

Don't miss the 24th updated forum packed with the latest tools, tips and techniques to help you transform the way you communicate with your employees and citizens!

SOCIAL MEDIA for Government

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

February 14 - 17, 2011 • Washington, DC

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

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

NASA Ames Research Center

U.S. Small Business Administration

National Cancer Institute

U.S. Holocaust Memorial Museum

Metropolitan Washington Council
of Governments

Bureau of Navy Medicine and Surgery

City of Milwaukee, Wisconsin

Northern Virginia Regional Commission

The John Scott Dailey Florida
Institute of Government,
University of Central Florida

AmeriCorps VISTA Outreach Unit,
Corporation for National and
Community Service

Global Healthy Living Foundation, Inc.

Genome Alberta, Canada

IBM Center for the Business
of Government

Booz Allen Hamilton

Campaign Consultation, Inc.

Beekeeper Group

BatesHook

Water Words That Work, LLC

INgage Networks

Presented by the
Advanced Learning
Institute



WHAT YOU WILL LEARN

Attend this updated social media for government conference to hear the latest practical advice from other government social media initiatives. You'll leave with tools, tips and strategies for:

- **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
- **Enabling** conversation and collaboration
- **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 demonstrating its value within your organization
- **Monitoring** social media for your organization, 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

OFFICIAL MEDIA PARTNER

brandchannel

SUPPORTING ORGANIZATIONS



Federal Communicators Network



Register by December 17th 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

Social Media for Government - February 14-17, 2011

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

Employee Communications & Relations

Marketing

Organizational Transformation
& Development

Human Resources

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

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

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 in this social media 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."

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 the latest Web 2.0 technologies and social networks to drive communication results. You will benefit from:

- **24 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
- **Over 27 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details
- **An abundance of networking opportunities** -- you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of social media strategies and processes** from leading practitioners like the **U.S. Department of Defense, National Cancer Institute, Genome Alberta, Canada**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **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 social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to engage your employees and citizens** by using social media from leading government agencies and organizations
- **Access to the conference wiki** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool



Dear Federal, State and Local Government Communications Professionals:

The Internet is maturing from a vast encyclopedia of information into a hotbed of innovation, constantly spinning out tools for connecting people and discovering, manipulating, and analyzing information. Government employees and private citizens alike expect the same functionality they enjoy on blogs, mobile apps, LinkedIn, DataMasher, Twitter, Facebook, and del.icio.us, to be available from their local, state, and federal governments. The flexible, transparent nature of these tools enables anyone to communicate and collaborate with others regardless of physical, cultural, or political barriers. Just while you read this, someone, somewhere could have launched an online campaign to support or defeat your latest public policy initiative. How can government keep up?

The age of social media has arrived whether we like it or not– the public sector can't afford to miss out on learning how these tools are being used in this new interactive environment!

Social media, also known as Web 2.0, has created a new way of communicating. Today's government organizations must embrace the new forms of communications, including blogs, wikis, podcasts, vodcasts, widgets, and social bookmarking to stay competitive and maximize efficiency in decision-making efforts faced everyday. **It is your responsibility, as a government communications leader, to inspire and educate your agency in the latest tools and trends that encompass the newest world of communications: social media.**

How Will This Conference Help You And Your Organization?

This conference will help you understand how to engage in social media with your employees, the citizens you serve, and other stakeholders and customers – don't be left behind!

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

Learn how the:

- **NASA Ames Research Center** is using open source software to expand social media practices that enable participation by citizens within government
- **City of Milwaukee, Wisconsin** has done extensive work to establish policies and procedures related to Web 2.0 and has successfully integrated, effectively communicated through this spectrum of new media
- **U.S. Holocaust Memorial Museum** uses gaming techniques and social media to support experiential learning

Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "Social Media for Government," this February 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 key stakeholders. 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. Make your investment pay off even more by bringing a team! Register 3 people and send the 4th for FREE! Call (888) 362-7400 or (773) 695-9400 for more details.

Conference Wiki Available To Attendees

All attendees will be invited to expand their network and continue the conversation in the conference wiki --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.

Register by December 17th to save even more!



Monday, February 14, 2011

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 ALL FOUR Workshops 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: How To Leverage Popular Social Media Tools For Your Organization - - What They Are And How To Use Them

In this in-depth workshop, you will learn about emerging new communication strategies using social media and explore ways to use them to better connect with your stakeholders. You will gain a tactical overview of the latest tools, hear specific government case studies, and explore and discuss ways these methods can be implemented within your agency.

Specifically, we will discuss how your organization can:

- Utilize Facebook, Twitter, YouTube, Foursquare and other social media services
- Leverage technology to engage and collaborate with stakeholders
- Empower existing supporters to spread your message within their own networks
- Achieve organizational “buy in” to implement new programs

WORKSHOP LEADER: Mike Panetta, Partner at Beekeeper Group, is an award-winning public affairs campaign strategist who specializes in using the Internet and social media for creative issue advocacy and grassroots activism.

11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own.

1:00 p.m. to 4:00 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP B

How To Use Social Media And Design To Strengthen Your Government Brand

Social media is undoubtedly a profoundly transformative medium that prompts organization to be more collaborative, explore new levels of transparency and openness, and encourages workers to share and strengthen networks in new ways. Social media, however, is also a highly creative platform that challenges organizations to be more innovative in how their brands resonate with their constituents.

This workshop will demonstrate three projects by three distinct government entities and professional communities that successfully deliver content and immersive multi-media experiences to invigorate how these brands touch (and expand) their audiences.

Specifically, the workshop will dive into social media best practices, how you can best “sell the idea” to your management, and how to:

- Manage projects for your organization’s optimal return on investment
- Attract your audiences using Facebook, Twitter, smartphone applications - all in an attempt to deliver content where you know your customers want to receive content
- Prepare your organization for the growing prevalence and ubiquity of smartphones, and subsequently the need to deliver content on these platforms

WORKSHOP LEADERS: Michael Dumlao, an Associate with Booz Allen Hamilton and also a Digital Art Director, FBI Training Division, specializes in creative multimedia design and social media strategy with a focus on immersive brand experience.

Yancey Hall, Associate with Booz Allen Hamilton, is currently serving the Department of Defense. For about 15 years, Yancey has been a communication, marketing and technology consultant for a broad range of firms and industries, including National Geographic, WPP Group, L-3 Communications and PGI.

Jaclyn Contugno, Associate with Booz Allen Hamilton, currently serves the Department of Homeland Security, Science and Technology. With over six years of professional experience in graphic design, multimedia, and communications supporting government clients, Jaclyn now serves as the lead graphic design and creative task lead for DHS S&T.



Thursday, February 17, 2011

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!

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.

Using Social Media Both Internally And Externally To Re-engage Employees And Citizens, While Tracking And Reporting Your Success

What most organizations fail to understand is the perception that what you produce internally is reflected externally. This workshop will explore how social media can be used to rally internal employees around their organization, its values and purpose. Using social platforms can transform an organization and by leveraging these tools within their own walls, organizations can double the impact of any social media initiative.

Find out how to speedily deploy a range of social media technologies to build and maintain communication channels for internal and external communication. This will help you foster more transparent communication, deliver authentic conversations and build trust with all stakeholders.

In this workshop, you will learn valuable lessons on:

- Which technologies work best – forums, video, various social media platforms
- Overcoming the challenges of gaining budget approval for social media deployment
- Engaging senior administrators and citizens using social media
- Benchmarking success, usage rates and report back results

During the workshop, an actionable plan will be developed, helping organizations remove any barriers to implementation.

WORKSHOP LEADER: Uwe Hook is CEO and Co-Founder of BatesHook, Inc. and a veteran of the advertising and marketing industry with the goal of building connections with people and brands (Mercedes-Benz, IBM, Fleming's Steakhouse, Acura, WellPoint, Purina, Alpo – just to name a few).

11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

1:00 p.m. to 4:00 p.m. – POST-CONFERENCE AFTERNOON WORKSHOP D

Four Steps To Building ROI Through Social Networking: Strategies That Enable Government Agencies To Protect Internal Investments In Social Technologies

The ability to create ROI from social networks requires far more than a simple investment in new technology. Organizations must understand the social science behind these networks that makes building enterprise social platforms successful. Understanding this model helps organizations develop a more comprehensive social strategy – one that allows the networks to deliver real value back to the enterprise in measurable, tangible ways.

In this workshop, we'll explore a four-step process that provides a guide for optimizing social networking in government environments. You will leave with the foundation needed to deliver real, measurable value back to your agency through social technologies, including:

- 1. Clearly define your organization's priority business objective(s) and desired outcome.** We will discuss three examples of measurable business objectives, and show how agencies can adapt these for their goals.
- 2. Understand your universe of networks and determine the interaction that these networks have with your organization.** You will learn how to focus on those networks that offer the largest scope of influence, whether internal or external to the organization.
- 3. Identify which networks are your highest value networks and prioritize the networks based on potential value.** You will discover how to evaluate and prioritize your networks, understanding that simply by virtue of demographics or technology readiness, some are better targets than others.
- 4. Look for integration points among your networks where you can optimize additional value.** To maximize the value of your networks, you will learn about integration points, and how they serve to enhance agency objectives.

WORKSHOP LEADER: Mike Mullen, VP Federal Sector, joined INgage Networks executive team in 2010, leading the company's public sector growth within the federal sector.

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AGENDA - DAY 1 - Tuesday, February 15

8:00 a.m. Registration & Continental Breakfast

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

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

8:45 a.m. CASE STUDY Building Senior Management Support For Your Social Media Programs

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 why it is important to understand the fundamental change wrought by the World Wide Web and the democratization of publishing.

Specifically, this timely session will prepare you to:

- Think strategically about this new media/social media environment
- Understand, from the leadership perspective, why it is important to your organization's reputation to be engaged

Jack Holt, Senior Strategist for Emerging Media
U.S. DEPARTMENT OF DEFENSE

9:30 a.m. CASE STUDY How To Strategically Engage Communities To Action Using Social Media

For more than a decade, the Corporation for National and Community Service (CNCS), the federal agency responsible for AmeriCorps, Volunteers in Service to America (VISTA), Senior Corps and Learn and Serve programs, has strategically engaged citizens to action using social media. Social media has been a centerpiece for CNCS as many national initiatives, such as Martin Luther King Day of Service, AmeriCorps Week, The Communicators' Institute and VISTA were implemented. In this session, you will get a peek at how VISTA is implementing a successful social media strategy for its outreach efforts.

Specifically, you will be exposed to how social media was used to build and sustain networked communities of VISTAs and VISTA alumni, and also hear about the tools used to increase:

- Traffic to the VISTA Campus (VISTA's online learning platform)
- Enrollment in VISTA e-seminars (webshops)
- Interest in the specifics of serving as a VISTA, etc.

In addition, you will learn how your own organization, like VISTA, can manage multiple social media channels while creating online support for current, past and prospective volunteers, by linking the many resources available to them, engaging the community and helping them to be resources for each other.

There will be a focus on the following topics for building your agency's social media impact, such as:

- Clarifying what your program needs to accomplish
- Where can social media best help your programs?
- Understanding your audience(s) and their interests



- Developing a social media strategy
- Transferability – what you can do starting now
- Lessons learned
- Beyond the numbers - what's next for your community?

Zachary Jackson, VISTA Leaders Outreach & Recruitment Specialist
**AMERICORPS VISTA OUTREACH UNIT,
CORPORATION FOR NATIONAL AND COMMUNITY SERVICE**

Michelle Bond, Project Manager
CAMPAIGN CONSULTATION, INC.

10:15 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!

10:45 a.m.



Morning Refreshment & Networking Break

11:15 a.m.



PANEL DISCUSSION

Letting Go And Reaching Out:

Can Agencies Outsource Blogging And Social Media Activities – Yes They Can!

Building a solid online community requires consistent effort and follow-through and this can be challenging for agency staff with other priorities to sustain. In early 2010, some local governments in the Washington, DC area piloted a different approach: they outsourced it.

From their experiences, you will take away lessons from them on how they:

- Defined their audiences
- Measured whether their message got through
- Paid the bloggers based on their success
- Struck a balance between promoting agencies' messages and creating appealing content for readers
- Protected the agencies' reputation while allowing for a free exchange of ideas and opinions

Finally, this panel will share how their results compared to previous efforts and what they would do differently next time.

Steve Bieber, Water Resources Technical Manager
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

Laura Grape, Senior Environmental Planner
NORTHERN VIRGINIA REGIONAL COMMISSION

Eric Eckl, Principal
WATER WORDS THAT WORK, LLC



12:00 p.m.  CASE STUDY

Life-Changing Communications: Using Social Media To Exponentially Expand Your Reach To Multicultural Audiences

Health disparities have been and continue to be a public health challenge. When it comes to cancer, these disparities are particularly pronounced as many members of special populations experience a greater cancer burden by some measures. In response to this, the National Cancer Institute (NCI) developed a special communications component to reach special populations with important news and information about cancer. In the past year, NCI's minority outreach effort has reached new heights through pioneering and embracing social media. Through principally Twitter and YouTube, NCI's multicultural media outreach function has expanded and enhanced its reach exponentially in 2009 and 2010.

For the Multicultural Media Outreach team, social media has actually served as an intermediary to the minority communities as the feedback through social media has helped NCI tailor its outreach approach to be more culturally relevant. The results from employing social media are promising, whether it be steady growth of followers on Twitter or hits for cultural cancer awareness ideas on YouTube.

You will leave this session with many valuable reasons why social media can't be ignored in your agency, including:

- When social media is presented in a culturally relevant way, it is more likely to be used by media outlets that serve minority populations
- How social media tools can enhance and increase the reach of traditional media tools, including the reach of special populations/communities
- YouTube, and how this tool provides a dynamic way to personalize the dissemination of communications; it can work especially well for tailoring information to minority populations
- How to point people in multicultural communities to government resources

James Alexander, Public Affairs Specialist, Office of Communications and Education
NATIONAL CANCER INSTITUTE

12:45 p.m.

Lunch On Your Own -- But Not Alone!

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

2:15 p.m.  CASE STUDY

Integrating Social Media Into A Crisis Communications Plan During Disaster Response

Highly trained Navy Medicine personnel deploy with Sailors and Marines worldwide - providing critical mission support aboard ship, in the air, under the sea and on the battlefield. During times of great disaster, the Navy is often the first responder providing needed humanitarian relief to those in need. Navy Medical personnel were among the first to arrive in Haiti following a 7.0 earthquake on January 20, 2010, that left more than 230,000 dead.

Effective crisis communications requires full integration and alignment of all channels of communication including social and mainstream media. Navy Medicine made effective use of social media during this disaster response mission that helped convey facts about numerous accomplishments as well as engaging potential negative stories via social media to good effect. Through proactive use of mainstream and social media, more than 200 million were introduced to Navy Medicine's role in Humanitarian Assistance missions.

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AGENDA - DAY 1 - Tuesday, February 15

Participants will leave with new information and understanding on how to fully utilize social media tools in conjunction with traditional communication channels during disaster and crisis situations.

Specifically, you will leave this timely session on how your organization can begin to:

- Integrate social media into your crisis communications plan
- Monitor social media sites to gain awareness of developing issues involving your organization
- Communicate with relief workers and non-government organizations through social media to keep lines of communication open
- Measure social media and keep using it on a shoestring budget

Joseph "Cappy" Surette, Navy Captain

BUREAU OF NAVY MEDICINE AND SURGERY

3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.



Utilizing Social Networking Tools, New Media And Mobile Media To Advocate And Educate Your Audience

The Global Healty Living Foundation (GHLF) utilizes social networking channels through disease-specific web sites, such as CreakyJoints for arthritis (<http://www.CreakyJoints.org>), CreakyBones for osteoporosis (<http://www.CreakyBones.org>) and RedPatch for Psoriasis (<http://www.RedPatch.com>) – with membership of patients, caregivers and providers averaging 40,000.

You will hear examples of how the GHLF has mobilized patients for the purpose of advocacy and education utilizing social networking tools, new media and mobile media outlets.

In this eye-opening session, you will take away lessons on how your organization can:

- Mobilize constituents (members, patients, etc.) to encourage word-of-mouth awareness
- Amplify engagement between these groups using social media
- Integrate new media and mobile media to achieve success

Seth Ginsberg, President

GLOBAL HEALTHY LIVING FOUNDATION, INC.

4:00 p.m.



Leveraging Social Media To Foster Economic Development: Discovering New Tools That Help Employees Work Smarter And Be More Responsive

The U.S. Small Business Administration (SBA) will highlight how they are using digital solutions to better inform, support and listen to the Nation's entrepreneurs. SBA continues to launch and explore new tools in an effort to be ... well, as "entrepreneurial" as their customers. The team will showcase new features of SBA's re-launched website, explain the Agency's communication and outreach strategy, and discuss tools they believe allow their employees to work smarter and be more responsive, helping you identify and implement their tactics to your organization.

Finally, SBA will cover strategies that can also be applied to your organization, including:

- Utilizing popular social media tools like Facebook, Twitter, and YouTube to connect with your target audiences

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- Launching open platforms to foster citizen innovation and build online communities by connecting the dots – how SBA plans to enlist employee power, partner “smarts”, and the lending community
- Building content and tools and then giving them all way...through creative common licensing and public/private “challenges”

Jack Bienko, Deputy Director for Entrepreneurship Education
Nancy Sternberg, Program Manager for eGov and Communications
U.S. SMALL BUSINESS ADMINISTRATION

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

RAVE REVIEWS FROM A PAST SOCIAL MEDIA CONFERENCE ATTENDEE:

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

C. Heck, Public Affairs Officer
U.S. FOREST SERVICE

The conference was good for my organization and for me personally."

J. Blair, Public Affairs Specialist
U.S. DEPARTMENT OF COMMERCE

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

A. Davison, Web Services Manager
CITY OF SCOTTSDALE, ARIZONA



8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two & Presentation: Social Media From The Inside, Out: Six Ways Social Media Helps Increase Your Organization's Effectiveness And Efficiency

This session will show how federal, state, and local agencies are turning to social media for six tasks that span the gamut from exclusively internal to primarily external uses.

This eye-opening presentation will explore how the strategic use of social media can help your organization accomplish the following six tasks:

1. Enhance internal management
2. Broadcast information
3. Enable conversation and collaboration
4. Create self-service options
5. Garner constituent feedback and ideas
6. Engage citizens and organizations that can assist in mission-critical operations

You will also leave with examples of how agencies are already using social media for each task, and will be able to show how your office can use existing tools, many free, to replicate their successes. Taken together, these six activities form the envelope of social media that agencies can use to increase their effectiveness and efficiency.

Gadi Ben-Yehuda, Social Media Director

IBM CENTER FOR THE BUSINESS OF GOVERNMENT

9:30 a.m.  **CASE STUDY**

Integrated Web 2.0: How One City Adopted Social Media Technologies, Established Policies And Incorporated Them Into Their Public Information Tasks

Contemporary information distribution technologies have shifted the one-to-many model of mass communication to an interactive, responsive and flexible model of multiple producers and receivers. To accommodate the shift, government agencies cannot simply add Facebook and stir, but rather are responsible for reporting and retaining information through open records laws, employee relations policies and new forms of writing. The Common Council-City Clerk is one Milwaukee agency that has coordinated a long-term discussion on how this legislative branch of municipal government will adopt these technologies and who will be charged with managing and enhancing them.

The City of Milwaukee, Wisconsin, has done extensive work to establish policies and procedures related to Web 2.0. In this session, you will take away strategies for integration, effectively communicating through this spectrum of new media, the blending of traditional and new media opportunities, operating social media platforms within the structures of government and incorporating other tools into your public information tasks. After many thoughtful years of surveying the field and laying the procedural groundwork, the City of Milwaukee is "Facebook Official" and the long road to better communication can serve as example to both an agency new to the field as well as the agency looking for the next step.

This eye-opening session will focus on:

- Behind-the-information discussions about policy, roles and new media usage that your agency should be having
- How your in-house systems and technological abilities can mirror widely-used social media practices



- Deciding who in your agency should engage Twitter, Facebook and other new media on behalf of your agency
- Flexing your PIO's writing style and traditional media practices to accommodate a two-way medium

Dr. Julie Ferris, Public Relations Supervisor, Common Council-City Clerk
CITY OF MILWAUKEE, WISCONSIN

10:15 a.m.



Morning Refreshment & Networking Break

10:35 a.m.



CASE STUDY

Audio Podcasting:

One Way To Save Money And Still Integrate Social Media To Get Results

While almost any 13-year-old may be able to produce and post a video on YouTube, does your agency's communications plan include showing a teenager wiping out on a skateboard? It takes a more time, technology and know-how to do video right.

If you have a limited budget and little time, audio podcasting can be an easier way to harness social media to meet your communications goals.

Learn how audio can be more cost-effective than video by requiring less equipment, fewer hours and very little support – audio podcasting can even be a one-person show.

This session will reveal insider tips on:

- The key ingredients to successful audio podcasting: content, quality and cross-promotion
- A step-by-step production process from concept to posting, including the all important RSS feed
- What common mistakes to watch out for and how to make your material stand out in a crowded, new medium
- How to find the strength of the audio medium by understanding the similarities and differences of print, audio and video
- How much it costs to podcast – what are the investments in time and equipment you may need to make
- Tips for measurement and tracking: how to set realistic expectations and get results

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**

11:20 a.m.



CASE STUDY

How To Use Open Source Techniques For Your Project Management Needs: Achieving Organizational Culture Change And Breaking Down Barriers Through Social Media Participation

Open source communities and approaches to project management can be used to power culture shifting techniques to achieve principles of open government transparency and adoption of social media practices. By using open source principles and open source fundamentals, government communities can become focused centers of participation within and across their organization. Furthermore, such approaches can break down the barriers that separate citizens from government institutions, agencies, and bureaus.

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AGENDA - DAY 2 - Wednesday, February 16

This session will share open source management techniques that can be adopted by social media champions within organizations and utilizations of open source software, which can aggregate and empower participative communities.

Specifically, you will learn how some of these practices are being used within NASA and how you can apply these practices in your organization, including, how to:

- Build communities to strengthen the case for social media adoption
- Develop social media practices that enable participation by citizens within government
- Identify open source solutions and tools to integrate into your social media platform

J.J. Toothman, Web Strategist
NASA AMES RESEARCH CENTER

12:05 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 connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media concerns.

1:35 p.m. **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.

2:05 p.m. **Leveraging Your Social Media Presence To Gain Awareness And To Reach Your Global Audience**

Genome Alberta is a not-for-profit research organization funded by the Provincial and Federal governments in Canada. They make extensive use of social media on both sides of the border to raise awareness with the general public, reach key influencers, and engage the science community.

In this session, you will learn how the organization has managed to take its small size and leverage its online presence to reach out to an international audience using a virtual team based in Canada and the United States. The organization has contributed to the development of an open source news application, which Genome Alberta has adapted to the biotech sector.

Clearing a minefield in Croatia may seem like it is a long way from using social media to your organization or department but you will hear how focusing on your goals and objectives can help you avoid potential wrecks along the way.

You will also leave this session with ideas on 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
- Keep your online efforts dynamic and not get stuck in the social media mud

Mike Spear, Director of Corporate Communications
GENOME ALBERTA, CANADA



2:50 p.m.



Afternoon Refreshment & Networking Break

3:05 p.m.



Non-Profit
CASE STUDY

Extending Your Social Media Reach: Manage User-Generated Content And Reach Your Audience Through Lesser-Known Platforms

In its efforts to engage a global audience to remember and learn about the Holocaust, the United States Holocaust Memorial Museum has embraced the use of several social media channels, including Facebook and Twitter. However, two of its standout projects rely upon lesser known platforms or in-house production.

Beginning in 2008, the Museum launched an experimental, online learning lab based on a unique record of almost 14,000 children from the Holocaust. "Children of the Lodz Ghetto: A Memorial Research Project" (<http://online.ushmm.org/lodzchildren>) invites participants to be "citizen historians," researching children from the Lodz ghetto through a site that structures their work, provides user access to data pulled from archival sources, and allows direct feedback from experts and peers. The project has proven their knowledge of Holocaust history, but also poses several challenges, including the management of user-generated content; the relationship between gaming techniques, social media, and experiential learning; and the balance between participant learning and accurate research contributions. Much has been learned about how investments in user-to-user communication/collaboration can beneficially affect project outcomes.

"Curators' Corner" (<http://www.ushmm.org/research/collections/curatorscorner/>) shares behind-the-scenes stories of our collections. This project began as a "quick and dirty" way to fill a void in the Museum's online presence. Lacking administration approval for a blog for sharing these stories, as well as staff time and resources to make polished videos on a monthly schedule, we turned to the story-telling platform, VoiceThread.com, to create short slideshows using photographs, documents, and voiceover by curators. It has been a useful tool for quickly producing compelling content about our artifacts and collections and for inviting the public to connect with our work.

You will draw many lessons from United States Holocaust Museum and how your organization can also:

- Manage user-generated content
- Use gaming techniques and social media to support experiential learning
- Balance participant learning with the needs of accurate and authentic research
- Simply produce multimedia programs that streamline production and vetting processes

David Klevan, Education Manager for Technology and Distance Learning

Amelia Wong, Production Coordinator for Social Media

U.S. HOLOCAUST MEMORIAL MUSEUM

3:50 p.m.



Academic
CASE STUDY

How To Utilize Virtual Environments To Engage Your Audiences

By creating a 3-D fully immersive virtual voting center in the multi-user virtual environment known as Second Life, the team at The John Scott Dailey Florida Institute of Government at the University of Central Florida designed a low cost, hands-on poll worker-training program. Fully customizable, the environment allowed them the latitude to create an ideal polling center in which to train future poll workers. Using Second Life, trainees engaged the actual polling place equipment that required interaction and 'play' in order learn the responsibilities of a poll worker. By creating a platform that is live all the time, the team was able to offer a flexible schedule of classes that anyone with a computer could attend. A survey completed by the Poll Clerks at the November 2010 elections will determine the



success of their virtual trainees but self-reports indicate most feel the training adequately prepared them for working the elections. Hindrances to the training focus on technological issues such as computer and Internet connection speeds as well as a learning curve as we introduced the trainees to an entirely new training platform.

During this session, you will gain an introduction to the multi-user virtual environments and a demonstration of different government installments in Second Life and the utility of the environment for engagement with citizens will be shared.

Specifically, in this session, you will take away tactical lessons on:

- How to engage a virtual environment
- Potential for government uses of virtual environments
- An understanding of the platform in order to begin the conversation for future use

Michelle K. Gardner, Coordinator, Admin Services and PhD Student, Texts and Technology Program
**THE JOHN SCOTT DAILEY FLORIDA INSTITUTE OF GOVERNMENT,
UNIVERSITY OF CENTRAL FLORIDA**

4:35 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.

4:45 p.m.

Close Of General Sessions

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

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

A. Cannarsa, Public Affairs Specialist
SOCIAL SECURITY ADMINISTRATION

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

S. Eyshner, Supervisor
TEXAS WORKFORCE COMMISSION

"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

Bring a Team and Save - Register 3, Send a 4th for FREE!

ABOUT OUR OFFICIAL MEDIA PARTNER



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.

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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/>.



If you get it, share it

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.socialmediacub.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 jbroke@gpo.gov.



The Social Media Guide

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/>.

ABOUT OUR CONFERENCE SUPPORTERS



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/>.



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/>



Capitol Communicator brings together over 33,000 unique communicators who influence and educate the Mid-Atlantic region and the world, by providing them with news; trends; education; and opportunities for networking, career enhancement and showcasing great work. Capitol Communicator

focuses on a highly-targeted community of professionals in: public relations, advertising, marketing, online/offline media, graphic design, video, photography, Internet and the multitude of support professions that supports this regional multi-billion dollar industry.

Capitol Communicator is a social networking community both online and offline. Its staff is engaged in professional organizations across a broad spectrum of media. Its readers are highly educated, affluent, diverse in gender, race and are engaged urban professionals of all adult ages.

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

RAVE REVIEWS FROM PAST SOCIAL MEDIA 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

Sleeping rooms and Pre and Post-Conference Workshops (February 14 & February 17) will be held at the:

Hamilton Crowne Plaza Washington DC
 1001 14th Street, NW
 Washington, DC 20005
www.hamiltonhoteldc.com
 Hotel Phone: 202-682-0111
 Reservations: 1-800-263-9802

The two-day conference General Sessions (February 15-16, 2011) will take place ADJACENT to the hotel at the:

Almas Conference Center
 1315 K Street, NW
 Washington, DC 20005



Photo courtesy of WCTC

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been reserved at the reduced rate of \$181/night. Please call the hotel no later than January 13, 2011, to ensure this rate and mention Group "A.L.I. for Social Media." We recommend that reservations be made early as rates are subject to availability.

The Hamilton is easily accessible via the Washington DC Metro, just one block from the McPherson Square Metro station. The hotel is only 4 miles (15 minutes) from Ronald Reagan National Airport (DCA), which is accessible by taxi or Metro.

Join us in Washington, DC, for A.L.I.'s 24th forum on "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

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

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by Dec. 17th	Regular Pricing: Register with payment after Dec. 17th
Conference Only (February 15th and 16th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
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*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 Kelly at (262) 723-1284, for more information.

GROUP DISCOUNTS: REGISTER 3 & THE 4TH IS FREE!

Four or more attendees, registering together, enjoy a savings of at least \$1,299! Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration. Note to small departments – register together with your colleagues from another 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 (by January 31st) 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 January 31st) 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.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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

Social Media for Government - February 14-17, 2011



ABOUT THE ADVANCED LEARNING INSTITUTE

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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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 Social Media Attendees Include Representatives From These Leading Organizations:

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- District of Columbia
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- 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
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- Department of the Treasury
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- 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
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- Small Business Administration

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Registration Form

Please photocopy for group members.

Yes, I'd like to register for the Feb. Social Media for Government 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 Leverage Popular Social Media Tools For Your Organization - - What They Are And How To Use Them
 - Pre-Conference Afternoon Workshop B: How To Use Social Media And Design To Strengthen Your Government Brand
 - Post-Conference Morning Workshop C: Using Social Media Both Internally And Externally To Re-engage Employees And Citizens, While Tracking And Reporting Your Success
 - Post-Conference Afternoon Workshop D: Four Steps To Building ROI Through Social Networking: Strategies That Enable Government Agencies To Protect Internal Investments In Social Technologies
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