

"...We are not here to mark time, but to make progress, to achieve results, and to leave a record of excellence." - President George W. Bush

Back By Popular Demand...The 2nd National Forum From The Advanced Learning Institute's Acclaimed Executive Training Series For FEDERAL, STATE & LOCAL Government Communicators...



Rave Review from A.L.I.'s 1st National Social Media for Government Conference:
*"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

★★ Save Your Agency's Budget \$400! Register by March 7th! ★★
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 social media can be embraced by 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
- **Communicating** more effectively and efficiently through the use of social media (blogs, podcasts, Real Simple Syndication (RSS) feeds, video podcasts, and much more)
- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Measuring** the impact social media has on relevant performance measures such as quality, service and cost
- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Incorporating** other social media tools such as blogs, podcasts and social networking into

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 Homeland Security

Central Intelligence Agency

U.S. Department of Defense

National Aeronautics and Space Administration

Centers for Disease Control and Prevention

U.S. Department of Transportation

**U.S. Geological Survey,
U.S. Department of the Interior**

**San Diego County, California,
Regional Airport Authority,
San Diego International Airport**

Prince William County Service Authority, Virginia

- your current communication strategies
- **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 social media experts
- **Utilizing** blogs and podcasts as sources of information that the public can use and trust
- **Engaging** employees at all levels by connecting them to your organization's goals and strategic plan for the future

City of Overland Park, Kansas

American Society for Microbiology

Water Words That Work

Issue Dynamics, Inc.

The World Bank Group

Porter Novelli

IBM Center for the Business of Government

Oglivy Public Relations Worldwide

Amplify Public Affairs

Presented by:



Your Government & Communications Training Partner Since 1997

Supporting Organizations:



International Association of Business Communicators, Washington DC Chapter



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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Expand Your Learning...

Sign up for your choice of these interactive workshops:

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

Monday, April 14, 2008: 9:00 a.m. – 12:00 p.m.:

Social Media 101:

How Government Can Leverage Web 2.0 To Improve Their Communication Strategies

<ul style="list-style-type: none"> • Pre-Conference Afternoon Workshop B –
<p>Monday, April 14, 2008: 1:30 p.m. – 4:30 p.m.: A Step-By-Step Framework For Implementing Podcasting In Your Agency: Learning How To Podcast And Understanding How It Works</p>
<ul style="list-style-type: none"> • Post-Conference Morning Workshop C –
<p>Thursday, April 17, 2008: 8:30 a.m. – 11:30 a.m.: How To Implement A Social Media Campaign To Get Results: Engaging The Public And Online Communities With Your Organization's Messages, While Managing Your Reputation</p>
<ul style="list-style-type: none"> • Post-Conference Afternoon Workshop D –
<p>Thursday, April 17, 2008: 1:00 p.m. – 4:00 p.m.: Virtual Worlds And You: What They Are And How To Make Them Part Of Your Social Media Strategy</p>

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**
- **Internal Communications**
- **External Communications**
- **Employee Communications**
- **Employee Relations**
- **Human Resources**
- **Executive Communications**
- **Change Management**
- **Publication & Web Content**
- **Communication Consulting**
- **Communications Research**
- **Electronic Communications**
- **New Media/Interactive Media**
- **Community Relations**
- **Technology**
- **Intranet & Internet**
- **Public Relations**
- **Training & Development**
- **Marketing**
- **Journalism**
- **Information Services & Systems**
- **Administration**
- **Program Management**
- **Customer Service & Satisfaction**
- **Evaluation**
- **Reporting**
- **Organizational Transformation & Development**

...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. **26 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
2. **Over 26 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 for social media** from leading practitioners like the **U.S. Department of Transportation, U.S. Department of Homeland Security, City of Overland Park, Kansas, Prince William County Service Authority, Virginia,** and many more
6. **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
7. **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
8. **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

A LETTER FROM THE CONFERENCE CHAIRPERSON, RACHEL RUFF...



Dear Federal, State and Local Government Communications Professionals:

As technology advances and continues to become more accessible than ever, people expect communication to become faster and more streamlined across their department and around the world. The Internet has now become a tool to launch more efficient ways of communicating, which will help to get your message to thousands, without even sending an email. **The age of social media has arrived and is sweeping corporate America – the public sector can't afford to miss out on utilizing the tools used in this new interactive environment!**

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

How Will This Conference Help You And Your Organization?

This conference will help you understand how to 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 Homeland Security** developed a successful social media launch and how they now measure its success
- **World Bank Group** engaged their 10,000+ employees through the use of social media
- **U.S. Geological Survey** implemented a successful podcast on a shoestring budget

[Register today online at www.aliconferences.com](http://www.aliconferences.com) or by calling 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 BLOGGING, PODCASTING And The Latest WEB 2.0 Technologies To Drive Communication Results," this April in Washington, DC, to hear from communicators who are currently utilizing social media tools.

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

Sincerely,



Rachel Ruff, Vice President, Persuasive Technology
PORTER NOVELLI
 Conference Co-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:

"It was a pleasure to be part of this historic first conference on Social Media for Government."

N. Mulroy, Public Information Officer

HARTFORD POLICE DEPARTMENT, HARTFORD, CONNECTICUT

"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

"I loved the conference booklet – it was easy and convenient for note-taking!"

E. Franklin, Social Work Reinvestment Initiative

NATIONAL ASSOCIATION OF SOCIAL WORKERS

...AND SOME FROM RECENT GOVERNMENT COMMUNICATIONS CONFERENCES:

"Overall: superb job on meeting educational goals. Nicely done! One of the best I've attended."

J. Verrico, Public Affairs Officer

NAVAL FACILITIES ENGINEERING COMMAND, U.S. NAVY

"The material covered a variety of areas, including communication techniques/strategies and real-life scenarios. Excellent approach resulted from this coverage."

L. Beck

U.S. PATENT AND TRADEMARK OFFICE

"I found this to be a very helpful conference. I'm glad that I attended."

D. Hann, Director, Office of Science Policy, Planning & Communications

NATIONAL INSTITUTE OF MENTAL HEALTH, NATIONAL INSTITUTES OF HEALTH

"I have no problem recommending your future conferences to co-workers and executives."

L. Valcour, Inspector

OTTAWA POLICE SERVICE, ONTARIO, CANADA

PRE-CONFERENCE WORKSHOPS: Monday, April 14, 2008

Jump-start your conference experience by attending these interactive 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 Government Can Leverage Web 2.0 To Improve Their Communication Strategies

What are blogs? What is Web 2.0? Why should I use podcasts? How will RSS feeds help me communicate better to employees and customers/citizens?

This pre-conference workshop will answer these questions and provide a comprehensive tutorial on the various social media tools and technologies and teach government communicators what they need to know to get started. Specifically, you'll learn how government organizations can leverage Web 2.0 technologies to improve their communication strategies. This session will draw from practical, real-world experiences at the U.S. Department of the Treasury and other organizations.

You'll leave this interactive session with a solid understanding of:

- What is Web 2.0? (vertical vs. horizontal influence, where we are today)
- Ways which a government agency can promote itself online
- How and why to blog
- Agency blogging guidelines

- How to use online video distribution as a marketing tool—how it can help you distribute your message, what’s out there, & where to post
- How to search optimized newsletters and RSS feeds—how they work and why they are important
- Google Adwords and Search Engine Optimization
- Examples and samples
- How to get started
- Q&A

WORKSHOP LEADER: Rachel Ruff, Vice President of Persuasive Technology, came to Porter Novelli in 2006 from her position as a special projects manager and producer at CNN. Rachel is expanding and enhancing the agency’s capabilities in the digital influence arena, using broadcast industry insight and extensive CNN experience to focus on strategy development and media creation as she oversees interactive media projects for Porter Novelli worldwide.

Testimonials From Past Porter Novelli Sessions:

“Excellent presentation and mix of visuals, lecture, examples, templates, and resources.”

“Very well presented!”

“This workshop did a good job doing an overview of examples of current Web 2.0 examples in the government & the private sector.”

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

A Step-By-Step Framework For Implementing Podcasting In Your Agency: Learning How To Podcast And Understanding How It Works

Whether your agency serves a particular set of constituents, is responsible for setting policy, oversees research, manages historical or cultural collections, or produces educational or public health outreach campaigns, audio podcasting is an excellent way to communicate your initiatives, generate public interest, and promote your mission.

In this workshop, you will learn the basics of creating your own audio podcast that will rival or exceed the quality of many "professional" shows already in existence. Learn about all the tools you will need to do it yourself, from audio editing programs and microphones, to recording interviews over the Internet using Skype, the popular Voice Over Internet Protocol (VOIP) client. Then, we will get our hands dirty by editing an actual episode of MicrobeWorld, the daily science news program heard on Washington, DC’s WETA 90.9 FM and master it using The Levelator, a free software product and a podcaster’s best friend. We will also discuss podcast distribution methods, including: RSS feed creation, bandwidth considerations, cell phone delivery, and hosting options.

Finally, you will learn about:

- Web 2.0 marketing tips on how to optimize your podcast feed
- Podcast directory submission
- Single-click subscription buttons
- Flash players/podcast widgets

...And much more

If your agency doesn't have an allocated budget to hire a consultant, PR agency, or a production house to create a podcast, or you just want to learn the details of the podcasting process, this workshop session is for you.

WORKSHOP LEADER: Chris Condayan serves as the Manager for the American Society for Microbiology's (ASM) public education outreach initiative in which he oversees the production of the society's MicrobeWorld Radio outreach program. In addition to his current role with ASM, Condayan has done consulting work on podcasting and wikis for the American Physiology Society and the American Podiatric Medical Association.

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AGENDA - DAY 1: Tuesday, April 15, 2008

7:45 a.m.

Registration & Continental Breakfast

8:15 a.m.

Chairperson's Welcome and Opening Remarks

Rachel Ruff, Vice President, Persuasive Technology

PORTER NOVELLI

8:30 a.m.



CASE STUDY

How To Make Communication Contagious: Blogging To Get Your Message Across

Earlier last year, the U.S. Department of Health and Human Services hosted the Pandemic Flu Leadership Blog (<http://blog.pandemicflu.gov>) as part of a campaign to encourage Americans to prepare for the pandemic flu. The blog generated a wealth of conversation and insight from bloggers and commenters alike, as well as substantial and steady traffic and noteworthy media coverage (online and off-line). Keyword marketing and word of mouth brought site traffic from nearly 20,000 unique visitors and over 130,000 page views from 113 countries on 6 continents.

Social media coverage of the blog predominantly focused on the one hook: the innovative and pioneering use of a blog by a government agency to hold an open conversation online. The blog remains online as an archive of the conversation and the campaign continues to pursue opportunities to utilize social media to engage leaders in the Department's efforts to ensure that all Americans are adequately prepared for the pandemic flu.

This will be an exciting presentation and will show you how keyword marketing and word of mouth can increase the traffic to your blog and your message at your organization.

Sara Strope, Senior Interactive Producer, 360° Digital Influence

OGILVY PUBLIC RELATIONS WORLDWIDE

9:20 a.m.



Speed Networking

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

9:50 a.m.



Morning Refreshment & Networking Break

10:20 a.m.



CASE STUDY

How To Join In On The Conversation Using Social Media: Creating A Social Media Launch Strategy And Measuring The Impact

Joining the social media conversation is a way to reach citizens and stakeholders directly. The U.S. Department of Homeland Security (DHS) launched its Leadership Journal, which had many features of a blog. The mission was to discuss the work of the DHS, to protect the American people, build an effective emergency preparedness and response capability, enforce immigration laws and promote economic prosperity.

In this session, you will be able to take away the keys to a successful launch, including:

- Creating a social-media-specific launch strategy
- Helping leadership reorient around new success metrics
- Measuring and communicating those successes

Gwynne Kostin, Director, Web Communications
U.S. DEPARTMENT OF HOMELAND SECURITY

11:10 a.m.



CASE STUDY

How To Implement RSS In Your Organization To Streamline Information For Your Employees And Citizens

The City of Overland Park is a nationally recognized community located in the heart of thriving Johnson County, Kansas. Overland Park is the second largest city in Kansas and within the Kansas City metropolitan area; it has successfully developed its own identity, image and reputation as one of the nation's most dynamic corporate centers.

Three years ago, the City of Overland Park implemented RSS feeds doubling the readership of its newsletters. Like Overland Park, RSS feeds can allow your customers/citizens to get information pushed to them, without receiving additional emails and having to come to the City's web site to find the information.

In this session, you will gain information on:

- What is RSS
- Why use RSS
- How Overland Park has used RSS

- How your organization can implement RSS

Through the experiences at the City of Overland Park, you will learn how RSS feeds can help your organization better communicate with employees and customers/citizens.

Vicki Irey, Director, Information Technology
CITY OF OVERLAND PARK, KANSAS

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.



How IBM Uses Web 2.0 Tools In Its Workplace

Science fiction writer William Gibson noted: “The future is here. It’s just not evenly distributed yet.” That tends to be the case in the spread of technology. It starts in the private sector then moves to government.

This presentation will provide an overview of how some of Web 2.0’s social networking “toys for teens” – instant messaging, MySpace, Facebook, etc. -- have become workplace collaboration tools in the private sector.

Attend this session to learn what social networking is and how it can be used to improve your operations. This eye-opening session will address how the world is constantly changing in the areas of:

- Technology
- Workforce
- Knowledge
- Business

Also, hear how IBM is adapting to the new world, and take away key lessons from one of the top corporate pioneers of social media on how your government organization can better prepare and adjust to these changes, as well.

John Kamensky, Senior Fellow
IBM CENTER FOR THE BUSINESS OF GOVERNMENT

2:20 p.m.



Understanding Policy And Legal Issues Associated With Exploring New Communication Technologies

National Aeronautics and Space Administration (NASA) has been exploring space, developing new technologies and advancing science for 50 years. Part of their mission is to communicate these advances to the public, foster science literacy and promote science and engineering education in the public school systems. How can this be done in a large government agency that spans 10 NASA Centers, university partners and commercial contractors? How is NASA using social media tools to increase their effectiveness in both internal

and external communications? What are the challenges to policy and how are they solving them? This session will address these questions, as well as:

- Give an overview of the new nasa.gov website and the Web 2.0 features it is using to reach their audiences and convey the excitement of space exploration
- Address how metrics are changing with evolving web features and what NASA is doing to determine success
- Share their strategy for increasing visibility to an 18 to 35 year old audience
- Tell the story of starting a blog at NASA Ames Research Center, the challenges that were raised, and how we are addressing them and increasing management support
- Explain what they are doing agency-wide to address the changing landscape of social media in areas of policy, procedures, style guides and legal issues
- Briefly cover a set of websites at NASA that are successfully building communities for internal work, taking advantage of podcasting and leveraging the popularity of social networking tools into their web strategies

Estelle Dodson, Collaborative Technologies

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION, AMES RESEARCH CENTER

Brian Dunbar, Internet Services Manager, Public Affairs

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION HEADQUARTERS

3:10 p.m.



Afternoon Refreshment & Networking Break

3:25 p.m.



CASE STUDY

Don't Be Afraid Of Employee Bloggers: How To Guide The Power Of Employee Blogging To Engage External Audiences & Enhance Transparency

The *Goodwill Ambassablog* is a unique approach to employee blogging at the San Diego County Regional Airport Authority, the public agency that operates San Diego International Airport. As a regional government agency, the Airport Authority was uncertain how, if at all, to enter the blogosphere; so it launched an employee blog with a twist – one that not only engages employees and offers them a creative outlet for educational expression, but also communicates positive messages about the Airport Authority and enhances its transparency to external audiences.

The *Goodwill Ambassablog* is proving to be a stellar, ultra-low-cost, “new media” supporter of the Airport Authority’s Goodwill Ambassador Program, which recruits agency employees to serve as ‘goodwill ambassadors’ about the Airport Authority to their friends, family members and community contacts. Its blog features ongoing employee-written posts & comments, video & music clips, photos, quizzes, polls, convenient forwarding features and more.

In this session, you will gain insight on how to:

- Create a similar blog as the *Goodwill Ambassablog* and get it operating successfully on a shoestring budget
- Effectively implement and monitor a dual-purpose (internal/external) blog for public entities
- Overcome technical challenges

- Gain upper management understanding and support

Steve Shultz, Deputy Director, Public & Community Relations
SAN DIEGO COUNTY, CALIFORNIA, REGIONAL AIRPORT AUTHORITY
SAN DIEGO INTERNATIONAL AIRPORT

4:15 p.m.



How To Use Social Media To Engage Your Workforce

The World Bank is an international development agency, owned by 182 governments, with a staff of 10,000 employees across the world. Their challenge is to find the means to engage and empower a geographically-dispersed workforce.

In this case study session, you will hear how:

- To introduce social media tools into your organization
- Social media tools can play a role in a leadership crisis
- To take into account the differences between traditional media and social media and to create the most effective communication strategy
- Social media tools can be used today to give every employee the ability to contribute

Learn from the experiences at The World Bank, and how you too, can utilize social media for your organization's advantage.

Michele Egan, Sr. Communications Officer, Internal Communications Group
Sumir Lal, Manager, Internal Communications Group
THE WORLD BANK GROUP

5:05 p.m.



End of Day One & 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, April 16, 2008

7:45 a.m.

Continental Breakfast & Networking

8:15 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation: How To Create And Promote Your Agency's Social Network

Through the experiences at the U.S. Department of Treasury, Mommycast and working with several Fortune 500 clients at Porter Novelli, you will learn the basics of using social media networks for Government and Politics.

In this session, you will learn the overall goal for using social networks. Specifically you will learn how to create and interact with many social media networks, including:

- Facebook—how to use the social utility to connect with your stakeholders
- YouTube—why and how to broadcast your organization
- MySpace—not just a “place for friends”
- Other social media networking sites to consider

Attend this session to learn why social media networking is crucial to your organization, how to promote and grow your agency's social network, and hear real examples of government and political uses of social media.

Rachel Ruff, Vice President, Persuasive Technology

PORTER NOVELLI

9:15 a.m.



CASE STUDY

How To Integrate Social Media (Blogging, Podcasting & Other New Media) With Traditional Channels To Maximize Your Communication Efforts And Results

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

Roxie T. Merritt, Integrated Internal Communications
Office of the Assistant Secretary of Defense for Public Affairs
U.S. DEPARTMENT OF DEFENSE

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

10:05 a.m.



Morning Refreshment & Networking Break

10:25 a.m.



CASE STUDY

How To Use Viral Video To Transform Your Internal And External Communications And Reap The Benefits

When the Prince William County Service Authority, the county's water and sewer utility, hired its first Communications Director in October 2006, the Executive Management simply wanted a quarterly external newsletter. A few months later, its newly established two-person Communications Department had designed the requisite publication—and had produced a companion “video newsletter” that began receiving thousands of hits on YouTube, MySpace and Facebook, in addition to airing twice daily on the County's Emmy-Award-winning government access channel.

Learn how a modest investment in multimedia equipment and software can transform how internal and external communications are packaged and shared and how your agency can reap the benefits.

Specifically, you will take away:

- How a 10-minute video newscast helped mitigate customer reaction to a significant rate increase
- Why an organization with half of its employees working off-site can benefit from multimedia communications
- How an internal audio newsletter can help recruitment efforts
- Why traditional media will find your multimedia outreach products newsworthy

Keenan Howell, Director of Communications
PRINCE WILLIAM COUNTY SERVICE AUTHORITY, VIRGINIA

Melissa Hopkins, Communications Specialist & Web Manager
PRINCE WILLIAM COUNTY SERVICE AUTHORITY, VIRGINIA

11:15 a.m.



CASE STUDY

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

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

In this session, you will learn:

- How to foster a bottom-up, viral approach to adoption
- The various roles that blogs, wikis, and social tagging play and how to replace existing processes with them
- How individuals can play a leadership role by engendering network effects
- What role managers and senior leaders can play in this new environment
- How sensitive or proprietary information can be protected via a concept called "breadcrumbs"
- About the importance of working topically versus organizationally
- About the role of "gardeners" in maintaining the health and vibrancy of your social software space

Don Burke, Intellipedia Doyen

CENTRAL INTELLIGENCE AGENCY

Sean Dennehy, Chief, Intellipedia Development

CENTRAL INTELLIGENCE AGENCY

12:05 p.m.

Lunch On Your Own -- But Not Alone!

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

1:35 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.

2:05 p.m.



CASE STUDY

How To Use Social Media Technology Strategically To Advance Your Communication Efforts

Social media, such as blogs, podcasts, social networks, wikis, mobile applications and games are redefining today's communication channels. By leveraging the unique characteristics of social media, public health professionals can gain access to target audiences at times when they are most receptive to persuasive health messages. By using these tools in strategic ways, the Centers for Disease Control and Prevention (CDC) is advancing the use of social media channels to improve health, prevent disease and encourage long-term participation in healthy behaviors.

In this session, you will learn how the CDC has used social media to impact health decisions and how to apply their lessons learned to your own organization.

Erin Edgerton, Content Lead, Interactive Media, Division of eHealth Marketing,
National Center for Health Marketing, Coordinating Center for Health Information and Service
CENTERS FOR DISEASE CONTROL AND PREVENTION

2:55 p.m.



Afternoon Refreshment & Networking Break

3:10 p.m.



CASE STUDY

Building Senior Management Support For Your Social Media Programs: How To Deliver A Social Media Proposal To Your Senior Leadership And Effectively Communicate These Ideas Across Your Entire Organization

In this session, you will learn how to build and achieve consensus among senior management that *social media programs are good ideas and can add significant business value*. Specifically, the positive impacts associated with social media will be discussed. More specifically, you will leave this session with answers to the following questions that you're bound to be asked by your managers, including:

- What will it do that I am not doing today?
- Who will benefit from these processes and tools?
- What is the specific "value proposition"?
- Is this PR or "community" relations?
- How can I effectively communicate this value?
- Is this aimed at a younger generation or will the entire workforce find this useful?
- Will this cost a lot?
- What will happen if we don't do this?

This session will also discuss how to deliver a social media proposal to your senior leadership along with ways to effectively communicate these ideas across your entire organization.

Tim Schmidt, Chief Technology Officer
U.S. DEPARTMENT OF TRANSPORTATION

4:00 p.m.



CASE STUDY

How To Podcast When You're Short On Money And Staff

Podcasting is a flexible, engaging, and personal way to get your agency's messages and your people out from behind the bureaucracy and jargon. It might also, however, conjure images of expensive studio setups and even more expensive staff dedicated to running them.

At the U.S. Geological Survey, they have brought their science and scientists into thousands of computers and mp3 players on a very slim budget and with a handful of people, and they're just getting started.

In this session, discover how to:

- Podcast with a staff of two or three and under a budget of \$1,000
- Stretch your dollars on publicity and audience
- Capture a large amount of content without starting from scratch
- Use podcasting as a great audio *and* video tool

In this session, you will also learn what your agency should and should not do when getting started in podcasting.

David Hebert, Writer-Editor, Office of Communications

Scott Horvath, Public Affairs Specialist/Web Developer, Office of Communications

U.S. GEOLOGICAL SURVEY, U.S. DEPARTMENT OF THE INTERIOR

4:50 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.

Rachel Ruff, Vice President, Persuasive Technology

PORTER NOVELLI

5:00 p.m.

Close Of General Sessions

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or register online at www.aliconferences.com

POST-CONFERENCE WORKSHOPS: Thursday, April 17, 2008

INTERACTIVE POST-CONFERENCE WORKSHOPS

These interactive workshops are designed to take your conference experience to the next level. Workshops allow you to take the information you gained from the general sessions, and identify and focus on your

individual needs and applications. Make the most out of this conference by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

Choose from 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.

How To Implement A Social Media Campaign To Get Results: Engaging The Public And Online Communities With Your Organization's Messages While Managing Your Reputation

In the digital age, word-of-mouth means as much for your organization's reputation as headline news, but government and business's efforts to engage online communities often sink without a trace in the vast sea of electronic noise. That's because most online community citizens who receive your message are dead-ends as most of them simply won't pass it on. In fact, every variety of social media -- the blogosphere, YouTube, MySpace, Facebook, Digg, Wikipedia, listservs, and the rest -- is dominated by a small minority of highly motivated users who diligently work to influence their peers and set the tempo of the online debate. Identifying and cultivating relationships with these opinion leaders is what spells the difference between a social media outreach effort that produces results -- and one that just wastes your resources.

This workshop is designed for executives and managers who are responsible for putting their agency's message out to the public, highlighting its accomplishments, and managing its reputation during crises. **Bring your laptop as this will be hands-on session.**

In this informative and interactive workshop, you will learn how to:

- Efficiently and continuously monitor community conversation about your agency and its areas of responsibility
- Distinguish opinion leaders from followers in online communities like MySpace, YouTube, and others
- Understand what motivates these individuals -- and develop engagement strategies for cultivating productive relationships with them
- Identify members of your staff who have what it takes to be successful ambassadors to online communities

WORKSHOP LEADER: Eric Eckl, is a Blogger and Founder of Water Words That Work, a boutique firm providing contemporary communications consulting to nature protection and pollution control organizations. He previously has served as a press officer for the U.S. Fish and Wildlife Service and senior strategist at Bonfire Consulting.

Testimonials From Past Eric Eckl Sessions:

"I loved that he gave us plenty of time to discover the social media websites and critically evaluate them and share our results."

"This was a great session and I enjoyed learning about social media from a government perspective."

"Great hands-on, putting lecture into practice, very real advice & tie-ins into government work."

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

Virtual Worlds And You:

What They Are And How To Make Them Part Of Your Social Media Strategy

“What are virtual worlds, and what can they do for my organization?” This hands-on workshop will provide an overview and facilitated discussion that will answer this question and many others, including:

- Why embrace virtual worlds?
- Are the demographics of virtual worlds inline with your primary audience?
- What are the strategies and tactics that work?

Attend this workshop and be prepared to learn about:

- The state of virtual worlds
- How organizations can use virtual worlds
- Costs and resource allocation
- Virtual world examples

This highly-interactive workshop will review platforms, allow you to create your own avatar, explain virtual world etiquette, and teach you how to stay informed about virtual world development. We can also provide a hands-on training for people who engage in virtual worlds now:

- Review of platforms
- Creating avatars (participants would create one)
- Virtual world etiquette
- How to stay informed about virtual world developments

As a necessary part of this training, please bring your laptop. You will be notified of the specific software you will need to download one week before the workshop.

WORKSHOP LEADERS: Kevin Reid is a Vice President at Washington, DC-based Issue Dynamics, Inc., where he manages online campaigns and oversees the company’s Blogger Relations programs including client blog building, monitoring, advertising and training. Formerly, he served as the director of Internet communications at Amnesty International USA.

John Breyault, Director, Research, has been a member of the Amplify Public Affairs (APA) team since 2003, and has an extensive background in the application of Web 2.0/3.0 technologies such as blogging, social networking, and virtual worlds to public policy issues. Prior to joining APA, Breyault was a financial analyst at Sprint where he managed the company’s international long distance and data networks in the Europe, Middle East, and Africa regions.

Testimonials From Past Kevin Reid Sessions:

“Good stuff, loved the topic and I’ve learned a great deal.”

“Excellent info and presenter!”

“Great info with things to take back and share!”

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.



Government Communicators Insider is a FREE monthly eNewsletter that brings you tips on reaching government employees, building media relationships, serving various constituent audiences and communicating in a crisis.

Government communicators use GCI to sharpen their media responses, hone their internal messages and deliver better services to the public. For more information or to subscribe, please go to: www.ragan.com.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT:

Crowne Plaza Hotel
OLD TOWN ALEXANDRIA
901 North Fairfax
Alexandria, VA 22314
Hotel Front Desk: (703) 683-6000
<http://www.ichotelsgroup.com>

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been set aside **at the rate of \$201/night. Please be sure to call the hotel no later than Thursday, March 21, 2008**, to help ensure this rate and mention that you are attending the Advanced Learning Institute's government conference. **We recommend that reservations be made early, as the number of rooms at our rate is limited.**

The Crowne Plaza Old Town Alexandria is located in the heart of Alexandria, convenient to Old Town Alexandria and Washington DC. It's just 2 miles from Ronald Regan Washington National Airport (DCA), 31 miles from Washington Dulles International Airport (IAD), and 32 miles from Baltimore Washington International Airport (BWI). Conveniently, the hotel provides a complementary hotel shuttle service from the closest Metro station, Regan National Airport, about 3 miles from the hotel.

Join us in the nation's capitol for A.L.I.'s 2nd National Conference on "Social Media for Government: How To Engage Employees And Citizens By Using Blogging, Podcasting And 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, evening networking reception and breakfast for morning workshop attendees.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by March 7th	Regular Pricing: Register with payment after March 7th
Conference Only (April 15 th & 16 th)	\$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 8.75% 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 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 31st) a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after March 31st) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

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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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 Attendees Include Representatives From These Leading Organizations:

U.S. Postal Service – City of Austin, TX – FDA – Department of Labor – District of Columbia – Office of Naval Intelligence - Marine Corps – FCC – Office of Personnel Management – U.S. Mint – City of Atlanta, GA – Department of the Interior – General Services Administration – Department of Transportation – Forest Service – Sarasota County, FL – Environmental Protection Agency – Army – MIT Lincoln Laboratory – 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 – Montgomery County, MD – Social Security Administration – Department of Defense – NASA – House of Representatives – Office of Management and Budget – State of Iowa – Washington State – Maricopa County, AZ – Department of Health and Human Services – National Academy of Public Administration – Department of Education – Department of Agriculture – Department of the Treasury – Homeland Security – Booz Allen Hamilton – Capgemini - CDC – Air Force – Nashville and Davidson County, TN – Court Services and Offender Supervision Agency – FEMA – Bureau of Reclamation – Pentagon Renovation – American Institutes for Research – USAID – University of Baltimore – NOAA –Department of Housing and Urban Development – Department of Veterans Affairs – FDIC – Customs – City of Las Vegas , NV – Small Business Administration – State of Colorado

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Registration Form

Please photocopy for group members.

Yes, I'd like to register for the April 2008 Social Media for Government Conference in D.C.

Please check:

E-mail Priority Code: _____ Amount Due: _____

Conference Only

Conference Plus Workshop(s):

Pre-Conference Workshop A: Social Media 101:

How Government Can Leverage Web 2.0 To Improve Their Communication Strategies

Pre-Conference Workshop B: A Step-By-Step Framework For Implementing Podcasting In Your Agency: Learning How To Podcast And Understanding How It Works

Post-Conference Workshop C: How To Implement A Social Media Campaign To Get Results: Engaging The Public And Online Communities With Your Organization's Messages, While Managing Your Reputation

Post-Conference Workshop D: Virtual Worlds And You: What They Are And How To Make Them Part Of Your Social Media Strategy

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