

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

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

**Back By Popular Demand...The 3rd National Forum From The
Advanced Learning Institute's Acclaimed Executive Training Series For
FEDERAL, STATE & LOCAL Government Communicators...**



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

"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

**** Save Your Agency's Budget \$400! Register by May 30th! ****
To Register, Call (888) 362-7400 -or- (773) 695-9400

or register online at www.aliconferences.com

KEY TAKE AWAYS:

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

- **Developing** a social media (blogging, podcasting, wikis, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **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
- **Operating** social media tools within the boundaries of government restrictions and

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:

- Central Intelligence Agency**
- U.S. Department of State**
- U.S. Department of Homeland Security**
- National Institutes of Health,
U.S. Department of Health and Human Services**
- U.S. Department of Defense**
- Court Services & Offender Supervision Agency**
- American Cancer Society**
- U.S. Geological Survey,
U.S. Department of the Interior**
- Hartford Police Department,
Connecticut**

firewalls

- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Practicing** with hands-on sessions on how to use social media tools, such as podcasting and RSS
- **Incorporating** other social media tools such as blogs, podcasts and social networking into 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 your peers who are already using social media
- **Utilizing** blogs and podcasts as sources of information that the public can use and trust
- **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future

Presented by:



Your Government & Communications Training Partner Since 1997

City of Chesapeake, Virginia

Booz Allen Hamilton

Virilion

Grassroots Enterprise

The Cohesion Group

Water Words That Work

Supporting Organizations:



International Association of Business Communicators, Washington DC Chapter



National Association of Government Communicators

WHY IS THIS EVENT ONE YOU CAN'T MISS?

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

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

Social Media 101:

How To Leverage The Use Of Blogs, Wikis, Podcasts, And Virtual Worlds To Change The Way Your Organization Collaborates, Communicates And Manages Intellectual Capital To Achieve Your Goals

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

Monday, July 14, 2008: 1:30 p.m. – 4:30 p.m.:

How To Monitor Community Conversation, Distinguish Opinion Leaders And Become Successful Ambassadors To Online Communities While Building Your Organization's Reputation

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

Thursday, July 17, 2008: 8:30 a.m. – 11:30 a.m.:

How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Communications Strategy

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

Thursday, July 17, 2008: 1:00 p.m. – 4:00 p.m.:

How Your Organization Can Successfully Use Social Media To Engage The Public And Your Senior Leaders: Building The Business Case And Strategies For Deployment

WHO WILL ATTEND:

This conference has been researched with and designed for FEDERAL, STATE & LOCAL GOVERNMENT Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff, Assistants & Consultants involved in:

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

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are serious about using social media to engage employees and citizens by using blogging, podcasting and the latest Web 2.0 technologies to drive communication results. You will benefit from:

1. **20 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
2. **Over 22 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 Homeland Security, Court Services & Offender Supervision Agency, Hartford Police Department, Connecticut, American Cancer Society,** 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, STEVE RADICK...

Booz | Allen | Hamilton

delivering results that endure

Dear Federal, State and Local Government Communications Professionals:

As the Internet continues to mature from a vast encyclopedia of information into a tool for connecting people to one another via applications like blogs, Facebook, MySpace, and del.icio.us, employees are expecting that these same features are available in their personal and professional lives. The flexible, transparent nature of these tools enables anyone to communicate and collaborate with others regardless of physical, cultural, or political barriers. 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 communicating, including blogs, wikis, podcasts, vodcasts, widgets, and social bookmarking to stay competitive and maximize efficiency in decision-making efforts faced everyday. **It is your responsibility, as a government communications leader, to inspire and educate your agency in the latest tools and trends that encompass the newest world of communications: Social Media.**

How Will This Conference Help You And Your Organization?

This conference will help you understand how to utilize these 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, from leading organizations and practitioners, on how to use social media tools to change the way your organization communicates, collaborates, and shares information. Learn how the:

- **Central Intelligence Agency** implemented social software to make more accurate and timely judgments
- **National Institutes of Health** has transformed traditional media into new forms of communication
- **U.S. Department of Defense** combines new media with technology opportunities to enhance their public information goals
- **City of Chesapeake, Virginia**, is taking a step-by-step process to continually engage and motivate their employees to use social media tools

Please register online (http://www.aliconferences.com/conf/social_media_govt0708/register.htm) 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 Blogging, Podcasting and The Latest Social Media Technologies To Drive Communication Results," this July in Washington, DC.

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

Sincerely,



Steve Radick, Associate, Social Media
BOOZ ALLEN HAMILTON
Conference Chairperson

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

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

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

Shannon Duplessis, Assistant IT Director

LOUISIANA DEPARTMENT OF CIVIL SERVICE

"I was pleasantly surprised. I didn't anticipate this much information, and the peer-to-peer sharing. Real world experiences are much more valuable than theory."

S. Reilly, Communications Manager
CITY OF OVERLAND PARK, KANSAS

"What an amazing collection of forward-thinking information."

S. Shultz, Deputy Director, Public & Community Relations
SAN DIEGO AIRPORT, CALIFORNIA

"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

PRE-CONFERENCE WORKSHOPS: Monday, July 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 To Leverage The Use Of Blogs, Wikis, Podcasts, And Virtual Worlds To Change The Way Your Organization Collaborates, Communicates And Manages Intellectual Capital To Achieve Your Goals

You've heard the buzz words - wikis, blogs, RSS, Flickr, YouTube, Facebook - but what do they mean to you? More importantly, why should the government care?

The interactive, collaborative, and transparent nature of social media is fundamentally changing the way businesses and governments operate – moving from a top-down (hierarchical) structure to one that is horizontal and often bottom up. From wikis in the Intelligence Community to blogs at the Transportation Security Administration, the government is already using these tools on a daily basis.

Learn how social media is changing the traditional intranet, gain insight on the purpose and strategy behind the technologies, and explore how you can leverage these techniques to change the way your organization collaborates, communicates, and manages intellectual capital. You will gain an understanding of the risks and benefits of social media, but more importantly, understand the risks of NOT using social media.

In this session, you will:

- Discover why successful implementation of social media is more about people and processes than technology
- Understand how to effectively use social media in conjunction with traditional tactics to accomplish your objectives
- Learn how to gain upper management understanding and support
- Gain understanding of how to implement strategies for social media tools
- Receive a hands-on review of how you can immediately start using blogs, wikis, and social bookmarking to make your job easier

WORKSHOP LEADERS: Grant R. McLaughlin is a Principal in the global consulting firm Booz Allen Hamilton. Grant has more than 17 years of experience in strategic communication and stakeholder engagement working with a variety of public sector and not-for-profit organizations.

Steve Radick is an Associate at the global consulting firm Booz Allen Hamilton. Steve leads Booz Allen's Social Media practice, focusing on how to address the people, process, technology and infrastructure components of social media.

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 Monitor Community Conversation, Distinguish Opinion Leaders And Become Successful Ambassadors To Online Communities While Building Your Organization's 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:

“All in all, I really enjoyed it. Eric was an excellent presenter and facilitator.”

“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.”

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or register online at www.aliconferences.com

AGENDA - DAY 1: Tuesday, July 15, 2008

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome and Opening Remarks

Steve Radick, Associate, Social Media
BOOZ ALLEN HAMILTON

8:45 a.m.



Moving Beyond Email: Using Social Media Technologies to Communicate More Efficiently and Effectively With Your Stakeholders

Is your team suffering from e-mail overload? Government agencies and organizations are already embracing newer tools to ensure their messages break through the clutter and are internalized. This session will focus on several case studies from government agencies and other groups that have embraced these tactics to ramp up their own internal communications.

Specifically, you will learn:

- Ways organizations are sharing information and building a knowledge base
- Tactics and tools for using mobile communications
- Methods to move away from a pure “top-down” communications strategy

- How to bridge generational gaps of preferred communication methods
- Ideas of how to integrate “social media” into your approaches

The Honorable Mike Panetta
 U.S. “Shadow” Representative (D-DC)
 Vice President, Public Affairs and Emerging Media
GRASSROOTS ENTERPRISE

9:35 a.m.



Speed Networking

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

10:05 a.m.



Morning Refreshment & Networking Break

10:35 a.m.



CASE STUDY

So I'm A Social Media Expert? Now What?: A Step-By-Step Process To Get Your Social Media Plan Started

If you're like me, when you get back to the office, your boss is going to say, "Now you're a social media expert. Great! Start working on a plan." And there you are with this vast array of knowledge that you've never applied.

In this session, you will learn the baby steps you can take to learn more about social media and how you can help and encourage the other communicators in your department to join in on the adventure - before you write a single plan or policy.

In this session, you will learn the necessary steps to get started, including:

1. Get Your Hands on Social Media
 - Get started with the easy to use tools
 - Find out what social media tools your customers are using and how to use them
 - Try new ways to get your news
 - Keep learning - read, listen to, and watch everything you can get your hands on
 - Make sure your family knows what you're up to
 - Talk to your teenagers
2. Bring your co-workers into the fold
 - Use social media to communicate compelling content
 - Create opportunities to collaborate
3. Broaden your reach
 - Start with a low-risk project
 - Make your own video

11:25 a.m.



RSS: The How-Tos, Ups And Downs, Ins And Outs, And All Abouts Of Really Simple Syndication - - And How To Do It When You're Short On Money And Staff

The orange icons that say "RSS," or "XML" are appearing on web sites everywhere. But what exactly are these things? Are they just for uber-geeks, or are they useful to everyone?

After attending this session, you will learn the answers to the following common questions:

- What is RSS?
- How can my organization use RSS?
- What are the advantages and disadvantages to using RSS?
- How powerful can RSS be for your public AND internal Web sites?

By leveraging the power of RSS, not only will you be able to share your news and information more efficiently than ever before, but you'll be able to improve your organization's internal communications. You will also learn how to track your RSS subscriptions and optimize them for the social media and Web 2.0 world.

If you're not familiar with RSS at all or just want to learn more, this presentation is for you.

You won't want to miss this top-rated, information-packed session loaded with practical tips and advice – all of which can be done on a shoestring budget!

Scott Horvath, Public Affairs Specialist/Web Developer
U.S. GEOLOGICAL SURVEY, U.S. DEPARTMENT OF THE INTERIOR

12:15 p.m.

Lunch On Your Own -- But Not Alone!

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

1:45 p.m.



Hands-On Podcasting: How To Record And Publish An Audio Podcast

The Court Services and Offender Supervision Agency for the District of Columbia (CSOSA) launched its DC Public Safety Audio and Video podcast in January 2007. The DC Public Safety podcast includes both audio and video presentations and quickly became one of the most popular criminal justice topical podcasts. Learn the secrets behind this successful podcast launch and how to apply their critical success factors to your own podcast strategy.

This session is a hands-on "How To" technical session where you will learn about all the tools you will need to create a podcast yourself including audio recording software, audio/video recording hardware, close captioning video for section 508 compliance, RSS feeds, pod catchers, podcasting websites, and many of the other "rubber meets the road" things you need to know about starting your own podcast. This session is not a

lecture, but a chance for the attendees to work together with the presenter to record and publish an actual audio podcast.

Tim Barnes, Enterprise Director
COURT SERVICES & OFFENDER SUPERVISION AGENCY

Len Sipes, Senior Public Affairs Officer
COURT SERVICES & OFFENDER SUPERVISION AGENCY

2:35 p.m.



Afternoon Refreshment & Networking Break

3:05 p.m.



How To Spread Your Message And Harness The Power Of Social Media While Being Cost-Effective

The social semantic web is providing people more opportunities to connect with organizations than ever before. To stay competitive, organizations must learn to harness the power of the web to attract and maintain constituents' attention. From accepting inspiring user generated content to high-tech recruiting come find out how bleeding-edge organizations are reaching out to their stakeholders and communities more effectively and efficiently with social media.

Specifically, you will learn how to:

- Use digital storytelling to spread your message
- Talk to your managers about digital storytelling – and get buy-in throughout your entire organization
- Make user generated content work in your budget

David Neff, Director of Web and Interactive Strategy
AMERICAN CANCER SOCIETY - AUSTIN CORPORATE OFFICE

3:55 p.m.



How To Open Your Media Relations Doors To Bloggers And Broaden Your Reach To Your Target Audiences In The Process

The U.S. Department of Homeland Security Science & Technology Directorate invites bloggers who focus on S&T interest areas to conferences, presentations and press events. This agency is continuously seeking ideas for new technologies that will help first responders and operational homeland security components (such as the U.S. Coast Guard, TSA, Border Protection, etc.). We have learned that this is a great way to expand coverage of our issues, reach much larger target audiences, and be the catalyst for discussions across the globe.

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

- Find bloggers who write about your issues
- Engage bloggers to reach your target audiences
- Reap the benefits of wide-spread discussion on your issues of interest

John Verrico, Spokesman, Science & Technology Directorate
U.S. DEPARTMENT OF HOMELAND SECURITY

4:45 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!

6:00 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, July 16, 2008

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSON'S ADDRESS

**Chairperson's Opening Of Day Two & Presentation:
 How To Use Open Source Social Media To Transform Your Intranet**

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

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

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

- Involve representatives from across the organization including Legal, change management, communications, information technology, and training to support this change
- Determine which social media tools could be incorporated into your intranet
- Understand how you can apply these lessons learned to help your organization improve and maybe even replace your intranet

Steve Radick, Associate, Social Media
BOOZ ALLEN HAMILTON

Walton Smith, Senior Associate
BOOZ ALLEN HAMILTON

9:30 a.m.



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

10:20 a.m.



Morning Refreshment & Networking Break

10:40 a.m.



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

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

Jamie Findlater, New Media Strategist
Office of the Assistant Secretary of Defense for Public Affairs
U.S. DEPARTMENT OF DEFENSE

11:30 a.m.



How To Use Social Media Innovations And Web 2.0 Tools To Promote A Knowledge-Sharing Culture Among A Widely Dispersed Organization

The State Department aims to enable American diplomats to access and contribute knowledge anywhere, anytime. With over 200 Embassies and Consulates and 57,000 employees spread around the world, the challenge is to:

- Promote a knowledge-sharing culture by putting the power of innovation in technologies and practices at the fingertips of the individual user
- Give each practitioner of diplomacy fast, reliable access to the knowledge he or she needs to do the job
- Enable diplomats to exchange information rapidly, effectively and securely anywhere, anytime with the Department, its missions, other agencies, and individuals

In this session you will learn from the Department's Office of eDiplomacy about the variety of strategies and technology tools the State Department employs as a knowledge leader in foreign affairs.

From best practices and lessons learned to wikis and blogs, see how you, too, can apply social media innovations to your organizational challenges.

Bruce G. Burton, Senior Adviser, Office of e-Diplomacy
Bureau of Information Resource Management
U.S. DEPARTMENT OF STATE

12:20 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.

1:50 p.m.



Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your social media challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own social media initiatives.

2:35 p.m.



How To Use Audio And Video To Transform Your Internal And External Communications And Reap The Benefits - - With Minimal Costs

The story of the National Institutes of Health starting its audio and video podcasting is one of evolution, inspiration and leadership. Join this session to hear how traditional media outreach is being transformed into new, broader ways to communicate, namely podcasting and vodcasting.

Specifically, NIH started a news distribution service for radio stations back in the 80's. This NIH Radio News Service has become the basis for NIH Research Radio, a bi-weekly audio podcast. The success and

popularity of the podcast (ranked in the top-ten health podcasts on iTunes), along with a call from NIH leadership, inspired the development of a monthly video podcast.

With minimal costs, these audio and video programs serve multiple audiences – still reaching radio stations, but now direct to the public as well – easily communicating the sometimes complex but important advances in medical research to the nation and world.

In this session, you will learn:

- The importance of planning ahead and setting expectations: results and impact are measured against those expectations
- Timing helps: look a year out and have programs planned and prepared at least one month in advance
- Finding the strengths of existing materials to see if and how it can evolve and be transformed into podcast content
- How to adapt according to audience: the similarities and differences between press releases and podcasts, newsletters and vodcasts
- Who's listening and how to tell: attempts to measure audience and effectiveness

Joe Balintfy, Public Affairs Specialist

Office of Communications and Public Liaison, Office of the Director

NATIONAL INSTITUTES OF HEALTH, U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

3:25 p.m.



Afternoon Refreshment & Networking Break

3:40 p.m.



CASE STUDY

From The Past To The Present: How To Gain Social Media Success And Senior Leader Support In An Age-Old Department

The Hartford Police Department, a 300 year-old organization, has recently begun a RSS feed – which is proving to be a success with local media and other law enforcement agencies. All press releases, the daily arrest log, and weekly crime statistics as reported to the FBI are now sent out on the RSS feed. Next month, the Hartford Police Department will be launching the Chief's Blog – which is the first blog by a police chief in Connecticut. There are many other Chiefs of Police utilizing blogs and some are even utilizing YouTube.

By June 1, the Hartford Police Department will begin podcasting their press conferences and interviews with the Chief of Police and Specialized Units, such as the K-9 Unit, the Marine Division, Bomb Squad, and Emergency Response Team. This content will be published on our website, www.hartford.gov/police, and YouTube, MySpace and Facebook. The Hartford Police Department has become the pilot for the city in its use and implementation of social media tools.

In this session, you will take away valuable tools and strategies such as:

- Ways of convincing your leaders and staff members of the benefits of engaging in social media
- How to navigate your Web of Governance committee or other organizational barriers

- Setting up your department's own blog and podcast
- How to engage your customers internally and externally in both government and public venues
- The benefits of social media and Web 2.0 in communicating your organization's message to the outside world
- The importance of utilizing social media and Web 2.0 strategies to compete with traditional media and impact the "perception versus reality" syndrome

Nancy M. Mulroy, Public Information Officer
HARTFORD POLICE DEPARTMENT, CONNECTICUT

4:30 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 Radick, Associate, Social Media
BOOZ ALLEN HAMILTON

4:45 p.m.

Close Of General Sessions

**** Save Your Agency's Budget \$400! Register by May 30th! ****
To Register, Call (888) 362-7400 -or- (773) 695-9400

or register online at www.aliconferences.com

POST-CONFERENCE WORKSHOPS: Thursday, July 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 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 Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Communications

These days, communications strategists are using group blogs, wikis and other collaborative methods and tools to energize, motivate and join powerful and very loyal communities of employees, not to mention customers, partners and other important audiences.

In this workshop, you'll sample these tools and their impact on internal communications. And you'll walk away with the know-how you'll need to propose and set your new communications tools in motion.

Specifically, we'll cover:

- The tools themselves — blogs, wikis, podcasts, collaborative websites, MySpace, YouTube
- What works internally and what doesn't
- How to get your senior leaders on board, especially if they're from "The Greatest Generation"
- Ins and outs of policies and procedures to steer use of these tools internally
- Exactly where you should start when you're back in the office and totally overwhelmed with all of your new-found knowledge from the conference

WORKSHOP LEADER: Jason Anthoine is Head Honcho at The Cohesion Group, a workplace communications firm that develops customized employee communications programs helping organizations to transform their workforces. Accredited by the Public Relations Society of America, Jason has more than 16 years experience in workplace communications and has concentrated his entire career to this specialty.

Testimonials From Past Jason Anthoine Sessions:

"Jason was very flexible with our group, allowing the discussion to flow where the participants needed it to; and he answered all questions—very knowledgeable!"

"Presenter made the topic & content easy to understand."

"It was great! The interactive part was fabulous!"

"Jason did an excellent job of presenting the material.

His confidence and knowledge are exceptional."

"Excellent presenter, topic & content! The best of the conference!"

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 Your Organization Can Successfully Use Social Media To Engage The Public And Your Senior Leaders: Building The Business Case And Strategies For Deployment

Governmental agencies engage the public for a variety reasons. These reasons include providing services, gathering information upon which to base official decisions, responding to complaints and enforcing the law.

Increasingly, people are relying upon social media platforms to communicate. People throughout the country are communicating differently and their expectations of how they want to interact with their government will change as well.

In the private sector, companies and institutions are learning how to best use these tools to sell more and provide service. But governmental agencies are different, and the lessons being learned in the private sector are only partially instructive to those who interact with the public on behalf of the government.

In this session, you will learn:

- When and how government agencies should deploy the variety of social media techniques
- Best practices for using social media to engage the public for different governmental purposes
- Rules and regulations that might impact governmental agencies' use of social media
- Strategies and tactics for getting buy-in and approvals to deploy social media techniques as part of your communications program

WORKSHOP LEADER: Dan Solomon, CEO at Virilion, leads all of their client servicing, marketing and business development activities and sets the firm's general strategic direction. Dan frequently speaks to industry groups and non-technical professionals nationwide about integrating Internet techniques into communication strategies.

Testimonials From Past Dan Solomon Sessions:

"Excellent! Good concepts and ideas, well presented."

"Loved it—great advice!"

"Good statistics to support case for social media for social marketing."

ABOUT OUR CONFERENCE SUPPORTERS:



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



The 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 www.nagc.com.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT:

The Melrose Hotel

2430 Pennsylvania Avenue, NW
Washington, DC 20037
1-800-MELROSE or 202-955-6400
<http://melrosehoteldc.com>

Please contact the hotel directly when making your reservation. To make reservations, please call 1-800-MELROSE or 202-955-6400 between the hours of 8:00AM - 6:00PM (EST), Monday through Friday. You may also make reservations **online**. For the conference, a limited number of rooms have been set aside **at the rate of \$154/night**. Please be sure to call the hotel no later than Sunday, June 22, 2008, to help ensure this rate and mention that you are attending the Advanced Learning Institute's Social Media for Government conference, Group Code: ADV01. **We recommend that reservations be made early, as the number of rooms at our rate is limited.**

In the heart of one of DC's most notable neighborhoods is its newest luxury, upscale hotel, The Melrose Hotel, Washington, D.C. Just one block from Georgetown and the Foggy Bottom Metro station, The Melrose Hotel Washington, D.C. offers discerning business travelers and leisure visitors to the District a luxurious oasis in the heart of one of the world's fastest-paced cities. It is only 10 miles from Reagan National Airport (DCA), 30 minutes from Dulles International Airport (IAD), and 45 minutes from Baltimore Airport (BWI).

Join us in the nation's capitol for A.L.I.'s 3rd 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 May 30th	Regular Pricing: Register with payment after May 30th
Conference Only (July 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, training form, or purchase order hold will be taken to ensure your space.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,299! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments—register together with your colleagues from another agency and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before June 30th) 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 June 30th) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

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

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

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

WE GUARANTEE RESULTS:

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

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

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Fairfax County Government
- Department of Transportation
- Centers for Disease Control and Prevention
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
- Army
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA
- City of Chicago, IL
- Department of Justice
- FBI
- U.S. Government Printing Office
- Commonwealth of Virginia
- Smithsonian Institution
- Department of Energy
- Social Security Administration
- Department of Defense
- NASA
- City of Scottsdale, Arizona
- House of Representatives
- State of Iowa
- NIST
- Washington State
- Maricopa County, AZ
- Department of Health and Human Services
- National Academy of Public Administration
- Department of Education
- Department of Agriculture
- City of Overland Park, Kansas
- World Bank
- Louisiana Department of State and Civil Service
- Small Business Administration
- Department of the Treasury
- Homeland Security
- San Diego Airport, California
- Air Force
- Nashville and Davidson County, TN
- Court Services and Offender Supervision Agency
- Peace Corps
- FEMA
- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
- Office of the Governor, Washington
- American Institutes for Research
- USAID
- NOAA
- American Society for Microbiology
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- Customs
- City of Las Vegas , NV

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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Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL 60631

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the July 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 To Leverage The Use Of Blogs, Wikis, Podcasts, And Virtual Worlds To Change The Way Your Organization Collaborates, Communicates And Manages Intellectual Capital To Achieve Your Goals
 - Pre-Conference Workshop B: How To Monitor Community Conversation, Distinguish Opinion Leaders And Become Successful Ambassadors To Online Communities While Building Your Organization's Reputation
 - Post-Conference Workshop C: How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Communications Strategy
 - Post-Conference Workshop D: How Your Organization Can Successfully Use Social Media To Engage The Public And Your Senior Leaders: Building The Business Case And Strategies For Deployment
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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