

Back By Popular Demand...The 17th Forum From The
Advanced Learning Institute's Highly Acclaimed Executive Training Series For
FEDERAL, STATE & LOCAL Government Communicators...



SOCIAL MEDIA for Government

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

March 22-25, 2010 • Dallas

Rave Review from a September 2009 A.L.I. Social Media for Government Conference Attendee:

"The conference provided a blend of interesting and varied federal, state and local social media success stories, and created a really great, impactful learning and networking experience. Well done!"

C. Schollaert, Marketing Analyst

U.S. GENERAL SERVICES ADMINISTRATION

**** Register by February 5th 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, social networks, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Blending** social media tools and strategy with traditional communication efforts
- **Communicating** more effectively and efficiently through the use of social media (blogs, podcasts, Twitter, Real Simple Syndication (RSS) feeds, video podcasts, and much more)
- **Using** Twitter to interact with constituents, promote your programs and build community
- **Measuring** the effectiveness of your social media strategy and determining its value within your organization

SPEAKING ORGANIZATIONS:

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

Transportation Security Administration

**National Aeronautics and Space Administration,
Langley Research Center**

U.S. Army Reserve

City of Plano, Texas

Microsoft U.S. Public Sector

Centers for Disease Control and Prevention (CDC)

GovLoop

Southwest Airlines

National Institutes of Health

City of Sugar Land, Texas

Missouri River Regional Library

City of Reno, Nevada

- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Operating** social media tools within the boundaries of government restrictions and firewalls
- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Maximizing** awareness of your agency's mission to the public
- **Learning** how to easily communicate to the public through external blogs, podcasts and video podcasting
- **Assimilating** cutting-edge communication techniques and tools presented by your peers who are already using social media
- **Utilizing** social networking tools as sources of information that the public can use and trust
- **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future
- **Planning**, implementing and managing Web 2.0 tools in government

Texas Parks and Wildlife Department

Deloitte Services, LP

GolinHarris

2ndSix

Panetta Communications

Rockfish Interactive

Supporting Organizations:



Presented by:



Your Government & Communications Training Partner Since 1997



If you get it, share it



National Association of Government Communicators



Federal Communicators Network



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



WHY IS THIS EVENT ONE YOU CAN'T MISS?

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

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or register online at www.aliconferences.com

MAXIMIZE YOUR TRAINING!

Choose From Four Workshops For Ultimate Value And Learning!

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

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

Monday, March 22, 2010: 9:00 a.m. – 12:00 p.m.:

Social Media 101: How To Successfully Leverage New Media Tools In Your Organization And Achieve Organizational Buy-In

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

Monday, March 22, 2010: 1:30 p.m. – 4:30 p.m.:

How To Measure The Impact Of Social Media And Determine Next Steps

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

Thursday, March 25, 2010: 8:30 a.m. – 11:30 a.m.:

Stakeholders And Support: How To Identify, Create, And Engage Your Social Media Efforts

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

Thursday, March 25, 2010: 1:00 p.m. – 4:00 p.m.:

How To Leverage Social Media To Position Your Organization For Successful Crisis Communications

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:

<ul style="list-style-type: none"> • Public Affairs/Relations • Public Information • Internal Communications • External Communications • Employee Communications • Employee Relations • Marketing • Web Communications 	<ul style="list-style-type: none"> • Communications Research • Electronic Communications • New Media/Interactive Media • Community Relations • Technology • Digital Strategy • Training & Development • Outreach
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<ul style="list-style-type: none"> • Human Resources • Organizational Transformation & Development • Executive Communications • Change Management • Publication & Web Content • Communication Consulting • Communications Management 	<ul style="list-style-type: none"> • Journalism/Reporting • Information Services & Systems • Administration • Program Management • Customer Service & Satisfaction • Evaluation • Research • Intranet & Internet
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...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. **18 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
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 **Transportation Security Administration, City of Reno, Nevada, Missouri River Regional Library, Microsoft,** 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 use social media tools** to foster your organization’s values and mission in a hands-on environment



Dear Federal, State and Local Government Communications Professionals:

As technology advances and the Internet evolves to connect people and move information with applications like blogs, LinkedIn, Twitter, Facebook, MySpace, and del.icio.us, people expect communication to become faster and more streamlined across their department and around the world. 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 organizations must embrace the new forms of communications – 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.**

"Social Media for Government" will help you understand how to utilize new social media tools with your employees, the citizens you serve, and other stakeholders and customers. 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:

- **Transportation Security Administration** is reaching a wider audience while gaining a positive reputation for openness with the public, using Twitter and other social media tools
- **City of Reno, Nevada**, is engaging more citizens than ever before by using blogs, FaceBook, Twitter, LinkedIn and YouTube – with a minimal budget and reduced staff
- **Texas Parks and Wildlife Department** has embraced the idea that online social networking and collaborative tools can help further develop the knowledge, skills and abilities of its employees while reducing costs for those seeking additional training

Don't be left behind - - [Register today online](#) to reserve your space or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "SOCIAL MEDIA for Government: How To Engage Your Employees And Citizens By Using The Latest WEB 2.0 Technologies To Drive Communication Results," this March in Dallas, TX, to learn from communicators who are currently utilizing social media tools successfully in their organizations.

I look forward to seeing you this spring!

Sincerely,

Steve Ressler, President and Founder
GOVLOOP
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, call (888) 362-7400 or [click here for details](#).

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"This conference was an incredible learning experience."

J. Martin, Program Analyst

INTERNAL REVENUE SERVICE

*"The conference really gave me **many, many**, good ideas and how to accomplish them.*

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

J. Blair, Public Affairs Specialist

U.S. DEPARTMENT OF COMMERCE

"I learned more about social media in these two days than I could have researched on my own in two weeks.

I'm going back to the office to redo and improve my social media plan. Thanks!"

V. Murray, Supervisory Congressional Liason

DEFENSE SECURITY COOPERATION AGENCY

"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

"I learned so much – and the speakers showed me the possibilities to improve our Internet and intranet sites."

- P. Rodemoyer, Sr. Program Analyst

U.S. OFFICE OF PERSONNEL MANAGEMENT

"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 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

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

- S. Eychner, Supervisor, WorkInTexas

TEXAS WORKFORCE COMMISSION

"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 22, 2010

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

Choose A or B or BOTH for Maximum Value and Learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

Social Media 101: How To Successfully Leverage New Social Media Tools In Your Organization And Achieve Organizational Buy-In

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 agency or organization can:

- Utilize Facebook, Twitter, YouTube and other social media services
- Use blogs and wikis to better communicate and share information
- Empower existing supporters to spread your message within their own networks

A significant portion of the workshop will also focus on how to achieve internal buy-in from superiors and colleagues for implementation of these ideas. We will also spend time discussing how to quantify success in achieving these initiatives.

At the end of this workshop, you will leave with many new ideas, tools and techniques to implement social media into your organization.

WORKSHOP LEADER: Mike Panetta is a principal at Panetta Communications, a public affairs and political strategy firm in Washington that specializes in utilizing new and emerging media to help client achieve their policy and advocacy objectives. He is also the elected U.S. "Shadow" Representative for the District of Columbia, and is a leading voice in the campaign for congressional representation for the citizens of Washington, DC.

Testimonials From Past Mike Panetta Sessions:

"This session was a good scene-setter for the rest of the conference."

"Many valuable ideas resulted for me to take back to the office."

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

How To Measure The Impact Of Social Media And Determine Next Steps

Whether your organization is identifying 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 answering questions, such as "Were we successful?" and "Did we achieve our goals?"

Building upon the current measurement frameworks to evaluate government websites, this workshop will teach you how to prove the value of social media by:

- Reviewing several evaluative techniques and their pros and cons
- Exploring and comparing social media endeavors of governments around the globe
- Developing a tailored measurement framework in your agency
- Applying the framework to a scenario in real-time

This session will be highly participatory, engaging participants in an exploration of best practices and brainstorming. Using Government 2.0 tools such as Twitter, Facebook, Flickr, and YouTube; and learning in real-time from sites such as USA.gov and Europa.eu, 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: Steve Lunceford, a communications consultant for Deloitte Services, LP, has 20 years experience in media relations and strategic communications, working with key international, U.S., local and trade media on behalf of firms such as Sprint, Choice Hotels International, BearingPoint, RadioShack and the NFL. With broad-based experience, knowledge and skills in corporate positioning and raising awareness for brands and business/consumer products and services, he has supported a variety of industries including enterprise IT and wireless, public sector, consumer technology and hospitality/travel. Steve is a specialist in crisis communications planning and execution, and is an evangelist for the use of new media technologies to help achieve traditional communications objectives. He is the creator of GovTwit.com, the world's largest directory of government using Twitter, and a co-host of Gov20Radio.com, a weekly podcast about the use of collaborative technologies in government.

Chris McCroskey is a Director at Rockfish Interactive, a full-service interactive marketing agency located in Northwest Arkansas. Prior to joining Rockfish, Chris was active in the worlds of social media and politics and is the co-founder of TweetCongress.org, a website which initially began as a grassroots effort to encourage politicians on Capitol Hill to begin tweeting with constituents. Chris is an active speaker on the topics of social media and politics and spoke at the National Conference of State Legislatures, World Affairs Council and the U.S. Department of State International Visitors Program. Chris contributed to the O'Reilly Media book "Open Government" due out early this spring.

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or register online at www.aliconferences.com

AGENDA - DAY 1: Tuesday, March 23, 2010

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Steve Ressler, President and Founder

GOVLOOP

8:40 a.m.



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 15,000 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, President and Founder
GOVLOOP

9:30 a.m.



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

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

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



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

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

New media and social media applications are becoming increasingly innovative in today's fast-paced world. Traditional forms of communication such as mailers, attending community events, website-only postings, and

separate RSS and email signups can become a drain on time and fiscal resources in a budget-strapped economy. To better facilitate communication and community interaction with Plano citizens (while minimizing costs and man hours) the DEM decided to meet its citizen and stakeholders where they were at, rather than relying solely on the more common avenues listed above.

Specifically, you will learn:

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

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

11:20 a.m.



[How To Blend Traditional Media With Social Media To Educate And Engage Your Audience](#)

The National Aeronautics and Space Administration (NASA), an agency best known for its rocket science, has taken social media to new heights ... literally into space. Astronauts and representatives for lunar satellites and a Mars lander have all used Twitter and other web communications tools to help the public better understand complex concepts.

During this case study, you'll learn more about how NASA, especially NASA's Langley Research Center, uses a variety of social media to engage citizens and breed excitement about aerospace research and the science, technology, engineering and math it takes to make the seemingly impossible possible. This interactive discussion will address how your agency can use some of the techniques NASA uses, including:

- Vodcasting, YouTube, Twitter, USTREAM, blogs, RSS feeds, "Second Life," digital learning
- "Old-fashioned" tools, such as print and video, that can be "re-purposed" to help supplement social media and your web presence
- Which tools have been most successful and which ones don't seem to have as high a return on investment

Kathy Barnstorff, Media Relations Specialist
NATIONAL AERONAUTICS AND SPACE ADMINISTRATION, LANGLEY RESEARCH CENTER

12:10 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.

1:40 p.m.



[Avoiding Social Media Turbulence: A Step-By-Step Process For Launching Your Pilot Program](#)

Recognizing that the use of social media in government agencies has become more mainstream and even desired by the public, the City Manager of Sugar Land, Texas established a strategic management project in their 2010 fiscal year, to evaluate the policy needs before establishing social media as another official communication tool.

The tasks outlined by the project were to research how other local government groups were using social media tools, identify possible pilot programs, draft a policy, develop design parameters and content guidelines, and provide an overall recommendation for a pilot project to the City Manager for review and approval. A committee made up of employees from different departments all over the city was created to handle the tasks assigned.

At the end of the project, the chosen committee recommended Twitter as the tool for Sugar Land's initial pilot because it could be used to push information to the public through tweets that would in turn bring people back to the website for more detailed info. The goal was to use Twitter as an additional way of getting their messages out, not as a means of creating a dialogue with followers.

In October 2009, Sugar Land, TX launched their Twitter pilot program and has been closely monitoring the results of this three-month trial run. Attend this session, to learn the up-to-date lessons learned, successes and setbacks, and overall strategy for implementing a pilot program in the first place.

Chad Ostroff, Website Coordinator
CITY OF SUGAR LAND, TEXAS

2:30 p.m.



Southwest Airlines: Nuts About Online Communication - - How To Leverage Social Media Tools To Successfully Support Your Organization's Efforts

A blogger once wrote that Southwest Airlines was riding the blogosphere "like a wild horse." Ask anyone on the Southwest Communication Team, and they'll agree that it has been a wild ride.

For more than three years, Southwest Airlines has navigated the uncharted territory of Social Media – first, with its award-winning corporate blog, *Nuts About Southwest*, later with tools such as Twitter, YouTube, LinkedIn, and Facebook, and, most recently, with the launch of a series of employee blogs. Along the way, Southwest has experienced both highs and lows, but they keep saddling up for more. From virtual riots to an industry crisis, Southwest has learned how to leverage today's social media tools to successfully support company efforts and meet customer expectations. Through real-life case studies and examples, you will hear how Southwest has effectively made, managed, and maintained successful online communities and the lessons they've learned along the way.

Key takeaways from this insightful session will include how to:

- Create content and drive traffic
- Manage employee engagement
- Build online relationships
- Leverage the Virtual Focus Group
- Manage social media in a crisis
- Measure ROI
- Achieve social media success in your organization by implementing Southwest's top 10 tips

Monica Whalin, Coordinator
SOUTHWEST AIRLINES

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



CASE STUDY

If They Can Do It, You Can Too: How The U.S. Army Reserve Leveraged Social Media While Faced With Resistance And Strong Government Rules

The U.S. Army Reserve recognizes that social media has become a critical source of information for their support base, soldiers, and their families. Security, privacy, and protecting vital information systems require network restrictions that make using social media by military public affairs officers difficult at best. So, how is the military using social media?

Attend this session and learn how the U.S. Army Reserve leveraged the power of social media - while faced with high levels of resistance, minimal Web 2.0 experience, and strong government rules. You will leave this session with a better understanding of how to:

- Leverage technology to meet communication goals
- Use social media to put a face on your organization
- Create a sustained level of engagement with your constituents
- Measure success and ROI

LTC Gerald Ostlund, Webmaster and Chief, Social and New Media
U.S. ARMY RESERVE

4:25 p.m.



CASE STUDY

How Social Media Can Help You Work More Efficiently, Connect With The Right People, And Stay Engaged: A Dual Case Study

Social computing is a fundamental shift in communication modes for the government sector. It is not something to justify, but something to navigate through, embrace and leverage as a new capability and manage as a new risk.

Attend this presentation and hear how enterprise social computing technology has helped government agencies work more efficiently, connect with the right people, and stay engaged. This session will address how two of Microsoft U.S. Public Sector's government clients have begun the transition to social media. You'll hear how the Miami-Dade School District is building a social computing infrastructure where parents, teachers, students, and the community can interact, collaborate, and learn. Additionally, you'll learn how the City of Anchorage is leveraging social media both internally and externally to capture and share knowledge while enhancing innovation and teamwork.

This cutting-edge presentation will teach you about some of the many valuable tools available today that can help facilitate your agency's transition to social media and provide a means for you to monitor the voice of the public appropriately while strategically extracting emergent value.

Kent Cunningham, Business Development Manager, US Public Sector Applied Innovation
MICROSOFT U.S. PUBLIC SECTOR

5:15 p.m.
End Of Day One

5:30 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!

7:00 p.m.



Dine Around

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

AGENDA - DAY 2: Wednesday, March 24, 2010

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two

Steve Ressler, President and Founder
GOVLOOP

8:40 a.m.



CASE STUDY

Twitter: Getting Your Information Out Further And Faster – Why It's So Much More Than Telling People What You Had For Breakfast

On January 30th, 2008, the Transportation Security Administration (TSA) jumped into the blogosphere with the Evolution of Security Blog. Since then, TSA's social media team has strived to lead the way in innovative and transparent communications with the public. With over 450 airports nationwide and 2 million passengers traveling through TSA checkpoints daily, communication with travelers is mission critical. Whether it's explaining procedures, dispelling myths, or putting out fires, the use of social media has allowed TSA to reach a wider audience while gaining a positive reputation for openness with the public.

TSA added Twitter to its social media arsenal in April of 2008. Twitter is the current social media buzzword. Most of the uniformed brush Twitter off as a novelty application used to tell your friends and family about what you had for breakfast or your fear of squirrels, but it is so much more than that. When used properly, it can be the extra boost you need to get your information further and faster than your blog alone is taking it.

This session will cut through the hype and teach you what you need to know about Twitter and how it can help you better communicate with your audiences, including:

- Twitterterms – Learn about twitter terms such as tweet, retweet, follow, hash marks, etc.
- Twittertools – Measure your activity, get eyewitness on the ground reports and more - - all with the use of free Twitter applications
- Twitertips – Improve your tweets and Twitter pages by following some simple tips
- Twitertalk – Learn how to keep your message nice and tight while still attracting attention from your readers and other potential followers
- Twitertangles – What not to do in Twitterland
- Twitertales – Hear about some of the success stories TSA has had with Twitter

Curtis "Bob" Burns – Blogger, Office of Strategic Communications & Public Affairs
TRANSPORTATION SECURITY ADMINISTRATION

9:30 a.m.



Morning Refreshment & Networking Break

10:00 a.m.



CASE STUDY

Using Social Media To Increase Awareness Of Your Organization's Efforts, engage Many Publics, Share Resources And Lift The Level Of Shared Knowledge

The National Institutes of Health (NIH) is the world's largest funding organization for biomedical research and supports that research in more than 3,000 institutions in all 50 states, the territories, and more than 90 countries around the world (www.nih.gov <<http://www.nih.gov/>>). Within NIH, there are 27 Institutes and Centers, such as the National Cancer Institute, The National Human Genome Research Institute, the Center for Research Resources (<http://www.nih.gov/icd/> <<http://www.nih.gov/icd/>>). An important component of the NIH is its own intramural research program. The Office of Communications and Public Liaison in the Office of the Director of NIH has been working through a variety of platforms, considering issues of security and privacy, working with extramural institutions and the intramural program as well as other agencies in HHS and across the government to make careful choices about the most effective uses of social media.

Attend this session and learn from the NIH Office of Communications' experiences in:

- Holding the first USA-based NIH Wikipedia Academy in conjunction with the Wikimedia Foundation and Wikipedia volunteers
- Engaging an internal organization's employees using social media approaches and working toward permissions and acceptances and recommendations
- Collaboration with other agencies on salmonella outbreaks and sharing information with researchers and workers in Haiti
- Reformulating your purpose and mission using language that will resonate with your target audiences

Specifically, you will leave with a better understanding of:

- How to engage, select, and gain acceptance for social media particularly in a government setting

- The advantages of employing collaborative web-based platforms (such as wikis, blogs, and threaded discussions) to facilitate communication across large organizations

Marin P. Allen, Ph.D., Deputy Associate Director and Director of Public Information,
Office of Communications and Public Liaison

NATIONAL INSTITUTES OF HEALTH

10:50 a.m.



CASE STUDY

Communicating In The Cloud: Using Really Simple Syndication (RSS) Feeds To Better Communicate With Employees And Customers

At the Missouri River Regional Library, many different social networks are used for promotion and communication. Since most social networks use Really Simple Syndication (RSS) in some way, the Library has discovered that reusing the RSS feeds that they provide can make for effective communication with both employees and customers.

In this presentation, we'll discuss the ways to pull information and communication - both from your organization and from your organization's "friends" - from social networks like Facebook, Flickr and Twitter, and reuse it. Specifically, you'll learn:

- Where to go to get RSS
- What options there are to redisplay that RSS (including a brief discussion of how to combine and manipulate those RSS feeds, for free)
- How to create partnerships in your community to get information out to your citizens so that they can join in the conversation and make their voices heard
- The benefits, and drawbacks, to creating an open forum in the Web 2.0 world

You'll walk away with tips to increase the range of your "voice" in the community - - ways to make more people aware of what you offer and ways to let them talk back to you, using Web 2.0 and social media services.

Robin Hastings, Information Systems Coordinator

MISSOURI RIVER REGIONAL LIBRARY

11:40 a.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.

1:10 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.

1:55 p.m.



Strategic Use Of Social Media In The Response To H1N1 - - Engaging, Monitoring, Disseminating

From the beginning of the H1N1 event, social media has been a part of the coordinated strategy for communication, education, and information dissemination at the Centers for Disease Control and Prevention (CDC). This event intensified the need to make credible CDC health information available when, where, and how users want it, and to utilize non-traditional channels to do so.

During this presentation, we will discuss how CDC selected critical social media channels and developed outreach tools for flu. We'll review the approaches used for the response, including the development of widgets, eCards, and graphic buttons, and the use of Twitter, Facebook, mobile technology, and blogger outreach. The presentation will also cover social media monitoring during a public health event and the use of web metrics for tracking and evaluation.

In this session, you will learn social media tactics to use in your own organization, including:

- Strategies for integrating social media into traditional media efforts
- Creative ways to repurpose information in social media spaces
- Ways to monitor social media channels

This beneficial case study is a “can’t-miss” for anyone interested in lessons learned around implementing a social media strategy.

Holli Seitz, Interactive Media Communication Coordinator, Division of eHealth Marketing
National Center for Health Marketing
CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

2:45 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



How To Communicate Via Social Media With A Minimal Budget And Reduced Staff

“We don’t have time for that.” A common misconception about launching a robust government social media program is that it will take too much time to add new information to yet another new set of tools - - especially when you’re dealing with reduced staff. But when your operating budget is cut and traditional means of communication are not funded (ex. newsletters), social media is one of the free technologies that you would be remiss to discount. Time is not such an important factor as you may have thought.

The City of Reno, Nevada, is engaging more citizens than ever before by using blogs, FaceBook, Twitter, LinkedIn and YouTube. As a result, Reno has more fans and followers than most local governments. In this case study, you will learn:

- Methods for setting up your government blog and website integration
- Time-savers such as pushing blog entries to your other social networks via RSS, and exploring the new trend of content management systems with built-in social media integration

- Pitfalls to be aware of – and tips on how to avoid them

Kristy Fifelski, Web Services Program Manager
CITY OF RENO, NEVADA

3:50 p.m.



Using Wikis As A Collaborative Training Tool To Build And Sustain Community

The Training and Organizational Development (TOD) branch of Texas Parks and Wildlife has embraced the idea that online social networking and collaborative tools can help further develop the knowledge, skills and abilities of its employees while reducing costs for employees seeking refresh training in key management courses. The agency has embarked on several blended learning programs, including the use of wikis to create communities for sharing ideas, called Communities of Practice. Such communities are specific to a course topic and include only graduates of the course. As such, the supportive atmosphere and common experience allows the community to open threaded discussions, review current literature, ask questions of other employees at their level, and continue to receive feedback from the course trainers.

Some key points of this presentation will include:

- Understanding what a wiki is and how it can be used
- Various uses for wikis and determining their suitability
- Defining communities of practice
- Exploring wiki design and options to consider
- Implementing a wiki into your organization's culture
- Lessons learned about using wikis in training and other areas of a government agency

Chris Victoria, Training and Organizational Development Specialist
TEXAS PARKS AND WILDLIFE DEPARTMENT

4:40 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.

Steve Ressler, President and Founder
GOVLOOP

5:00 p.m.

Close Of General Sessions

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To Register, Call (888) 362-7400 -or- (773) 695-9400
or register online at www.aliconferences.com

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.

Stakeholders And Support: How To Identify, Create, And Engage Your Social Media Efforts

Government agencies are confronted with unprecedented challenges. From leading citizens in a highly charged political environment to regulating businesses that are undergoing massive organizational change, civil servants and policy makers are confronting new and unforeseen issues every day. To meet these new challenges, communication will play a vital role – specifically social media communication.

But where does one start with so many options, networks and available tools. Who should be targeted? What techniques should be used? How do you measure results?

This session will help government agencies and employees lay the foundation for a solid social media communications platform. From indentifying and communicating with key stakeholders to developing new allies and measuring the success of your efforts, you will leave this workshop more informed and better prepared. By doing a few things really well, your social media efforts will pay dividends and the citizens you represent will be better connected and informed.

In this session, you will learn:

- How organizations are changing the way they communicate with their stakeholders
- How to engage support by moving stakeholders through levels of advocacy and engagement
- Where your supporters are – geographically, economically and virtually
- Mobilization techniques to gain support across the communication spectrum
- Analytical measurement to gauge success and refine future communication efforts

WORKSHOP LEADER: Marc Ross is a Principal of 2ndSix, a grassroots, marketing and communications firm has done work for political campaigns, industry trade associations and nonprofit organizations helping them to engage targeted audiences. From voter registration to sending commentary to news organizations, 2ndSix is a leader in harnessing the power of social networks to enhance communications efforts and shape public opinion.

Testimonials From Past Marc Ross Sessions:

“Group exercise was very interesting. It was hands-on and got the audience to participate.”

“Good examples, slides and ideas.”

“Engaging speaker with a unique view point.”

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

Lunch On Your Own

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

AFTERNOON POST-CONFERENCE WORKSHOP D

How To Leverage Social Media To Position Your Organization For Successful Crisis Communications

In today's media world, tools such as Facebook, Twitter, Really Simple Syndication (RSS) feeds, and other formats, allow information to reach more people – and faster – than ever before. Our concept of government communications has forever changed due to this constantly evolving media landscape. And while many government agencies now recognize the implications of using social media for strategic and crisis communications, their attempts to integrate and harness social media's full potential have not yet been fully realized.

With that said - numerous government agencies including the U.S. Food and Drug Administration, the Federal Emergency Management Agency and others have adopted social media tools as key elements of their communication processes. But are we effectively integrating social media into our crisis responses?

Attend this interactive workshop and learn how leading organizations in both the public and private sectors utilize and integrate social media tools for use internally and externally during a crisis and how these techniques specifically apply to government.

In particular, you'll learn how your government agency can:

- Map a social media crisis strategy
- Minimize risk with the right social media presence
- Implement the appropriate response mechanisms
- Utilize a variety of digital platforms to rebuild your brand after a crisis

WORKSHOP LEADER: Jeff Beringer, Digital Expert and Senior Vice President at GolinHarris, leads the firm's digital PR team and is the driving force behind creative campaigns which leverage the power of new media to build conversations with key stakeholders. With extensive experience in content strategy, digital media platforms, he provides digital and social media communications support to blue-chip brands across the globe including Disney, SC Johnson, Sony Ericsson, Texas Instruments, Coors Brewing Company and the Florida Department of Citrus. Beringer is an authority on building trust with audiences through integrated on-and-offline communications programs that exceed expectation.

ABOUT OUR CONFERENCE SUPPORTERS:



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 www.govloop.com.



OhMyGov! wants better government -- a more creative, more efficient, smarter government! So we set out to do the unthinkable: build a news and information site about government that was both interesting and fun to read. We offer an entertaining mix of "good gov" stories about public sector innovations and

advances (yep, imagine that!) and comforting "bad gov" tales of government embarrassments and outrages. In short, we cover anything that makes you say *OhMyGov!*

OhMyGov! was founded by 3 guys looking to make a difference — an experienced federal executive, a motivated government contractor and writer, and a best-selling investigative journalist. For more information, go to: <http://ohmygov.com/>



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

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



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

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

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

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



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

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



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.

For more information, please go to www.leadership-programs.org.

VENUE & LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Warwick Melrose Hotel Dallas
 3015 Oak Lawn Ave
 Dallas, TX 75219
 T: (214) 521-5151
<http://www.warwickmelrosedallas.com>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the government per diem rate of \$115 per night. Please call the hotel no later than March 7, 2010 to ensure this rate** and mention that you are attending the "Social Media for Government Conference." We recommend that reservations be made early as both rates are subject to availability.

AAA Four Diamond Luxury awaits you at this historic Dallas landmark which is only five minutes from Love Field Airport and twenty-five minutes from D/FW International Airport. Centrally located in uptown Dallas, the Warwick Melrose is just a short drive and convenient to many of the more popular things to do including the Market Center, Downtown, the Convention Center as well as the West End and McKinney Avenue entertainment areas.

Join us in Dallas, TX for A.L.I.'s 17th Conference on "Social Media for Government: How To Engage Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results." You'll surely enjoy the best shopping in the southwest, four-star restaurants, the largest urban arts district in the nation, 13 entertainment districts and much more. With moderate weather, year-round sports and true Southern hospitality you will undoubtedly feel the Dallas difference.



For more information on your visit to Dallas, go to <http://www.visitdallas.com/>.

Photo courtesy of Dallas Convention and Visitors Bureau

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials, including access to a post-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 February 5th	Regular Pricing: Register with payment after February 5th
Conference Only (March 23 rd and 24 th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
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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 Amy at (773) 695-9400 x20, 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 8th) 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 8th) 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:

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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 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 · CIA · 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 · Department of Transportation · CDC · Forest Service · Environmental Protection Agency · U.S. Army · IRS · Census Bureau · FAA · City of Chicago, IL · Department of Justice · FBI · U.S. Government Printing Office · Commonwealth of Virginia · Smithsonian Institution · Department of Energy · Social Security Admin. · Department of Defense · NASA · House of Representatives · State of Iowa · NIST · Washington State · Maricopa County, AZ · U.S. Department of Health and Human Services · National Academy of Public Administration · U.S. Department of Education · U.S. Department of Agriculture · City of Overland Park, KS · World Bank · Department of the Treasury · U.S. Department of Homeland Security · San Diego Airport, CA · U.S. Air Force · Court Services and Offender Supervision Agency · Peace Corps · FEMA · City of Minneapolis, MN · Bureau of Reclamation · Pentagon Renovation · Office of the Governor, Washington · American Institutes for Research · NOAA · Department of Housing and Urban Development · Department of Veterans Affairs · FDIC · U.S. Small Business Administration

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

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Registration Form

Please photocopy for group members.

Yes, I'd like to register for the Social Media for Government conference in Dallas, TX.

Please check: E-mail Priority Code: _____ Amount Due: _____

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- Pre-Conference Workshop B: How To Measure The Impact Of Social Media And Determine Next Steps
- Post-Conference Workshop C: Stakeholders And Support: How To Identify, Create, And Engage Your Social Media Efforts
- Post-Conference Workshop D: How To Leverage Social Media To Position Your Organization For Successful Crisis Communications

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