

New training! Join your colleagues for the Advanced Learning Institute's updated, information-packed and interactive training – designed to help you transform the way you communicate with your citizens!

# Social Media for Government Communications

How To Engage Citizens & Increase Transparency Using The Latest Web 2.0 Technologies

September 18 - 21, 2012 • Washington, DC

\*\*\*\*\* Register by July 19th to Save \$400! \*\*\*\*\*

## WHAT YOU WILL LEARN

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

- **Operating** social media tools within the boundaries of government restrictions and firewalls
- **Communicating** effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, LinkedIn, Foursquare, QR codes, and much more
- **Delivering** the information that citizens want, when they want it, via the channel they prefer
- **Creating** Web 2.0 policies and guidelines
- **Developing** a new media (blogging, Twitter, podcasting, wikis, social networks, mobile applications, etc.) strategy to drive performance-based communications
- **Leveraging** citizen satisfaction analytics to guide resource allocation decisions to make improvements in the organization
- **Improving** the use of technology to develop better service delivery
- **Clearing** out the clutter to improve information searches by citizens
- **Establishing** and empowering brand ambassadors by pushing the message out as well as pulling information in
- **Maximizing** awareness of your agency's mission to the public
- **Enabling** conversation and collaboration
- **Ensuring** consistent interaction and information is maintained across all channels
- **Understanding** the role of informed citizenry in government

## SUPPORTING ORGANIZATIONS

brandchannel



**NAGC**  
National Association of  
Government Communicators

**FCN**  
Federal Communicators Network

 capitolcommunicator

**CEPL**  
CENTER FOR  
EXCELLENCE IN  
PUBLIC LEADERSHIP



Presented by:

Your Government &  
Communications Training  
Partner Since 1997

**SPEAKING ORGANIZATIONS:**  
Hear practical advice, firsthand, on how to engage your citizens by using a variety of social media channels from leading government agencies and organizations, including:

**U.S. Army Public Affairs**

**Genome Alberta**

**U.S. Centers for Disease Control and Prevention**

**San Diego County Regional Airport Authority**

**IBM Center for the Business of Government**

**Recovery Accountability & Transparency Board**

**NCI, Inc.**

**iConstituent, LLC**

**AboutFace Media**

**Market Connections, Inc.**

**Arkansas.gov**

**Kentuckiana Regional Planning and Development Agency (KIPDA)**

**U.S. Geological Survey**

**New York City Housing Authority**

**U.S. Department of Education**

**MSL Washington DC**

**Maryland Commission for Women**

**NASA**

**U.S. Census Bureau**

**Social Driver**

Register by July 19th 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)

# Social Media for Government Communications - Sept. 18-21, 2012

## 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:

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

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

Customer Service & Satisfaction

Communications Research  
& Management

Community Affairs & Outreach

And all those interested in enhancing citizen engagement strategies within their agencies.

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

Several agencies are making dramatic strides in developing approaches and systems that work for them in their citizen engagement efforts. Social media has opened up new ways for government to interact with employees and citizens and 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."

## THE COMPETITIVE ADVANTAGE YOU'LL GAIN FROM ATTENDING THIS CRITICAL EVENT

This training is a must-attend event for all those who are serious about improving their citizen engagement efforts by using new media to enhance transparency, increase awareness, and drive meaningful results. You will benefit from:

- **17+ innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional communication tools that are already proven to work
- **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the training
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions (Sept. 18 &/or Sept. 21) that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- 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 social media strategies and processes** from leading practitioners like the **U.S. Department of Education, New York City Housing Authority, U.S. Geological Survey**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **Digest sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this training
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading government communication initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to engage your citizens** by using new media and traditional channels from leading government agencies and organizations

### Collaborate Using the Conference Wiki:

All attendees will be invited to expand their networks and continue their conversations via the conference wiki -- an online tool providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event.

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



As social media moves from being a communications tool to occupying a more central role within agencies' operations, it is imperative for social media professionals to understand the new landscape of participation. More than 'engagement,' which defies precise definition or metrics, 'participation' has clear steps and accurate ways to gauge success.

The International Association for Public Participation (IAP2) Spectrum of Public Participation describes a continuum of goals: inform, consult, involve, collaborate, and empower. And as one of the most widely-used frameworks for citizen (or employee) participation, it will serve as the organizational model for this social media in government conference.

### How Will This Conference Help You And Your Organization?

During the course of two days of workshops and two days of presentations, you will learn how government agencies are currently executing on each of these goals, what tools work best for each level of participation, the risks and rewards each activity presents, and the resources necessary for success.

Specifically, you will hear proven strategies and practical experiences, firsthand, from leading organizations and practitioners, on how to engage citizens and stakeholders by using new media and traditional channels to improve your communication initiatives and practices, including how the:

- **Recovery Accountability & Transparency Board** has found their niche audience and successfully had their message heard above the social media chatter
- **U.S. Army Public Affairs** has successfully mastered the act of balancing security and open communication when operating in the social media space
- **Maryland Commission for Women** harnessed the power of social media to increase awareness and strengthen relationship's with citizens

Equally as important, the conference will have a number of networking events, where government employees can talk with one another and with their private-sector counterparts about the challenges they are facing—and the creative solutions they are developing—to meet growing demands amidst shrinking budgets.

Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s 32nd conference on "Social Media for Government Communications," this September in Washington, DC. This is your opportunity to hear from leading communicators and organizations that are already using social media to change the way their organizations operate and how they engage citizens. With the agility and speed of today's Web 2.0, you can guarantee the presentations will be timely and relevant – speakers will need to make changes just hours before they present – you can't beat that.

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

Sincerely,

Gadi Ben-Yehuda

**IBM CENTER FOR THE BUSINESS OF GOVERNMENT**

@GBYehuda

Conference Chairperson

**P.S. Reserve your spot today to learn how you and your team can better manage your government communications to enhance transparency and improve communication. Register 3 people and get the 4th for FREE! For more information, go to [www.aliconferences.com](http://www.aliconferences.com) or call (888) 362-7400.**

*"I want us to ask ourselves every day, how are we using technology to make a real difference in people's lives." —President Barack Obama*

*"Improving the technology our government uses isn't about having the fanciest bells and whistles on our website -- it's about how we use the American people's hard-earned tax dollars to make government work better for them."*

—President Barack Obama

# Social Media for Government Communications - Sept. 18-21, 2012

## Interactive Pre-Conference Workshops ~ Tuesday, September 18, 2012

INTERACTIVE, HANDS-ON WORKSHOPS

### Tuesday, September 18, 2012

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

... Choose A or B or BOTH for Maximum Value and Learning! ...

#### 8:30 a.m. to 11:30 a.m. – PRE-CONFERENCE MORNING WORKSHOP **A**

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

##### **Social Media 101: Popular Social Media Tools - What They Are And How To Use Them To Maximize Your Communication Effectiveness**

This workshop is designed to move you from timid curiosity about social media to confident champion. Yes, it will cover the basic terms and definitions but most importantly, it'll give you the basis for understanding the structural characteristics of this new media form.

We'll discuss the top social networks and how your agency should be using them to communicate. You'll also leave with several new tools in your social media arsenal, from cross-platform publishing to monitoring and measurement.

Bringing along your laptop, iPad or smartphone is suggested but not mandatory for this interactive session -- we'll get as hands-on as possible. Come prepared to get involved as key concepts will be illustrated through interactive group exercises. The objective of this must-attend workshop is to deliver a session that positions you to get the most out of the remainder of the conference.

Specifically, we will discuss how your organization can:

- Utilize the top social networks for communication, marketing, and customer service
- Leverage technology to engage and collaborate with stakeholders
- Empower existing supporters to spread your message within their own networks

**WORKSHOP LEADER: Hillary Hartley is the Director of Integrated Marketing at NCI, Inc.** In her current role, Hillary oversees NIC's Web design, usability and social media programs. She is a frequent speaker on social networking trends and Web 2.0 best practices for government.

#### 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-CONFERENCE AFTERNOON WORKSHOP **B**

##### **More Than Just Checking A Box: How To Engage Your Citizens And Stakeholders Sincerely And Substantively Using The Latest Social Media Tools**

Now, more than ever, government agencies need to engage citizens and be transparent about their activities and the services they provide to their constituents. iConstituent has over 10 years of experience helping government entities reach out and engage with citizens and get them to take action. With experience in the Legislative and Executive branches of Federal Government and experience at the State and local level as well, this in-depth and exciting workshop will help you engage citizens using multiple digital channels and tools such as social media and email.

This workshop will introduce you to a robust framework that will help your agency get citizens the information they want and have them take action, as well as give your agency's stakeholders a repeatable and flexible model to set their internal engagement policy and strategy, including:

- Identifying your citizen stakeholders and getting to know your influencers and VIP's
- How to measure success and visualize the engagement to plan for next steps
- Techniques to make the message simple and memorable
- Ensure that the message you put out delivers the substance your audience wants

**WORKSHOP LEADER: Blake Nelson is Vice President of the U.S. Public Sector of iConstituent, LLC.** As part of this experience, Blake has successfully led large sales engagements on high-profile, complex, large Federal sales opportunities. He holds more than 15 years of professional experience in enterprise systems sales and integration, technical architecture and business process design and improvement.

**8:00 a.m.**

**Registration & Continental Breakfast**

**8:30 a.m. SPEED NETWORKING-WELCOME**

**Chairperson's Welcome & Speed Networking**

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



Gadi Ben-Yehuda, Social Media Director  
**IBM CENTER FOR THE BUSINESS OF GOVERNMENT**  
Conference Chairperson

**9:15 a.m. CASE STUDY**

**How To Deliver Your Messages Among The Chatter:  
Content Aggregation And Its Importance In Having A Successful Social Presence**

With the rise of public involvement in social media and the emergence of new social avenues, the volume of online content continues to grow. In early 2009, Twitter users sent 2 million tweets per day, by mid-2011 Twitter users were sending 200 million tweets per day. The explosion of information exchanged through social networks makes consuming it all virtually impossible. Finding a way to make your digital voice heard among this chaos is becoming increasingly difficult.

So where do you begin? How do you find your place among the chatter? One of the first and most valuable steps is determining where your online communities already exist. Most likely people are already talking about you, whether you have a virtual presence or not. It's important to establish where people are talking about you, what you do, and what's important to you.

After you have established where you belong in the social-sphere it is important to develop your content niche. One of the easiest strategies for success is to become a portal of information, a content aggregator. Become the authority within your niche that not only provides content created by your organization, but also content created by your community.

Content aggregation is the future of successful social presence! The overwhelming mass of digital information available to citizens lends to the paramount importance of finding a way to make your agency stand out among the noise.

You will leave this session understanding how content aggregation can help your organization, the best tools and techniques, including:

- Find your niche community to ensure that your digital voice is heard
- How content aggregation plays an important role in the future of social media
- Ways to communication with your audience in an effective way
- Why content aggregation is important and how it creates success



Sally Dadjou, New Media Specialist  
**RECOVERY ACCOUNTABILITY & TRANSPARENCY BOARD**  
@Recoverydotgov

**9:45 a.m. SPECIAL PRESENTATION**

**Social Media Trends And Uses In Government:  
How The Public Sector As A Whole Is Using Social Media**

In October 2011, Market Connections, Inc. released the findings of the Pubic Sector Social Media Study, which explores the use of social media among government agencies and their suppliers. The study was made up of 884 participants which included 352 Federal Government and 181 state and local. The study was created to gain insight on who in government is using social media and how, including:

- Top devices and locations for accessing social media
- Key social media tools agencies and contractors are using in business and personal communications

# Social Media for Government Communications - Sept. 18-21, 2012

## General Sessions - Day One - September 19, 2012

- Most popular commercial and government-specific social media sites
- Top tools used to inform decision-making
- How organizations are measuring social media ROI
- Perceived benefits, challenges and risks of using social media
- How social media policies are implemented and enforced within the public sector

You will leave this session with survey results and key information on how the government as a whole is integrating social media into policies and leveraging social tools to inform decision-making and connect with constituents.

Lisa Dezzutti, President & CEO  
**MARKET CONNECTIONS, INC.**

*"Many excellent examples provided."*  
**2012 SOCIAL MEDIA FOR GOVERNMENT  
COMMUNICATIONS CONFERENCE ATTENDEE**

### 10:15 a.m. **Q & A SESSION** **Your Opportunity To Ask Questions**

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

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

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

### 11:15 a.m. **CASE STUDY** **How To Utilize Social Media Tools To Change The Public's Perception Of Your Agency: Giving a Voice To Citizens, Expanding Your Outreach, And Monitoring Responses**

The NYC Housing Authority (NYCHA) is a public housing agency, the largest in North America. With 654,657 New York residents residing in NYCHA's Public Housing and Section 8 Programs, they occupy 13.2% of the city's rental apartments; they comprise almost 8% of New York City's population. To put it in to perspective, NYCHA's population is larger than Atlanta's.

As with many other government agencies, NYCHA is often in the eye of the storm in the media and is often mistrusted by its residents. Residents are from disadvantaged backgrounds; 49.5% are below the poverty line. The building stock is aging, infrastructure renovation budgets are shrinking, and crime stories are abounding in the media. This is an environment where the problems being faced by NYCHA are stories typically portrayed in a negative light within the public media.

This session will give you an understanding of the benefits of being actively engaged in optimizing social media and web presence and monitoring analytics in order to change the overall public perception of your organizations, including:

- How to expand your outreach and bring a creative voice to a population that didn't necessarily have one before
- Benefits of micro-sites to complement your main governmental site
- Writing a new social media policy and revamping your internet policy
- Digital brand monitoring and response
- Providing the right tools to engage your audience

Diane Chehab, Project Manager, Office of the CIO  
**NEW YORK CITY HOUSING AUTHORITY**

### 11:45 a.m. **INTERNATIONAL CASE STUDY** **How To Choose The Right Social Media Tools To Get Your Message Out**

Genome Alberta is a not-for-profit research organization based in Alberta, Canada. They use social media extensively to raise awareness with the general public, reach key influencers, and engage the science community. Their efforts have earned them a nomination for an Alberta Science and Technology Award and they ran a live BioRadio 'broadcast' from the International

BIO Convention in Washington recently.

You'll hear how they have integrated a variety of social media platforms with their web presence, outreach activities and print communications, and have worked with an Open Source community to develop their own 3rd party social media application.

You will leave this session with ideas, tactics and strategies on how to get your message heard through the clutter on social media, including how to:

- Select the right social media course for your audience and for the task at hand
- Make efficient use of your content and resources
- Pull together both social and mainstream media in your communications strategy to get the best return on your communications dollar



Mike Spear, Director of Corporate Communications

**GENOME ALBERTA**

@mikesgene

*"Great program & presented us with a non-traditional way to acquire resources to launch our social media effort."*

**2012 SOCIAL MEDIA FOR GOVERNMENT COMMUNICATIONS CONFERENCE ATTENDEE**

**12:15 p.m. Q & A SESSION**  
**Your Opportunity To Ask Questions**

**12:25 p.m. Lunch On Your Own -- But Not Alone!**

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

**2:00 p.m. GROUP EXERCISE**  
**Digest Session: Connect The Content**

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

**2:30 p.m. CASE STUDY**  
**Utilizing Social Media Tools To Increase Your Reach Without Increasing Your Costs**

Injuries are the leading cause of death for young people from birth to age 19 in the United States. The Division of Unintentional Injury Prevention (DUIP) at the Centers for Disease Control and Prevention (CDC) is intent on raising awareness of this fact, as well as letting as many people as possible know what we can all do to protect the children we care about.

CDC staff set out to generate media coverage about this issue and what can be done to help keep more children safe. In addition to media outreach, which included a press release and a media telebriefing by CDC leadership, social and digital media were central to the communication plan. This outreach included:

- Three podcasts, syndicated through iTunes, and several posts and tweets from CDC's Facebook and Twitter profile that helped get messages out to several thousand subscribers, fans and followers.
- A button that highlighted the issue was made available for everyone to use and post to their own blogs and websites
- Google ads helped get the message out with more than 6,300 people clicking through for more information
- Mommy blogger outreach helped successfully encourage posts from prominent bloggers who have more than 10,000 Twitter followers

You will leave this session with evidence and a clear understanding that social and digital media can effectively increase your reach without increasing your costs, including how to:

- Incorporate social media into your communication plans and strategies

- Reinforce print messages and broaden your reach by using Twitter, Facebook, Google ads, buttons, badges, and blogger outreach
- Use internal resources to accomplish increased reach without increased costs
- Use metrics to track your social media return-on-investment

Shelley Sheremata Hammond, MMC, Health Communications Specialist

**U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION**

@CDCinjury

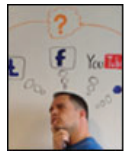
**3:00 p.m. CASE STUDY**

**How To Improve Customer Service And Response Time In Just 140 Characters**

The U.S. Geological Survey has successfully managed and used their Twitter and Facebook accounts to not only push out messages, but to improve customer service by being responsive. In this session you'll get a glimpse into how the @USGS Twitter account has sustained continued growth in followers and reach, as well as gaining a better understanding for what it takes to run the account.

Too many times we think of social media as a way to push out messages never fully grasping how we can pull information, just as valuable, from them. You will leave this session with an understanding of techniques used to improve your customer service skills through the use of social media, including how to:

- Instill passion in your employees that will motivate them to take customer service to the next level
- Manage your Twitter account allowing you to respond to concerns and questions in a timely manner
- Push out messages to your audience that are relevant, memorable, and worthwhile



Scott Horvath, Web and Social Media Chief

**U.S. GEOLOGICAL SURVEY**

@S\_Horv

*"Very useful info not covered elsewhere."*  
**2012 SOCIAL MEDIA FOR GOVERNMENT COMMUNICATIONS CONFERENCE ATTENDEE**

**3:30 p.m. Q & A SESSION**

**Your Opportunity To Ask Questions**

**3:40 p.m.**



**Afternoon Refreshment & Networking Break**

**4:00 p.m. GROUP EXERCISE**

**Digest Session: Your Experience With Social Media**

Thinking back to the presentations you've heard, and your personal experience, discuss with your fellow attendee's and speakers an example of the most successful engagement you've experienced over social media.

**4:30 p.m.**

**Day One Wrap Up**

Gadi Ben-Yehuda, Social Media Director

**IBM CENTER FOR THE BUSINESS OF GOVERNMENT**

Conference Chairperson

**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 Washington, DC's fine dining while you continue to network with your colleagues.

**8:00 a.m.** 

**Continental Breakfast & Networking**

**RAVE REVIEWS FROM PAST GOVERNMENT 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**

*"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**

*"Very good speakers and presentations. Well run."*

**PAST CONFERENCE ATTENDEE**

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

A. Cannarsa, Public Affairs Specialist

**SOCIAL SECURITY ADMINISTRATION**

**8:30 a.m.**

**CHAIRPERSON'S ADDRESS**

**Chairperson's Opening Of Day Two & Presentation: 5 Ways To Perform And Measure Citizen Engagement: Inform, Consult, Involve, Collaborate & Empower**

"Citizen Engagement" is a feel-good term that every government agency tries to incorporate into its operations in some way, but how do we, as social media professionals, understand and execute "engagement" activities?

This session will explain why you should turn your attention to "Public Participation" rather than focusing on "engagement," and will detail the International Association for Public Participation (IAP2) spectrum of citizen participation that forms the basis for this training. The IAP2 states that "the spectrum was designed to assist with the selection of the level of participation that defines the public's role in any public participation process, [and] shows that differing levels of participation are legitimate and depend on the goals, time frames, resources, and levels of concern in the decision to be made."

You will learn the tools and tactics to spur various kinds of participation, not only with stakeholders outside your office or agency, but within it. Specifically, you'll learn how to conduct and evaluate programs that:

1. **Inform:** provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions
2. **Consult:** obtain public feedback on analysis, alternatives and/or decisions
3. **Involve:** work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered
4. **Collaborate:** partner with the public in each aspect of the decision-making process including the development of alternatives and the identification of the preferred solution
5. **Empower:** place final decision-making in the hands of the public



Gadi Ben-Yehuda, Social Media Director  
**IBM CENTER FOR THE BUSINESS OF GOVERNMENT**  
@gbyehuda  
Conference Chairperson

**9:00 a.m.**

**CASE STUDY**

**Listen, Leverage, Learn: Using Social Media To Improve Your Products And Services And Enhance The Customer Experience**

Wouldn't it be great if you could read your customers' minds? While technology might not be there quite yet, social media has opened up a world of possibilities when it comes to understanding customers and their needs. While they may not be taking your surveys or attending your focus groups, they are talking about your products and services online everyday.

This session will help you develop a social listening process for your agency and suggest ways you can use candid social media feedback to develop relevant content for your social media channels. Additionally, the session will guide you through ways you can integrate social media with your existing feedback mechanisms to improve your products and services thereby enhancing the customer experience, including how to:

- Develop a (free) social media listening process for your agency
- Use social media feedback to improve your products and services
- Use online listening to inform your social media content

Susan Thares, Social Media Advisor  
**U.S. DEPARTMENT OF EDUCATION**

**9:30 a.m.**

**Q & A SESSION**

**Your Opportunity To Ask Questions**

9:40 a.m.



### Morning Refreshment & Networking Break

9:55 a.m.

#### GROUP EXERCISE

### Digest Session: Discuss And Brainstorm

Whether it's a weekly update, emergency broadcast, or contest – every agency is looking to communicate what they're doing to the public. Discuss and brainstorm with fellow attendees and speakers techniques you've had success with, or concerns you're having, in communicating agency information to citizens.

10:25 a.m.

#### PRIVATE SECTOR CASE STUDY

### Harnessing The Power Of Social Media To Engage And Strengthen Your Relationship With Citizens

The Maryland Commission for Women's (MCW) mission is to reach women throughout the State of Maryland and provide them with the resources and educational opportunities for advancement. The MCW, an agency of the Department of Human Resources (DHR), has developed a social media presence to reach a wider target audience. Commissioners have been encouraged to post events, activities, as well as blog about learning opportunities available to Maryland Women at the Heritage Center and at their local County Commissions for Women.

Social media has allowed the MCW to reach their target audience more effectively, build a stronger relationship with Maryland Women's Heritage Center (WHC) with the aim to reach out to local Commissions for Women, and develop impactful educational programs.

This session will explore how you can use social media as a platform to provide valuable information directly and effectively, as well as reach a new, younger population using Facebook, Twitter, YouTube, and blogs, efficiently. including:

- Learning about the needs of your target audience
- Providing citizens a place to share their opinions, ideas and upcoming events
- Creating a forum for conversations with stakeholders
- Educating citizens about important information and programs
- Increasing awareness of available services and opportunities
- Creating pathways for career development

Dr. Kathleen White, Chair Education Committee

Eliner Tryon Elgin, Director of Outreach – Liaison Maryland Women's Heritage Center

**MARYLAND COMMISSION FOR WOMEN**

10:55 a.m.

#### CASE STUDY

### How To Successfully Balance Security And Open Communication In A Web 2.0 World

As a global organization, with billions of employees, family members, and stakeholders to keep informed, the U.S. Army is breaking down barriers and successfully operating in the social media space, while being careful to ensure security is maintained.

Unlike their civilian counterparts, who don't want to give their competitors any of their secret recipes, the U.S. Army is careful to not give the enemy an advantage. In this session, you will see how the U.S. Army Public Affairs is using social media as a powerful tool in accomplishing its mission of informing the American public, as well as that of connecting Americans to their Army.

Leave this session with the ability to maintain the balancing act in your own organization, including:

- How you, like the U.S. Army, can balance security with transparency
- How to control what is put out via social media
- Knowing why making information available to the American public is beneficial



SSG Dale Sweetnam, Online and Social Media Division

**U.S. ARMY PUBLIC AFFAIRS**

@DSweetnam

**11:25 a.m. Q & A SESSION**

**Your Opportunity To Ask Questions**

**11:35 a.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 social media hot topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing communication concerns.

**1:00 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 citizen engagement 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 engagement initiatives.

**1:30 p.m. CASE STUDY**

**How To Use Your Social Media To Attract And Communicate With Local Media And Bloggers**

Kentuckiana Regional Planning and Development Agency, KIPDA, is the Metropolitan Planning Organization for the Louisville Metro Area, responsible for three Kentucky counties and two Indiana counties. One of the major challenges faced by KIPDA is gaining the attention of local media and keeping them engaged in what KIPDA is doing.

In order to get to the media and “meet them where they are” KIPDA began using social media and a blog as a way to bring them in. They began by getting them to become “fans”, “followers,” etc., of their Facebook and Twitter pages and then began using their blog as a news source.

The results and benefits of this were that even if they didn't cover the topic in their next day paper, or on their broadcast, they would at least re-tweet the information or send folks to KIPDA's blog through their Facebook pages.

You will leave this session with new information and understanding on new ways to engage the local media, including:

- How to create a better awareness for your organization and ultimately get the public more involved
- Lessons learned, pay-offs and how to's
- How being involved with the local media can help in your future planning and development

Josh Suiter, Community Outreach Specialist, Transportation Division

**KENTUCKIANA REGIONAL PLANNING AND DEVELOPMENT AGENCY (KIPDA)**

@kipdatrans

**2:05 p.m. Q & A SESSION**

**Your Opportunity To Ask Questions**

**2:00 p.m. PANEL SESSION**

**Facebook, Twitter, FourSquare, Oh My!**

**How To Utilize The Many Social Media Tools To Engage, Expand, And Add Value To Your Conversation**

So just when you get comfortable with conversations on Twitter and Facebook, along come a few new kids to the social media block – welcome FourSquare, Pinterest and Google+, to name a few. What are they and how can you use them to engage, expand reach and add value to the conversation? Let's talk.

This interactive panel session will give you an inside look at the many different social media tools available to you from Facebook, Twitter, Pinterest, YouTube, blogs, SCVNGR and QR codes, FourSquare, and more!

You will leave this session with a sigh of relief as you will have a better understanding of which tools will work best for you and how to begin implementing them into your communications strategy.

**Panelists:**

Katie Jones, Public Relations Specialist and Social Media Enthusiast  
**SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY**

John Yembrick, Director of Strategic Communications  
**NASA**

Lisa Wolfisch, Chief, Web and New Media Branch, Center for New Media & Promotions  
**U.S. CENSUS BUREAU**

Anthony Shop, Managing Director  
**SOCIAL DRIVER**

*"Great! Very practical and useful discussion."*  
**2012 SOCIAL MEDIA FOR  
GOVERNMENT COMMUNICATIONS  
CONFERENCE ATTENDEE**

**2:40 p.m.**   
**Afternoon Refreshment & Networking Break**

**3:00 p.m.** **GROUP EXERCISE**  
**Digest Session: Your Future In Social Media**

Discuss with fellow attendees and speakers what you would do with social media and engaging citizens if there were no restrictions, no budgets, no privacy concerns.

**3:30 p.m.** **CASE STUDY**  
**How To Use Mobile To Provide Citizens With Government Services On-The-Go**

In 2 to 3 years, analysts expect mobile internet usage to outpace desktop internet access. Smartphone users are now able to interact with the world and the services in their lives in a whole new way. You can deposit a check without ever leaving your couch, book a flight while riding the Metro, and make dinner reservations from the block you're standing on. Consumers are constantly looking for dynamic, personalized content and services that will help them engage and exchange with others, and share common experiences while on the go. So, how are you keeping pace with the mobile revolution?

In this session, you will learn about the intersection of social, mobile, and local for a successful delivery of your communications and services, including:

- A first-hand look at mobile app case studies
- Ways to use mobile for customer service innovations
- Using social media to reinforce your mobile campaigns
- Using mobile to reinforce your social media marketing and communications

Bob Sanders, Director of Operations  
**ARKANSAS.GOV**

Hilary Hartley, Director of Integrated Marketing  
**NCI, INC.**  
@hillary

*"Good, real-life examples & case studies."*  
**2012 SOCIAL MEDIA FOR  
GOVERNMENT COMMUNICATIONS  
CONFERENCE ATTENDEE**

**4:00 p.m.** **Q & A SESSION**  
**Your Opportunity To Ask Questions**

4:05 p.m.

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

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



Gadi Ben-Yehuda, Social Media Director  
**IBM CENTER FOR THE BUSINESS OF GOVERNMENT**  
Conference Chairperson

*"Lots of good examples,  
helpful tips & information."  
2012 SOCIAL MEDIA FOR  
GOVERNMENT COMMUNICATIONS  
CONFERENCE ATTENDEE*

4:30 p.m.

**Close Of General Sessions**

AGENDA - DAY 2 - Thursday, September 20

**Maximize Your Time Out Of The Office:**

Post-conference workshops begin at 8:30 a.m. on Friday, September 21.

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

**POST-CONFERENCE MORNING WORKSHOP C:**

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

**12:30 p.m. to 3:30 p.m.**

**POST-CONFERENCE AFTERNOON WORKSHOP D:**

From Passive To Active Listening: How To Understand, Leverage And Measure  
Your Social Media Initiatives In A Hyper-connected World

See the next page for complete post-conference workshop details

# Social Media for Government Communications - Sept. 18-21, 2012

## Interactive Post-Conference Workshops ~ Friday, September 21, 2012

INTERACTIVE, HANDS-ON WORKSHOPS

### Friday, September 21, 2012

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

.... Choose C or D or BOTH Workshops for Maximum Value and Learning ....

#### 8:30 a.m. to 11:30 a.m. – POST-CONFERENCE MORNING WORKSHOP **C**

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

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

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

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

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

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

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

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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-CONFERENCE AFTERNOON WORKSHOP **D**

##### **From Passive To Active Listening: How To Understand, Leverage And Measure Your Social Media Initiatives In A Hyper-connected World**

With more federal agencies taking the plunge into the world of social media, it is critical that agency leaders and message-makers understand how to listen to what is being said on these social media platforms... and then know what to do with what they hear.

Citizens, constituents, and government stakeholders of all stripes are "out there," thanks to social media. They are sharing information, conversing online willingly and publicly, able to access more information than ever before.

By putting in place the building blocks of a good listening and measurement program, you can gauge the effectiveness of your outreach. An "active listening" program won't just tell you what's being said; it will show you the way to improving your communications and, perhaps, agency procedures, providing you with the insights to effect the right kind of change.

This interactive workshop will teach you best practices in moving from passive to active listening for your social media initiatives, including:

- The importance of listening and the impact of not listening
- How social media can show if your organization is satisfying public needs
- How your social media efforts affect the perception of your organization among internal and external stakeholders
- How understanding social media can provide value in internal/external communications, departmental policy and operations

**WORKSHOP LEADER: Shonali Burke is Vice President, Digital, at MSL Washington DC**, where she helps clients bridge the "old" and "new" media worlds for better business results. Her experience spans a wide range of sectors, including nonprofit organizations, entertainment, art, food, healthcare and tech. @shonali.

# CONFERENCE SUPPORTERS:



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

brandchannel. always branding. always on.



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

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



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

OhMyGov was founded by 3 guys looking to make a difference — an experienced federal executive, a motivated government contractor and writer, and a best-selling investigative journalist.

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



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

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



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

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

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

For more information, contact Kathleen Taylor at [Kathleen.Taylor1@va.gov](mailto:Kathleen.Taylor1@va.gov).



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

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

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



# Social Media for Government Communications - Sept. 18-21, 2012

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Four Points by Sheraton Washington D.C. Downtown

1201 K Street, NW  
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 Reservations: (202) 349-2226 or (888) 627-8681  
 Hotel Main Phone: (202) 289-7600  
<http://www.fourpointsd.com/>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at the government per diem rate of \$226/night. Please be sure to call the hotel no later than August 29, 2012 to help ensure this rate and mention that you are attending the "Social Media for Government Communications" conference.** We recommend that reservations be made early, as the number of rooms at our rate is limited.

Located in the heart of downtown, the Four Points by Sheraton Washington D.C. Downtown offers contemporary accommodations and first-class service. It is just 3 blocks from the McPherson Square Metro Station, which serves the Orange and Blue Lines, making it convenient to all of Washington's attractions, businesses, and government centers. Airport access is just 4 miles away at Reagan National Airport (DCA), 27 miles away at Dulles International Airport (IAD) and 32 miles away at Baltimore International Airport (BWI).

Four Points by Sheraton Washington, D.C. Downtown hotel is a proud participant of EarthPact, a Crestline Hotels & Resorts green initiative focused on sustainable hotel practices. From lighting and temperature controls to green meetings, we are committed to reducing our carbon footprint and improving sustainable practices at every level of operations. The hotel is also Green Seal Certified.



Photo courtesy of WCTC

**Join us in Washington, DC, for A.L.I.'s conference on "Social Media for Government Communications: How To Engage Citizens & Increase Transparency Using The Latest Web 2.0 Technologies," 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 conference registration: attendance, a detailed conference workbook and any additional meeting materials -- including access to the conference wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register &amp; pay by July 19, 2012</b>	<b>Regular Pricing: Register &amp; pay after July 19, 2012</b>
Conference Only (Sept.19 & 20)	\$1,499	\$1,899
Conference (Sept.19 & 20) Plus <b>One</b> Workshop (Sept.18 or 21)	\$1,899	\$2,299
Conference (Sept.19 & 20) Plus <b>Two</b> Workshops (Sept.18 &/or 21)	\$2,199	\$2,599
Conference (Sept.19 & 20) Plus <b>Three</b> Workshops (Sept.18 & 21)	\$2,399	\$2,799
Conference (Sept.19 & 20) Plus <b>All Four</b> Workshops (Sept.18 & 21) - <b>ALL ACCESS PASS!</b>	<b>\$2,499 BEST VALUE!</b>	\$2,899
Conference Workbook Only (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 conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.***

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call 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 conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a **\$200 discount** off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

## PROGRAM CHANGES:

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

## CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (**before September 4th**) 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 September 4th**) 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 GOVERNMENT CONFERENCE ATTENDEES:

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

Shannon Duplessis, Assistant IT Director  
**LOUISIANA DEPARTMENT OF CIVIL SERVICE**

*"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 learned so much - and the speakers showed me the possibilities to improve our Internet and Intranet sites."*

P. Rodemoyer, Senior Program Analyst  
**U.S. OFFICE OF PERSONNEL MANAGEMENT**

## 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.

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Since 1997, 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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- CDC
- Forest Service
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- Department of the Treasury
- Homeland Security
- San Diego Airport, California
- Air Force
- Nashville and Davidson County, TN
- Court Services and Offender Supervision Agency
- Peace Corps
- FEMA
- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
- Office of the Governor, Washington
- American Institutes for Research
- USAID
- NOAA
- American Society for Microbiology
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- Small Business Administration

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

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## Registration Form

*Please photocopy for group members.*

Yes, register me for the Sept. '12 Social Media for Government Communications Conference in DC.

### Please check:

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

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Morning Workshop A: Social Media 101: Popular Social Media Tools - What They Are And How To Use Them To Maximize Your Communication Effectiveness
  - Pre-Conference Afternoon Workshop B: More Than Just Checking A Box: How To Engage Your Citizens And Stakeholders Sincerely And Substantively Using The Latest Social Media Tools
  - Post-Conference Morning Workshop C: I've Chosen My Communication Tools, Now What? How To Develop And Implement Compelling Content For Your Social Media Communications Strategy
  - Post-Conference Afternoon Workshop D: From Passive To Active Listening: How To Understand, Leverage And Measure Your Social Media Initiatives In A Hyper-connected World
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

Name: \_\_\_\_\_

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