

**Don't Miss The NEWEST Social Media Conference From The
Advanced Learning Institute's Acclaimed Executive Training Series Specialized For
FEDERAL, STATE & LOCAL Government Communicators...**



**SOCIAL MEDIA
for CRISIS COMMUNICATIONS
in GOVERNMENT**
How To Integrate The Latest Web 2.0 Technologies To Maximize Your
Communication Effectiveness Before, During, And After A Crisis
November 2-5, 2009 • Washington, DC

Rave Review from a Past A.L.I. Social Media for Government Conference Attendee:

"I appreciated speakers who acknowledged continued value of traditional media and how to mesh them together."

-- C. Heck, Public Affairs Officer

U.S. FOREST SERVICE

***** **Register by September 18th To Save \$400!** *****
To Register, Call (888) 362-7400 -or- (773) 695-9400
Save 25% -- Bring Your Crisis Communications Team!

or register online at www.aliconferences.com

KEY TAKE AWAYS:

Attend this conference to learn how to incorporate the power of social media into your organization's crisis communications strategy, along with helpful tools, tips and techniques to get started, including:

- **Creating** a social media for crisis communications strategy
- **Preparing** your communications team for a crisis before it happens
- **Building** senior management support for your social media and emergency preparedness plans
- **Using** social media to prevent a crisis from happening
- **Incorporating** social media tools into your internal and external communications practices
- **Communicating** more effectively and efficiently through social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, and much more
- **Demonstrating** the Return on Investment (ROI) for your social media for crisis communications programs
- **Measuring** the impact social media has on distributing your messages rapidly and effectively to your audience during a crisis
- **Operating** social media tools within the boundaries of IT restrictions and firewalls
- **Gaining** inside knowledge of why social media is a crucial addition to your crisis communication arsenal
- **Understanding** how to use social media tools for their maximum potential in hands-on sessions

SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on how to use social media to communicate to your employees and citizens before, during, and after a crisis from leading government agencies and organizations, including:

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

Centers for Disease Control and Prevention (CDC)

U.S. Department of Defense

City and County of San Francisco, California

**University of Maryland Center for Advanced
Transportation Technology Laboratory (CATT LAB)**

**U.S. Forest Service,
U.S. Department of Agriculture**

Science Applications International Corporation (SAIC)

University of Tennessee

**Office for Civil Rights and Civil Liberties,
U.S. Department of Homeland Security**

City of Manor, Texas

San Francisco Public Utilities Commission

U.S. Department of Transportation

City of Owasso, Oklahoma

- **Integrating** new social media tools with traditional media to multiply your program results
- **Maximizing** awareness of your agency's mission to the public
- **Learning** how to easily communicate to the public through various forms of social media
- **Assimilating** cutting-edge communication techniques and tools presented by your peers who are already using social media for their crisis plans
- **Utilizing** Web 2.0 tools for vital sources of information that the public can use and trust in times of emergency
- **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future
- **Influencing** others within your government department, as a result of a strong crisis communications plan
- **Managing** your agency's reputation, before, during and after a crisis occurs

University of Oklahoma

City of Plano, Texas

Booz Allen Hamilton

SiriusXM Satellite Radio

ConnellyWorks, Inc.

fusedlogic, inc.

Transmission Content + Creative

CirclePoint

Bureau of Consular Affairs, U.S. Department of State

Presented by:



Your Government & Communications Training Partner Since 1997



THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

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 Four Workshops For Ultimate Value And Learning!

Sign up for your choice of these highly–interactive workshops:

• Pre-Conference Morning Workshop A –

Monday, November 2, 2009: 9:00 a.m. – 12:00 p.m.:

Strategic And Crisis Communications 101:

How To Leverage Social Media For Emergency Communications – A Holistic Approach

Pre-Conference Afternoon Workshop B –

Monday, November 2, 2009: 1:30 p.m. – 4:30 p.m.:

Using Monitoring Tools Anyone Can Understand To Manage Your Online Reputation
And Be Prepared In Times Of Crisis

• Post-Conference Morning Workshop C –

Thursday, November 5, 2009: 8:30 a.m. – 11:30 a.m.:

Using Social Media To Avert A Public Relations Nightmare: Surviving In The Public Eye And In An Open Government

• Post-Conference Afternoon Workshop D –

Thursday, November 5, 2009: 1:00 p.m. – 4:00 p.m.:

How To Develop And Implement A Strong Crisis Management Plan To Enable You To Influence Your Government
Department, And The Social Web

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:

- **Crisis Communications**
- **Public Affairs**
- **Public Relations**
- **Emergency Management**
- **Crisis & Disaster Relief**
- **Risk Communications**
- **Public Information**
- **Internal Communications**
- **External Communications**
- **Media Relations**
- **Employee Communications**
- **Employee Relations**
- **Marketing**
- **Web Communications**
- **Human Resources**
- **Organizational Transformation
& Development**
- **Executive Communications**
- **Change Management**
- **Publication & Web Content**
- **Communication Consulting**
- **Communications Management**
- **Emergency Preparedness**
- **Communications Research**
- **Electronic Communications**
- **New Media/Interactive Media**
- **Community Relations**
- **Technology**
- **Digital Strategy**
- **Information Services & Systems**
- **Training & Development**
- **Outreach**
- **Intranet & Internet**
- **Journalism/Reporting**
- **Administration**
- **Program Management**
- **Customer Service & Satisfaction**
- **Evaluation**
- **Research**

...And all those interested in developing social media strategies within their agencies.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are serious about using social media to engage employees and citizens by using blogging, podcasting and the latest Web 2.0 technologies to drive crisis communication results. You will benefit from:

1. **32 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
2. **Over 26 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
3. **The opportunity to customize your learning** by participating in two days of unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details
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 social media communication strategies and processes** from leading practitioners like the **CDC, City of Plano, Texas, University of Oklahoma, U.S. Forest Service** 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 social media initiatives that will ground you in advancing your own crisis communications strategy
11. **The opportunity to learn how to engage your employees and citizens** by using social media from leading government agencies and organizations

A LETTER FROM THE CONFERENCE CHAIRPERSON...

Booz | Allen | Hamilton

delivering results that endure

Dear Federal, State, and Local Government Professionals:

Social media has quickly emerged as a popular and powerful tool that empowers individuals to freely engage in collaboration, communication, and information-sharing. Additionally, Web 2.0 tools, like social networking sites (i.e. Facebook, YouTube, etc.), RSS, blogs and microblogging (i.e. Twitter), social bookmarking, widgets, and wikis have empowered the public to engage in effective communications before, during, and after crises.

From the Iranian Presidential election riots in Tehran to the outbreak of the H1N1 Influenza and the Washington D.C. Metro crash, Web 2.0 tools have become the public's preferred method of discovery and discussion, and have proven

exceptionally valuable to agencies during a crisis for the dissemination of critical information, situational awareness, and general public safety.

The Web 2.0 revolution is happening with or without you! The public has embraced the power of social media for crisis communications; it's your responsibility now, as a government agent, to equally participate in this arena to ensure the validity of information exchanged, as well as the safety, security, and privacy of your constituents.

How Will This Conference Help You and Your Organization?

This conference will help you to understand social media's capabilities, its applications to crisis communications within the government arena, and the policies and infrastructure necessary to support and secure its implementation.

At this conference, you will hear proven strategies and practical experience, firsthand, from leading organizations and practitioners, on how to harness Web 2.0 technologies to improve both your daily and crisis communication initiatives and practices, including, how the:

- **Federal Emergency Management Agency** implemented social media strategies and were legally compliant (endorsement, privacy, records, user agreements)
- **City of Owasso, Oklahoma** recently incorporated social media into its communication strategy and is leveraging communication tools, such as Twitter, as a part of their crisis management strategy
- **U.S. Department of Defense** is using new social media tools to successfully support crisis response when lives are on the line

[Register today online](#) or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "Social Media for Crisis Communications in Government: How To Integrate The Latest Web 2.0 Technologies To Maximize Your Communication Effectiveness Before, During, And After A Crisis," this November in Washington, DC. This is your opportunity to hear from leading communicators that are already using social media to prepare their citizens and the public before, during, and after a crisis. With the agility and speed of today's Web 2.0, you can guarantee that presentations will be timely and relevant.

I look forward to seeing you this fall!

Sincerely,

Sara Estes Cohen, Senior Consultant

BOOZ ALLEN HAMILTON

Conference Chairperson

P.S. Reserve your spot today to learn how you and your team can better manage your social media efforts that result in maximized communications. 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 SOCIAL MEDIA CONFERENCE ATTENDEES:

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

A. Davison, Web Services Manager

CITY OF SCOTTSDALE, ARIZONA

"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now... I wonder what was really holding us back. This conference helped us to solidify our plan."

D. King, Application Support & Web Manager

ATLANTIC HEALTH

"I appreciated speakers who acknowledged continued value of traditional media and how to mesh them together."

C. Heck, Public Affairs Officer

U.S. FOREST SERVICE

*"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

"This conference was an incredible learning experience."

J. Martin, Program Analyst

INTERNAL REVENUE SERVICE

"Great takeaways – there's so many constructive ideas for our project – some really exceptional presentations."

J. Juurinen, Technical Support & Project Manager

COGECO CABLE CANADA

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

S. Duplessis, Assistant IT Director

LOUISIANA DEPARTMENT OF CIVIL SERVICE

"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

"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

"Lots of good info! Two days well spent!"

C. Dobbs, Program Analyst

U.S. GENERAL SERVICES ADMINISTRATION

"Since my attendance in December, I have been quite successful in convincing senior command staff, and other city departments to engage in social media."

N. Mulroy, Public Information Officer

HARTFORD POLICE DEPARTMENT, CONNECTICUT

PRE-CONFERENCE WORKSHOPS: Monday, November 2, 2009

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 social media strategies that will enhance your understanding of the informative, case study presentations throughout the entire conference.

Choose A or B or BOTH for Maximum Value and Learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

Strategic And Crisis Communications 101: How To Leverage Social Media For Emergency Communications – A Holistic Approach

Social media has emerged as a popular and powerful tool that empowers individuals and communities to engage in effective communications practices before, during, and after crises. While many government agencies now recognize the implications of using social media for strategic and crisis communications, their attempts to integrate and harness social media's full potential have not yet been fully realized.

Because social media is commonly used in a reactionary and ad-hoc way, early adapters are often unable to identify and engage affected constituents in a crisis and struggle to validate published material while maintaining information ownership throughout the course of an incident. Additionally, agencies' escalating concerns regarding cyber and operational security, information assurance, and risk management are justified as Web 2.0 technology continues to develop faster than those policies and procedures necessary to support it.

This workshop will address how to make social media work for you. Through tools like social networking sites, RSS, blogs, wikis, and Twitter, it will help your agency better integrate and understand how your organization can successfully harness social media, by:

- Implementing community outreach and education programs to better engage your audiences
- Developing key partnerships
- Understanding risk management and cyber security policies and procedures to meet agency requirements
- Integrating information technology and communications policy development

WORKSHOP LEADERS: As part of the Booz Allen Hamilton's Assurance and Resilience Team, Sara Estes Cohen has developed mission assurance programs including Emergency Response, Continuity of Operations (COOP) and Business Continuity. She has 10 years of experience in communications with three specifically in managing the consequences of disasters in the federal, local, and private sectors. For her Masters thesis, entitled, "Using Social Networking for University Emergency Communications," Ms. Cohen worked with Myspace.com/Fox Interactive and UCLA to develop a model for universities to engage in social media for emergency communications, and presented her findings at several university communications symposiums throughout the year.

As part of the Booz Allen Hamilton's Assurance and Resilience Team, Bill DeGrosso has developed mission assurance programs including emergency response, Continuity of Operations (COOP) and Business Continuity plans for public and private sector organizations. He has over 18 years of experience managing the consequences of disasters on Federal and local levels, and has subject matter and program management responsibilities and leadership roles on numerous tasks. Bill has validated Intelligence Community, civilian department and agency, and Judicial branch continuity programs with test, training, exercise, and evaluation programs. He has been responsible for all aspects of contract management including managing financial data, reconciling funding, ensuring contractual requirements are met, status reporting, managing staff, and client relationship building.

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

Lunch on your own

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

AFTERNOON PRE-CONFERENCE WORKSHOP B

Using Monitoring Tools Anyone Can Understand To Manage Your Online Reputation And Be Prepared In Times Of Crisis

In times of crisis, it's vital that you respond to the right conversations in the right places. Using social media monitoring tools that are openly available, you can learn what's being said, identify the most active and influential conversations and know where you need to be present online.

In this workshop, you will learn why it's crucial to monitor the web to lead your crisis communications efforts, plus how to choose and prepare a community ambassador to voice your web presence. In addition, a hands-on approach will be taken to teach you how to monitor conversations using free tactics, tools and websites, including:

- Understanding the concept of RSS feeds and how to set up an RSS reader
- Looking at key free monitoring tools and how to subscribe to search results
- The importance of keyword selection
- Knowing where to listen to online conversations
- Preparing to respond and initiate online conversations when necessary – starting to really use social media

This workshop is designed for communicators who are responsible for putting their agency's message out to the public, highlighting its accomplishments, and managing its reputation during crises. It is suggested that you bring your laptop, as this will be hands-on session.

WORKSHOP LEADER: After 10 years working in marketing as a copywriter at several traditional advertising agencies, **Mark Goren, New Media Coach at Transmission Content + Creative**, turned his attention and creative thinking to the field of social network marketing, all so he can help businesses reach people on their terms. Today, Mark consults with direct clients, advertising and P.R. agencies in the U.S. and Canada, as well as government departments.

Testimonials From Past Mark Goren Sessions:

“Excellent – hands on, worked us through each item. Very useful!”

“Speaker was able to engage.”

“Very hands-on. Nice!”

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AGENDA - DAY 1: Tuesday, November 3, 2009

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson’s Welcome & Opening Remarks

Sara Cohen, Senior Consultant
BOOZ ALLEN HAMILTON

8:45 a.m.



How To Use Social Media And Risk Communications To Position Your Agency For Success In Supporting Crisis Response

The U.S. Department of Defense is tasked to be prepared to respond to many different crisis scenarios. Through implementing social media into their response plan, they plan to be able to act upon and refine their risk communications efforts much faster and much more effectively.

This session will define risk communication, how it relates to a crisis situation, and how it fits into your crisis communication plan. You will gain an understanding of the Joint Information Center concept and how new social media tools can position you and your organization for success in support of crisis response when lives are on the line.

Specifically, you will learn how to implement social media into your agency’s risk communication strategy by:

- Building and collaborating your internal resources before a crisis happens
- Understanding the best, most effective ways to inform your citizens of what to do in the event of an emergency
- Managing citizens' expectations through social media communication, building the public's understanding of what your agency can offer
- Managing your agency's reputation, before, during and after a crisis occurs

Charles J. "Jack" Holt, Sr. Strategist for Emerging Media, Defense Media Activity
U.S. DEPARTMENT OF DEFENSE

9:30 a.m.



Speed Networking

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

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Communicating During A Novel Emergency: How To Make Your Messages Viral By Using Social Media

In today's communication landscape, we can creatively utilize more tools than ever in a public health emergency to provide health information when, where and how users want it, and to engage citizens in personal behavior change. Social media plays an important role in our crisis communications response, and many of these technologies can help us to:

- Increase CDC's (Center for Disease Control) dissemination and potential impact for science
- Leverage unique characteristics of emerging channels
- Reach diverse audiences, tailor and personalize messages
- Facilitate interactive communication and community
- Empower people to make healthier and safer decisions

During the novel H1N1 (also known as Swine Flu) response, the CDC social media team worked within the emergency communications structure to develop a number of innovative and effective customer-centered and science-based products to expand the reach of their health messages, engage the public and partners with interactive tools, and present content in new formats and in new places. Specifically, CDC utilized widgets, mobile and other phone technologies, graphical buttons, online video, podcasts, eCards, RSS feeds, microblogs (i.e. Twitter), image sharing, social networking, email and booking marking and sharing tools.

In this presentation, you will learn about CDC's social media strategy in the H1N1 response, the innovative solutions CDC used to communicate during a novel emergency, and how these new media channels have changed the relationship between citizens and government. Some of the key takeaways include:

- Specific challenges and opportunities governmental entities face in using social media
- Strategies for integrating social media into your crisis communications efforts
- Methods for encouraging viral spread of your messages
- Tapping into the "wisdom of the crowds" and "people like me" to improve public health

11:15 a.m.



How To Communicate Using Social Media During Managed Emergencies And Measure Results

This year has been a seminal year for the USDA Forest Service, in regards to social media and wildland fire. While many of the people who work with the public and media on the Nation's wildland fires touched on the use of social media in 2008, it became a national push, especially during the Obama campaign and administration, forcing those in government public communication work to look harder at social media's use within government.

The Forest Service has always asked the public to come to them to their opinions. Engaging in social media requires an agency shift to go to the public where they are talking and engage in a conversation. In 2009, Forest Service wildfire teams focused on using Facebook and Twitter, as well as a few listening post tools (i.e. Google Reader) for measuring results.

In this session, the Forest Service will present their findings about the impact social media had on communicating messages during wildfire emergencies. They will also share lessons on what worked and what didn't and whether the public's perception on how they communicated improved.

Kris Eriksen, Information Officer, Portland NIMO Team, Washington Office
U.S. FOREST SERVICE, U.S. DEPARTMENT OF AGRICULTURE

Robin Cole, Public Information Officer, Atlanta NIMO Team
U.S. FOREST SERVICE, U.S. DEPARTMENT OF AGRICULTURE

12:00 p.m.



Ready To Rumble: Utilizing Social Media To Engage The Public Before, During And After A Major Disaster

The San Francisco Public Utilities Commission (SFPUC), a city and county agency providing high quality water, wastewater and municipal power, is utilizing social media sites like Twitter, Facebook, YouTube, blogs and others as part of a broad communication strategy to engage the public, promote preparedness and respond when disaster strikes. It is not a matter of if, but WHEN a major earthquake or other major disaster will strike the San Francisco Bay Area.

Using social media as one of several strategic communication tools is a must for any government agency. Sending update tweets, sharing photos and information on Facebook and uploading real time photos and video are just a few of the ways agencies need to communicate with the public before, during and after a crisis.

In this session, you will learn specifics about:

- SMS (Short Message Service) Texting is one of the most stable networks in emergencies – when cellular networks are jammed and power is out
- News media reporters use Twitter and Facebook now more than ever to get breaking news and follow emergencies...literally seconds after they happen
- Social media as a great resource for providing official photos, video and real-time information about events via YouTube, Twitter, blogs, etc.
- Social media as an opportunity to 'humanize' the crisis and use direct, honest and personal communication to inform citizens
- How using hashtags on Twitter (ex:#SFquake) can help increase searches of specific topics and bring people to your website for information

- Building closed, staff-only, Twitter accounts to alert them of emergencies while in the field via their mobile phones
- The cons of Twitter – too much traffic at times, text is primarily in English, must build a following before crisis so it is viral
- Accessing Twitter, Facebook, YouTube and other sites in a crisis to make instant updates on your mobile phone
- How sites like Twitter and Facebook allow you to give updates so people know their wellness and location during a crisis. (This is currently in use by the Red Cross).

Tony Winnicker, Director of Communications
SAN FRANCISCO PUBLIC UTILITIES COMMISSION

Amy Sinclair, Public Relations Officer
SAN FRANCISCO PUBLIC UTILITIES COMMISSION

12:45 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 social media concerns.

2:15 p.m.



The Role Of Social Media In Planning For And Supporting Emergency Communications And Situational Awareness

As social media tools such as Virtual Worlds, Facebook, Twitter, or SiriusXM Satellite Radio are exploited in ways the original developers could have barely imagined, a new “industrial strength” value portfolio has emerged. Facebook and Twitter have been successfully used as an alternate communications channel outside of proprietary and static communications networks. Virtual Worlds are being used for emergency preparedness scenario development, virtual exercises and training. Commercial Satellite Radio environments, such as SiriusXM, provide ubiquitous coverage and a robust satellite-delivered architecture resistant to interruptions that traditional terrestrial networks are susceptible to during emergency situations.

This session will focus on the role social media plays in planning for and supporting emergency communications, training, and situational awareness including, how your organization can:

- Implement existing 24/7 emergency information channels with proven capability that were developed after Hurricane Katrina and other severe storms
- Use virtual world technology to support surface transportation emergency planning, training and predictive analysis
- Learn from “Red Cross Radio”, established within hours following Katrina
- Leverage Facebook and Twitter during emergencies
- Enable the use of satellite radios, as they are a redundant national backbone in EAS (spell out) communications
- Obtain localized information via the individual traffic and weather channels for large cities
- Communicate to mobile users by sending real-time updates from storm chasers, emergency responders, aircraft in flight and vessels in coastal waters
- Correspond real-time graphical traffic and incident information through vehicle navigation systems

Tim Schmidt, Chief Technology Officer
U.S. DEPARTMENT OF TRANSPORTATION

Michael Pack, Director, CATT Laboratory
**UNIVERSITY OF MARYLAND CENTER FOR
 ADVANCED TRANSPORTATION TECHNOLOGY LABORATORY (CATT LAB)**

3:00 p.m.



Developing An Authoritative Social Media Crisis Strategy That Will Educate And Engage Your Partners And The Public Before Disaster Strikes

Government agencies have a need and an opportunity to use social media and Web 2.0 tools in a way that educates and engages the Nation. Developing a sustainable social media strategy for a federal agency, however, requires more than just a desire to use the new tools. Serious thought and planning needs to be matched with the agency's mission, needs and capabilities.

The Federal Emergency Management Agency (FEMA) has been developing its social media program since June 2008, and continues to enhance its capabilities through a sustainable communications model that focuses on its partners, audience and internal workflows. FEMA can provide one of many federal government models for developing a social media plan that is scalable and authoritative.

Specifically, in this session you will learn how FEMA built its social media strategy and how your organization can also successfully:

- Identify statutory authorities for communications avenues
- Integrate responsibilities into existing roles
- Implement social media strategies that are legally compliant (endorsement, privacy, records, user agreements)
- Locate on-network vs. off-network applications
- Determine which tools to use and how to use them

In addition, you will learn how you can engage your partners and the public:

- Before disasters to educate and engage
- During disasters to provide support
- Duty-officer vs. personality

And how to leverage partners for effective and timely communications by:

- Re-messaging state, local and federal messengers
- Building content for network dispersal
- Identifying opportunities

John Shea, FEMA External Affairs
FEDERAL EMERGENCY MANAGEMENT AGENCY, U.S. DEPARTMENT OF HOMELAND SECURITY

3:45 p.m.



Afternoon Refreshment & Networking Break

4:05 p.m.



How To Use Social Media Tools For Crisis Prevention Management And To Engage Diverse Communities

Government public diplomacy, in which the government communicates directly with foreign publics, has always played a part in preventing social or political crisis. Now, new efforts in strategic communications have been launched to engage

foreign publics, and help to prevent and manage social/political crises through blogs, YouTube and other social media tools.

Through real-life examples from the U.S. Department of State Bureau of Educational and Cultural Affairs, and the Office of Policy, Planning and Resources for Public Diplomacy and Public Affairs, you will learn how social media is forging community where high levels of socio-political tension are present. This session will also explore how interactive media can play a role in crisis communication and prevention strategies.

Specifically, you will take away lessons learned on how your organization can:

- Use social media tools such as Facebook, Blogs, and website features such as Groups and Forums, Twitter and other tools to foster community among diverse communities
- Prepare for and/or respond to crises in social media forums (recent examples: Gaza, Iranian election aftermath, the military ouster of Honduran president Zelaya)
- Adapt lessons from the federal government on best (and worst) practices
- Understand and measure the impact of social media efforts

George Selim, Policy Advisor
**OFFICE FOR CIVIL RIGHTS AND CIVIL LIBERTIES,
U.S. DEPARTMENT OF HOMELAND SECURITY**

Dr. Amy Zalman, Senior Strategist
SCIENCE APPLICATIONS INTERNATIONAL CORPORATION (SAIC)

4:50 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 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, November 4, 2009

8:00 a.m.
Continental Breakfast & Networking

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

Sara Cohen, Senior Consultant
BOOZ ALLEN HAMILTON

8:40 a.m.



Validating Emergency Information: How To Engage Citizens In A Web 2.0 World While Remaining Compliant To Your Internal Laws And Regulations

Social media or Web 2.0 are new innovative tools that when used properly, can be an additional communication stream for disaster communication. To date, social media tools have enabled any citizen with a cell phone to act as a citizen journalist and report to the world what they see and hear 24/7.

While citizen journalists play an important role in providing information, they cannot take the place of validated information coming from emergency management experts. To ensure that the public receives validated emergency information during a disaster, government needs to engage the public in these new media streams. However, the government is not the private sector – or a citizen journalist and its laws, regulations, and processes have to be adhered to even in a Web 2.0 world. FEMA has been able to engage citizens in this new platform while remaining compliant with their laws and regulations.

This session will focus on how other government entities can:

- Engage in using Web 2.0 technologies while remaining legally compliant
- Build a structure that allows for solutions to obstacles faced by the government
- Construct a team of in-house experts which can lead to solutions for any Web 2.0 tool

Jodi Cramer, General Attorney, Office of Chief Counsel/General Law Division

FEDERAL EMERGENCY MANAGEMENT AGENCY, U.S. DEPARTMENT OF HOMELAND SECURITY

9:25 a.m.



Using Social Media To Prepare Your Community And Communicate Your Messages To The Masses: Developing A Preparedness Movement

The City and County of San Francisco (CCSF) has publicly announced its commitment to cultivate a city-wide community preparedness ethos. The initiative, to be referred to as *The Preparedness Movement*, requires strategic communications planning augmented with social marketing and behavioral change methodologies to be successful. The underlying goal of this project is to create a movement (an initiative that sustains itself and does not end) analogous to the Green movement.

In developing this overall communications strategy, the CCSF Department of Emergency Management (DEM) has taken innovative and ground breaking approaches in implementing this strategy. Although one of many approaches is to reach the general public in San Francisco, DEM is leveraging social media to carry its preparedness messages to the masses.

The San Francisco DEM, along with its strategic communications consultants, will share with you how your agency can:

- Use Facebook, Twitter, and MySpace for community preparedness
- Approach and integrate societal/cultural platforms to create the preparedness movement
- Begin your crisis communications strategy from the 'virtual' grassroots level

Rob Dudgeon, Deputy Director, Department of Emergency Management

CITY AND COUNTY OF SAN FRANCISCO, CALIFORNIA

Kristin Hogan, Community Preparedness Strategic Communications Specialist

CIRCLEPOINT

10:10 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Utilizing A Free Web 2.0 Campaign To Communicate During A Disaster And Keep The Public Engaged And Informed

The City of Manor, a small community in Texas with a population less than 6,000, has made a name for itself in the local government realm by implementing numerous Web 2.0 technologies to bridge the communication gap with its citizens. Not only did they cut costs by implementing these technologies, but also increased overall efficiency and streamlined much of its operations. In the past, the City of Manor utilized water bills to communicate with residents, as well as a calling-bridge system in the event of an emergency. However, these avenues of information dissemination were ineffective and left citizens with lingering questions, especially in emergency situations. The hurdle that had to be overcome was how to deploy a more effective system of communicating with residents, with a very limited budget.

To overcome the barriers in communication with its citizens, they deployed an official city blog, Twitter feed, Facebook Page, as well as numerous other Web 2.0 technologies. Also, the City of Manor implemented their entire Web 2.0 campaign for *free*, and as a result of implementing these technologies, today the City is able to engage in two-way conversations with its residents, even during a disaster, in order to keep the public engaged and informed. By embracing the model set forth by the City of Manor, your agency can plan, deploy, and maintain a successful Web 2.0 campaign to drive your agency forward regardless of your budget.

Specifically, this session will focus on:

- Why government agencies should deploy Web 2.0 technologies
- How to get around the red-tape in deploying Web 2.0
- What to expect once your agency goes live
- Examples of how the City of Manor has utilized Web 2.0 during routine communications as well as emergency situations
- How to use data collected from Web 2.0 to drive your agency forward
- How to keep up with the changes in Web 2.0

Dustin Haisler, Municipal Judge and CIO

CITY OF MANOR, TEXAS

Phil Tate, City Manager

CITY OF MANOR, TEXAS

11:15 a.m.



CASE STUDY

Leveraging Social Media When Communication Resources Are Limited

More than one million Oklahomans were without electricity, many for as long as two weeks, as the result of a debilitating ice storm in early December 2007. Downed trees and power lines resulted in significant challenges for the City of Owasso as it struggled to provide emergency services to thousands of residents. Communication with residents was limited due to the lack of power, leaving the City to rely significantly on broadcast media and cellular technology to communicate information to citizens. Code Red calling service and the City's website were critical in providing updated information on storm relief and cleanup efforts. As power was restored, information on the website was vital in keeping citizens informed of the availability of crisis resources.

Communication was crucial to a quick response to the cleanup and restoration of services for those affected. The City of Owasso was one of the first cities in Northeast Oklahoma to complete cleanup efforts. This success was due primarily to the ability to effectively communicate with residents in coordinating the cleanup efforts.

The City has recently incorporated social media into its communication strategy and recognizes the importance of leveraging communication tools, such as Twitter, as a part of their crisis management strategy. The City is now effectively utilizing Twitter and blogs to ensure accurate information is communicated to citizens on a daily basis. Future events are inevitable and the City is prepared to utilize all communication tools available, including social media, to quickly and efficiently disseminate information.

- Specifically, this session will focus on:
- Challenges faced in communicating information to thousands of citizens during a prolonged power outage
- How to effectively build your list of followers on Twitter
- Never underestimating the power of viral media in your crisis communication strategy
- Building citizen confidence through blogs and your social media strategy

Timothy Rooney, Assistant City Manager
CITY OF OWASSO, OKLAHOMA

Teresa Willson, IT Director
CITY OF OWASSO, OKLAHOMA

12:00 p.m.



How To Overcome Constraints And Take Advantage Of The Social Media Opportunities In Risk And Crisis Communication

Social media is now the number one use on the Internet, and there is no better opportunity to take advantage of the power of social media than during risk and crisis events. Part of the national leadership in risk and crisis communication is the risk communication theme working group of the National Center for Food Protection and Defense, A Homeland Security Center of Excellence. This session will explore three case studies in the areas of risk and crisis communication concerning the H1N1 virus, the Tennessee Valley Authority ash spill, and work on behalf of the chemical manufacturing industry.

The focus of this session is the barriers and opportunities related to institutional, technological, policy, cultural and communication constraints and opportunities related to the use of social media during a crisis and emergency event. Issues such as community right to know, transparency, timely and accurate communication during a crisis, reaching key stakeholders and empowerment, cultural and community construction of risk, trust and control, organizational policies that restrict the use of social media, and technology challenges are fundamental to any long-term use of social media during times of risk and crises.

You will learn how to overcome constraints related to your crisis communication strategy, specifically, how to:

- Use the latest public relations tools in the area of crisis communication and social media
- Integrate portable and collaborative social media in crisis communication
- Track and respond to rumors through social media

Michael J. Palenchar, Ph.D., Assistant Professor of Public Relations, School of Advertising and Public Relations
College of Communication and Information
UNIVERSITY OF TENNESSEE

Shari Veil, MBA, Ph.D., Assistant Professor of Strategic Communication,
Gaylord College of Journalism and Mass Communication
& Education and Outreach Core Director, Center for Risk and Crisis Management
UNIVERSITY OF OKLAHOMA

12:45 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 social media and crisis communications concerns.

2:15 p.m.



Group Exercise – Let’s Communicate And Collaborate!

You asked for it, you got it! Interact and discuss solutions to your social media 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 social media for crisis communications initiatives.

2:45 p.m.



Validating, Monitoring, And Utilizing New Media For Education And Crisis Communication

Social media is the newest burgeoning medium in which more and more citizens conduct everyday communications. In January 2009, the City of Plano’s Department of Emergency Management and Homeland Security (DEMHS) became one of the first municipal agencies in the State of Texas to employ its “Prepared in Plano” campaign. Prepared in Plano facilitates all-hazard communications and preparedness information to its citizens, faith-based organizations, businesses, and non-profit agencies.

New media and social media applications are becoming increasingly innovative in today’s fast-paced world. Traditional forms of communication such as mailers, attending community events, website-only postings, and separate RSS and email signups can become a drain on time and fiscal resources in a budget-strapped economy. To better facilitate communication and community interaction with Plano citizens (while minimizing costs and man hours) the DEMHS decided to meet its citizen and stakeholders where they were at, rather than relying solely on the more common avenues listed above.

Specifically, you will learn:

- How do identify the strategic vision of local uses (Blues Skies versus Emergencies)
- Validating and promoting your brand to users (Authority by Online Associations)
- Monitoring your jurisdiction’s trends (open source intelligence gathering)
- The future of disaster communications and new media
- Actual uses in and around Plano, TX (H1N1 monitoring, Wide-Spread Power Outage, Dallas Morning News Blogs)

Hal R. Grieb, Senior Emergency Management Specialist
Department of Emergency Management and Homeland Security
CITY OF PLANO, TEXAS

3:30 p.m.



Afternoon Refreshment & Networking Break

3:45 p.m.



How To Communicate To A Global Audience Using Social Media

The Department of State is charged with providing consular protection and assistance to Americans overseas. A key aspect of this involves sharing information about security threats quickly, accurately, and efficiently, particularly in times of crisis. From telephone trees to SMS and other electronic messaging, websites to Facebook, U.S. Embassies overseas use a variety of tools to communicate with overseas Americans.

The Department's Bureau of Consular Affairs takes the lead in identifying resources, sharing good practices, and ensuring that public messages are timely, accurate, and broadly disseminated.

In this session, you will learn how your agency can:

- Be proactive in providing information to the public in a crisis
- Respond to the challenge of the "citizen journalists" during a crisis
- Use a variety of communications tools to disseminate threat information

Andy Miller, European Division Chief, Office of Overseas Citizens' Services and Crisis Management
Bureau of Consular Affairs
BUREAU OF CONSULAR AFFAIRS, U.S. DEPARTMENT OF STATE

4:30 p.m.

Chairpersons' 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.

Sara Cohen, Senior Consultant
BOOZ ALLEN HAMILTON

4:45 p.m.

Close Of General Sessions

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POST-CONFERENCE WORKSHOPS: Thursday, November 5, 2009

INTERACTIVE POST-CONFERENCE WORKSHOPS

These interactive 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, practical, hands-on sessions. Space is limited to ensure interactivity!

Choose C or D or BOTH for Maximum Value and Learning

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

MORNING POST-CONFERENCE WORKSHOP C

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

Using Social Media To Avert A Public Relations Nightmare: Surviving In The Public Eye And In An Open Government

Government is adopting Web 2.0 technologies to better communicate with the public and to meet the Obama Administration's open and transparent government initiatives. These tools provide more information and options for collaboration across the country and around the world.

How should these new tools be used in the midst of a public relations nightmare? A product your agency regulates has been determined to be unsafe. Hackers have breached your network and compromised sensitive information. A physical security enforcement failure has resulted in widespread negative publicity for your team and your agency. You can be sure that any of these scenarios will be widely discussed via blogs, social networking sites, wikis, as well as through traditional media. How can your agency most efficiently and effectively address these many outlets?

In this workshop, you will learn how to best use social networking tools for developing strategies in crisis communications using both traditional and Web 2.0 tools.

Specifically, you will learn how to:

- Utilize the best means of attack:
 - Traditional media
 - Word of mouth
 - "Buzz Hype"
 - Viral information sharing/guerrilla campaigns
 - Web 2.0 technologies
- Appropriately react, and why your agency must differently than the private sector
- Respond to an agency crisis as part of a traditional crisis communication plan
- Make the most of Web 2.0 technologies in crisis communications
- Maintain open and transparent government and collaborative tools during a crisis and telling "your story" effectively
- Effectively address past/current public sector challenges using Web 2.0 technologies
- Avoid common pitfalls in crisis communication efforts, focusing on social networking

WORKSHOP LEADER: Joanne Connelly is Founder, President and Chief Executive Officer at ConnellyWorks, Inc., a Northern Virginia-based marketing communications agency offering comprehensive public relations, marketing and event content services for companies in the public sector IT community. Prior to establishing ConnellyWorks in 2003, Connelly spent 15 years covering high technology and government procurement for a number of publications. As editor of Federal Computer Week, Connelly led the publication to a number of prestigious awards for both news coverage and feature reporting. Connelly also has extensive experience in the development and execution of events in the public sector IT community.

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

Lunch on your own

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

AFTERNOON POST-CONFERENCE WORKSHOP D

How To Develop And Implement A Strong Crisis Management Plan To Enable You To Influence Your Government Department, And The Social Web

Social media should be seen as a tool for crisis management, not as a risk or crisis waiting to happen. With the right crisis management plan, your organization will be empowered and prepared for any impending crisis within the social web.

In order to properly manage crisis, a key component is to identify influencers. A social web influencer is an individual with a platform, such as a blog, micro-blog, or podcast, who is respected, listened to, and well-liked, in any micro-tribe (community). It is important to learn how to communicate with them to gain and forward crucial information. Many crises can be effectively managed, and even avoided, with the ability to engage and influence your core audience.

During this interactive and hands-on workshop, your organization will learn how to develop its own crisis management plan, including how to:

- Manage crisis within large organizations
- Identify influencers
- Engage your audience
- Prepare for impending crisis
- Forward your mandate as part of your crisis management plan

WORKSHOP LEADER: Walter Schwabe has been helping entrepreneurs generate and implement rare ideas for over 9 years now as the **Chief Evolution Officer of his social media strategy firm, fusedlogic inc.** In addition to working with numerous small and medium sized organizations, Walter has worked with such organizations as Apple, Dell, AMD, Capital Health, Government of Alberta, MacEwan School of Business, Nortel, North American Construction Group and the Business Development Bank of Canada.

ABOUT OUR CONFERENCE SUPPORTERS:



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

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



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

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

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

For more information, contact Jeff Brooke at jbrooke@gpo.gov.



With more than 5.5 million monthly page views, **Mashable** is the world's largest blog focused on social networks and Web 2.0 news. Mashable's readers include the most tech-savvy early adopters, venture capitalists, entrepreneurs, influencers, Web 2.0 aficionados and technology journalists.

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



Social Media Club is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

If you get it, share it

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

For more information, please go to <http://www.socialmediacub.org/>.



George Washington University's Center for Excellence in Public Leadership is the result of an innovative public-private partnership established in 1997. The Center's mission is to develop public leaders who make a positive difference in their organizations and the lives of the people they serve, by providing leadership and management development experiences which inspire public leaders and are grounded in research and practical knowledge; creating collaborative networks among

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The Center brings more than 20 years experience to its work with federal managers. It provides both standardized training that prepares persons for the Senior Executive Service, and customized training to address specific training needs for a variety of managerial and supervisory levels. Open enrollment programs are currently offered in the areas of Senior Executive Development aimed at those interested in the Senior Executive Service, Executive Communication, Advanced Leadership, and Negotiation skills.

For more information, please go to <http://www.leadership-programs.org/>.

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For more information, discounts and maps for your visit to Washington, DC, please go to: www.washington.org.

REGISTRATION FEES:

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

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