

STRATEGIC INTERNAL COMMUNICATIONS In GOVERNMENT

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

January 28 - 31, 2013 • WASHINGTON, DC

REGISTER BY DECEMBER 7TH TO SAVE \$400!

WHAT YOU WILL LEARN

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

- **Creating** an action plan to revamp the role of internal communications in your organization
- **Changing** the way management communicates with employees to drive innovation, transparency and collaboration
- **Evaluating** communication effectiveness on a shoe-string budget
- **Integrating** social media tools (Facebook, Twitter, blogging, wikis, YouTube, etc.) with your traditional communications to reach your employees more efficiently and effectively
- **Establishing** a true two-way conversation between leadership and employees
- **Measuring** the impact communications has on relevant performance measures such as quality, service and cost
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees

SUPPORTING ORGANIZATIONS

brandchannel



NAGC

National Association of
Government Communicators

FCN

Federal Communicators Network



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. Army Public Affairs

**U.S. Government
Accountability Office**

Smithsonian Institution

**U.S. Nuclear Regulatory
Commission**

National Institute of Health

Strategic Partners Inc.

**U.S. Department of Health
and Human Services**

Corner Alliance

AboutFace Media, Inc.

U.S Coast Guard

Genome Alberta

Defense Logistics Agency

The Strategic Organization LLC

Federal Aviation Administration

National Cancer Institute

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

U.S. Government Printing Office

Presented by:



Your Government &
Communications Training
Partner Since 1997

Why This Is A Must-Attend Event:

- ✓ 17+ speakers sharing breakthrough strategies to keep your employees engaged and informed
- ✓ Digest sessions turning you from attendee to participant by sharing your own challenges and lessons learned
- ✓ Optional workshops that take your training experience to the next level
- ✓ Gain continued education hours

**Wireless internet
service will be
provided free
of charge in all
meeting rooms.**

Join the conversation #icgov

**Register by December 7th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com**

Strategic Internal Communications in Government - January 28-31, 2013

Wireless internet service will be provided free of charge in all meeting rooms.

WHO WILL ATTEND:

This training 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:

Public Affairs

Internal Communications

Employee Engagement

Corporate & Brand Identity

Corporate Communications

Interactive Media

Brand Development

Online, Publication & Web Content

Training & Development

Organizational Transformation & Development

Human Resources

Electronic Communications

Business Development

Media Relations

Communications Management

Emerging/Digital Media

Social/New Media

Employee Communications

Change Management

Intranet Communications

Public Relations/Affairs

Global Communication

Strategic Planning

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

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this communications evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other communication professionals engaged in the "journey."

BENEFITS OF ATTENDING THIS CRITICAL TRAINING

Join your colleagues at this must-attend event to learn how to use strategic internal communications to engage your employees, drive performance and add value. You'll benefit from:

- **17+ innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional communication tools that are already proven to work
- **Over 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 training
- The opportunity to customize your learning by **participating in unique and interactive workshop sessions (Jan. 28 &/or Jan. 31)** 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 as you will make many new contacts
- A comprehensive overview of social media strategies and processes from leading practitioners like the **U.S. Department of Health and Human Services, Genome Alberta, U.S. Army Public Affairs, Smithsonian Institution** 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
- **Digest sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own internal communication strategies upon your return to the office
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this training
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Participating in instructional sessions that will share real-world examples, tactics and lessons learned** from leading government communication initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to engage your employees** by using new media and traditional channels from leading government agencies and organizations

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

Dear Federal, State and Local Government Communications Professionals:



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

On January 28-31, 2013, the Advanced Learning Institute (A.L.I.) invites you to attend their 11th conference focusing on "Strategic Internal Communications in Government." If you are a government communications manager or have the responsibility for crafting and delivering employee messages, this important professional development conference is one you can't afford to miss!

HOW WILL THIS TRAINING HELP YOU & YOUR AGENCY?

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

- **Federal Aviation Administration** successfully engaged a large and diverse workforce, as well as ensured everyone had a voice in how the agency is run, while building a safe and vibrant community
- **Genome Alberta** used social media to gain the attention of their employees allowing them to refocus their energy in to their internal objectives
- **U.S. Government Accountability Office** monitored, managed and reported successful internal communications

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

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

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

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

Sincerely,

Denise Mckee, COO

ABOUTFACE MEDIA INC.

Training Chairperson

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

RAVE REVIEWS FROM PAST COMMUNICATIONS TRAINING ATTENDEES:

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

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

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

A. Cannarsa, Public Affairs Specialist
SOCIAL SECURITY ADMINISTRATION

Strategic Internal Communications in Government - January 28-31, 2013

Interactive Pre-Training Workshops ~ January 28, 2013



INTERACTIVE, HANDS-ON WORKSHOPS

Monday, January 28, 2013

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

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

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

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

Strategic Internal Communications That Deliver Measurable Results: Using Language To Dramatically Improve Your Organization's Effectiveness

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

In this interactive session, we will focus on how:

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

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

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

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

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

Sarah Agan is the Director of Organizational Development at Corner Alliance, Inc. She is passionate, opinionated and brings a wide range of experience to back it up.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – PRE-TRAINING AFTERNOON WORKSHOP B

I've Chosen My Communication Tools, Now What? How To Develop And Implement Compelling Content For Your Social Media Communications Strategy That Will Engage Your Audiences

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

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

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

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

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc. AboutFace creates short-form, story-driven documentaries for online and social media marketing projects. She's a top-rated workshop leader and her session is guaranteed to help you with your own social media initiatives.



8:00 a.m.
Registration & Continental Breakfast

8:30 a.m. **CHAIRPERSON'S WELCOME & SPEED NETWORKING**

Chairperson's Welcome & Speed Networking

Bring a stack of business cards as you become acquainted with your fellow training attendees in this lightening round of speed networking!

Denise McKee, COO
ABOUTFACE MEDIA, INC.

"Great examples of overcoming some incredible challenges and their solutions."

**2012 PAST GOVERNMENT
CONFERENCE ATTENDEE**

9:15 a.m. **CHAIRPERSON'S ADDRESS**

How To Share Success, Show Progress And Give (And Get) Credit Where Credit Is Due

Your Division, Agency or Department is doing great things. You're meeting or exceeding goals, making inroads and adding significant value to the overall team. The problem is no one knows it, but you. How do you share your story in a way that does not come off as self-serving, lecturing, or – worst of all – boring?

This informative session will provide you with the need-to-know tools in order to showcase your success, inform others about your progress and how to credit others who are excelling, including:

- How to best frame your story to appeal to your target audience
- Getting the most "bang for your buck" – how to utilize your content across multiple distribution channels
- Processes to develop an ongoing content strategy that keeps your stories fresh and relevant

Denise McKee, COO
ABOUTFACE MEDIA, INC.

9:45 a.m. **CASE STUDY**

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

The Smithsonian has been asking and answering questions about science, art, history and culture since 1846, sharing its knowledge with the world through its many museums, research centers and libraries, its vast collections and thousands of experts — inspiring the learning, creativity and curiosity in everyone.

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

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

Pherabe Kolb, Associate Director of Strategic Communications
SMITHSONIAN INSTITUTION

10:15 a.m. **Q & A SESSION**

Your Opportunity To Ask Questions



10:25 a.m. Morning Refreshment & Networking Break

10:45 a.m. **GROUP EXERCISE** Digest Session: Your Training Goals

This is your chance to discuss with fellow attendees and speakers what your most pressing internal communication concerns are and what solutions you hope to gain during this training.

11:15 a.m. **CASE STUDY** Engaging Your Employees To Drive Innovation, Transparency And Collaboration

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

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

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

In this innovative session, learn how to:

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

*“Great real-world examples;
well prepared; engaging.”*

**2011 PAST GOVERNMENT
CONFERENCE ATTENDEE**

Deb Green, IdeaHub Program Manager
FEDERAL AVIATION ADMINISTRATION

11:45 a.m. **CASE STUDY** How To Engage Your Employees At All Levels By Connecting Them To Your Organization’s Goals And Strategic Plan For The Future

The U.S. Department of Health and Human Services (HHS) has seen measurable results by implementing various social media platforms to connect employees across the department in an effort to bust communication silos while also making the most out of their talents and resources.

The results and benefits became obvious very quickly. Employees were able to put faces with names; conversations were now being shared in a place where others can chime in at any time; and new ideas were generated. As a result, HHS employees are now aware of each other’s upcoming events and campaigns; each other’s successes can now be celebrated; and helpful critiques can be given when needed.

In this session, you will gain tips and techniques on how to generate an online community, how to spread the word, and how to keep the momentum going, including:

- Gaining leadership buy-in
- Learning what social media platforms work for your organization’s goals and objectives
- Avoiding employees unknowingly duplicating their social media efforts

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- Creating a Twitter account creating one central location to share social media news and information

Julie Weckerlein, Public Affairs Specialist

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

12:15 p.m. Q & A SESSION

Your Opportunity To Ask Questions

12:25 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a specific internal communications hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communications concerns.

1:55 p.m. GROUP EXERCISE

Digest Session: Connect The Content

You've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow training attendees and speakers what social media & traditional communication tools you're using to communicate with your employees and where you have found the most success.

2:25 p.m. CASE STUDY

You've Had Your Social Media Program Set Up And Launched For A Few Years, Where Do You Go From Here?

In February 2010, the Defense Logistics Agency (DLA) launched its first social media program on Facebook. Employees in the agency total 26,000, but their audience also included their customers in the military services, Congressional representatives on defense committees, Department of Defense (DOD) leaders, business partners, vendors, and the public. DLA stepped into social media at a time that was considered "late" in comparison to many counterparts in DOD.

Two and a half years now into the social media game, they have a growing Facebook page, a Twitter account, a Flickr page, YouTube page and an internal blog written by the agency director. A new social media policy has been implemented, opening the door for subordinate DLA activities to run social media programs. As well as for the first time in the agency's history, the director's internal blog has established a true two-way conversation between leadership and the employees.

This session will answer the all too common question you may find yourself asking once your social media program has been launched and proven success, now what? You will leave this session with the confidence in knowing what next steps to take, including:

- Lessons learned in launching social media
- Getting senior leadership buy in
- Increasing and sustaining an audience
- Leveraging social media to engage all audiences

Christine Born, Strategic Communication Analyst

DEFENSE LOGISTICS AGENCY

2:55 p.m.

Afternoon Refreshment & Networking Break

AGENDA - DAY 1 - Tuesday, January 29



3:15 p.m. CASE STUDY

Creating A Successful Communication Action Plan During Times Of Change: Research, Plan, Implement And Evaluate

For the first time in its 222-year history, the U.S. Coast Guard's Headquarters elements will be occupying a building built specifically for it. With the move there are a number of challenges, all of which require effective communication with the workforce and other stakeholders. The many actions and activities required to move the 4,000+ employees and the seat of power for the Coast Guard require specific communication planning and execution.

To ensure a smooth move the Office of Integrated Communication Planning (CG 092x) developed a communication action plan, built specifically to address information gaps and workforce concerns identified through surveys, and, in support of command initiatives tied to the move.

This session will give you the tools necessary to create a communication plan of your own when dealing with an organization-wide campaign to ensure that all employees are informed and included in the process, including how to:

- Develop multiple channels of communication to connect your workforce to resources and information
- Cut through the noise of "that won't affect me" ensuring the workforce as a whole has all necessary information
- Apply the Research, Plan, Implement, and Evaluate (RPIE) model of communication planning to the development of your own communication action plan
- Set smart goals/objectives, using data gleaned from the RPIE process, that fully support your desired communication efforts
- Understand how communication planning is an element of effective change management

Christopher O'Neil, Commander
U.S. COAST GUARD

3:45 p.m. CASE STUDY

If You Ask ... They Will Tell: Using A New Type Of Employee Feedback Channel To Change The Workplace

At the beginning of 2012, the new Acting Public Printer of the U.S. Government Printing Office (GPO) said she wanted to know what was really on employees' minds, especially those who were close to the work. The Office of Communications developed What's on Your Mind? – a direct and confidential feedback channel straight to the Acting Public Printer.

From the strategic to the tactical, you will hear:

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

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

4:15 p.m. Q & A SESSION

Your Opportunity To Ask Questions

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AGENDA - DAY 1 - Tuesday, January 29

4:25 p.m. **GROUP EXERCISE**

Digest & Prepare

Need to dive deeper into specific topics? Want more details? Here's your chance!! Discuss with the group what topics you hope to hear more about tomorrow and what questions you have that are still unanswered. Use the expertise of your training speakers and fellow attendees to gain feedback and ideas for improvement of your internal communication plans.

4:45 p.m.
End Of Day One

4:50 p.m.



Networking Reception: Please Join Us!

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

6:00 p.m.



Dine Around

Sign up during the day for dinner with a group. Take advantage of Washington, DC's fine dining while you continue to network with your colleagues.





8:00 a.m.
Continental Breakfast & Networking

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

Denise McKee, COO
ABOUTFACE MEDIA, INC.
Training Chairperson

8:40 a.m. **CASE STUDY**
How To Use Social Media To Spread Information To Global Employees And Build Community

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

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

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

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

9:10 a.m. **CASE STUDY**
Developing A Social Media Strategy Starts Within And Can Be Used To Reach Beyond Your Traditional Audience

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

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

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

- Learning how social media tools can enhance and increase the reach of traditional media tools
- Ways to tailor your information on social media, especially YouTube, as a way to personalize the broadcasting of important communications
- Learning how to use social media as a great way to point people in multicultural communities to government resources

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- Knowing how to select the appropriate social media tools for special audiences -- one size does not fit all

James Alexander, Public Affairs Specialist, Office of Communications and Education
NATIONAL CANCER INSTITUTE

9:40 a.m. **Q & A SESSION** **Your Opportunity To Ask Questions**

9:50 a.m. **Morning Refreshment & Networking Break**

10:10 a.m. **GROUP EXERCISE** **Digest Session: Discuss And Brainstorm**

Whether it's a weekly update, emergency broadcast, or contest – every agency is looking to communicate in a more efficient way with their employees. Discuss and brainstorm with fellow attendees and speakers techniques you've had success with, or concerns you're having, in communicating agency information to your employees.

10:40 a.m. **INTERNATIONAL CASE STUDY** **Using Social Media Tools To Gain The Attention Your Organization Deserves From Your Employees Without Losing Sight Of Your Internal Objectives**

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

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

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

- Selecting the right social media course for your organization and for the message at hand
- How to make efficient use of your content
- Take a moment in this session to step back to the basics of communication and spark some imagination at the same time

Mike Spear, Director of Corporate Communications
GENOME ALBERTA

11:10 a.m. **CASE STUDY** **How To Manage, Monitor And Report Successful Internal Communications**

The Government Accountability Office (GAO) is the “watchdog” of Congress. They are responsible for performing financial and performance-based audits of federal programs and spending. A consistently top-ranked “best place” to work in the federal government, GAO strives to be a role model agency, including the way it handles internal communications.

This session will give you insight into how the GAO, and now you, can successfully manage, monitor and report your internal communication initiatives, including how to:

- Incorporate the importance of effective internal communications into your strategic plan and how to successfully report on progress that has been made
- Use metrics and employee feedback to continuously improve your internal communications program

AGENDA - DAY 2 - Wednesday, January 30

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- Centrally manage a series of internal communications tools that are integrated across platforms to provide accurate and timely information to all of your employees

Deborah Eichhorn, Director, Internal Operations and Strategic Initiatives
Elery Scott, Internal Communications & Intranet

U.S. GOVERNMENT ACCOUNTABILITY OFFICE

11:40 a.m. Q & A SESSION
Your Opportunity To Ask Questions

"Sessions were very informative and I gained a lot of info that I can use with my communication assignments."

**2011 PAST GOVERNMENT
CONFERENCE ATTENDEE**

11:50 a.m. GROUP EXERCISE
Digest Session: Engaging 21st Century Employees

Discuss what tools you are using in your organization successfully to inform and include your employees in the day-to-day tasks of your organization. Share common obstacles you have overcome in getting your employees involved.

12:20 p.m.
Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communications concerns.

1:50 p.m. INTERACTIVE SESSION
Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your internal communications challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own internal communications initiatives.

2:25 p.m. CASE STUDY
How To Create An Agency-Wide Knowledge Management Program On A Limited Budget With A Limited Staff

The U.S. Nuclear Regulatory Commission (NRC) estimates that it loses approximately 4,000 years of experience each year due to the retirement of high-value subject matter experts (SME). Since 2007, NRC has captured SME knowledge, set up an electronic knowledge center with topic-based communities of practice, created topic and business line specific knowledge management (KM) resources and updated its electronic resources to streamline information location. Through its award-winning KM program, NRC has saved roughly 37 million dollars in 2009 and 2010 by converting their staff's time to competency. Not bad for a program being run by one person with a limited annual budget of \$10,000!

When your knowledge tools have been implemented and have been made accessible, the question remaining is how do you get staff to participate and support organizational KM initiatives?

This session will summarize the history and development of NRC's KM program, present an informational video on the KM program, describe KM tools, and share tactics and lessons learned from creating, managing, and marketing a KM program in tight budget times, including:

- Developing a successful business case for a KM program
- Leveraging a limited staff and limited budget to create an agency-wide program
- Tactics for moving a KM program forward – it's about the people!

Patricia Eng, Senior Advisor for Knowledge Management
U.S. NUCLEAR REGULATORY COMMISSION

AGENDA - DAY 2 - Wednesday, January 30



2:55 p.m.
Afternoon Refreshment & Networking Break

3:10 p.m. **CASE STUDY**
Starting From Scratch: How To Successfully Work With Internal Stakeholders To Create A Social Media Policy And Launch A New Social Media Site

The Federal Highway Administration (FHWA) has found a way to successfully work with internal stakeholders; including legal counsel, IT security, public affairs, marketing professionals and HTML programmers; in order to develop its social media policy that satisfies the needs of all these offices.

This session will also demonstrate how FHWA prepped for the launch of a new social media site; and followed up after initial launch to build its audience at a steady pace. This session will provide you with tips to launch a new social media presence as well as how to expand an existing suite of social media applications. From the process of initial exploration among a group of your office representatives - to the launch of your site - this session will answer all the "need-to-knows" to ensure success.

Tom White, Social Media/Web Content Coordinator

FEDERAL HIGHWAY ADMINISTRATION, U.S. DEPARTMENT OF TRANSPORTATION

3:40 p.m. **Q & A SESSION**
Your Opportunity To Ask Questions

3:50 p.m. **GROUP EXERCISE**
Digest Session: The Future Of Your Internal Communications

Discuss with your fellow training attendees what your first plan of action is when you return to the office based from what you have learned at this week's training.

4:20 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.

Denise McKee, COO
ABOUTFACE MEDIA, INC.
Training Chairperson

4:30 p.m.
Close Of General Sessions

*"Learned a great deal of information
got some good ideas."*

**2011 PAST GOVERNMENT
CONFERENCE ATTENDEE**

Strategic Internal Communications in Government - January 28-31, 2013

Interactive Post-Training Workshops ~ January 31, 2012

Thursday, January 31, 2013

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

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

Creating An Action Plan To Reinvent The Role Of Internal Communications In Your Government Organization: What To Do When You Get Back To The Office

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

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

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

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

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

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

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

WORKSHOP LEADER: Ken Boxer is the Founder and President of Strategic Partners, Inc. (SPI), a coaching, consulting, and training firm. Ken is well known throughout the consulting industry as a forward thinker and a leader in providing integrated solutions to address clients coaching, consulting and training needs.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – POST-TRAINING AFTERNOON WORKSHOP D

Building The Business Case For Your Communications Programs: How To Harness Your Value Proposition And Back It Up With Measurable Results

It’s budget time. And the question on everyone’s mind is how can I prepare and present information about the impact and value my program/department delivers? To do this you must learn how to harness your value proposition, back it with measurable results and communicate it in a convincing way.

This workshop will help you identify the keys to preparing and presenting a compelling business case for key leadership funding and support. You’ll learn how to isolate the value proposition of your program/department, gain an understanding of what to track, and establish a system that delivers the intelligence you need to leverage your position/program in an influential way, and prove the return on investment delivered through your program/department, including how to:

- Plan an effective funding communication strategy
- Establish measurable indicators of success
- Develop strategic tracking of performance indicators
- Create a compelling case for support
- Understand the keys to effectively communicating value
- Define the return on investment
- Leverage communications

WORKSHOP LEADER: Lilly Coniglio is Managing Partner of The Strategic Organization LLC. She has over 30 years experience working with government agencies, nonprofit organizations, NGO's, Foundations, educational systems, management support organizations and corporate funders.

INTERACTIVE, HANDS-ON WORKSHOPS



TRAINING SUPPORTERS:



Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and Trainings for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

brandchannel. always branding. always on.



The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons. The principal purpose of NAGC is the advancement of communications as an essential professional resource at every level of national, state and local government.

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



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

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

Membership to FCN is open to all Federal employees willing and able to promote better government that costs less and delivers results Americans care about. In addition, non-government persons engaged in communication or public relations whose professional activities enhance, further, or support the objectives of the FCN, are also welcome to join. For more information, contact Kathleen Taylor at Kathleen.Taylor1@va.gov.



The Center for Excellence in Public Leadership (CEPL) at The George Washington University offers cutting-edge leadership and management programs for managers in the public sector. The Center brings more than 20 years experience to its work with federal managers, including standardized training that prepares federal leaders for senior executive positions, and customized training to address specific training needs for a variety of managerial and supervisory levels.

Programs offered during 2011 include the Senior Leader Program, Advanced Leadership Workshop, Emerging Leaders Workshop, and Step Up to the Microphone with Confidence.

For more information, visit <http://www.leadership-programs.org/>.



OhMyGov! wants better government -- a more creative, more efficient, smarter government! So we set out to do the unthinkable: build a news and information site about government that was both interesting and fun to read. We offer an entertaining mix of "good gov" stories about public sector innovations and advances (yep, imagine that!) and comforting "bad gov" tales of government embarrassments and outrages. In short, we cover anything that makes you say OhMyGov!

OhMyGov! was founded by 3 guys looking to make a difference — an experienced federal executive, a motivated government contractor and writer, and a best-selling investigative journalist. For more information, go to: <http://ohmygov.com/>



Capitol Communicator is a highly targeted and networked community in the greater Washington Baltimore region that connects with communicators in the professions of public relations, advertising, marketing, online/offline media, graphic design, video, photography, Internet and the multitude of support professions by providing them with news; insights; education; and opportunities for networking, career enhancement and a marketplace.

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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Erin at (773) 695-9400, ext. 216 for more information.

ALL TRAINING SESSIONS WILL BE HELD AT THE:

Crowne Plaza Washington National Airport

1480 Crystal Drive
 Arlington, VA 22202
 Reservations: (877) 227-6963
 Hotel Main Phone: (703) 416-1600
<http://www.cpnationalairport.com/>

Wireless internet service will be provided free of charge in all meeting rooms.

For the conference, a limited number of rooms have been set aside at the government per diem rate of \$183/night. Please be sure to call the hotel no later than December 28, 2012 to help ensure this rate and mention that you are attending the "Strategic Internal Communications in Government" conference. We recommend that reservations be made early, as the number of rooms at our rate is limited.

Crowne Plaza Washington National Airport is a first class, full service hotel located in Crystal City less than 1 mile from Ronald Reagan National Airport and is located just 1 mile from Crystal City Metro. With a complimentary shuttle running to and from Reagan National Airport and within walking distance to national historic landmarks such as the Pentagon, the Crown Plaza Washington National Airport allows for convenient access to local attractions and businesses.



Photo courtesy of WCTC

Join us in Washington, DC for A.L.I.'s 11th forum on "Strategic Internal Communications in Government: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Washington, DC, go to: <http://washington.org/>.

REGISTRATION FEES:

The following are included in your training registration: attendance, a detailed training workbook and any additional meeting materials -- including access to the training wiki -- continental breakfasts, morning & afternoon refreshments, and evening networking reception.

| Group Discount: Register 3 colleagues and the 4th is FREE! | Earlybird Pricing: Register and pay by September 6th | Regular Pricing: Register and pay after September 6th |
|---|---|--|
| Training Only (Jan. 29 & Jan. 30) | \$1,499 | \$1,899 |
| Training (Jan. 29 & Jan. 30) Plus One Workshop (Jan. 28 or Jan. 31) | \$1,899 | \$2,299 |
| Training (Jan. 29 & Jan. 30) Plus Two Workshops (Jan. 28 &/or Jan. 31) | \$2,199 | \$2,599 |
| Training (Jan. 29 & Jan. 30) Plus Three Workshops (Jan. 28 & Jan. 31) | \$2,399 | \$2,799 |
| Training (Jan. 29 & Jan. 30) Plus All Four Workshops (Jan. 28 & Jan. 31) | \$2,499 BEST VALUE! | \$2,899 |
| Training Workbook Only (if not attending) | \$199.00* + \$20.00 S&H | |

*IL residents will be charged 9.25% sales tax on workbook orders.

Payment is due two weeks prior to the training. If payment has not been received two weeks before the Training, a credit-card hold, training form or purchase order will be taken to ensure your space.

Use this training towards your continuing education hours.



SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Erin at (773) 695-9400, ext. 216 for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,499! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn training attendance bonuses as you benchmark with other organizations. For every A.L.I. training attended, receive a **\$200 discount** off your next A.L.I. training. 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 January 14th**) a \$295 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 January 14th**) 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.

RAVE REVIEWS FROM PAST COMMUNICATIONS TRAINING ATTENDEES:

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

L. Nobles, Human Resources Specialist

U.S. SECURITIES AND EXCHANGE COMMISSION

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

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

NATIONAL INSTITUTE OF MENTAL HEALTH, NATIONAL INSTITUTES OF HEALTH

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

L. Beck, Law Office Manager

U.S. PATENT AND TRADEMARK OFFICE

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

G. Baujan, Professional Development Analyst

AIR FORCE MATERIEL COMMAND



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

Government · Communications · Performance Measurement · Strategic Planning

Human Resources · Health Care · Brand Management · Marketing · Biometrics · e-Commerce · Technology

WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this Training that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

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

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Fairfax County Government
- Department of Transportation
- CDC
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
- Army
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA
- City of Las Vegas, NV
- City of Chicago, IL
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- U.S. Government Printing Office
- Commonwealth of Virginia
- Smithsonian Institution
- Department of Energy
- Social Security Administration
- Department of Defense
- NASA
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- House of Representatives
- State of Iowa
- NIST
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- National Academy of Public Administration
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- World Bank
- Louisiana Department of State and Civil Service
- Department of the Treasury
- Homeland Security
- San Diego Airport, California
- Air Force
- Nashville and Davidson County, TN
- Court Services and Offender Supervision Agency
- Peace Corps
- FEMA
- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
- Office of the Governor, Washington
- American Institutes for Research
- USAID
- NOAA
- American Society for Microbiology
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- Small Business Administration

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

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**STRATEGIC
INTERNAL COMMUNICATIONS
In GOVERNMENT**
*How To Use Social Media & Traditional Communications
To Engage Employees, Drive Performance & Add Value*
January 28 - 31, 2013 • WASHINGTON, DC

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the Jan. '13 Strategic Internal Communications In Gov Conference in D.C.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Training Only
- Training Plus Workshop(s):
 - Pre-Training Morning Workshop A: Strategic Internal Communications That Deliver Measurable Results: Using Language To Dramatically Improve Your Organization's Effectiveness
 - Pre-Training Afternoon Workshop B: I've Chosen My Communication Tools, Now What? How To Develop And Implement Compelling Content For Your Social Media Communications Strategy That Will Engage Your Audiences
 - Post-Training Morning Workshop C: Creating An Action Plan To Reinvent The Role Of Internal Communications In Your Government Organization: What To Do When You Get Back To The Office
 - Post-Training Afternoon Workshop D: Building The Business Case For Your Communications Programs: How To Harness Your Value Proposition And Back It Up With Measurable Results
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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