Introducing…
The Advanced Learning Institute's Newest Government Executive Training, Designed For FEDERAL, STATE & LOCAL Government Communicators...

INTRANET 2.0 for Government

Integrating Social Media And Web 2.0 Technologies Into Your Organization's Intranet To Foster Collaboration, Advance Employee Engagement And Deliver Results

October 6-9, 2008 • Washington, DC

Rave Review from a Past A.L.I. Government Conference Attendee:
"I was pleasantly surprised at the excellent presentations.
Happily, I've learned a lot and appreciate the information sources gained from the conference."
--- G. Shane, Technical Information Specialist
DEFENSE TECHNICAL INFORMATION CENTER

✱✱ Save Your Agency's Budget $400! Register by August 22nd! ✱✱
To Register, Call (888) 362-7400 -or- (773) 695-9400

or register online at www.aliconferences.com

KEY TAKE AWAYS:

Attend this conference to learn helpful tools, tips, and techniques to leverage Web 2.0 technologies and take your organization's intranet to the next level, including:

- **Achieving** an intranet redesign on a budget

- **Integrating** social media tools into your intranet

- **Building** a cross-functional team to rebuild and manage your intranet

- **Overcoming** the governance and compliance challenges related to incorporating Web 2.0 tools into your intranet

- **Engaging** employees across your entire organization by connecting them with a user-friendly, streamlined system

- **Using** your intranet to increase transparency and build employee trust

- **Connecting** your employees to the day-to-day operations and helping them better understand the inner-workings of your organization

- **Influencing** the way your employees

SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on how to integrate the latest technologies into your intranet to ensure accessibility, achieve maximum employee engagement and deliver results from leading government agencies and organizations, including:

National Geospatial-Intelligence Agency

U.S. Environmental Protection Agency

U.S. General Services Administration

Office of the Director of National Intelligence

Virginia Department of Transportation

U.S. Department of the Treasury

Space And Naval Warfare Systems Command (SPAWAR)

American Diabetes Association

U.S. Department of Transportation

General Dynamics Advanced Information Systems

Porter Novelli

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communicate internally

- **Expanding** your existing intranet experience to include Web 2.0 tools to optimize social networking and collaboration

- **Capitalize** on existing tools and assets to use as starting blocks

- **Communicating** intranet information and content education to your users

- **Incorporating** new media technologies into your intranet

- **Tying** together your organization's different information management needs and mission objectives with social media capabilities

- **Fostering** a mission-focused, employee-led intranet to create agency-wide support and buy-in

- **Leveraging** your intranet to inform, align and invigorate employees

- **Understanding** how Microsoft SharePoint and other open source software can transform your intranet and increase productivity

- **Reinventing** your intranet to become a networking community for employees scattered throughout the nation and world

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

Booz Allen Hamilton

SRA International, Inc.

Ewrite

WordFrame

Presented by:

Your Government & Communications Training Partner Since 1997

Supporting Organizations:

IABC
WASHINGTON

International Association of Business Communicators, Washington DC Chapter

NAGC

National Association of Government Communicators

FCN

Federal Communicators Network

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

MAXIMIZE YOUR TRAINING!
Choose From Five Workshops For Ultimate Value And Learning!
Sign up for your choice of these highly – interactive, practical workshops focused on special topics of interest:
• **Pre-Conference Workshop A –**
Monday, October 6, 2008: 9:00 a.m. – 12:00 p.m.: How To Use A Step-By-Step Process To Maximize The Effectiveness Of Your Intranet By Integrating The Latest Web 2.0 Tools To Benefit Your Organization
• **Pre-Conference Workshop B –**
Monday, October 6, 2008: 1:30 p.m. – 4:30 p.m.: How To Write Engaging, New Media Content For Your Intranet: Developing Your Message And Editorial Guidelines That Add Value And Achieve Results
• **Post-Conference Workshop C –**
Thursday, October 9, 2008: 8:30 a.m. – 11:30 a.m.: Taking Your Online Community Communications To The Next Level: Fostering Spontaneous, Knowledge-Based Collaboration That Will Connect Your Entire Organization And Maximize Productivity
• **Post-Conference Workshop D –**
Thursday, October 9, 2008: 1:00 p.m. – 4:00 p.m.: How To Create A Successful Intranet Social Media Strategy: Anticipating The Hurdles And Naysayers While Keeping Your Wits And Achieving Success

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:

- **Intranet & Internet**
- **Knowledge Management**
- **Information Technology**
- **Information Services & Systems**
- **Internal Communications**
- **Employee Communications**
- **Employee Relations**
- **Web Communications**
- **Electronic Communications**
- **New Media/Interactive Media**
- **Human Resources**
- **Community Relations**
- **Digital Strategy**
- **Research**
- **Public Affairs/Relations**

- **Web Content Management**
- **Organizational Transformation & Development**
- **Change Management**
- **Publication & Web Content**
- **Communications Research**
- **Communication Consulting**
- **Communications Management**
- **Project Management**
- **Administration**
- **Program Management**
- **Customer Service & Satisfaction**
- **Evaluation**
- **Public Information**

…And all those interested in furthering their intranet strategies within their agencies.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are serious about integrating the latest technologies into their intranet to ensure accessibility, achieve maximum employee engagement and drive communication results. You will benefit from:

1. **18 innovative speakers** at your disposal to share their strategies and experiences in Intranet 2.0 fundamentals that are already proven to work

2. **Over 22 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. **Unique, practical 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** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees

5. **A comprehensive overview of Intranet 2.0 strategies and processes for government** from leading practitioners like **National Geospatial-Intelligence Agency, U.S. Environmental Protection Agency, American Diabetes Association, U.S. General Services Administration,** 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

9. **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees

10. **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading Intranet 2.0 for government initiatives that will ground you in advancing your own strategy

11. **The opportunity to customize your learning** by participating in the unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization

A LETTER FROM THE CONFERENCE CHAIRPERSON, PAUL VOGELZANG...

PORTER

NOVELLI

Dear Federal, State and Local Government Communications Professional:

The role of the government communications professional has never been more important 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 communications programs critical to agency success.**

WHY CAN'T YOU MISS THIS CRITICAL CONFERENCE?

If you are a government communications manager or have the responsibility for crafting and delivering employee messages, you should attend this important professional development conference. World-class communications experts from government and the private sector will be sharing their perspectives through case study presentations and interactive workshops. Some of the key topics for discussion will be best practices and lessons learned in: stakeholder management, strategic communications planning, delivering timely and accurate messages and eliciting useful employee feedback. There will also be plenty of time for informal networking and exploring ways of applying what you have learned on the job.

HOW WILL THIS CONFERENCE HELP YOU & YOUR AGENCY?

Attend "Intranet 2.0 for Government," October 6-9, 2008, in Washington, DC, and don't be left behind.
At this conference, you will hear proven strategies and practical experience, firsthand, from leading agencies and practitioners like yourself, on how to improve your intranet communications initiatives and practices, including how the:

- **Office of the Director of National Intelligence** has transformed their information-sharing approach, fielding an entire suite of Web 2.0 services for use by their Intelligence Community and its mission partners
- **Virginia Department of Transportation** reinvented their intranet using by Microsoft SharePoint to increase productivity and empower their workforce
- **National Institutes of Health** successfully redesigned their intranet using a low-cost, high-reward strategy

Register today at www.aliconferences.com or by calling our conference hotline at 888-362-7400 to attend A.L.I.'s "Intranet 2.0 for Government: Integrating Social Media And Web 2.0 Technologies Into Your Organization's Intranet To Foster Collaboration, Advance Employee Engagement And Deliver Results" conference, October 6-9, 2008, in Washington, DC, to find out how you can integrate the latest technologies ensure accessibility, achieve maximum employee engagement, and maximize performance-based communication in your organization.

I look forward to a dynamic conference and hope to see you there this October!

Sincerely,

Paul Vogelzang, Senior Vice President, Director of Persuasive Technologies
PORTER NOVELLI
Conference Chairperson

P.S. Reserve your spot today to learn how you and your team can better maximize the effectiveness of your intranet to leverage the latest Web 2.0 tools. Register 3 people and get the 4th for FREE! For more information, go to www.aliconferences.com or call (888) 362-7400.

RAVE REVIEWS FROM PAST GOVERNMENT COMMUNICATIONS CONFERENCE ATTENDEES:

*"The conference really gave me **many, many,** good ideas and how to accomplish them. The conference was good for my organization and for me personally."*
J. Blair, Public Affairs Specialist
U.S. DEPARTMENT OF COMMERCE

"I liked the way the content was presented by practitioners & not sales people."
Shannon Duplessis, Assistant IT Director
LOUISIANA DEPARTMENT OF CIVIL SERVICE

"...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

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

"I was pleasantly surprised. I didn't anticipate this much information, and the peer-to-peer sharing. Real world experiences are much more valuable than theory."
S. Reilly, Communications Manager
CITY OF OVERLAND PARK, KANSAS

"What an amazing collection of forward-thinking information."
S. Shultz, Deputy Director, Public & Community Relations
SAN DIEGO AIRPORT, CALIFORNIA

"Overall, the conference was excellent."
M. McCaskill, Public Affairs Specialist
ARMY MATERIEL COMMAND

"I gained a lot of helpful information…I am invigorated."
D. Babcock, Program Analyst
INTERNAL REVENUE SERVICE

"Lots of good info! Two days well spent!"
C. Dobbs, Program Analyst
U.S. GENERAL SERVICES ADMINISTRATION

PRE-CONFERENCE WORKSHOPS: Monday, October 6, 2008

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

9:00 a.m. to 12:00 p.m.
PRE-CONFERENCE WORKSHOP A
Registration and continental breakfast will begin at 8:30 a.m. for Workshop A attendees.

How To Use A Step-By-Step Process To Maximize The Effectiveness Of Your Intranet By Integrating The Latest Web 2.0 Tools To Benefit Your Organization

Do you ever wonder how to make your intranet more widely visible and interactive for your internal audience? This hands-on workshop will emphasize the effect that new wave audio and video has on internal communications efforts and how it can be used in your organization. First, we will determine what your message is and how to make it concise and effective for a video application. Then, we will go through an interactive demonstration, actually creating a concise, effective video. Finally, you will be exposed to low-cost, cutting-edge technology and high-fidelity audio equipment that your organization can use to create your own video.

WORKSHOP LEADER: Paul Vogelzang is Senior Vice President, Director of Persuasive Technologies at Porter Novelli and is influencing the way his employees communicate internally. Prior to joining Porter Novelli, Paul was a leader in implementing a higher standard of communications within the U.S. Department of the Treasury. He is also the founder of MommyCast, a nation-wide podcast on parenting.

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Testimonials From Past Paul Vogelzang Sessions:

"Excellent presentation and mix of visuals, lecture, examples, templates and resources."

"Very well presented!"

"This workshop did a good job doing an overview of examples of current…examples in government and the private sector."

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1:30 p.m. to 4:30 p.m.
PRE-CONFERENCE WORKSHOP B

How To Write Engaging, New Media Content For Your Intranet: Developing Your Message And Editorial Guidelines That Add Value And Achieve Results

If your agency has already begun publishing a blog or a wiki, you may have run into some sticky "Intranet 2.0 situations" you hadn't anticipated. The division director wants to blog but has a wooden personality and writes in a bureaucratic tone? The wiki is up and running, but no one is contributing content? Someone posted someone else's e-mail message to the blog? The wiki content is so dense and long that it's impossible to read?

In this workshop, you will review types of blogs and wikis and how they are used in the government. You'll focus on blogs and wikis as publishing tools and learn how to solve the problems that inevitably come up. In this scenario-based workshop, you learn about how to develop editorial policies and a content calendar for your blog or wiki.

What you'll do:
- Discuss various blog/wiki publishing scenarios
- Identify federal blogs or wikis that might be models for your own
- Draft basic editorial guidelines for a blog or wiki

What you'll learn:
- How to develop editorial guidelines that cover content organization issues such as creating categories and naming articles
- How to develop guidelines that cover linking, attribution, tone, and scannability
- How to publish editorial guidelines and a content for a blog or wiki
- How to get content authors to follow the editorial guidelines
- How to protect yourself from some of the publishing liabilities of blogs and wikis

WORKSHOP LEADER: Leslie O'Flahavan, a Partner at E-WRITE, has helped thousands of people learn to write well for online readers. She has developed and delivered customized writing courses for customer service agents, help desk staff, web content contributors, marketers, executives, demographers, county government employees, activists, federal employees, and teachers.

<div align="center">

Testimonials From Past Leslie O'Flahaven Sessions:

"Great presentation…very engaging and knowledgeable about the content of wikis."

"Instructor was <u>excellent</u>!!"

"Great topic, good presentation!"

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or register online at www.aliconferences.com

AGENDA - DAY 1: Tuesday, October 7, 2008

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.
Chairperson's Welcome and Opening Remarks

Paul Vogelzang, Senior Vice President, Director of Persuasive Technologies
PORTER NOVELLI

8:45 a.m.

CASE STUDY

How To Make Your Intranet 2.0 Accessible:
Meeting Section 508 When Using Intranet 2.0 Collaborative Tools

In this session, presented by the U.S. General Services Administration (GSA), you will learn how to overcome the accessibility, Section 508, and relevant legal concerns of using Intranet 2.0 technologies such as wikis, blogs, and collaborative software can bring unique challenges to persons who have disabilities and how your organization can effectively level the playing field for your intranet users.

Other new collaborative technologies will also be addressed, including content sharing sites and virtual worlds. This session will also include examples of best practices relating to how federal agencies are making Web 2.0 accessible. You will also leave this session with a greater understanding of the resources available to place accessibility requirements into your contracts for intranet 2.0 technologies.

Specifically, you will learn the:

- Basics of intranet 2.0 Technologies
- Existing policy laws
- Examples of intranet 2.0 challenges (and opportunities)
- Resources for procurement of Web 2.0 technologies

Terry Weaver, Director for IT Accessibility and Workforce Division, Office of Governmentwide Policy
U.S. General Services Administration

Alex Koudry, Deputy Director for IT Accessibility and Workforce Division, Office of Governmentwide Policy
U.S. General Services Administration

9:40 a.m.

Speed Networking

Become acquainted with your fellow conference attendees in this fun and fast-paced forum.

8

10:10 a.m.

Morning Refreshment & Networking Break

10:40 a.m.

CASE STUDY

How To Transform Your Intranet Using Microsoft SharePoint While Increasing Productivity And Empowering Your Workforce

How do you transform a no-rules 'Wild West' intranet into a tool the entire workforce uses to increase productivity and information distribution? You start with belief that the workforce is a very powerful source for business success. Put web-based tools into their hands instead of a few technological 'Sheriffs'.

The original Virginia Department of Transportation intranet was built without a plan. It was grown by tech-savvy individuals as an information resource for specific locales. Eventually there were 10 different intranets, no common look, and duplicate or contradictory information.

How can your intranet be improved? In this session, learn how this agency used Microsoft SharePoint Portal Server to standardize the organization's intranet look and feel, break the information bottleneck and put collaboration power into the hands of the entire workforce, including how to:

- **Envision** your intranet
- **Design** a standard but customizable interface that is easy to use
- **Recognize** that the increasingly tech-savvy workforce is a resource for building and maintaining the intranet
- **Improve** the intranet through upgrades, in-house development, and the freedom of collaboration

John J. Nahm, Project Manager, Information Technology Division
VIRGINIA DEPARTMENT OF TRANSPORTATION

11:35 a.m.

Non-Profit CASE STUDY

Re-Building And Maintaining An Intranet Across Your Organization: Key Factors To Success

A cross-functional team at the American Diabetes Association (ADA) completely rebuilt its Intranet two years ago, and their "MyADA" site has now become a critical business tool for the nonprofit organization.

Featuring content for ADA's many departments as well as important services for employees, MyADA is also a place where staff can share documents with project teams and build online forms to collect data. This year ADA will bring its volunteers into the site to share common resources.

A key factor in the success of the project has been the shared responsibility and ongoing collaboration among IT, communications, and other departments. Each department is responsible for keeping its content up-to-date. The Communications Department educates and informs staff and volunteers about the features and benefits of the site, and trains staff to manage content. It also works with IT to plan upgrades and site enhancements.

In this session, you will learn about the important steps in the process to refresh or rebuild your Intranet, including critical decision points before you start to build, and how to keep the content up-to-date and employees engaged after it launches.

Key takeaways include strategies and critical steps for:

- Sharing responsibility among IT, communications, and other departments
- Engaging employees throughout all project phases and keeping them engaged
- Getting support from senior leadership and key stakeholders

Rob Cork, Director, Internal & Volunteer Communications
AMERICAN DIABETES ASSOCIATION

12:30 p.m.
Lunch On Your Own -- But Not Alone!

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

2:00 p.m.

CASE STUDY

Taking Control Of Collaboration: How To Effectively Implement And Manage Web 2.0 Technologies For Your Intranet's Content Management System

Web 2.0 technologies provide end-users with the ability to easily collaborate and publish content to the Web. Intranets are the perfect environment for the use of collaborative and self-publishing technologies; but, if the process by which content is managed using these technologies is not effectively governed, your intranet content can quickly become unmanageable.

If your agency uses or is planning on implementing a Content Management System (CMS), it can be a challenge to determine which content should be managed within your CMS as opposed to other collaborative publishing tools such as wiki's, SharePoint and self-publishing tools like blog applications.

In this session, you will gain an understanding of how the U.S. Department of the Treasury is tackling these important issues while cleaning up content on their intranet, redesigning their site, and implementing a CMS, and how you, too, can take these valuable lessons back to your own organization.

Dana Hallman, Web and Electronic Publishing Services Manager
Office of the Comptroller of the Currency
U.S. DEPARTMENT OF THE TREASURY

2:55 p.m.

Afternoon Refreshment & Networking Break

3:10 p.m.

CASE STUDY

How To Overcome The Legal And Governance Barriers Your Organization Faces While Trying To Successfully Create Diverse, Government 2.0 Communities Of Interest

The Federal Government is being swept up by the transformational impact of the Internet just like commercial companies and society at large. However, like any government organization it is faced with cultural issues that make implementation and usage difficult, with legal and regulatory requirements that can act as barriers to action.

Over the last year the Department of Transportation has established a citizen-facing Secretarial Blog, created a pilot artificial classroom called DOTWorld, bought islands in Second Life to experiment on, and is setting up internally and externally facing wiki's to pull together a number of diverse communities of interest.

In this session, you will leave with an understanding on:

- Realizing the influence your IT Department has on creating and maintaining Government 2.0 initiatives
- Mastering the challenges government organizations face initially or eventually in dealing with privacy and security issues
- Overcoming governance challenges in a distributed organizational environment
- Making a blog a more powerful tool for your organization
- Distinguishing the issues that government partners will face and how to involve them as participants in this marketplace

Dan Mintz, Chief Information Officer
U.S. DEPARTMENT OF TRANSPORTATION

4:05 p.m.

CASE STUDY

Increasing Your Intranet's Usability, Presence & Personality: Taking Employee Engagement To The Next Level By Using Social Media And Other 'Live' Tools

The Environmental Protection Agency's (EPA) current intranet is cluttered and cumbersome to navigate reflecting the use of old technology resulting in a difficult-to-navigate experience. Even seasoned employees are unaware about how to use some of the intranet's functions.

The EPA's plan to redesign their agency-wide intranet, called EPA@Work, will provide a simpler and more usable design where navigation is more intuitive using portal technology. They have divided their intranet presence into various sections, anticipating that employees will "live" in these areas. Also, they plan to integrate personalization using iGoogle gadgets to reflect employees' needs and RSS feeds to display agency-wide news, while investigating appropriate instant messenger and electronic conferencing tools to round out the suite.

The EPA has also launched wiki and blog tools on their platform infrastructure for Internet (reserved for special use at this point) and Intranet purposes. Recently, they converted their static human resources "blog" to real blogging software. There are a number of intranet wikis and blogs that the EPA has launched since March 2008.

Through the experiences of the EPA, learn practical advice to keep your own intranet 2.0 project on track, including strategies and ideas for:

- Management support for your intranet 2.0 project and involving the <u>right</u> people and departments
- Dealing with personalization issues
- Using wikis and blogs to take employee engagement to the next level

Mike Weaver, Agency Intranet Manager
U.S. ENVIRONMENTAL PROTECTION AGENCY

5:00 p.m.
End of Day One

5:10 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, October 8, 2008

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.

CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation:

How To Create Clear And Concise Content For Your Intranet Using New Web 2.0 Technologies

Government organizations are quickly learning the importance of incorporating new media technologies into their communications arsenals. Not only is it important to recognize the value of using these technologies, but how to create clear, concise content using those tools.

In this session, we will discuss the tools, tips and techniques for successful intranet communications, including:

- Examples of effective and non-effective communication methods
- Use of video and how it can be incorporated into your intranet
- Security and privacy issues associated with incorporating new media technologies into your intranet

Paul Vogelzang, Senior Vice President, Director of Persuasive Technologies
PORTER NOVELLI

9:30 a.m.

CASE STUDY

Taking Your Intranet To The Next Level: How Using Web 2.0 Tools Will Transform Your Intranet From A Website Experience To A Usable Service

Many intranet users still believe in comprehensive, all-things-to-all-issues web pages, which have come to be known as one-stop shops. There is a reason for this: The ability to find requested data outside of Web 2.0 tools — wikis, blogs, social bookmarks, widgets, mashups and the like — has been severely limited by a lack of syndicated content, user-based tagging systems, open web Application Program Interfaces (APIs), and inferior search technologies. These inherent roadblocks in locating data quickly encouraged producers to try and fit as much as they could on a single website.

The obvious problem with the webmaster model is that information quickly becomes out-of-date and rarely receives updates, and it is nearly impossible to capture everything. How can a single person or group of people build a site that contains all necessary information and predict how individual users will search for that data? One-stop shopping was always a myth because it limited a user's ability to find and use data, but there was no better alternative.

New tools are beyond a tipping point; search-and-find problems are diminished. The coincident explosion of web-based content and vastly improved information retrieval technology demands that organizations create sites and services that locate, evaluate and analyze information differently. There is simply too much data for a single website, webmaster or small information technology group to catalog in a manner that will be useful to everyone.

After this session, you will walk away with answers to the following questions:

- How can your organization move away from thinking in terms of "websites" to thinking in terms of services?
- What is a WOA (Web-Oriented Architecture)?
- Open source software is not free and APIs don't modify themselves. What are the advantages to ad hoc development and what are the advantages to having dedicated developers that "work for you" that you can tap consistently?
- How excessive "governance" can harm emergent mediums and services such as wikis, blogs, mashups, and widgets

Chris Rasmussen, Knowledge Manager
NATIONAL GEOSPATIAL-INTELLIGENCE AGENCY

Steve Sickels, Program Manager
GENERAL DYNAMICS ADVANCED INFORMATION SYSTEMS

10:25 a.m.

Morning Refreshment & Networking Break

10:55 a.m.

CASE STUDY

How You Can Transform Your Information-Sharing Approach Using Web 2.0 Technologies

One of the major findings of the 9/11 Commission Report was that all of the pieces to the puzzle were there. The government had the information needed to prevent the attacks of 9/11 from occurring, but was unable to put the pieces together.

In this session, learn how the Office of the Director of National Intelligence, has fielded an entire suite of Web 2.0 services for use by the Intelligence Community and its mission partners. These solutions include enterprise search, the Intellipedia wiki, enterprise blogs, instant messaging, social bookmarking, document sharing, video sharing, image sharing, and many more.

These solutions were conceived and deployed in a simple, timely, agile, robust, and self service manner. After attending this session, you, too, will understand how to transform the way your organization and mission's partners share information and conducts business.

John Hale, Chief of Solutions Delivery, Chief Information Officer
Intelligence Community Enterprise Solutions (ICES)
OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE

11:50 a.m.
Lunch On Your Own -- But Not Alone!

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

1:20 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 intranet 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 intranet communications initiatives.

2:00 p.m.

**Private Sector
CASE STUDY**

How To Use Social Media To Supplement, Complement, And Maybe Even Replace Your Traditional Intranet

How would you compare the usability and effectiveness of your organization's intranet with that of the public Internet? Have you ever wondered why you're able to use tools like Wikipedia, blogs, forums, and Facebook on the Internet, but features like these are unavailable or even prohibited behind the firewall?

In most organizations, the organizational intranet was built to be the one place for all of the information that you'll need as an employee. They are often created using a model that we're all too familiar with – the "one-stop-shop." Unfortunately, in trying to create everything for everybody, most intranets have become tightly controlled portals where information flow is restricted to those with the right access permissions, content is

often out of date, and features lag far behind what's found on the internet. Tools that have become ubiquitous on the Internet are either unavailable or stripped of their features on the intranet.

So, how can the traditional intranet be fixed? Can social media help improve or even replace the intranet? In this session, learn how Booz Allen Hamilton has used secure social media behind the firewall to change the way its employees share information and communicate with each other including how to:

- <u>Involve</u> representatives from across the organization including Legal, change management, communications, information technology, and training to support user adoption of social media behind the firewall

- <u>Determine</u> what social media tools are best suited to your organization's culture, technology, and budget

- <u>Learn</u> how to leverage your limited budget so that you can deploy the right technology and increase user adoption

- <u>Understand</u> how you can apply these lessons learned to help your organization improve and maybe even replace your intranet

Steve Radick, Associate, Social Media
BOOZ ALLEN HAMILTON

Walton Smith, Senior Associate
BOOZ ALLEN HAMILTON

2:55 p.m.

Afternoon Refreshment & Networking Break

3:20 p.m.

CASE STUDY

Expanding Your Existing Intranet Experience To Include Web 2.0 Tools To Optimize Social Networking And Collaboration

The Space and Naval Warfare Systems Command (SPAWAR) is one of five Systems Commands that support the mission of the U.S. Navy. As a nearly $6 billion R&D and information technology organization, SPAWAR is staffed by over 14,000 employees – a mix of military, civilians, and contractors who are among America's brightest and most creative engineers and scientists. Its also an organization that faces a common dichotomy in the federal government: a "Baby Boomer" generation who have learned to master email and are starting to embrace collaboration, and a growing cadre of "Generation X/Y/Zers" who arrive at a government job and feel like they have stepped into Rod Sterling's Twilight Zone, a 20 year leap into the past.

Join this session to learn the many ways in which SPAWAR is supporting the organic growth of Web 2.0 in their intranet environment, and moving the "Blogger Underground" into mainstream communications, including the:

- Creation a Web 2.0 capability – it didn't come from the top
- Development of the rules to play by within a government intranet
- Viral growth involved in this process
- Importance of using Web 2.0 to connect widely separated people in real time

- Discovery of the cultural points of resistance
- Capability of moving into the mainstream of SPAWAR's collaboration tools, and:
    - How its growing
    - Examples of meeting the business needs of the Command
        - Templatized Blog Pages
        - Development of Quarterly status reports
        - Development of strategy and business process documentation

Darlene T. Shaw, Chief Knowledge Officer
SPACE AND NAVAL WARFARE SYSTEMS COMMAND (SPAWAR)

Tom Schlosser, Business Development Manager
SPAWAR SYSTEMS CENTER PACIFIC

4:05 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.

Paul Vogelzang, Senior Vice President, Director of Persuasive Technologies
PORTER NOVELLI

4:25 p.m.
Close Of General Sessions

or register online at www.aliconferences.com

POST-CONFERENCE WORKSHOPS: Thursday, October 9, 2008

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

8:30 a.m. to 11:30 a.m.
POST-CONFERENCE WORKSHOP C
Continental breakfast will be provided at 8:00 a.m. for Workshop C attendees.

Taking Your Online Community Communications To The Next Level:
Fostering Spontaneous, Knowledge-Based Collaboration That Will Connect Your Entire Organization And Maximize Productivity
Can organizations build web communities with predictable success? This workshop calls on experiences of building ion (the institute online network) - a collection of web based communities for the Institute of Chartered Accountants in England and Wales (ICAEW) member network - as well as other communities powered by WordFrame, and the available research material.

In this workshop, we will use direct experiences to provide a set of guidelines to help you start and manage a successful and sustainable web community. New communication and organizational tools will allow your organization a more spontaneous, knowledge-based collaboration.

Specifically, you will learn how to:

- Build better web communities
- Find and connect with the right expertise inside your organization
- Create and comment on blog posts to share and discuss ideas and information
- Use wiki pages to collaborate on document creation
- Upload and share conventional documents, presentations and spreadsheets
- Share news, events, links to useful resources or ask questions in a poll
- Organize content and collaboration in public or private groups in the structure or hierarchy that works for you
- Create a secure environment that can be used in different ways by different people internally and externally, so you can really connect your team with your customers, partners and advisors

WORKSHOP LEADER: George Athannassov, Co-founder of ITBrix and creator of WordFrame Community Platform, started his first private company in 1993 and since then, has constantly been involved in the IT sector. ConsultCommerce and ITBrix, companies where he is a managing partner, have over 20 applications and online services that have over 25,000 customers spread all over the world.

11:30 a.m. to 1:00 p.m.

Lunch on your own

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

POST-CONFERENCE WORKSHOP D

How To Create A Successful Intranet Social Media Strategy: Anticipating The Hurdles And Naysayers While Keeping Your Wits And Achieving Success

Web 2.0 and social media continue to be all the rage. "We need wikis, blogs, and social networks, everyone's using them!" "No we don't, it's too distracting, and furthermore, we don't need it." The arguments can be heard almost daily in meetings across government organizations, made even more complicated by employees who've adopted social media outside work as a way of life juxtaposed with organizations triaging information management needs and tool investments.

Social media efforts in organizations continue to struggle when they exist as islands, in isolation despite tools employees and managers must use already. Tying together your organization's different information management needs and mission objectives with social media capabilities is the key to success.

In this session, you'll learn how to create a successful Intranet 2.0 strategy based on lessons learned in the trenches, including how to:

- Define clear objectives and actionable goals while still promoting the organic growth Web 2.0 fosters
- Handle discussions around antagonists such as "it will just distract employees" and protagonists such as "it's free"
- Capitalize on existing tools and assets to use as starting blocks
- Avoid common tool selection mistakes by considering tool capabilities, hosting options, and total cost of ownership

- Overcome and manage critical aspects such as security and privacy concerns and how they affect social media adoption

WORKSHOP LEADER: Kate Walser, Sr. User Experience Designer, at SRA International, Inc., works with organizations to foster interaction, knowledge sharing, and collaboration among stakeholders, both internal and external, whether employees, partners, or customers.

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Testimonials From Past Kate Walser Sessions:

"Excellent, well organized presentation; good info…flexible on feet with questions. Really engaged the audience valued the discussions. Thank you."

"Kate was fantastic!!"

"Excellent – this session was very informative with useful ideas to take back to the office."

</div>

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:

Sheraton National Hotel
900 S. Orme Street
Arlington, VA 22204
Phone: 703-521-1900 or 888-627-8210
www.sheratonnational.com <http://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 $233/night. Please be sure to call the hotel no later than September 5, 2008 to help ensure this rate and mention that you are attending the "Advanced Learning Institute" government conference.** We recommend that reservations be made early.

Located at the gateway to the District of Columbia, the Sheraton National Hotel offers contemporary accommodations and first-class service and is convenient to all of Washington's attractions, businesses and government centers. Downtown D.C. is just a 10 minute Metro ride away from the Pentagon City Metro (Blue & Yellow Lines) which is easily accessible via the hotel's complimentary shuttle service. The hotel also provides complimentary shuttle service to Reagan National Airport, the Pentagon, Crystal City, the Mall and restaurant row. Airport access is just 3 miles away at Reagan National Airport (DCA), 27 miles away at Dulles International Airport (IAD) and 36 miles away at Baltimore International Airport (BWI).

Join us in the nation's capitol for A.L.I.'s newest government executive training on "Intranet 2.0 for Government: Integrating Social Media And Web 2.0 Technologies Into Your Organization's Intranet To Foster Collaboration, Advance Employee Engagement And Deliver Results" and enjoy this wonderful city from its restaurants, shopping and attractions to its nightlife.

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

Photo courtesy of WCTC

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by August 22nd	Regular Pricing: Register with payment after August 22nd
Conference Only (October 7th & 8th)	$1,299	$1,699
Conference Plus **One** Workshop	$1,699	$2,099
Conference Plus **Two** Workshops	$1,999	$2,399
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Conference Workbook Only *IL residents will be charged 9.75% sales tax on workbook orders.	$199.00* + $20.00 S&H	

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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Kelly at (773) 695-9400 x18, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least $1,299! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments—register together with your colleagues from another agency and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a **$200 discount** off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before September 22nd) 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 22nd) 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:

<div align="center">

Government · Communications
Performance Measurement · Strategic Planning
Human Resources · Health Care
Brand Management · Marketing
Biometrics · e-Commerce · Technology

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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 Government Communications 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
- Centers for Disease Control and Prevention
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
- Army
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA

- City of Chicago, IL
- Department of Justice
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- U.S. Government Printing Office
- Commonwealth of Virginia
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- Department of Defense
- NASA
- City of Scottsdale, Arizona
- House of Representatives
- State of Iowa
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- Washington State
- Maricopa County, AZ
- Department of Health and Human Services
- National Academy of Public Administration
- Department of Education
- Department of Agriculture
- City of Overland Park, Kansas
- World Bank
- Louisiana Department of State and Civil Service
- Small Business Administration

- Department of the Treasury
- Homeland Security
- San Diego Airport, California
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- 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
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Registration Form

Please photocopy for group members.

☐ Yes, I'd like to register for the Oct. 2008 Intranet 2.0 for Government Conference in D.C.

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☐ Conference Only

☐ Conference Plus Workshop(s):

☐ Pre-Conference Workshop A: How To Use A Step-By-Step Process To Maximize The Effectiveness Of Your Intranet By Integrating The Latest Web 2.0 Tools To Benefit Your Organization

☐ Pre-Conference Workshop B: How To Write Engaging, New Media Content For Your Intranet: Developing Your Message And Editorial Guidelines That Add Value And Achieve Results

☐ Post-Conference Workshop C: Taking Your Online Community Communications To The Next Level: Fostering Spontaneous, Knowledge-Based Collaboration That Will Connect Your Entire Organization And Maximize Productivity

☐ Post-Conference Workshop D: How To Create A Successful Intranet Social Media Strategy: Anticipating The Hurdles And Naysayers While Keeping Your Wits And Achieving Success

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