

**Back By Popular Demand...The 7th National Forum From The
Advanced Learning Institute's Acclaimed Executive Training Series For
FEDERAL, STATE & LOCAL Government Communicators...**



**STRATEGIC
INTERNAL COMMUNICATIONS
IN GOVERNMENT**

Using Traditional And Social Media Tools To
Engage Employees, Drive Change And Achieve Results

September 22-25, 2008 • Washington, DC

RAVE REVIEW from a Past Strategic Internal Communications in Government Attendee:

"The conference provided 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

EARLY BIRD DEADLINE EXTENDED!

★★ Save Your Agency's Budget \$400! Register by August 21st! ★★
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 the latest 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** Social Media and the latest Web 2.0 tools to build engagement and dialogue
- **Determining** the most effective communication channels - - including both traditional and new media - - for your audiences – from print to blogs
- **Reinventing** the role of the communication function from tactical implementers to strategic change managers
- **Engaging** employees at all levels by connecting

SPEAKING ORGANIZATIONS:

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

U.S. Department of Education

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

U.S. Department of Navy

Massachusetts Department of Mental Health

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

**Business Transformation Agency,
U.S. Department of Defense**

U.S. Government Printing Office

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
- **Redesigning** 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
- **Getting** support from senior leadership and key stakeholders

Presented by:



Your Government & Communications Training Partner Since 1997

Sandia National Laboratories

U.S. Department of Defense

New York State Consumer Protection Board

**U.S. Customs And Border Protection,
U.S. Department of Homeland Security**

American Diabetes Association

National Security Agency

Watson Wyatt Worldwide

Booz Allen Hamilton

Porter Novelli

Capgemini Government Solutions

The Cohesion Group

Maga Design Group

ENC Marketing & Communications, Inc.

Supporting Organizations:



International Association of Business Communicators, Washington DC Chapter



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 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, September 22, 2008: 9:00am – 12:00pm:

Employee Communications 101:

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

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

Monday, September 22, 2008: 1:30pm – 4:30pm:

Navigating Through An Administration Change: How To Use Engagement, Branding, And Leadership To Adapt To New Structures, Policies, And Challenges

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

Thursday, September 25, 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, September 25, 2008: 1:00pm – 4:00pm:

What You Can Do As A Government 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. **21 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, NASA, U.S. Customs & Border Protection, New York State Consumer Protection Board**, 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 communications role in government has never been more important than it is today. Daunting security challenges, elevated public scrutiny, increased emphasis on employee performance, and the heightened need to attract and retain qualified public servants -- **all these factors make strong internal communications programs critical to agency success.**

On September 22-25, 2008, the Advanced Learning Institute (A.L.I.) invites you to their 7th conference focusing on **“Strategic Internal Communications for Government.”** 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.

HOW WILL THIS CONFERENCE HELP YOU & YOUR AGENCY?

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

- **U.S. Department of Defense** increasingly turned to "New Media" to improve its communications and information sharing
- **National Aeronautics and Space Administration** used culture assessment and story-based communications tools to engage employees and build value for their organization
- **Massachusetts Department of Mental Health** rebuilt their communications infrastructure and revitalized their communications strategy following a significant leadership transition

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

You'll leave this conference with new ideas to address your most pressing challenges including stakeholder management, strategic communications planning, using social media tools to build engagement, 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.

Register today online at www.aliconferences.com or by calling the conference hotline at 888-362-7400 or 773-695-9400.

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

Sincerely,



Christopher N. Sonnesyn, Senior Consultant
WATSON WYATT WORLDWIDE
Conference Chairperson

P.S. Make your investment pay off even more by bringing your communications team! Register three people and get the fourth for FREE! Go to www.aliconferences.com or call (888) 362-7400.

RAVE REVIEWS FROM PAST GOVERNMENT COMMUNICATIONS CONFERENCE ATTENDEES:

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

L. Nobles, Human Resources Specialist
U.S. SECURITIES AND EXCHANGE COMMISSION

"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

"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, September 22, 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. to 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 Communications 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.

Specifically, 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.

Testimonials From Past Booz Allen Hamilton Sessions:

“Best session this week!”

“Best wrap-up you could provide – thanks!”

“Top-notch presentation. Interesting. Good content.”

12:00 p.m. to 1:30 p.m.

Lunch on your own

1:30 p.m. to 4:30 p.m.

AFTERNOON PRE-CONFERENCE WORKSHOP B

Navigating Through An Administration Change: How To Use Engagement, Branding, And Leadership To Adapt To New Structures, Policies, And Challenges

Change in government is constant; however, history shows us that change accelerates when an Administration changes. A range of different types of communication-focused programs can soften the impact of change. Unfortunately, too often these programs are implemented after the fact - when it's too late.

This session will share strategies, tools and techniques that government organizations use to plan for, and implement, internal communications focused on engagement, branding, and solid leadership to successfully navigate through an administration change. Participants will review best practices from industry and government, and will leave the session with practical knowledge that can immediately affect success.

This workshop will teach you:

- How to define, and recognize, best-practices in engagement, branding, and leadership
- How to engage employees
- How to develop and brand a message that employees can easily digest
- How to mitigate risk
- The different types of communication methods used by the most effective leaders
- How to implement ongoing communication to keep employees involved, motivated, and willing to accept change

WORKSHOP LEADER: Eva Neumann is the Founder and President of ENC Marketing & Communications, Inc., a full-service, award-winning, marketing communications firm founded in 1992. Ms. Neumann has more than 25 years of experience in government marketing and outreach. ENC and the

ENC Team have received numerous community, service, creative, and business awards including recognition as a "best place to work" and for outstanding business-driven creativity and results.

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AGENDA - DAY 1: Tuesday, September 23, 2008

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Welcome, Opening Remarks & Presentation: Building Communications That Make An Impact, And Proving It

Communications are the means by which virtually all organizational efforts are accomplished. Personnel systems reform, policy changes, organizational restructuring, budget challenges, and individual performance management – every major initiative requires a concerted communications approach to achieve results.

What makes the communications function truly effective? The key is impact. So the question is how do you measure impact?

- Does the communication capture people's attention?
- Does it provide information people can act upon?
- Does it change behavior?

In this session, you will hear lessons learned in creating impact, including how to:

- Apply the principles of change management to the shaping of strategic communications
- Make the business case for strategic communications
- Capture return on investment for the communications function
- Establish a communications strategy, not just a series of messages

Christopher N. Sonnesyn, Senior Consultant

WATSON WYATT WORLDWIDE

9:30 a.m.



Speed Networking

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

10:00 a.m.



Morning Refreshment & Networking Break

10:20 a.m.



CASE STUDY

How To Use Strategic Communications To Create Organizational Excellence And A Culture Of Openness, Even With Limited Resources

During this session, you will learn how a few committed Department of Education employees leveraged their professional leadership development training at the Council for Excellence in Government Fellows Program to create regular conversations with their colleagues about leading with the goal of enhancing the quality of the workplace.

In this how-to presentation of Conversations About Leading (CAL): Making Education a Great Place to Work, you will learn:

- Why the CAL program was created – its communication goals and results to date
- How to create a similar tool at your workplace – even when faced with limited resources
- Why such conversations are important
- How to think about success with this endeavor

You will leave this session with numerous lessons you can apply to create your own culture of openness and excellence at your organization.

Kitty Wooley, Regulatory Information Management Services

U.S. DEPARTMENT OF EDUCATION

Jacquelyn Zimmermann, Director, Editorial Policy, Publishing and Student Art Exhibits

U.S. DEPARTMENT OF EDUCATION

11:10 a.m.



CASE STUDY

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

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

12:00 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.

1:30 p.m.



How To Change The Behavior And Mindset Of Your Employees To Work Safer And Smarter With Targeted And Strategic Communications

Can internal communications really change behaviors? The answer is yes, but you've got to make the employees care – at all levels of the company. In this session, you will hear how Sandia National Laboratories successfully launched and maintained a strategic internal communications campaign focused on employee safety and health to lower near-miss rates and on-the-job injuries amid constant regulatory scrutiny.

You will leave this session with a comprehensive understanding of how:

- Branding was used to differentiate this endeavor from previous ones
- The tone of communications (in visuals and context) was used to send persuasive messages about the severity of the safety issue
- Buy-in at the top management levels was essential to building credibility — they also had to change behaviors too
- Messages and targeted communication products were created and evaluated to motivate change

Through learning about the experiences at Sandia National Laboratories, you will be able to apply their lessons learned to your own communication strategies.

Noel Fletcher, Homeland Security & Defense Strategic Management Unit

2:20 p.m.



One Giant Leap To Portals... Small Steps To Web 2.0

Moving from Microsoft FrontPage to a collaborative portal environment was a significant step for the American Diabetes Association (ADA). A cross-functional team at ADA completely rebuilt its Intranet two years ago, and since then, the “MyADA” site has become a critical business tool for the organization.

In the time since its portal launch, ADA, like many organizations, has experienced a turnover of staff. ADA also has a new CEO and senior leadership, and they are supportive of an active approach to the Web 2.0 world.

During this session, you’ll learn about the benefits that ADA’s staff and community-based volunteers have experienced, lessons that the portal’s support team has learned since the deployment, and new ideas under consideration to move into the 2.0 landscape.

You will leave this session with a better understanding of:

- How to adopt a Web 2.0 strategy and the importance of support from organization leaders
- Internal vs. external strategies
- Quick wins to get you started
- How to gather and measure employee feedback and usability testing

Rob Cork, Director, Internal & Volunteer Communications

AMERICAN DIABETES ASSOCIATION

3:10 p.m.



Afternoon Refreshment & Networking Break

3:25 p.m.



How To Align Internal And External Communications To Assure Continuity Within Your Organization And Advance Agency Objectives

Does your agency “speak with a forked tongue?” If its internal and external communications don’t match up, if the left hand doesn’t know what the right hand is doing, if you don’t communicate on message inside and outside the agency, then this session is for you.

The value of communication is based on relevant and timely information, without which, internal and external audiences can be lost. Communications is the rudder of your organizational ship, but the importance of linking internal and external communications components is often overlooked. As communicators, we know the value of what we do, but we may also take aligning our internal and external messages for granted, thereby losing the impact of melding the two towards achieving our organization’s strategic goals.

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

- Understand your impact as the communications leader within your organization
- Identify internal and external organizational communications needs
- Utilize communications mechanisms to help your organization maximize its message
- Employ communications strategies to enhance organizational outcomes

Deborah Sturm Rausch, Director of Public Information
NEW YORK STATE CONSUMER PROTECTION BOARD

4:15 p.m.



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.

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

5:05 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 24, 2008

8:00 a.m.

Continental Breakfast & Networking

8:20 a.m.

Chairperson's Opening Of Day Two

8:30 a.m.



CASE STUDY

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, Director, Air Traffic Organization Training and Development

**FEDERAL AVIATION ADMINISTRATION,
U.S. DEPARTMENT OF TRANSPORTATION**

9:20 a.m.



CASE STUDY

What's Your Real Brand Story?: Using Culture Assessment And Story-Based Communication 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 in-depth session will share 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. You will also learn about 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.

Specifically, 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

10:10 a.m.



Morning Refreshment & Networking Break

10:25 a.m.



CASE STUDY

When Change Comes Knocking: Rebuilding, Growing And Sustaining Your Messaging And Communications Infrastructure Through Leadership Transitions

What if your agency's communications organization was significantly restructured? Reduced? Or worse—what if it was eliminated? When new leadership has new ideas about the value of good communication strategies, it can be a bust or a boon. In this unusual case study detailing the transformation of the Massachusetts Department of Mental Health Office of Communications and Consumer Affairs, you will learn how to find the opportunities in change, how rebuilding your infrastructure can unearth communications gold and how a revitalized communications strategy can rebuild trust and engagement with both employees and stakeholders.

This fascinating session will share strategies and new ideas to help you:

- Rethink, rebuild and regenerate communications for your organization
- Find new opportunities to solidly link your organization's mission to the message
- Build sustainability into your organization's communications strategy to weather transitions

- Engage employees and stakeholders in your organization’s initiatives

Anna Chinappi, Director, Office of Communications and Consumer Affairs
MASSACHUSETTS DEPARTMENT OF MENTAL HEALTH

11:15 a.m.



How To Foster Better Communication & Engagement Across Your Entire Organization - - From The Front Lines To Senior Leadership - - Through The Use Of Performance Standards

In October of 2005, the Deputy Secretary of Defense directed the establishment of the Business Transformation Agency (BTA). The BTA is the DoD’s 17th and newest agency, and is the single accountable source for streamlining business operations within the entire Department.

The agency’s first director decided to use the new National Security Personnel System (NSPS) as a tool to help “Get the Word Out” about the new agency and its mission. Each and every employee is measured on his/her ability to communicate. But how do employees whose performance standards are normally accounting, engineering, and system integration learn to be comfortable with the additional performance objective of communication?

In this session, you will find out what it took to provide employees with the training, tools and technology to communicate with others while fulfilling their NSPS performance objectives.

Specifically, you'll learn how to:

- Incorporate communication into everyone’s job description
- Apply a “push pull” approach to providing useful information that builds organizational awareness and unity of mission
- Compile and provide a communicator’s tool kit for employee ambassadors
- Harness leadership to promote communication and engage employees

Martha Deutscher, Chief, Communications Division
BUSINESS TRANSFORMATION AGENCY, U.S. DEPARTMENT OF DEFENSE

12:05 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.

1:35 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.

2:20 p.m.



How To Choose The Right Communication Tools To Ensure That Your Workforce Is Well-Informed And Equipped To Drive Organizational Transformation

The National Security Agency (NSA) houses America’s codemakers and codebreakers. For over 50 years, they have been providing and protecting vital information and saving lives. With over 33,000 military and civilian employees located around the world, the challenge of ensuring everyone has the corporate information necessary to understand the enormous transformation ongoing within the agency is a daunting task. A well-informed workforce is a key ingredient to this agency’s continued success.

With a very high operations tempo, using the right communications tools and the most effective communications vehicle is paramount in order to maximize impact and minimize time spent away from the core mission. As a result, NSA’s Strategic Communications Organization has focused much of its efforts on leadership communications.

During this session, you will learn the key elements to ensuring your own successful organizational transformation, including:

- Engaging leadership as active participants in the communications process
- Identifying and developing a network of senior communicators – knowledgeable of the corporate identity and vision – to help disseminate messages with a goal of “one message, many voices”
- Forming cooperative liaisons with all organizations within your agency – to raise credibility as communications consultants and to assist them as the primary advocate for their information
- The need for having direct access to key agency leaders to assure synchronicity with organizational strategies

This session will share some unique examples of communications tools from NSA’s toolbox and how they were effectively used to disseminate core messages.

Judith A. Emmel, Associate Director for Strategic Communications
NATIONAL SECURITY AGENCY

3:10 p.m.



Afternoon Refreshment & Networking Break

3:25 p.m.



How To Actively Engage A Geographically Dispersed Audience Using The Latest Collaborative, Social Media and Communication Tools With Dramatic Results

U.S. Customs and Border Protection (CBP) has a critical mission – protecting U.S. borders at and between the official crossing points into this country, while at the same time keeping legitimate travelers and cargo incoming freely. To accomplish this mission it is important that their 47,000 person, geographically dispersed workforce be actively engaged—a momentary lapse by even one person can lead to untold disaster.

In addition to training and human resources efforts to keep employees focused, CBP's Office of Public Affairs, with the Office of the Commissioner, has deployed numerous strategic internal communications tools to boost employee engagement and further support the mission. These include a transition management office, commissioner messages and webcasts, a five-year anniversary celebration, mission appreciation events, a history program, "Ask the Commissioner," online human interest stories, a new magazine, employee ownership of the intranet, a new collaborative information system, participation in a leadership blog, "Hall of Fame/Hall of Shame," and a Web redesign.

This insightful presentation will highlight these tools and provide you with the following key takeaways:

1. **Leadership paves the way:** Internal communications is most effective when it is supported by senior leadership. The Commissioner himself is actively engaged in internal communications efforts, the Office of the Commissioner has fully backed the Office of Public Affairs in its efforts to reach employees on key issues, and the head of the entire Department of Homeland Security has participated in key employee communications.
2. **Web-based tools and email are the #1 vehicle:** In a fast-changing environment where employees need to be reached quickly, and where budgets do not support mass printing costs for every employee communication initiative, the intranet, internet, and email, are key ways to reach employees effectively.
3. **Multiple channels are helpful:** There is no one best way to reach employees. Rather, a variety of methods should be employed, preferably with some being interactive.
4. **Respect and honor differences and history:** CBP, established in 2003, is made up of various legacy agencies, each with its own unique culture and in some cases hundreds of years of history. Our internal communications program honors that, drawing employees in with respect for the years of experience they bring to the agency.
5. **Let strategy evolve:** Today's communication needs are not yesterday's communication needs. CBP continually evaluates internal communication efforts and functions to be sure that they are appropriate for what employees are looking for right now.
6. **Collaboration plays a role:** At CBP, no one office or function "owns" internal communications. Rather, this is a shared function with the Office of Public Affairs, the Office of the Commissioner, the Office of Human Resources, the Office of Training and Development, and each line office (e.g. the Border Patrol, the Office of Field Operations, and so on.) Within this layered approach, some messages are delivered independently of other offices, while others are collaborated on. This ensures that CBP is always balancing those communications for an optimal mix of centralized and decentralized information.
7. **Innovation:** CBP has always been in the forefront of new technologies, and actively employs them to reach employees, with videocasting, a dedicated internal television channel, web-based collaboration tools, and so on. The agency recognizes that it is operating in a 21st century environment and that its communication tools must keep pace with the way people live today.
8. **Feedback is key:** CBP recognizes that it does not operate in a communication vacuum, and that employee input at every level is critical to ensuring that internal communications are on target. The presentation will discuss how to implement feedback mechanisms such as surveys and suggestion mailboxes in such a way as to help deliver concrete plans for success.

Dannielle Blumenthal, Senior Public Affairs Specialist
**U.S. CUSTOMS AND BORDER PROTECTION,
U.S. DEPARTMENT OF HOMELAND SECURITY**

4:15 p.m.

How To Develop An Effective Agency-Wide Communications Strategy To Engage Employees, Build Executive Buy-In And Align Business Systems

In this session, you will learn to apply strategic communications lessons learned from the Navy Enterprise Resource Planning (ERP) Program efforts. This is the first broad scope ERP system to be used to align business systems within the U.S. Department of Defense. The program has been in development for over 4 years with an ultimate user base of over 85,000 users across 120 Navy sites worldwide. The system will cover five key functional business areas, finance, human resources, supply, maintenance, and program management. The implementation requires a massive change management effort that has created a number of communications challenges.

Learn how the Navy overcame several common obstacles to ensuring their project success, including how to:

- Build executive stakeholder buy in and support including developing governance structures, requirements boards and developing leadership communications tools
- Accomplish employee outreach and alignment including development of an agency-wide case for change as well as general training and preparation for system use
- Develop effective agency-wide communications strategies that engage and align geographically dispersed organizations by:
 - Communicating program objectives and integrated project plan information
 - Establishing feedback mechanisms, elevating concerns voiced by implementing commands, and creating or communicating support structures available for the user community
 - Encouraging business process issue and policy resolution that may impact system configuration and rollout

This change management project embarked on a strategic communications program that included development of a program brand, strong word of mouth marketing practices and modern development of strategic visuals in the form of learning maps to address the challenges of system acceptance across the vast Navy community.

As the system is a highly complex set of software and procedures that delivers best practice business processes, there have been many areas of project success that rely on communications. The numerous ERP challenges will also be addressed via the strategic communications discussion. Many of these could apply to any number of government initiatives.

Bob Coble, Public Affairs Officer
Navy ERP Program
U.S. DEPARTMENT OF NAVY

Scott Williams, CEO
MAGA DESIGN GROUP

5:05 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.

Christopher N. Sonnesyn, Senior Consultant
WATSON WYATT WORLDWIDE

5:15 p.m.

Close Of General Sessions

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POST-CONFERENCE WORKSHOPS: Thursday, September 25, 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
- 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. to 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 A Government 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 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 LEADER: 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 Capgemini 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.



The Federal Communicators Network (FCN) formed in 1996 as a national organization for Federal communicators to help bring reinvention information to front-line Federal workers and "create an environment for reinvention to flourish."

FCN has more than 600 members, 75% of which are from Federal agencies, offices, and military establishments in Washington DC, across the country and around the world. The remaining 25% are from the legislative and judicial branches; interagency, international, nonprofit, and private groups; state and local organizations, and Federal unions. With this range of talent, expertise, and circulation, the FCN is a powerful agent for communicating the message of better government.

Membership to FCN is open to all Federal employees willing and able to promote better government that costs less and delivers results Americans care about. In addition, non-government persons engaged in communication or public relations whose professional activities enhance, further, or support the objectives of the FCN, are also welcome to join.

For more information, contact Jeff Brooke at jbrooke@gpo.gov or visit the FCN website at <http://www.fcn.gov>

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

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 \$201/night. Please be sure to call the hotel no later than August 22, 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.**

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).



Photo courtesy of WCTC

Join us in the nation's capitol for A.L.I.'s "Strategic Internal Communications In Government Conference: Using Traditional And Social Media Tools To Engage Employees, Drive Change And Achieve Results," and enjoy this wonderful city's restaurants, shopping, attractions and 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, and evening networking reception.

| Group Discount: Register 3 colleagues and the 4th is FREE! | Earlybird Pricing: Register with payment by August 21st | Regular Pricing: Register with payment after August 21st |
|---|---|--|
| Conference Only (September 23 rd & 24 th) | \$1,299 | \$1,699 |
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| Conference Workbook Only | \$199.00* + \$20.00 S&H | |
| *IL residents will be charged 9.75% 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, training form or purchase order will be taken to ensure your space.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Amy at (773) 695-9400 x17, 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 September 8th) 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 September 8th) 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
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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:

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- 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
- General Services Administration
- Department of Transportation
- Forest Service
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- Post-Conference Workshop C: How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Communications
- Post-Conference Workshop D: What You Can Do As A Government Communicator To Help Drive Transformational Change, Maximize Performance, And Achieve Sustainable Results

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