SOCIAL MEDIA for Government

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

March 23-26, 2009 • Washington, DC

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

★ ★ ★ ★ ★ Register by February 6th To Save $400! ★ ★ ★ ★ ★
To Register, Call (888) 362-7400 -or- (773) 695-9400

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, podcasting, wikis, 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 (blogs, podcasts, 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
- **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
- **Using** social media tools, such as, blogging,

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 State

U.S. Department of Defense

The District of Columbia

U.S. Air Force

County of Roanoke, Virginia

**National Institute on Drug Abuse,
National Institutes of Health,
U.S. Department of Health and Human Services**

City of Virginia Beach, Virginia

U.S. Merit Systems Protection Board

U.S. Small Business Administration

City of LaSalle, Illinois

U.S. Environmental Protection Agency

**Graduate School,
U.S. Department of Agriculture (USDA)**

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podcasting and RSS

- **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

Virginia Beach Public Library

National Foundation for Credit Counseling

Destination DC

GovLoop

Booz Allen Hamilton

Fleishman-Hillard

The Cohesion Group

IQ Solutions

iStrategy Labs

West Glen Communications, Inc.

MiXT Media Strategies

Ari Herzog & Associates

Eli Singer Consulting

Presented by:

Your Government & Communications Training Partner Since 1997

Supporting Organizations:

IABC
WASHINGTON

International Association of Business Communicators, Washington, DC Chapter

FCN

Federal Communicators Network

NAGC

National Association of Government Communicators

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."

or register online at **www.aliconferences.com**

MAXIMIZE YOUR TRAINING!

Choose From Four Workshops For Ultimate Value And Learning!

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

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

  Monday, March 23, 2009: 9:00 a.m. – 12:00 p.m.:
  Social Media 101: Defining, Determining, And Embracing This Cultural Shift And Understanding How To Most Effectively Participate

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

  Monday, March 23, 2009: 1:30 p.m. – 4:30 p.m.:
  Social Media 102: Harnessing The Power Of Existing Online Tools And Monitoring Conversations

- **Post-Conference Morning Workshop C –**

  Thursday, March 26, 2009: 8:30 a.m. – 11:30 a.m.:
  Practicing Social Media: How To Use Blogs, Wikis, RSS And Other Social Media Tools To Improve Communication With Internal And External Audiences

- **Post-Conference Afternoon Workshop D –**

  Thursday, March 26, 2009: 1:00 p.m. – 4:00 p.m.:
  Measuring The Impact Of Social Media And Determining Next Steps

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/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**

- **Communications Research**
- **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**

…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. **24 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work

2. **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference

3. **The opportunity to customize your learning** by participating in two days of unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details

4. **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees

5. **A comprehensive overview of social media strategies and processes** from leading practitioners like the **U.S. Environmental Protection Agency, The District of Columbia, U.S. Department of Defense, National Foundation for Credit Counseling** 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...

Booz | Allen | Hamilton

delivering results that endure

Dear Federal, State and Local Government Communications Professionals:

Everyday, millions of people use the Internet to create and consume content, connect with others and participate in dialogue that spans the globe. Tools that support virtual collaboration and content creation are known as Social Media. The days of top-down, controlled communication are over. For professional communicators, these new online tools present limitless opportunities for organizations to engage with their stakeholders like never before.

Corporate America has plunged into the world of social media and areas of the public sector have begun to dabble in these tools to varying degrees. Many praise President-Elect Barack Obama's use of social networks, blogs, RSS, podcasts and more to mobilize and connect his constituents with each other. We should expect, from here on out, that citizens will not only be looking for their government agencies to use these tools, they will demand it.

It gives me great excitement to see how social media allows citizens to participate in the process, creating a synergistic democracy unlike anything we have seen before in this country's history. Successful implementation of these interactive tools depends on communicators who understand the social media landscape and the underlying principles that have propelled us to where we are today. **It is your responsibility, as a government communicator, to inspire, inform and advocate for the use of innovative communications tools known as Social Media.**

How Will This Conference Help You And Your Organization?

This conference will help you understand how to utilize new social media tools 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, firsthand, from leading organizations and practitioners, on how to use new social media technologies and tools to improve your communication initiatives and practices, including how the:

- **U.S. Department of State** administered an internal wiki and promotes online communities to further diplomatic activity in places of the world where the U.S. cannot have a physical presence
- **City of Virginia Beach** worked to create Web 2.0 policies, guidelines and a collaborative implementation process that is adding value to their services and organization
- **U.S. Air Force** balanced security and the demand for information when using emerging New Media

Register today online at www.aliconferences.com 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 The Latest WEB 2.0 Technologies To Drive Communication Results," this March in Washington, DC, to learn from communicators who are currently utilizing social media tools successfully in their organizations.

I look forward to seeing you this spring!

Sincerely,

Matt Bado, Senior Consultant
BOOZ ALLEN HAMILTON
Conference Chairperson

P.S. Reserve your spot today to learn how you and your team can better manage your social media efforts that result in maximized communications. Register 3 people and get the 4th for FREE! For more information, go to www.aliconferences.com or call (888) 362-7400.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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

"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now; that I wonder what was really holding us back. This conference helped us solidify our plan."
D. King, Application Support & Web Manager
ATLANTIC HEALTH

"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 gained a lot of helpful information…I am invigorated."
D. Babcock, Program Analyst
INTERNAL REVENUE SERVICE

"I was pleasantly surprised at the excellent presentations. Happily, I've learned a lot and appreciate the information sources gained from the conference."
G. Shane, Technical Information Specialist
DEFENSE TECHNICAL INFORMATION CENTER

"Lots of good info! Two days well spent!"
C. Dobbs, Program Analyst
U.S. GENERAL SERVICES ADMINISTRATION

"Since my attendance in December, I have been quite successful in convincing senior command staff, and other city departments to engage in social media."
N. Mulroy, Public Information Officer
HARTFORD POLICE DEPARTMENT, CONNECTICUT

PRE-CONFERENCE WORKSHOPS: Monday, March 23, 2009

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

Choose A or B or BOTH for Maximum Value and Learning

9:00 a.m. to 12:00 p.m.
MORNING PRE-CONFERENCE WORKSHOP A
Registration and continental breakfast will begin at 8:30 a.m. for the morning workshop attendees.

Social Media 101: Defining, Determining, And Embracing This Cultural Shift And Understanding How To Most Effectively Participate

There are tremendous changes going on out there: changes that are turning our world on its ear; changes that are infiltrating every aspect of our society—the way we live, the way we work, the way we interact; changes that are challenging many of the basic assumptions of our culture. What's more: these changes are happening at exponential rates. Bigger, faster, cheaper bandwidth has enabled the invention of completely new tools and technologies that enable us to do things differently. In fact, they encourage us to do things differently.

So what does this mean for you and your organization? How can your organization begin to implement social media tools and technologies to foster collaboration and improve communication results?

To continue to be successful into the future, it's imperative that organizations understand the attributes of the evolving digital landscape, the wide array of social media tools and technologies available and how to most effectively participate.

In this hands-on workshop, you will leave with a greater understanding of:

Social media as a cultural shift:
- What's going on out there and why

- Organizational barriers and challenges to participating in social media

- Social media as an imperative for future success in communications and operations

The social media landscape:
- What is a blog, a widget, a social bookmark, a podcast, a vlog, etc.?

- When, where and how to use the vast array of social media tools

What to say in the conversation:
- Social media adoption curve (SMAC)

- Potential pitfalls

- Success stories and examples

WORKSHOP LEADER: Maxine Teller, Founder of MiXT Media Strategies, is a strategy consultant with over 15 years of success developing new revenue opportunities and expanding distribution for corporations, organizations and government agencies.

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 102:
Harnessing The Power Of Existing Online Tools And Monitoring Conversations

This workshop will outline ways to effectively use new trends in technology, covering how to manage online messaging, such as online branding, the editorial side of digital content, and transitioning to online platforms.

In addition, you will learn how to harness the power of existing online tools, markets and communities with a particular focus on blogger outreach, social networks such as Facebook, and learn guidelines on how to achieve buy in for new technology efforts.

In this hands-on workshop, we will answer your questions related to:

- Digital research tools and how they can inform any online effort

- Facebook participation – What to do and what to avoid

- Blogging 101 – What is it and how to get your organization started

- Online branding – How to better brand your organization with an online presence

- Viral video – What makes a great video and how to set one up

WORKSHOP LEADER: Ben Clark is an account supervisor for Fleishman-Hillard. He develops and executes online strategies for different brands in business, political and media spheres at Fleishman-Hillard. His expertise includes new media platforms, such as blogs, email newsletters and social networking sites; website design and optimization; building bridges between developers, designers and principals, and online and offline communities including blogger outreach.

Testimonials From Past Fleishman-Hillard Sessions:

"Good demonstrations. Very good, practical new ideas."

"Thank you for giving me hands-on tools."

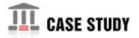*"Very interesting. Very useful information".*

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AGENDA - DAY 1: Tuesday, March 24, 2009

8:00 a.m.
Registration & Continental Breakfast

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

Matt Bado, Senior Consultant
BOOZ ALLEN HAMILTON

8:45 a.m.

CASE STUDY

Maximizing Your Communication Efforts By Integrating Social Media (Blogging, Podcasting & Other New Media) With Traditional Channels

The U.S. Department of Defense (DoD) is increasingly turning to "New Media" to improve its communications and information sharing. In this session, you will learn how DoD is using Web 2.0 & beyond, mobile content, blogger engagement, podcasting and other new media tools to reach its audiences without breaking the budget and without mainstream media filters.

DoD is using new media definitions to define its audiences. It's all about connectivity. Understanding this connectivity helps promote your own website search engine results and takes your information directly to your audiences.
Here are a few examples of why new media plays such a critical role in DoD communications, and why your organization needs to be ready to engage in this information and communication revolution too:

- Did you know that the top government and organization podcasts downloaded from iTunes are from DoD?

- Did you know that when you talk to one blogger, you are potentially talking to 2 million virally-linked people per blogger?

- Did you know that the blogosphere is doubling in size every 6 months? Did you know that more than 1.1 billion people worldwide are now online?

- Did you know that web traffic to blogs of the top 10 online newspapers grew 210% this past year?

Web 2.0 & beyond and social/consumer generated media is changing the way we work, communicate and live. As a result, DoD is engaging in two-way communications with the blogger community – it's all about the viral spread of your message via the connectedness of the blogosphere.

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

- Applying simple, low-cost, effective ways to broaden your communications reach using new media tools

- Repackaging your existing communication products to streamline your messages

Jack Holt, Chief, New Media Operations
Office of the Assistant Secretary of Defense for Public Affairs
U.S. DEPARTMENT OF DEFENSE

9:30 a.m.

Speed Networking

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

10:00 a.m.

Morning Refreshment & Networking Break

10:30 a.m.

CASE STUDY

Embracing Web 2.0: How To Launch Your Organization Into The Social Media Space And Use It For Your Everyday Operations - - Including Web 2.0 Uses And Guidelines

Many organizational leaders fear Web 2.0 tools being misused by their employees. As a result, they often delay or opt out of adopting them. Unsanctioned employee use can open up a Pandora's box of issues for any organization. It's better for everyone to embrace Web 2.0 at the organizational level.

Virginia Beach strives to embrace innovative ideas that enhance the organization. That's why the City of Virginia Beach is incorporating Web 2.0 technologies and functionalities into daily business operations. The organization uses these tools to communicate with citizens and employees as well as enhance learning opportunities for staff.

The staff has learned to take full advantage of social networking sites and has used them for:

• Informing citizens about programs and events

• Recruiting volunteers and developing virtual camaraderie

• Blogging and microblogging to enhance learning amongst city employees and citizens

In this session, you will learn how your organization can also create Web 2.0 policies, usage guidelines and a collaborative implementation process that adds value to your services and further aligns your organization with citizens.

Carissa Frasca Cutrell, Media & Communications Coordinator
CITY OF VIRGINIA BEACH, VIRGINA

Cynthia Hart, Virtual Librarian
VIRGINIA BEACH PUBLIC LIBRARY, VIRGINIA

11:15 a.m.

CASE STUDY

Web 2.0 Tools For Internal Information-Sharing And Knowledge Management

The Office of eDiplomacy, established by Secretary Colin Powell in 2003 as a task force, is the State Department's repository of Knowledge Management best practices.

eDiplomacy administers several programs that implement Web 2.0 technology: Diplopedia, an internal wiki; Communities @ State, a set of online communities using blogging software; and Virtual Presence Posts, websites organized to further diplomatic activity in regions of the world where the U.S. cannot have a physical presence. eDiplomacy has helped develop enterprise-wide governance for Microsoft SharePoint at the State Department and has been in the forefront of other emerging topics such as search, mobile computing and web video.

This session will review a summary of these programs, information about their adoption and use, and the estimates of their impact on the activities of their agency.

At the end of this session, you will be able to better determine how these web tools might be adopted for your agency's internal information-sharing and knowledge management needs.

Stephen Miller, Office of eDiplomacy
U.S. DEPARTMENT OF STATE

12:00 p.m.

🏛 **CASE STUDY**

Balancing Security With Information Demand While Participating In The World Of New Media

As the world's dominant Air, Space and Cyberspace force, the U.S. Air Force (USAF) has arguably been last of the military services to enter the world of New and Emerging Media. However, with the recent stand-up of the Air Force's Emerging Technology team, they are effectively balancing the need for security with the demand for new ways to communicate with Airmen, stakeholders, the media and insurgent adversaries.

This case study will cover the unique balance of security and demand that the USAF endures and the conservative demand for information and message control, while understanding how government organizations can participate online, too.

Captain David Faggard, Chief of New Media & Emerging Technology
UNITED STATES AIR FORCE

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**

How To Maximize Your Mission's Mandate By Using The Latest Social Media

The National Institute on Drug Abuse (NIDA) launched a variety of science-based, attention-grabbing initiatives to dialogue with youth. This session will focus on the social media efforts engaged by NIDA, a Federal government agency within the National Institutes of Health (NIH), to reach youth and diverse groups in an evolving digital landscape.

By offering high quality content products such as the *NIDA for Teens* Web site, *HIV/AIDS Learn the Link* website, and online videos and games packaged as "Webisodes," NIDA is leading efforts within the health sector to engage and educate audiences through the latest e-technologies. Government organizations, healthcare practitioners, nonprofit organizations, professional associations, and public relations professionals will learn ways to maximize the effect of their products and services within a consumer-centered and user-generated virtual social milieu.

At the end of the session, you will learn:

1. How NIDA uses new media technology to attract not-yet-served youth

2. Strategies for integrating new e-technology into your own campaign

3. Highlight ways in which your organization can enter the Web 2.0 space while maintaining and strengthening its own brand (i.e. message, identity) (e.g. tracking ways one's organization is currently presented in new media and bolstering such efforts)

Brian Marquis, Public Liaison Officer
National Institute on Drug Abuse, National Institutes of Health,
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Eric Davis, M.S., Director, Interactive Communications
IQ SOLUTIONS

3:00 p.m.

🏛 **CASE STUDY**

Taking Your Organization's Social Media Strategy From Concept To A Reality: A Roadmap For Implementation

By now, we all know what Web 2.0 is and we probably all agree that there is certainly value to our organization in implementing it for our employees and citizens. We understand the value proposition, we have seen the technologies, and have even been exposed to the case studies about how our peers are off and running with it. But how do we go from here to there?

This session will focus on how to lay out a roadmap that will take your organization's social media strategy from concept to implementation. It will also cover the importance of constant revision required to keep up with the latest changes in technology and policy.

In this session, you will learn:

- A general overview and implementation guidance for available technologies
- How to establish an internal Web 2.0 exploration group to ensure organizational buy -in
- Specific strategies to overcome organizational resistance to change
- Policy development on the general use of Web 2.0 concepts and technologies
- MuniGov2.0 – a valuable free resource for best practices, lessons learned, resources and live discussions with like-minded peers

Pam Broviak, City Engineer, Director of Public Works
CITY OF LASALLE, ILLINOIS

Bill Greeves, Director of Information Technology
COUNTY OF ROANOKE, VIRGINIA

3:45 p.m.

Afternoon Refreshment & Networking Break

4:05 p.m.

🏛 **CASE STUDY**

How To Use Social Media To Improve The Efficiency Of Your Hiring Process

The Office of Policy and Evaluation (OPE) within the U.S. Merit Systems Protection Board conducts studies of Federal employment practices to ensure that they conform to formal Merit Principles (Section 2301 of Title 5, U.S. Code) and are free of Prohibited Personnel Practices (Section 2302). OPE recently completed a report describing best practices for reference checking during the Federal hiring process.

This session will address how these best practices apply to reference checking using social media and other emerging technologies.

In this session, you will learn:

- Best practices for hiring officials, applicants and reference providers
- The importance of reference providers who have observed on-the-job performance

- The use of "chaining" as a reference checking technique, both online and off
- The dangers of "googling" an applicant's name
- Key distinctions between references, letters of recommendation and online endorsements
- Why a "connection" is not necessarily a good reference provider

John Ford, Research Psychologist
U.S. MERIT SYSTEMS PROTECTION BOARD

4:50 p.m.
End of Day One

5:00 p.m.

Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m.

Dine Around

Sign up during the day for dinner with a group. Take advantage of DC's fine dining while you continue to network with your colleagues.

AGENDA - DAY 2: Wednesday, March 25, 2009

8:00 a.m.
Continental Breakfast & Networking

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

Matt Bado, Senior Consultant
BOOZ ALLEN HAMILTON

8:40 a.m.

Corporate CASE STUDY

How To Use Open Source Social Media To Transform Your Intranet

How would you compare the usability and effectiveness of your organization's intranet with that of the public Internet? Have you ever wondered why you're able to use tools like Wikipedia, blogs, forums, and Facebook on the Internet, but features like these are unavailable or even prohibited behind the firewall?

In most organizations, the organizational intranet was built to be the one place for all of the information that you'll need as an employee. They are often created using a model that we're all too familiar with – the "one-stop-shop." Unfortunately, in trying to create everything for everybody, most intranets have become tightly controlled portals where information flow is restricted to those with the right access permissions, content is often out of date, and features lag far behind what's found on the internet. Tools that have become ubiquitous on the Internet are either unavailable or stripped of their features on the intranet.

So, how can the intranet be fixed? Can social media help improve or even replace the intranet? In this session, learn how Booz Allen Hamilton is using social media behind the firewall to change the way its employees share information and communicate with each other, including how to:

- <u>Involve</u> representatives from across the organization including Legal, change management, communications, information technology, and training to support this change

- <u>Determine</u> which social media tools could be incorporated into your intranet

- <u>Understand</u> how you can apply these lessons learned to help your organization improve and maybe even replace your intranet

Christy Cunningham, Change Management Project Lead
BOOZ ALLEN HAMILTON

9:25 a.m.

CASE STUDY

How Citizen Engagement Through Social Media And Open Data Drive Government Innovation In A 2.0 World

The District of Columbia's Office of the Chief Technology Officer (OCTO), in collaboration with iStrategyLabs, launched Apps for Democracy - "An Innovation Contest" for visualizing DC's public data.
The intention of this competition was to reward technology developers with cash prizes and public recognition for creating applications that are useful for the DC government and the citizens, visitors and businesses of Washington, DC.

In this session, you will learn how to:

- Engage communities to foster innovation

- Build blogs, social networks and engagement mechanisms for social media outreach in less than a week

- Market innovation initiatives locally and nationally

Finally, this session will reveal what your organization should consider when creating grassroots-driven programs in using social media.

Ms. Asha Aravindakshan, Director, TechStat
Office of the Chief Technology Officer
THE DISTRICT OF COLUMBIA

Peter Corbett, CEO
iSTRATEGY LABS

10:10 a.m.

Morning Refreshment & Networking Break

10:30 a.m.

Non-Profit CASE STUDY

How To Boost Your Traditional Communication Methods With Web 2.0 Tools To Maximize Results (With Minimal Resources)

Updating your website, video placement on YouTube, and a Facebook page does not mean you're doing social media.

After receiving government funding to help those affected by the housing crisis and financial bail-out, the first priority at the National Foundation for Credit Counseling (NFCC) was to alert the masses most in need. As always, traditional broadcast media was a must but, where navigating the social media landscape was once considered taboo, NFCC made it their roadmap to success.

Social promotion provides the opportunity to influence the influencers, and subsequently let them spread your organization's message with authenticity, turning intended audiences into meaningful, engaged audiences. Some point to the Obama campaign as a recent example. Reaching the masses was important to NFCC but, converting coveted audiences into change makers was even more critical.

This session will share NFCC's successful experience and their turnkey methods, and explain how your organization can also:

- Turn press releases into social media news releases

- Repurpose video and audio into effective multimedia outreach components and on-line syndication campaigns

- Cost-effectively blend media assets enhanced by the Web 2.0 age

- Market and share messages with targeted groups

If your public outreach methods could use a little boost (and if you're like the folks at NFCC, who have to move mountains with a modestly sized communications staff), then you will leave this session with many tips to improve your outreach efforts.

Bob Ensinger, Senior Vice President, Director Brand Development and Communications
NATIONAL FOUNDATION FOR CREDIT COUNSELING

Ben Zeitlin, Vice President, Business Development
WEST GLEN COMMUNICATIONS, INC.

11:15 a.m.

CASE STUDY

Reaching A New Demographic Through The Use Of Social Media – On A Shoestring Budget

For the last 20 years, the U.S. Environmental Protection Agency's (EPA) radon program has worked to educate home owners about the dangers of radon gas through various social marketing strategies, including television and radon public service announcements (PSAs). Tasked with educating a whole new generation of homeowners about radon, making use of new Web 2.0 tools seemed a logical next step.

The program piloted the Radon Video Contest using the popular video sharing site YouTube.com. Rather then developing new messaging for YouTube, users were asked to create their own 30-60 second radon PSAs based on general guidelines. The winners received a $2500 prize and the change to have their video shown on EPA's website. Over 30 entries where received, which have been collectively viewed by over 8,000 YouTube visitors. Although common in the private sector, this was the first such contest done by a federal agency.

The session will focus on:

- Tapping the creativity of your audience to design effective messaging

- Selling the idea to your management

- Designing rules and judging criteria

- Marketing the contest on a shoestring budget

- Making full use of the submissions

Jeremy Ames, Indoor Environments Division, 6609J
U.S. ENVIRONMENTAL PROTECTION AGENCY

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.

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.

2:00 p.m.

CASE STUDY

How Small Agencies Can Implement And Benefit From Web 2.0

The U.S. Small Business Administration (SBA) leverages its team and technology resources to expand services to the Nation's 26 million small business owners. As a "small" agency with a large customer base, the Agency seeks to maximize its resources and those of their official partners.

SBA's Chief Information Officer has set forth an aggressive plan to deploy social media solutions for internal offices to share information, collaborate, and communicate while expanding services to a technology-savvy customer group that often leads the Nation's innovations … the American entrepreneur. SBA's case study explores their entry into Web 2.0, culture change, policy development and employee engagement throughout the agency.

In this session, you will learn:

- How small agencies can approach Web 2.0 by learning from others and piloting solutions
- The ROI for employee engagement and why social media assists your internal customer
- Enlisting senior management support of social media "experiments"
- Creating an internal team to introduce social media within your organization
- How small agencies can benefit from big partnerships
- Lessons learned … the good, the bad, and the kinda ugly
- Learning from your external customers

Paul Christy, Chief Technology Office
U.S. SMALL BUSINESS ADMINISTRATION

Jack Bienko, Deputy Director for Entrepreneurship Education
U.S. SMALL BUSINESS ADMINISTRATION

2:45 p.m.

Afternoon Refreshment & Networking Break

3:00 p.m.

SPECIAL PRESENTATION

Utilizing The Tricks Of The Trade:
How To Foster Community And Build Your Network Through Social Media

In only a few months, GovLoop.com has connected nearly 3,000 federal, state, and local government employees. A social network for government, the site incorporates a range of Web 2.0 technologies including blogs, YouTube videos, social profiles, Twitter, and discussion threads.

In this session, you will learn the value and the tricks of building a community through:

- Fostering conversation
- Building trust
- Viral marketing
- Adding value to others
- Dealing with troublemakers
- Turning skeptics into members
- Turning members into leaders

Steve Ressler, Founder
GOVLOOP

3:45 p.m.

CASE STUDY

How To Harness The Power Of "Place" In Social Media: What It Is And How To Use It To Maximize Results

Place is a subtle yet potent element in social media. Most Web 2.0 content online references some place element Google maps and their mashhups, Flickr and YouTube posts with embedded geolocation, and looking ahead to the present, mobile devices like the iPhone are full social media devices with built-in GPS.

This session will share with you various strategies on harnessing the power of place in your social media and traditional communication efforts.   The session will begin with theory, and then move into several case-studies, including the rebranding of Washington, DC, by the regional travel and tourism board. For this rebranding, a nationally recognized social media website was created where citizens could submit photos and stories to share their views with the rebranding process.

As part of this presentation, you will learn:

- The most current theory on the role of place in social media
- How to uncover place related opportunities in your own campaigns
- Proven tactical methods of involving place in your social media activities
- Methods of attaching revenue streams to place-based initiatives

Vicki Isley, Senior Vice President, Marketing and Communications
DESTINATION DC

Eli Singer, Social Media Consultant
ELI SINGER CONSULTING

4:30 p.m.
Chairpersons' Recap:
Key Takeaways And What To Do When You Get Back To The Office

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

Matt Bado, Senior Consultant
BOOZ ALLEN HAMILTON

4:45 p.m.
Close Of General Sessions

POST-CONFERENCE WORKSHOPS: Thursday, March 26, 2009

INTERACTIVE POST-CONFERENCE WORKSHOPS

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

Choose C or D or BOTH for Maximum Value and Learning

8:30 a.m. to 11:30 a.m.
MORNING POST-CONFERENCE WORKSHOP C
Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

Practicing Social Media: How To Use Blogs, Wikis, RSS And Other Social Media Tools To Improve Communication With Internal And External Audiences

At this conference, attendees hear high-level presentations on the usage of social media within organizations. Some attendees, though, don't understand the basics behind these social media tools and how to create and use them effectively.

This workshop will walk you through the workings of many social media tools and show exactly how to create and use them in effective ways for both internal and external audiences.

In effect, it is a class designed to introduce you to working with various social media tools, with emphasis on creating and using them effectively once back home in your organization. Note: this workshop is not for intermediate or advanced users of social media.

In this workshop, you will learn:

- How to create a compelling blog for internal and external audiences

- The role podcasting plays in getting your message out

- Why wikis are the new way to manage projects internally

- How to incorporate Facebook and Twitter into your communication strategies

- How RSS can help you rely less on email

Jason Anthoine, Head Honcho
THE COHESION GROUP

17

11:30 a.m. to 1:00 p.m.
Lunch on your own

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

Measuring The Impact Of Social Media And Determining Next Steps

Whether your organization is designing or implementing social media tools, measurement is a critical component for government agencies. Benchmarks and metrics play a key role in gaining stakeholder buy-in and justifying questions, such as "Were we successful?" and "Did we achieve our goals?"

Building upon the measurement framework of several management initiatives, such as the President's Management Agenda (PMA), this workshop will invite you to:

- Explore and compare social media endeavors of governments around the globe

- Learn how to develop a tailored measurement framework in your agency

- Gauge the effectiveness of cross-agency collaboration and citizen participation

- Apply the framework to a scenario in real-time

This session will be highly participatory, engaging you in an exploration of best practices and brainstorming. Using Government 2.0 tools such as USA.gov, Twitter and YouTube, you will walk away with a clearer understanding of what government agencies are doing, how citizens are getting engaged, and what you need to do next.

WORKSHOP LEADERS: Ari Herzog, of Ari Herzog & Associates, is an online media strategist. Ari advises business and government leaders on the benefits of social networking, interactive marketing, and online branding. He has a Master's in Public Administration and lives in Massachusetts. You can read his blog advice at ariwriter.com.

Andrew Krzmarzick, Senior Project Coordinator, Graduate School, USDA, is a social media expert who has delivered numerous workshops for Federal, state and local employees. Andrew is the author of generationshift.blogspot.com and a guest writer at meritalk.com and newideasforgovernment.com, addressing the impact of the four generations in the workforce, Web 2.0 and telework on the public sector.

ABOUT OUR CONFERENCE SUPPORTERS:

International Association of Business Communicators, Washington DC Chapter (IABC/Washington), with almost 650 members in the Greater Washington and Baltimore regions, is the largest IABC chapter in the United States and the second largest in the world. Chapter members work in the public and private sectors in such diverse fields as corporate communications, marketing, advertising, public affairs, employee communications, media relations, and shareholder relations. For more information, please go to: www.iabcwashington.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 or visit the FCN website at http://www.fcn.gov.

 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

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT:

Marriott Key Bridge
1401 Lee Highway
Arlington, VA 22209
Phone: (703) 524-6400
Toll Free: (800) 228-9290
Website: http://www.marriott.com/hotels/travel/waskb-key-bridge-marriott/

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been set aside at the government rate of $209/night. Please be sure to call the hotel no later than March 1, 2009, to help ensure this rate and mention that you are attending the Advanced Learning Institute event. We recommend that reservations be made early, as the number of rooms at our rate is limited.

Just 4 miles from Ronald Reagan Washington National Airport and within 3 blocks of the DC Metro system, the Key Bridge Marriott is the perfect choice for DC vacations or business trips. Guestrooms with panoramic views of the nation's capital and hallmark Marriott service make this Washington DC hotel a favorite. This newly renovated hotel in Arlington, VA is conveniently located minutes from the Rosslyn Metro station, allowing guests easy access to some of the city's most famous landmarks including the Iwo Jima Memorial, Arlington National Cemetery, the Pentagon, the Kennedy Center and Georgetown.

Join us in the nation's capitol for A.L.I.'s 7th Conference on "Social Media for Government: How To Engage Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results" and enjoy this wonderful city from its restaurants, shopping and attractions to its 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, 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 February 6th	Regular Pricing: Register with payment after February 6th
Conference Only (March 24th and 25th)	$1,299	$1,699
Conference Plus **One** Workshop	$1,699	$2,099
Conference Plus **Two** Workshops	$1,999	$2,399
Conference Plus **Three** Workshops	$2,199	$2,599
Conference Plus **All Four** Workshops	**$2,299** **BEST VALUE!**	$2,699
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 $1,299! **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 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 (before March 9th) 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 (on or after March 9th) 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 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
- Small Business Administration
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Registration Form

Please photocopy for group members.

☐ Yes, I'd like to register for the Social Media for Government conference in Washington, DC

Please check:

E-mail Priority Code:_____ Amount Due:_____

☐ Conference Only

☐ Conference Plus Workshop(s):

    ☐ Pre-Conference Workshop A: Social Media 101: Defining, Determining, And Embracing This Cultural Shift And Understanding How To Most Effectively Participate

    ☐ Pre-Conference Workshop B: Social Media 102: Harnessing The Power Of Existing Online Tools And Monitoring Conversations

    ☐ Post-Conference Workshop C: Practicing Social Media: How To Use Blogs, Wikis, RSS And Other Social Media Tools To Improve Communication With Internal And External Audiences

    ☐ Post-Conference Workshop D: Measuring The Impact Of Social Media And Determining Next Steps

☐ I would like to order a conference workbook only

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