**Back By Popular Demand…The 15th Forum From The
Advanced Learning Institute's Acclaimed Executive Training Series For
FEDERAL, STATE & LOCAL Government Communicators...**

SMGOV **SOCIAL MEDIA for Government**

How To Engage Your Employees And Citizens By Using The Latest **Web 2.0 Technologies** To Drive Communication Results

March 10 - 12, 2010 • Washington, DC

Rave Review from a Past A.L.I. Social Media for Government Conference Attendee:
*"I learned more about social media tools in two days than I could have researched on my own in weeks.
I'm going back to the office to redo and improve my social media plan. Thanks!"*
V. Murray, Supervisory Congressional Liaison
DEFENSE SECURITY COOPERATION AGENCY

To Register, Call (888) 362-7400 -or- (773) 695-9400
Save 25% -- Bring Your Marketing, HR & Communications Team!

or register online at www.aliconferences.com

KEY TAKE AWAYS:

Attend this conference to learn how to capture the power of social media in your organization, along with helpful tools, tips and techniques to get started, including:

- **Developing** a social media (blogging, Twitter, podcasting, wikis, social networks, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Communicating** more effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, video podcasts, and much more
- **Measuring** the effectiveness of your social media strategy and determining its value within your organization
- **Strategically** using Twitter, Facebook, and LinkedIn in your organization
- **Understanding** how social media can be vital during an emergency, such as an earthquake or fire
- **Monitoring** social media for your organization,

SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on how to engage your employees and citizens by using social media from leading government agencies and organizations, including:

U.S. Department of Defense

Central Intelligence Agency

Internal Revenue Service

U.S. Army Public Affairs

National Wildlife Federation

U.S. Department of Agriculture

City of Raleigh, North Carolina

Naval Air Warfare Center Training Systems Division

U.S. Department of State

Court Services & Offender Supervision Agency

Defense Information School

National Oceanic and Atmospheric Administration

whether you are participating or not

- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Operating** social media tools within the boundaries of government restrictions and firewalls
- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Maximizing** awareness of your agency's mission to the public
- **Learning** how to easily communicate to the public through external blogs, podcasts and video podcasting
- **Assimilating** cutting-edge communication techniques and tools presented by your peers who are already using social media
- **Utilizing** social networking tools as sources of information that the public can use and trust
- **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future

Presented by:

Your Government & Communications Training Partner Since 1997

All conference attendees will be invited to expand their network and continue the conversation in the conference wiki - - you'll be using social media immediately!

National Institutes of Health, U.S. Department of Health & Human Services

National Defense University

City of Richmond, Virginia

Porter Novelli

Navstar, Inc.

Success Communications Group

Supporting Organizations:

Federal Communicators Network

WHY IS THIS EVENT ONE YOU CAN'T MISS?

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

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MAXIMIZE YOUR TRAINING!

Choose From Two Workshops For Ultimate Value And Learning!

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

- **Pre-Conference Morning Workshop A –**

  Wednesday, March 10, 2010: 9:00 a.m. – 12:00 p.m.:
  Social Media 101: How To Integrate Social Media Into Your Communications Plan - -
  Answering Your Toughest Questions On How To Get Your Agency Started By Using The Right Tools, Managing The Process And Tracking Results

- **Pre-Conference Afternoon Workshop B –**

  Wednesday, March 10, 2010: 1:30 p.m. – 4:30 p.m.:
  Social Media Strategies At Work:
  How Social Sites, Metrics And Reporting Data Can Prove This Value To Your Senior Management

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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**
- **Public Relations**
- **Public Information**
- **Internal Communications**
- **External Communications**
- **Employee Communications**
- **Employee Relations**
- **Marketing**
- **Web Communications**
- **Human Resources**
- **Organizational Transformation & Development**
- **Executive Communications**
- **Change Management**
- **Publication & Web Content**
- **Communication Consulting**
- **Communications Management**

- **Electronic Communications**
- **New Media/Interactive Media**
- **Community Relations**
- **Technology**
- **Digital Strategy**
- **Training & Development**
- **Outreach**
- **Journalism/Reporting**
- **Information Services & Systems**
- **Administration**
- **Program Management**
- **Customer Service & Satisfaction**
- **Evaluation**
- **Research**
- **Intranet & Internet**
- **Communications 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 communication results. You will benefit from:

1. **More than 20 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work

2. **Over 20 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 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 strategies and processes** from leading practitioners like the **U.S. Department of State, National Wildlife Federation, Internal Revenue Service, City of Richmond, Virginia** 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 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…

Dear Federal, State and Local Government Communications Professionals:

In the early days of the Internet, now referred to as Web 1.0, the conventional approach was to create websites and measure success in terms of 'eye balls' and 'stickiness.' Web 2.0 has changed this dramatically. Today's Internet has successfully evolved into a platform, based on XML, that we all collectively program each time we log on. This "Web 2.0" world, or social media, is full of RSS feeds, embeddable html, links and video. People are living their online lives in a distributed fashion, requiring your organization to be open, fluid and exist in multiple places at one time.

Another level of complexity in this new environment is that everyday citizens are empowered with tools that allow them to create, publish and distribute their own thoughts, opinions and expertise on a global scale. And, in many cases, these

voices are as influential as journalists, industry experts and Government officials. In other words, you have lost 100% control of your brand. It isn't what you say it is, but what Google says it is.

So, is all hope lost? Not quite. Another important aspect of social media is that it allows you to listen to conversations in areas where you may not have been invited in the past. And you can do so in real time. This provides tremendous opportunity for government communicators to understand the issues that concern citizens, as well as determine how best to engage them in conversation and provide solutions.

How Will This Conference Help You And Your Organization?

At this conference, you will hear proven strategies and practical experience, from leading organizations and practitioners, on how to use social media tools to change the way your organization communicates, collaborates, and shares information, including how the:

- **Court Services & Offender Supervision Agency** uses social media, combined with traditional communication tools, to promote their Fugitive Safe Surrender program to offenders and their families as a legitimate and safe opportunity

- **City of Raleigh, North Carolina** used creative budgeting and collaboration to get their social media video project off the ground

- **National Institutes of Health** started producing regular video programs and content, plus how video is repurposed for other social media applications

    Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "Social Media for Government: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," this March in Washington, DC. Take this opportunity to hear from leading communicators and organizations that are already using social media to change the way their organizations operate and communicate, and how they engage key stakeholders.

I hope you will join us as we plan for social media successes throughout the New Year!

Eddie Garrett, Senior Vice President, Digital
PORTER NOVELLI
Conference Chairperson
Eddie Garrett, Senior Vice President, Digital, leads all aspects of digital strategy and implementation communications for Porter Novelli's Washington, DC office. He brings extensive experience in external and internal communication strategies and is an expert in building successful digital businesses and implementing innovative social media campaigns.

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:

"Very pleased. I got something valuable from every session. Thank you!!"
S. Eyshner, Supervisor
TEXAS WORKFORCE COMMISSION

"The content was great – real people in our world doing real things with the topic."
A. Davison, Web Services Manager
CITY OF SCOTTSDALE, ARIZONA

"Good blend of strategies and tactics. Excellent speakers."
Z. Brunner, Business Specialist
NIST

"Good mix of information on how to integrate social media, both internally and externally, into your organization's technology communications plan."
T. Willson, IT Director
CITY OF OWASSO, OKLAHOMA

"I 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

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

"The content was great – real people in our world doing real things with the topic."
A. Davison, Web Services Manager
CITY OF SCOTTSDALE, ARIZONA

"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

"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

"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: Wednesday, March 10, 2010

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.

Social Media 101: How To Integrate Social Media Into Your Communications Plan - - Answering Your Toughest Questions On How To Get Your Agency Started By Using The Right Tools, Managing The Process And Tracking Results

This workshop will walk you through a step-by-step process to start sharing within other government agencies and constituents, focusing on internal versus external communications. This session and interactive discussion will dive deeper into success stories and implementation strategies when it comes to the digital divide of the Government, both inside and outside of the firewall.

You will learn how government agencies are using social media to reach their constituents, as well as communicate to each other within the office, even to the next cubicle. We will also discuss what the best social media methodology is and why it could be the answer for your approach in communicating with others.   You may think "Facebook" or "Twitter" is the answer to sharing. But it may not be that simple.

The goal of this workshop is to prepare you to make a knowledgeable transition into effective communication and workflow using software as a service or other Web 2.0 applications in an enterprise manner. While there is much good being done by social media/web evangelists — those intrigued should not get caught in the glamour and glitz of something new, but strategically plan around what the problem is that an organization is trying to solve. Identifying the problems, in detail, before you have a solution in mind will help you choose the right tool for the job.

Sounds a little old school right? It should — using social media is just a new way of doing old business.

The following questions will be answered, helping your agency launch social media into your communications plan, including:

- What is my mission?
- Who is my target audience?
- How do I communicate now?
- What social media tools are right for my agency?
- How can I create a community and manage it?
- How can I convince management? Participants?
- How do I manage workflow?

- How can my managers see productivity?
- How can I pick the right tools for the job?
- When can my agency expect results?
- When is it time to make a push for the next big thing?
- Who should be my organization's champion?
- What kind of social media should be used?
- How do I make my site look/act Web 2.0?

WORKSHOP LEADER: Andrea Baker is the Director of Enterprise 2.0 for Navstar, Inc, under which she is a consultant for the Federal Government and private industry. She has supported various agencies throughout her career such as the CIA, DIA, NSA, NOAA, and the Pentagon. Ms. Baker helps her customers utilize social media tools as Enterprise 2.0 solutions effectively. She specializes in the user community advocacy and an application developer liaison, through tools like wikis, blogs, and other social web technologies. In July 2009, Ms. Baker became Executive Vice President and Programming Director of the Social Media Club – Washington, DC.

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

Social Media Strategies At Work:
How Social Sites, Metrics And Reporting Data Can Prove Value To Your Senior Management

This workshop will address how your agency can create your social media program and sell it to your management. Many organizations know social media exists, but there is hesitance with some management on the value it will provide.

Government examples will be addressed to show why and how social media strategies can benefit your organization. We will also discuss how to build custom social sites and link to current popular sites, giving your organization a way to provide data-capture ability and metrics to give more value to your social media program. The reporting will give you a way to approach your management with metrics to show them how it works and how it can be incorporated in your marketing strategies.

In this workshop, you will take away strategies on how to:

- Choose the sites that will work best for your organization

- Create a site that is customized to your organizational goals and brand

- Design your site to reach and educate your customers

- Offer better reporting/analytics on visitor demographics to your senior management

- Use the data to approach your management on the value social media offers

- Implement the programs and gain a greater understanding of what is involved in site maintenance

WORKSHOP LEADER: Sandy Miller, Director of New Business Development at Success Communications Group, has worked in marketing and advertising for over 20 years. During that time she has had the opportunity to work for agencies and as a freelance consultant. For the past 5 years she has worked for Success Communications in new business development. She is responsible for bringing in new business and consulting with the client to develop their marketing plans. Sandy manages projects that include web development, social networking, interactive media, marketing, advertising and promotional materials.

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AGENDA - DAY 1: Thursday, March 11, 2010

8:00 a.m.
Registration & Continental Breakfast

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

Eddie Garrett
Senior Vice President, Digital
PORTER NOVELLI

8:45 a.m.

CASE STUDY

Web 2.0 In The Intelligence Community: Implementing Social Software In A Need-To-Know Culture

In the wake of 9/11 and the failure to find weapons of mass destruction in Iraq, the Intelligence Community is re-examining its business processes to make more accurate and timely judgments about the threats facing the United States. A community of individuals from within the 16 intelligence agencies believes that the transparency and emergent nature of social software tools will aid in better assessments, while also transforming a culture that has relied upon placing information into "stovepipes".

Four years into that effort, you'll hear about the CIA's best practices and lessons learned, in implementing social media, including:

- How to foster a bottom-up, viral approach to adoption

- The various roles that blogs, wikis, and social tagging play and how to replace existing processes with them

- How individuals can play a leadership role by engendering network effects

- What role managers and senior leaders can play in this new environment

- How sensitive or proprietary information can be protected via a concept called "breadcrumbs"

- The importance of working topically versus organizationally

- The role of "gardeners" in maintaining the health and vibrancy of your social software space

You won't want to miss this update to a past, top-rated session!

Don Burke, Intellipedia Doyen
Sean Dennehy, Intellipedia and Enterprise 2.0 Evangelist
CENTRAL INTELLIGENCE AGENCY

9:30 a.m.

Break-Out Blitz!
Network And Discuss Social Media Challenges With Your Fellow Conference Attendees

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

10:00 a.m.

Morning Refreshment & Networking Break

10:30 a.m.

CASE STUDY

How To Maximize Your Mission's Mandate By Blending Social Media And
Traditional Communication Tools To Engage Your Audiences

Fugitive Safe Surrender was a government program that encouraged those wanted for non-violent felony or misdemeanor crimes in the District of Columbia to surrender voluntarily to faith-based leaders and law enforcement in the safe confines of a church.

In this session, you will learn how social media, combined with traditional communication tools, were used to promote the Fugitive Safe Surrender program to offenders and their families as a legitimate and safe opportunity. You will walk away with tools to use when launching your own communications program, including:

- Why traditional campaign strategies were insufficient

- The benefits of using social media strategies in "hard to penetrate" markets

- The roles of the workforce within a social media campaign

- Which social media strategies worked best – and what didn't

Timothy Barnes, Enterprise Director
Leonard Sipes, Senior Public Affairs Specialist
COURT SERVICES AND OFFENDER SUPERVISION AGENCY

11:15 a.m.

CASE STUDY

A Grassroots Approach To New Media:
How Blogs And Wikis Can Influence And Encourage Cultural Transformation In Your Organization

The U.S. Department of State's Office of eDiplomacy represents both organizational and technological innovation to foster collaboration and knowledge-sharing within the U.S. Government's oldest cabinet department, as well as with other federal agencies. eDiplomacy uses blog-based communities, an enterprise wiki and other tools to improve the ability of America's diplomats to access and contribute knowledge anywhere at anytime. These grassroots programs have succeeded despite sharply departing from State's traditional organizational boundaries and command-and-control "clearance" culture.

During this session, you will learn about:

- The evolution of Communities @ State and the Diplopedia wiki from their low-key launches to wide-spread adoption by Department of State personnel

- Key success factors, some hard lessons learned, and the relationship of the programs to other knowledge initiatives

- How eDiplomacy has dealt with phobias about the uses (and misuses) of new media

- Prospective initiatives to advance social media and social networking in the State Department and with State's partners inside and outside the U.S. Government

Robert M. Watts, Chief, Diplomatic Innovation Division, Office of eDiplomacy,
Bureau of Information Resource Management
U.S. DEPARTMENT OF STATE

Kimberly Allred, New Media Advisor, Office of e-Diplomacy, Bureau of Information Resource Management
U.S. DEPARTMENT OF STATE

12:00 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.

1:30 p.m.

CASE STUDY

How To Make The Audio To Video Jump: Getting Started With Vodcasting

So you have a podcast and want to add video? Or you want to just jump right in to video podcasting/vodcasting?

In this session you can learn what it takes to make the jump to video. You will see specific examples of how the NIH produces regular video programs and content, plus how video is repurposed for other social media applications.

You will get to follow a story through the entire development process, from concept and press release, through recording and editing, to posting of audio and video to iTunes and YouTube.

In this session, you will learn:

- The importance of planning ahead and setting expectations: results and impact are measured against those expectations

- How to identify the strengths of existing materials to see if and how they can evolve and be transformed into visually attractive social media content

- What common mistakes to watch out for and what you can do to make your material stand out in a crowded, new medium

- How to adapt according to audience: the similarities and differences between press releases and podcasts, newsletters and vodcasts

- How much it costs to vodcast vs. podcast – what are the investments in time and equipment you may need to make

- Measurement: tips to determine if outreach is meeting goals

Joe Balintfy, Information Development Specialist
News Media Branch, Office of Communications and Public Liaison, Office of the Director
NATIONAL INSTITUTES OF HEALTH,
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

2:15 p.m.

CASE STUDY

Coordinating Your Social Media Launch While Staying In Budget

After the launch of the step-by-step *Development Services Guide* targeted for the professional developer/builder, the City of Raleigh, North Carolina, began looking for ways to address another segment of their customer base. This group is the do-it-yourself home improvement guy or gal. This group would find the *Development Services Guide* a daunting, overwhelming sea of information. The goal was to provide the do-it-yourself person a quick and easy way to understand the overall process described around project types (i.e. decks and screened-in-porches, swimming pools and hot tubs, enclosed spaces and when a permit is required). Video seemed like the logical media to provide a means of show and tell for what can be highly technical information.

The next step was to figure out how to make this happen during the current budget restraints. The City of Raleigh was in the midst of a hiring freeze and the office had no experience in the area of video. The City however, discovered some wonderful resources to help leverage these projects. Over a ten week period, the City created four How-to Compliance videos to help their customers understand the benefits of having their home improvement project permitted and inspected. These videos are available on the City's website, on their YouTube channel and on their Facebook user group.

You will take away lessons the City had to learn, specifically focusing on:

- Creative budgeting to get a project off the ground
- Establishing an overall focus of video segments
- Filming, interviews, script writing
- Coordination with other departments to make the project a success
- Marketing the final product so that you get the best return on your investment

Sharon G. Felton, Public Information Officer, City Manager Office
Development Services Division
CITY OF RALEIGH, NORTH CAROLINA

3:00 p.m.

Afternoon Refreshment & Networking Break

3:15 p.m.

Incorporating Social Media Into Your Workplace: How To Convince Your Senior Leaders And Empower Your Staff To Spread Your Organization's Message

Social media is often perceived as a waste of time or yet another task. The National Wildlife Federation has found that this isn't always the case. Their social media strategy empowers a number of staff and programs to find their niche while using social media. They have discovered that when done right, social media can greatly improve the efficiency of internal and external communication.

In this session, we will discuss everything from tools used to save time, to how to trust staff to disseminate important messages. You will learn from the National Wildlife Federation on how your organization can:

- Measure results when each program has a different goal
- Choose the right tools that make internal communications better
- Convince senior leaders the value of social media
- Empower the right staff to spread your organization's message

Danielle Brigida, Social Media and Outreach Coordinator
Kristin Johnson, Web Producer
NATIONAL WILDLIFE FEDERATION

4:00 p.m.

Maximum Communication, Minimum Delay:
Linking Practice, Security And Policy In A Networked Web 2.0 World

The U.S. Department of Defense (DoD) has been a leader in the development of community in the "New Media" global information environment. "New Media" is no longer "new," neither are the basic principles that guide conduct that communicates and protects your reputation as well as the network. In this session, you will learn DoD best practices in the Web 2.0 world. It's about working differently.

This session will help you prepare your organization to join this new information and communication revolution, by:

- Using established principles and policies to open the door to new social media tactics and procedures
- Understanding the differences between how we have been working and how we could be working to maximize productivity and results

Jack Holt, Senior Strategist for Emerging Media,
Office of the Assistant Secretary of Defense for Public Affairs
U.S. DEPARTMENT OF DEFENSE

Staff Sergeant Joshua Salmons, Instructor
DEFENSE INFORMATION SCHOOL

4:45 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.

AGENDA - DAY 2: Friday, March 12, 2010

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.

CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation:
Moving Influencers Into Action: How To Make The Most Of Your Social Media Campaign To Spread Your Message, Engage Your Audience And Persuade Decision Makers

As the Association of American Medical Colleges (AAMC) knows well, moving influencers to action is not that simple. Now more than ever, government funding is at a premium. There are a host of important issues – from our Nation's security to environmental concerns to the sub-prime mortgage crisis – all seeking an infusion of tax dollars. Moreover, federal lawmakers are besieged from every direction – being asked to care for and support them all. The AAMC's challenge is to persuade and convince lawmakers, through their constituents, to make sure the National Institutes for Health (NIH) funding rises to the top of their priority list by the time they begin to discuss the 2010 budget.

By augmenting the standard media buy with some basic social media, Porter Novelli worked to ensure "word-of mouth" endorsements and viral marketing activities gained additional champions on this issue. Horizontal influence strengthened the campaign, Research Means Hope, by building community over the long-term.

In this session, you will hear about the AAMC's approach to the social media space and how they spread their message and engaged their audience. Learn from their approach and how your agency can also best utilize the following tools:

- **Facebook** - providing a visible platform for promoting the need for medical research funding. This included the creation of a Facebook page, that allowed supporters to join the cause, and also incorporated branding from the campaign

- **Twitter** - a platform for direct messaging about updates, news and information to the community used to identify appropriate individuals to "follow" in the targeted districts

- **Campaign Widget** – emailed or embedded onto other websites that may want to feature the campaign. The widget was also used to direct individuals back to the ResearchMeansHope.org website.

- **Blog Outreach** - bloggers help keep the lack of medical research funding present and alive in the digital space. This was crucial to the overall integrated campaign and helped to establish the need for medical research funding and enlist online influencers to help spread the word.

Finally, you will learn about the transition from the social media engagement campaign to the Coalition.

Eddie Garrett, Senior Vice President, Digital
PORTER NOVELLI

9:30 a.m.

CASE STUDY

Expanding Your Recruiting Communications Reach Into Virtual Worlds And Social Networks

Since 2000, the Internal Revenue Service (IRS) has used a comprehensive recruitment marketing and advertising plan to support its annual hiring goals. In 2008, the IRS began a small project to explore the use of virtual worlds and social networks as recruitment marketing and advertising channels.

In June of 2008, the IRS project team began construction of an IRS Careers Center in the Second Life virtual world, operated by Linden Labs. Soon, the IRS found out that holding job fairs in Second Life was going to be way too expensive and presented multiple technological challenges. But, they also discovered how to use Second Life as a low-cost communications channel that reaches into this exciting community of over 15 million people worldwide.

This session will discuss their successes and lessons learned with the IRS Careers Island, and give insight into their:

- Communications model and how your organization can shape it's communications and recruitment strategy
- Resources and technology model, and how your agency can make the most out
  of low-cost communications channels
- 2010 goals and advice on how your agency can start using social networking to recruit top talent

Frank Stipe, IRS Second Life Project Team Leader
Mona Jain, Senior Policy Analyst
INTERNAL REVENUE SERVICE

10:15 a.m.

Morning Refreshment & Networking Break

10:45 a.m.

CASE STUDY

Empowering Your People: How To Harness The Power Of A Million Using Social Media

The U.S. Army jumped into the social media space in January 2009, when it formed the Online and Social Media Division. Since then, it has launched an official Facebook fan page (now 50,000 fans strong), an official blog page and increased the capabilities and interactions across a host of social networking sites.

At the core of these outreach efforts is the body of individuals supporting and empowering Army Public Affairs as they tell THEIR Army strong story. Through the military blogosphere, moms on Facebook and other key demographics, the U.S. Army is able to communicate key messages, as well as gather feedback.
Learning from the Army's widespread experience with social media, your agency will take away lessons on:

- Government crowdsourcing – how to pull ideas and information from your community
- Engaging the blogosphere – why you should start there first, and how
- Strategy – why it's important, even in the social networking space
- Personality – how a brand like the U.S. Army has to keep it personal
- Culture change – why it has to happen to create a successful social media campaign

Lindy Kyzer, Online and Social Media Division, Office of the Chief of Public Affairs
U.S. ARMY PUBLIC AFFAIRS

11:30 a.m.

CASE STUDY

Adding Social Media To Your Communications Toolbox: How To Make It Work Best For Your Overall Strategy

In October 2009, the National Ocean Service (NOS) was not using *any* social media tools to deliver its messages. Since that time, NOS has developed RSS feeds; began offering two bi-weekly audio podcasts; and launched a Twitter account, a Facebook page, a YouTube channel, and a Flickr page.

For NOS, the use of these social media tools is not about the tools themselves, but about the overall communication goals of the organization. NOS started social media efforts not by asking, "What social media tools do we want to use?" Instead, NOS looked at overall goals and objectives and then considered what tools (social media or otherwise) would be most effective in reaching those goals. The agency then built a measurable strategy that fit within the NOS communications goals and within constrains of limited staff resources.

This session will focus on keys to success, including:

- Connecting social media to overall communications goals

- Building a team needed to tackle content and technical issues

- Developing written operating plans that provide guidance and help set parameters on the focus and scope of these tools

Emily Crum, Chief, Communications and Content Services Branch, National Ocean Service Communications & Education Division
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

12:15 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.

1:45 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 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 initiatives.

2:30 p.m.

PANEL DISCUSSION

Reaching Across Organizations With Virtual Worlds

The Government is searching for ways to share resources and communicate across organizations. Social media tools provide the means. This panel will discuss three cross-government models that have been or are being developed using virtual worlds as the social media tool. Models represented will include: Federal Consortium for Virtual Worlds, USDA/IRM College, a trusted source-hosting pilot, and Team Orlando Project.

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

- Work across organizations using social media as the vehicle

- Create common structures to share resources, best practices, take advantage of economies of scale, etc.

- Identify and address thorny problems that arise in projects across organizations

Beverly Gay McCarter, Education Innovation Specialist
Information Resources Management College
NATIONAL DEFENSE UNIVERSITY

Alexander Pyle, PMP, IT Specialist, Office of the Chief Information Officer
U.S DEPARTMENT OF AGRICULTURE

Karen Cooper, Branch Head, RDT&E, FEDSUN, FLR, DREN Networks
Naval Air Systems Command, Team Orlando
NAVAL AIR WARFARE CENTER TRAINING SYSTEMS DIVISION

3:15 p.m.

Afternoon Refreshment & Networking Break

3:30 p.m.

CASE STUDY

How To Leverage Data Patterns And Build Your Social Media Policy While Developing Your Community

Cities, since the beginning, have been developing the fine art of community building, which any good social media expert will tell you that's what social media really is. Community Development, the process of making people feel connected to one another, is a base mission of what cities do. Every business unit within a city has some data pattern that can be leveraged though a social media platform to improve community development.

Trying to get one's arms around social media and a municipality's enterprise data "profile" often seems like holding onto a very large ball. How do we break this problem up into small, repeatable processes that can bring several small wins and direct the future of community building on the local level?

This session will explore how your organization can build community through:

- Data patterns – building flow charts that address the types of social platforms needed
- Data layers – How to maintain it while keeping the information yours
- Brand management
- Building policy – "the living document"
- Responsibility to your citizens

Steven Hagen, System Support, Department of Information Technology
CITY OF RICHMOND, VIRGINIA

4:15 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.

Eddie Garrett, Senior Vice President, Digital
PORTER NOVELLI

4:30 p.m.
Close Of General Sessions

or register online at www.aliconferences.com

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/.

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.

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.socialmediaclub.org/.

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/.

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 public leaders to share resources, knowledge, and experience. We accomplish our mission by working in three core areas: high-quality executive education in leadership and public management, research on state-of-the-art public management policies and practices, and expert management advice.

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/.

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/

GovLoop.com is the social network developed by and for the government community. As featured in the Washington Post and Federal Times, the site is the true "Facebook for Government" and currently connects over 14,000+ federal, state, and local government employees.

For more information, please go to http://www.govloop.com/.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Westin Washington, D.C. City Center
1400 M Street NW
Washington, DC 20005
Phone: (202) 429-1700
Toll free: (888) 627-9035
http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1761

For the conference, a limited number of rooms have been set aside at the government per diem rate of $207/night. Please contact the hotel directly when making your reservation. Please be sure to call the hotel as soon as possible, to help ensure this rate and mention that you are attending the Advanced Learning Institute event. We recommend that reservations be made early as space is limited.

The Westin Washington, D.C. City Center's central location makes it easy to enjoy the nation's capital and the world-renowned buildings and historical monuments found throughout the city. Here for business – the new Washington

Convention Center is just five blocks to the east. Ready to see the nation's sights – the White House is just five blocks to the south. Looking for excitement – the city's vibrant nightlife comes alive after dark with an abundance of restaurants and entertainment options. Shops and nightclubs are just four blocks to the west on Connecticut Avenue. The location is served by two metro stations: McPherson Square on the Blue/Orange lines and Farragut North on the Red line. The closest airport is just 5 miles away at Ronald Reagan Washington National Airport (DCA).

Join us in Washington, DC, for A.L.I.'s 15th "Social Media for Government conference" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

Photo courtesy of WCTC

For more information, discounts and maps for your visit to Washington, DC, please 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, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Pricing:
Conference Only (March 11th & 12th)	$1,699
Conference Plus **One** Workshop	$2,099
Conference Plus **Two** Workshops	$2,399
Conference Workbook Only	$199.00* + $20.00 S&H
*IL residents will be charged 9.75% 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, training form, or purchase order hold will be taken to ensure your space.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least $1,699! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments—register together with your colleagues from another agency and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (by February 23rd) a $150 service fee will be charged and a credit memo will be sent

reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (after February 23rd) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges. The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

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

WE GUARANTEE RESULTS:

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

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

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Fairfax County Government
- Department of Transportation
- CDC
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
- Army
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA
- City of Las Vegas , NV

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

- 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
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Registration Form
Please photocopy for group members.

☐ Yes, I'd like to register for the March 2010 Social Media for Gov't. conference in Washington, DC

Please check:

E-mail Priority Code:_____ Amount Due:_____

☐ Conference Only

☐ Conference Plus Workshop(s):

    ☐ Pre-Conference Morning Workshop A: Social Media 101: How To Integrate Social Media Into Your Communications Plan - - Answering Your Toughest Questions On How To Get Your Agency Started By Using The Right Tools, Managing The Process And Tracking Results

    ☐ Pre-Conference Afternoon Workshop B: Social Media Strategies At Work: How Social Sites, Metrics And Reporting Data Can Prove This Value To Your Senior Management

☐ I would like to order a conference workbook only
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