.

Group Discount: Bring 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by July 19th	Regular Pricing: Register with payment after July 19th
Conference Only (September 11th & 12th)	\$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	\$2,499
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.		

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 Melissa at (773) 695-9400 ext. 14 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 is 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 August 27th) 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 August 27th) 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**

ABOUT OUR 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.

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 • 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 • 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 • 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!

Event #0907A4 ©2007 A.L.I., Inc. All rights reserved.



Registration Form

Please photocopy for group members.

- Yes, I'd Like to register for the September 2007 Strategic Internal Communications in Government Conference

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Conference Only
- Conference Plus Workshop(s):
 - Pre-Conference Workshop A: Performance-Based Communication 101: How To Implement A Proven Process For Creating A Long-Term Communication Strategy That Drives Results
 - Pre-Conference Workshop B: How To Use Strategic Internal Communications To Engage Employees At All Levels By Connecting Them To Your Organization's Goals And Strategic Plan
 - Post-Conference Workshop C: What You Can Do As A Communicator To Help Drive Transformational Change, Maximize Performance, And Achieve Sustainable Results
 - Post-Conference Workshop D: How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Communications
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

Approving Manager: _____



- Payment by: Visa/IMPAC MasterCard Amex Diner's Club Discover
 Check/Training Form (payable to Advanced Learning Institute, Inc.)

Card #: _____ Exp. Date: _____

Extra 3-4 digits on front/back of card: _____

Credit Card Billing Address: _____

Signature: _____

Event #0907A4 • ©2007 A.L.I. All Rights Reserved

REGISTER TODAY!

www.aliconferences.com

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

Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL 60631

**** Save your Agency's Budget \$400! Register by July 19th! ****