

By 2014, more people will access the Internet via mobile than by using desktop computers; will your organization be ready?

Register For This Training To Hear The Latest MobileGov Issues, Trends & Best Practices



# The 2012 MobileGov Training

How To Plan, Implement & Manage Your Mobile Strategy To Deliver Enhanced Services, Increase Citizen Engagement & Drive Results

June 19 – 22, 2012 • Washington, DC

REGISTER BY APRIL 26<sup>TH</sup> TO SAVE \$400!

## WHAT YOU WILL LEARN

Attend this training to hear practical advice from other government agencies who are using mobile tools to improve their efficiency of service delivery, increase access to data and information, and engage citizens anytime, anywhere. You'll leave with tools, tips and strategies for:

- **Developing** a mobile strategy to better engage, connect with and inform new & wider audiences while communicating your mission
- **Delivering** the information that citizens want, when they want it, via the channel they prefer
- **Outlining** the policies and guidelines needed to help you deliver citizen-centric mobile government and accelerate mobile adoption
- **Understanding** the techniques and tools you need to develop a secure mobile strategy that will improve productivity and improve costs
- **Shifting** from computers to mobile devices, where to start, and how it affects you, and getting your agency on board
- **Learning** the best way to approach IT to pitch mobility programs – and win!
- **Factors** to consider when managing multiple device types like iPhone, Android, Blackberry
- **Overcoming** obstacles in creating a mobile workforce – increase employee and process efficiency
- **Making** the most of the current budget while meeting the expectations of a citizenry on the move
- **Balancing** security and open communication successfully
- **Adopting** mobile technologies to help you accomplish your mission
- **Integrating** mobile into your existing communication strategies
- **Understanding** current mobile issues, trends & best practices
- **Operating** mobile tools within the boundaries of government restrictions and firewalls

## SUPPORTING ORGANIZATIONS



## SPEAKING ORGANIZATIONS:

Mobile is helping agencies work together to make a more open, innovative government to meet the 21st century citizen expectations. Hear practical advice, firsthand, from leading government agencies and organizations who have made the leap into mobile, including:

**U.S. Census Bureau**  
**U.S. General Services Administration**  
**Transportation Security Administration**  
**IBM Center for the Business of Government**  
**SAP Public Sector**  
**Sapient Government Services**  
**Stegmeier Consulting Group**  
**Fixmo**  
**CivicPlus**  
**U.S. Government Printing Office**  
**U.S. Environmental Protection Agency**  
**City of Seattle, Washington**  
**MyCityMyWay USA**  
**NASA**  
**National Cancer Institute**  
**Agilex**  
**Youtown**  
**City of Owasso, Oklahoma**  
**U.S. Department of Veterans Affairs**

Presented by:



The **Advanced Learning Institute**  
*Your Government & Communications*  
Training Partner Since 1997

Register by April 26th 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](http://www.aliconferences.com)

## 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

Social Media/Web 2.0

New Media

Solutions Delivery/Engineering

Public Information

Internal & External Communications

IT

Digital Content

Marketing

Organizational Transformation  
& Development

Executive Communications  
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Solutions Architect

Applications Development  
Communications Research  
& Management

Web Development

And all those interested in enhancing their communications with the use of mobile technologies.

## WHY IS THIS EVENT ONE YOU CAN'T MISS?

Mobile isn't just another delivery channel -- but it opens up new ways for government to interact with employees and citizens. Several agencies are making dramatic strides in developing approaches and systems that work for them in their mobile 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 who have begun the "journey" of mobile government.

## BENEFITS OF ATTENDING THIS CRITICAL TRAINING

This training is a must-attend event for all those who are serious about developing a mobile strategy to achieve their mission, and better serve the American public, and drive meaningful results. You will benefit from:

- **22 innovative speakers** at your disposal to share their strategies and experiences in mobile communications 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 conference
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with mobile strategies and tactics that you can begin to implement in your own organization: see pages 4 & 5 for details
- **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
- **A comprehensive overview of mobile strategies and processes** from leading agencies like the **U.S. Census Bureau, Transportation Security Administration, U.S. Environmental Protection Agency** and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this 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 mobile initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to engage your citizens** by using mobile technologies from leading government agencies and organizations
- **Access to the training wiki** -- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

**"There will be 788 million mobile-only Internet users by 2015."**

(Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2010-2015  
[Visual Networking Index] – Cisco Systems <http://ow.ly/3S58j>)

**Sapient** Government Services

## Dear Federal, State and Local Government Communications Professionals,

To create a 21st century government, agencies are increasingly embracing mobile technology as a way to improve their efficiency of service delivery, increase access to data and information, and meet their workforce and citizens where they are - in their context, on their own terms.

*"Citizens' expectations are escalating in this time of digital immersion. The citizen demands that interactions with the government be as easy and effective as with a trusted commercial or academic institution." -  
Teresa Bozzelli*

Mobile is not just about technology alone. It's about the convergence of strategic business objectives, user experience and technology to achieve mission goals. Mobile is not a single trend, channel or medium. It is a natural evolution and system to be better connected, enabled, and enriched.

To maximize the unique benefits of mobile technologies, solutions must be developed that focus on the key drivers for the mobile experience with clear policies, governance and change management processes in place. This includes understanding: Who is your target audience? How is the business case justified? What are their mobile needs? What services can you provide them in the mobile experience? What devices do they use?

### How Will This Training Help You and Your Organization?

Join us at the **MobileGov Training in Government Conference on June 19-22, 2012 in Washington, DC**, where we will provide you with insight into the tools and techniques that organizations are using to create mobile solutions that meet today and tomorrow's needs. You will learn first-hand from experienced government leaders how they have met the challenges of defining their vision, and how you, too, can successfully implement this vision. Specifically, you will hear how the:

- **City of Owasso, Oklahoma** got the organization as a whole on board with a mobile strategy that would enhance their citizen engagement
- **U.S. Government Printing Office** implemented technology changes in their organization to make it possible to communicate their message to their audience via mobile
- **NASA** managed out of this world social media efforts allowing them to communicate with their audience anywhere, anytime.
- **City of Seattle, Washington** used mobile to communicate with the public in an effective and creative way

Register today online or call the conference hotline at 888-362-7400 to attend A.L.I.'s 2012 "MobileGov Training," this June in Washington, DC. This is your opportunity to hear from leading organizations that have implemented innovative strategies to create a 21st century government.

I look forward to seeing you at this information-packed event.

Sincerely,

Teresa Bozzelli, President  
**SAPIENT GOVERNMENT SERVICES**

**Add to the dialogue! Using #mobilegov, tweet your questions and comments to the conference producer @Erin\_ALI**

# MobileGov - June 19 - 22, 2012

## Interactive Pre-Training Workshops ~ June 19, 2012

**Tuesday, June 19, 2012**

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

**\*\*\*\*\* Your Choice Of **FOUR** Workshops \*\*\*\*\***  
**Attend Them All 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.

#### **Mobile 101: Tips And Techniques You Need To Develop A Secure Mobile Strategy That Will Improve Productivity And Lower Costs**

More and more people are going mobile causing everyone increased pressure to understand how mobile can be utilized to improve productivity and lower costs. In addition, deploying mobile solutions that are secure and scale to thousands of users internally as well as externally, is of great importance.

Understanding why Mobile Enterprise Application Platforms are critical to your mobile strategy and how mobile application development will affect your organizations systems is key to mobile success.

In this session, you will learn key factors that should be considered when deciding on your approach for implementing mobile solutions, including:

- Understanding the different types of mobile applications and why or when they should be utilized
- Preparing your team to manage the demand for mobile solutions to drive productivity and lower costs
- Learning industry best practices in designing and deploying mobile solutions
- Major components and functions of a mobile platform and architecture
- Security concerns of a mobile platform and how to maintain a secure infrastructure
- Communication methods used for different types of mobile applications and the impact each has on your enterprise environment and the end user
- How to plan and implement a scalable mobile platform that addresses your current and future requirements

**WORKSHOP LEADER: Thomas Voshell is Senior Director, Solution Engineering at SAP Public Sector, Federal / Civilian.** SAP is a leading provider of Enterprise Systems to Public Sector organizations globally.

### **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****

Refreshments will be provided during this session.

#### **Creating A Mobile Strategy With User Experience In Mind: Understanding Your Audience To Develop A Powerful Mobile Strategy That Connects With Them As It Meets Your Objectives**

Successful mobile solutions focus on users' broader experiences and they don't come about by just cramming legacy Web sites into smaller screens. People make emotional connections to their mobile devices and they integrate their their use/usage into the most significant aspects of their lives.

In this interactive session, you will learn how to redefine your mobile projects by convergence of business objectives, technology and specific, well-defined users to deliver meaningful results. Through hands-on exercises, you will craft ambitious and powerful experiences that involve mobile touch points without being limited by them, including how to:

- Describe interactions with your most important users
- Define those users' goals and tasks across platforms
- Develop meaningful measures of success to meet your objectives
- Assess the effectiveness of your organization's mobile efforts

**WORKSHOP LEADERS: Dan Willis, Associate Creative Director for Sapient Government Services** has been crafting powerful user experiences for nearly two decades. He has facilitated workshops and spoken at the South By Southwest Interactive Festival and many other major user experience conferences.

**Bill Annibell, Chief Technology Officer for Sapient Government Services** is responsible for leading clients through the technology lifecycle with a focus on innovation and measurable return on investment. He offers a deep understanding of emerging technologies and user-centric best practices to help ensure the delivery of systems that provide tailored solutions on time and on budget.

**Post Conference Workshops Also Available On Friday, June 22 - See page 13 for details**

INTERACTIVE, HANDS-ON WORKSHOPS

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## General Sessions - Day One - June 20, 2012

**8:00 a.m.**  
**Registration & Continental Breakfast**

**8:30 a.m.** **CHAIRPERSON'S WELCOME**  
**Chairperson's Welcome & Opening Remarks**



Teresa Bozzelli, President  
**SAPIENT GOVERNMENT SERVICES**  
Conference Chairperson

**8:45 a.m.** **KEYNOTE PRESENTATION**  
**How To Jumpstart Your Mobile Journey: Native Apps, Mobile Apps, And Mobile Web -- Learn The Differences And Who Is Using Which For What**

Mobile technology is changing the way people find and use information and services. But what does it mean to "go mobile"? What kind of content and tools lend themselves to this emerging medium? And who in government is finding success there?

In this keynote address, you will hear lessons learned from interviews of government employees who are wrestling with these issues and are developing--and implementing--mobile campaigns to aid you in the process of developing your own.

This session will provide you with insight to assist you in choosing the right mobile technology to reach your audience and achieve your organization's mission, including:

- What is the difference between a mobile site, a mobile app, and a native app
- What types of content or tools lend themselves to which channel
- Success stories that your office can use as templates
- Lessons learned from efforts that never met their objectives

Daniel Chenok, VP for Technology Strategy, Senior Fellow  
**IBM CENTER FOR THE BUSINESS OF GOVERNMENT**

**9:30 a.m.** **CASE STUDY**  
**Learn The Necessary Steps To Take When Creating Your Mobile Strategy: Research, Outlining Objectives, And Getting Your Agency On Board**

So you're thinking about heading down the road of mobile; offering mobile apps as part of your citizen engagement strategy? You're wondering about what on ramps, off ramps, and jams you may face in the road ahead.

This session will provide you with first-hand lessons learned, challenges faced and processes undertaken as the U.S. Census Bureau begins down the road towards delivering mobile services to citizens. You will come away with insights about experiences in determining objectives, designing apps, and adapting organizational processes to meet goals your goals for data delivery through mobile platforms; including how to:

- Set your organizational goals for mobile
- Develop concepts to meet your objectives

- Go about the development process
- Decipher the difference between mobile web vs. mobile app, and which is right for you

Lisa Wolfisch, Chief, Web and New Media Branch  
**U.S. CENSUS BUREAU**

**10:15 a.m.**



### Speed Networking

This session will open the conversation by connecting you with other training participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow training attendees in this fun and fast-paced forum!

**10:45 a.m.**



### Morning Refreshment & Networking Break

**11:05 a.m.**

#### CASE STUDY

### How To Implement Technology Changes Within Your Organization So That You Can Reach Your Audience On Their Mobile Device

The U.S. Government Printing Office (GPO) has been keeping America informed for more than 150 years, providing citizens with access to important legislative and executive information, such as the Congressional Record and Federal Register, changing their distribution methods as new technologies become available. Recently, GPO began releasing mobile web apps, including the “Member Guide” and the “FY2013 U.S. Budget,” to address citizens who are increasingly using mobile devices as a primary means of accessing the internet.

During this session, you will learn the choices made and lessons learned when developing initial apps as well how you can make more information widely available on mobile devices, including:

- How to communicate the need for and implement technology changes in your organization
- The shift from a print-centric to content-centric information distribution model
- The best mobile distribution method (mobile web vs. native app) for your content and message based on user need, budget, and available technologies



Richard Davis, Chief Technology Officer  
John Quandt, Program Analyst  
**U.S. GOVERNMENT PRINTING OFFICE**

**11:50 a.m.**

#### CASE STUDY

### How To Develop An Internal And Citizen-Facing Mobile App: Resources, Features, Data, And Security

The Transportation Security Administration has been a leader in building mobile applications for internal agency and citizen-facing purposes. The popular “MyTSA” public application was launched in June 2010 and has been downloaded by hundreds of thousands of users. It is imperative that organizations build native and browser-based applications to support their mission in a world where smart phones and tablets are nearly ubiquitous.

In this session, you will learn what steps are necessary to create internal and external apps at your agency. Specifically, this session will prepare you to:

- Develop a plan to obtain the resources and skill sets necessary to support custom mobile apps
- Think about the features and data to include in your mobile apps

# MobileGov - June 19 - 22, 2012

## General Sessions - Day One - June 20, 2012

- Understand the critical importance of design and UI design patterns on mobile devices
- Design a layered security architecture for both the mobile devices and the back-end web services to protect your data



Neil Bonner, Program Manager, Office of Information Technology  
**TRANSPORTATION SECURITY ADMINISTRATION**

12:35 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 mobile hot topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing mobile concerns.

2:05 p.m.

### INTERACTIVE SESSION

#### Technology Panel: Why Your Organization Needs To Adopt Mobile Tools And The Best Way To Do It

Government is at a cross roads. In the 1990's we had the challenges of the World Wide Web, in the 2000's we had to overcome the obstacles of social media – now we have the challenge of integrating mobile into our existing communication strategies. In this interactive panel you will hear first-hand how mobile technologies can assist you in achieving your mission and better serve your citizens.

#### Panelists:



Sonpreet Bhatia, Co-Founder  
**MYCITYMYWAY USA**

Jeff Midili, Senior Manager, Advanced Technologies  
**AGILEX**

Tyson Edwards, Lower-tier Municipalities  
Kate Blount, County Government  
**YOUTOWN**

Jesse Manning, Chief Innovation Office  
**CIVICPLUS**

2:50 p.m.



### Afternoon Refreshment & Networking Break

3:05 p.m.

### CASE STUDY

#### How To Get Your Organization On Board With A Mobile Strategy To Enhance Your Citizen Engagement

Mobile technology can provide great solutions for citizen engagement, but selling your organization on the idea can be a big challenge. How to get your organization to move on this trend takes as much patience and perseverance as it does creativity and skill. Many organizations are just getting comfortable with Facebook, Twitter and YouTube, but may struggle to be motivated about taking on another citizen engagement initiative. The approach to selling mobile to the stakeholders in your organization needs to be strategic and deliberate.

In this session, you will learn strategies to help sell your organization on the idea of initiating a mobile strategy for citizen engagement, including how to:

- Develop expertise and credibility
- Pursue mobile for the right reasons
- Find champions inside your organization

- Develop examples that sell
- Be patient, if the idea is good it is worth the wait



Teresa Willson, Information Technology Director  
**CITY OF OWASSO, OKLAHOMA**



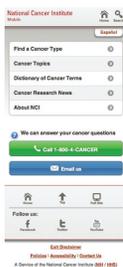
### 3:50 p.m. **CASE STUDY**

#### **Four Steps To Consider As You Plan To Make Your Services Mobile**

According to a recent Pew report, as of February 2012, nearly half of American adults (46%) own smart phones, as compared to 35% during the previous year. In line with these trends, NCI has seen a substantial increase in the number of users accessing NCI's website from their mobile devices. From May to December 2011, mobile visits to NCI's website, [www.cancer.gov](http://www.cancer.gov), nearly doubled while visits to NCI's Spanish language site nearly tripled. With such a rapid surge in mobile users, NCI launched its mobile effort to enable mobile users to access its websites wherever and whenever they need it.

In February 2012, NCI launched its mobile web site ([m.cancer.gov](http://m.cancer.gov)). The case study will showcase the steps you need to consider when how to developing a mobile content strategy, including how to:

1. Focus on top tasks for users
2. Leverage web analytics to make content decisions
3. Develop mobile content presentation standards
4. Leverage "intelligent content" principles to share content between desktop and mobile versions of the site



Lakshmi Grama, Senior Digital Content Strategist, Office of Communications and Education  
**NATIONAL CANCER INSTITUTE**

### 4:35 p.m.

#### **More "How To's" To Help You Get The Work Done: An Interactive Discussion With Your Training Participants!**

Need to dive deeper into specific topics? Want more details? Here's your chance!

Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

### 4:55 p.m. **End Of Day One**

### 5:00 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!

### 6:30 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.

## General Sessions - Day Two - June 21, 2012

8:00 a.m.  
**Continental Breakfast & Networking**

8:30 a.m. **CHAIRPERSON'S ADDRESS**  
**Chairperson's Opening of Day Two & Presentation: Mobile:  
It's Less About The Technology Than You Think**

In many cases, the rush to develop mobile solutions has led to fragmented services, ineffective resource allocation, and low adoption. However, with a successful mobile strategy, agencies can provide improved delivery of services, contextual interactions and information, as well as increased efficiencies for their workforce and the citizens they serve.

A holistic digital strategy will guide decisions on when mobile is the right solution to delivering core mission services.

In this session, you will learn key considerations for how to make mobile solutions a success from the start, including:

- Elements of an effective mobile strategy
- Business justification on what should go mobile
- Benefits of starting small
- Keys to driving adoption



Teresa Bozzelli, President  
**SAPIENT GOVERNMENT SERVICES**  
Conference Chairperson

9:30 a.m. **CASE STUDY**  
**Mobile Apps Created For The People By The People:  
Learn How To Connect And Work With Your Citizens To Create A Mobile App That Will  
Meet Their Needs And Achieve Your Agency's Mission**

Data.gov serves as the flagship open government initiative for the White House. With more than 450,000 datasets from 185 agencies, this resource powers hundreds of mobile and web apps.

New apps are created through challenges offered by their various communities such as Health.Data.gov, Ocean.Data.gov, and Education.Data.gov that bring together citizens, government personnel, and developers. The apps created range from health to safety to energy, and are used by citizens everyday to improve the quality of their lives and the decisions they make.

In this session you will learn innovative ways to connect with your citizens and gain their help to enhance your mobile strategy, including how to:

- Deliver information into the hands of citizens in meaningful and useful ways
- Connect to developers who can create the apps from your data
- Create communities that will drive and understand the needs for new capabilities



Alan Vandermallie, Program Manager, Data.gov  
**U.S. GENERAL SERVICES ADMINISTRATION**

10:15 a.m.   
**Morning Refreshment & Networking Break**

10:35 a.m.

**CASE STUDY**

### Five Techniques To Create A Mobile App That Will Allow You To Communicate With The Public Efficiently And Creatively

How does a government "get into" the business of creating mobile applications for use by constituents, visitors and business? One way is the traditional software development lifecycle. Another has been "apps contests" to encourage private developers to create apps. The City of Seattle is taking a unique approach which blends several existing development techniques.

In this forward-thinking session, you will learn about a unique approach for you to consider as you plan your own mobile strategy, including:

1. A citizens technology panel to guide the process
2. An award-winning open data website to provide "raw fodder" for applications
3. A "startup weekend, government edition" to launch your applications contest
4. Active cooperation with multiple governments, state, county and city
5. Prizes and other incentives to create interest among developers



Bill Schrier, Chief Technology Officer  
**CITY OF SEATTLE, WASHINGTON**

11:20 a.m.

**CASE STUDY**

### How To Manage Out Of This World Social Media Efforts Anytime Anywhere With The Integration Of Mobile

How does a government agency with limited resources manage more than 200 social media accounts spread across more than 10 centers and a space station orbiting 220 miles above Earth? While it may seem like an astronomical feat, NASA successfully applies down-to-Earth techniques to its use of social media and mobile efforts. Along the way, the agency has demonstrated leadership both within the government and outside it as it uses myriad social media applications to spread the word about the depth and breadth of its activities throughout the universe.

NASA has almost 2 million followers of its flagship Twitter account, @NASA, 20+ astronauts sending tweets, and popular sites on Facebook, YouTube, Flickr, SlideShare, Foursquare and more allowing them to be in touch with citizens anytime anywhere.

In this session, NASA will share its experiences and lessons learned of managing social media on different mediums, journeying into the world of mobile, and how to prepare, evolve, and embrace new platforms and audiences, including how to:

- Make your content available anytime and anywhere on the device your audience chooses
- Provide a richer experience than most mobile apps
- Balance and coordinate large amounts of content
- Give access to an entirely new group of users
- Increase awareness and participation



John Yembrick, Social Media Manager, Director Of Strategic Communications  
**NASA**

12:05 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 topic. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing mobile concerns.

1:35 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 mobile 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 mobile initiatives.

2:10 p.m.



#### Afternoon Refreshment & Networking Break

2:30 p.m.

### CASE STUDY

#### Learn The Seven Foundational Elements To Manage For Your Mobile Strategy To Increase The Frequency And Quality Of Interactions You Have With Citizens

The U.S. Department of Veterans Affairs (VA) has been a leader in the use of health information technology for more than two decades and is now beginning to implement mobile application technology to better serve Veterans.

VA's goal is to create a seamless experience for patients and providers across multiple interfaces delivering the right health information to the right person, in the right place, at the right time. The session will discuss aspects of patient and provider application development, clinical pilot results, security, and deployment. Key demonstrations related to patient engagement in their health and provider efficiencies will be provided. VA mobile governance and process for integrating commercial and private innovations will be discussed.



Kathleen Frisbee, Director of Web and Mobile Solutions  
Veterans Health Administration

**U.S. DEPARTMENT OF VETERANS AFFAIRS**

U.S. Department  
of Veterans Affairs

3:15 p.m.

### CASE STUDY

#### How To Utilize Your Social Media To Create An Inexpensive Beneficial Mobile App

The U.S. Environmental Protection Agency (EPA) held a successful developer challenge, called the Apps for the Environment Challenge that yielded 38 environmental apps. EPA Administrator Lisa P. Jackson kicked off the challenge at the U.S. Department of Health and Human Services (HHS) Health Data Initiative Forum in June 2011. The objective of the challenge was simple: use EPA data to make applications that address Administrator Jackson's seven priorities. The prize was recognition at a high profile event, but no cash was offered. We provided developers with our data and we primarily used social media to reach out to developers so they would understand the data and be aware of the challenge.

The primary benefit of the challenge is that the public now has 38 applications to help to make informed environmental decisions. It also demonstrates that federal data, when easy to find and understand, can be put to good use by developers to benefit the American public. It shows that federal agencies can successfully engage developers and other stakeholders via social media.

Ethan McMahon, Program Analyst

**U.S. ENVIRONMENTAL PROTECTION AGENCY**

4:00 p.m.

#### More "How To's" To Help You Get The Work Done: An Interactive Discussion With Your Training Participants

Need to dive deeper into specific topics? Want more details? Here's your chance! Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

**4:15 p.m.**

**Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office**

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



Teresa Bozzelli, President

**SAPIENT GOVERNMENT SERVICES**

Conference Chairperson

**4:30 p.m.**

**Close Of General Sessions**

**RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:**

*"Overall, great experience. Definitely interested in future conferences."*

J.Suiter, Community Outreach Specialist

**KIPDA**

*"Very pleased. I got something valuable from every session. Thank you!!"*

S. Eyshner, Supervisor

**TEXAS WORKFORCE COMMISSION**

# MobileGov - June 19 - 22, 2012

## Interactive Post-Training Workshops ~ June 22, 2012

Friday, June 22, 2012

### 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.

#### **Strengthening The Case For Workforce Mobility: How To Maximize Cost Reduction, Improve Productivity, Mitigate Risk And Address Conflicting Objectives**

Despite the documented benefits of workforce mobility, some agencies still resist. Join recognized thought leaders in workplace change management as they explore strategies that organizations are employing to strengthen the business case for mobility and share proven techniques to overcome resistance to change at various levels within your agency.

Participate in this hands-on workshop activities to focus on overcoming your most challenging barriers to success and winning support from skeptical management leaders. Leave with best practices and actionable steps you can apply to your own mobility program, including:

- Mitigating risk through an understanding of 15 factors impacting the mobile workforce
- An understanding of how diverse stakeholders and generational groups perceive mobile work
- Address conflicting objectives in the business case for mobility
- Ensuring your mobility strategy maximizes both cost reduction and productivity improvement
- Tips on recognizing and circumventing “silent sabotage” and other common pitfalls

**WORKSHOP LEADERS:** Diane Stegmeier is President and Founder of Stegmeier Consulting Group, a globally-recognized leader in workplace change management that has been engaged by diverse clients to significantly reduce workplace costs while improving workforce productivity.

Sandy Crocker Hosfeld is a Senior Consultant in Change Management with Stegmeier Consulting Group. She has conducted extensive research on diversity and the multi-generational workforce, and is a recognized expert on the topics.

Matthew Stegmeier is a Consultant in Change Management with Stegmeier Consulting Group and has been instrumental in applying the firm's best practices and proprietary Critical Influence methodology to clients' mobility, flex work, shared-space environments, and other alternative workplace strategies.

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

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

Refreshments will be provided during this session.

#### **Mobile Risk Management: Going Beyond Traditional Mobile Device Management Practices To Ensure Security And Comply With Policies And Regulations**

As agencies increasingly rely on BlackBerry, iOS and Android devices for remote access to secure information and custom applications, the integrity and risk profile of their mobile infrastructure is a growing concern. Agencies must now go beyond traditional mobile device management practices to ensure their devices, infrastructure and data are secured and monitored in a way that protects confidential information and maintains compliance with policies and regulations.

This session will explore the emerging category of Mobile Risk Management (MRM) and will present you with best practices to help securely manage the proliferation of mobile devices within your workforce, including:

- The risks associated with allowing Android, iOS and BlackBerry devices to connect to your agency's network and applications
- Best practices and options for protecting agency data on iPads, iPhones and Android devices
- Mobile Risk Management and the importance of addressing risk head-on
- How you can embrace the "Bring Your Own Device" (BYOD) trend while maintaining agency compliance
- Mobile application management and approaches to securing and tracking usage of agency apps
- How others are looking at mobile security and what approaches they are taking to protecting their agency assets and proving compliance

**WORKSHOP LEADER:** Daniel Ford is the Chief Security Officer at FIXMO. Daniel continues to be a trusted advisor to Senior Federal Agency Leaders. He specializes in information security practices, procedures, and implementation of complex information security solutions.

# TRAINING SUPPORTERS:



We're programmed to find better ways to communicate. Since 2004 with the launch of our first interactive communication plan, CivicPlus has specialized in building city and county e-government communication system. We do more than design and program websites. We create multifaceted community-engagement tools for interactive communication between elected officials, government employees and citizens.

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**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.

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



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For more information, visit <http://www.capitolcommunicator.com>

## RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

*"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**

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Crowne Plaza Washington National Airport

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A dedicated booking website has been created for you to make, modify and cancel your hotel reservations online, as well as take advantage of any room upgrades, amenities or other services offered by the hotel.

**Click here to make your reservation.**

**For the conference, a limited number of rooms have been set aside at the government per diem rate of \$224/night. Please be sure to call the hotel no later than Wednesday, May 30, 2012 to help ensure this rate and mention that you are attending the "Mobile Government Training" 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 the 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 "The 2012 MobileGov Training: How To Plan, Implement & Manage Your Mobile Strategy To Deliver Enhanced Services, Increase Citizen Engagement & Drive Results" 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.

| <b>Group Discount:<br/>Register 3 colleagues and<br/>the 4th is FREE!</b>            | <b>Earlybird Pricing:<br/>Register &amp; Pay by<br/>April 26, 2012</b> | <b>Regular Pricing:<br/>Register &amp; Pay by<br/>April 26, 2012</b> |
|--|--|--|
| <b>Training Only</b> (June 20 & 21)  | \$1,499  | \$1,899  |
| <b>Training</b> (June 20 & 21) <b>Plus One Workshop</b><br>(June 19 or June 22)      | \$1,899  | \$2,299  |
| <b>Training</b> (June 20 & 21) <b>Plus Two Workshops</b><br>(June 19 &/or June 22)   | \$2,199  | \$2,599  |
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| <b>Training Workbook Only</b> (if not attending)                                     | \$199 + \$20 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.**

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted government 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 June 5th**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (**on or after June 5th**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

### RAVE REVIEWS FROM PAST 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**

*"The content was great – real people in our world doing real things with the topic."*

A. Davison, Web Services Manager

**CITY OF SCOTTSDALE, ARIZONA**

*"Good mix of information on how to integrate social media, both internally and externally,  
into your organization's technology communications plan."*

T. Willson, IT Director

**CITY OF OWASSO, OKLAHOMA**

*"I liked the way the content was presented by practitioners & not sales people."*

Shannon Duplessis, Assistant IT Director

**LOUISIANA DEPARTMENT OF CIVIL SERVICE**

## 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:

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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 a future event.

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

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- City of Atlanta, GA
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- General Services Administration
- Fairfax County Government
- Department of Transportation
- CDC
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- Sarasota County, FL
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- City of Las Vegas, NV
- City of Chicago, IL
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**The 2012  
MobileGov Training**  
How To Plan, Implement & Manage Your Mobile Strategy To Deliver  
Enhanced Services, Increase Citizen Engagement & Drive Results

June 19 – 22, 2012 • Washington, DC

# Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the June 2012 Mobile Gov Training in Washington, D.C.

**Please check:**

E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

- Training Only
- Training Plus Workshop(s):
  - Pre-Training Morning Workshop A:** Mobile 101: Tips And Techniques You Need To Develop A Secure Mobile Strategy That Will Improve Productivity And Lower Costs
  - Pre-Training Afternoon Workshop B:** How To Create A Mobile Strategy With User Experience In Mind: Understanding Your Audience To Develop A Powerful Mobile Strategy That Will Benefit Your Users & Meet Your Objectives
  - Post-Training Morning Workshop C:** Strengthening The Case For Workforce Mobility: How To Maximize Cost Reduction, Improve Productivity, Mitigate Risk And Address Conflicting Objectives
  - Post-Training Afternoon Workshop D:** Mobile Risk Management: Going Beyond Traditional Mobile Device Management Practices To Ensure Security And Comply With Policies And Regulations
- 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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