

Back By Popular Demand...The 10th Forum From The
Advanced Learning Institute's Acclaimed Executive Training Series For
FEDERAL, STATE & LOCAL Government Communicators...



**Register Early!
March '09
Program
SOLD OUT!**

SOCIAL MEDIA for Government

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

July 13 - 16, 2009 • Washington, DC

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

*"The conference really gave me **many, many**, good ideas and how to accomplish them.
The conference was good for my organization and for me personally."*

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

******* Register by May 29th To Save \$400! *******
To Register, Call (888) 362-7400 -or- (773) 695-9400

or register online at www.aliconferences.com

KEY TAKE AWAYS:

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

- **Developing** a social media (blogging, podcasting, wikis, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Communicating** more effectively and efficiently through the use of social media (blogs, podcasts, Twitter, Real Simple Syndication (RSS) feeds, video podcasts, and much more)
- **Using** Twitter to interact with constituents, promote your programs and build community
- **Measuring** the effectiveness of your social media strategy and determining its value within your organization
- **Demonstrating** the Return on Investment

SPEAKING ORGANIZATIONS:

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

U.S. Department of State

**National Institutes of Health,
U.S. Department of Health and Human Services**

Office of the Chief of Public Affairs, U.S. Army

U.S. General Services Administration

IBM Center for the Business of Government

Chesterfield County, Virginia

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

Canadian Embassy

Court Services and Offender Supervision Agency

American Society for Microbiology

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

**Office of the General Treasurer,
State of Rhode Island**

**National Park Service,
U.S. Department of the Interior**

**Office of Public Health and Science,
U.S. Department of Health and Human Services**

Booz Allen Hamilton

Grassroots Enterprise

Water Words That Work, LLC

Kearns & West Inc.

NIC Inc.

TMP Worldwide

Supporting Organizations:

Presented by:



**Your Government &
Communications
Training Partner
Since 1997**



**International Association of Business
Communicators, Washington, DC Chapter**



Federal Communicators Network



**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 13, 2009: 9:00 a.m. – 12:00 p.m.:

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

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

Monday, July 13, 2009: 1:30 p.m. – 4:30 p.m.:

How To Design And Implement An Effective Social Media Strategy That Maximizes Reach And Message Impact

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

Thursday, July 16, 2009: 8:30 a.m. – 11:30 a.m.:

A Step-By-Step Framework For Implementing Podcasting In Your Agency: Learning How To Podcast And Understanding How It Works To Boost Your Communications (With Limited Resources)

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

Thursday, July 16, 2009: 1:00 p.m. – 4:00 p.m.:

How To Use Social Media To Communicate Your Organization's Services And Connect Citizens To Your Brand

WHO WILL ATTEND:

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

- | | |
|--|--|
| <ul style="list-style-type: none"> • Public Affairs/Relations • Public Information • Internal Communications • External Communications • Employee Communications • Employee Relations • Marketing • Web Communications • Human Resources • Organizational Transformation & Development • Executive Communications • Change Management • Publication & Web Content • Communication Consulting • Communications Management | <ul style="list-style-type: none"> • Communications Research • Electronic Communications • New Media/Interactive Media • Community Relations • Technology • Digital Strategy • Training & Development • Outreach • Journalism/Reporting • Information Services & Systems • Administration • Program Management • Customer Service & Satisfaction • Evaluation • Research • Intranet & Internet |
|--|--|

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

1. **25 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
2. **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
3. **The opportunity to customize your learning** by participating in two days of unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details
4. **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
5. **A comprehensive overview of social media strategies and processes** from leading practitioners like the **National Institutes of Health, U.S. Department of State, U.S. Army, IBM Center for the Business of Government, Chesterfield County, VA** and many more
6. **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
7. **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
8. **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
9. **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
10. **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading social media initiatives that will ground you in advancing your own strategy
11. **The opportunity to learn how to engage your employees and citizens** by using social media from leading government agencies and organizations

A LETTER FROM THE CONFERENCE CHAIRPERSON...



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 and today's organizations must embrace these new forms of communication, including blogs, wikis, and social networks, 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.

At this conference, you will hear proven strategies and practical experience, firsthand, from leading organizations and practitioners, on how to use new social media technologies and tools to improve your communication initiatives and practices, including how the:

- **U.S. Department of State's Office of eDiplomacy** used blog-based communities, an enterprise wiki and other tools to improve the ability of America's diplomats to access and contribute knowledge anywhere, anytime
- **IBM Center for the Business of Government** got a strategically aligned social media platform off the ground in just 60 days
- **U.S. Army** integrated social media platforms into a comprehensive communications toolkit to effectively reach its varied audience members

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

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

Sincerely,



Mike Panetta, Vice President for Public Affairs and Emerging Media
GRASSROOTS ENTERPRISE
Conference Co-Chairperson



Kevin McCann, Executive Vice President of Client Services
GRASSROOTS ENTERPRISE
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, call (888) 362-7400 or [click here for details.](#)

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"This conference was an incredible learning experience."

J. Martin, Program Analyst

INTERNAL REVENUE SERVICE

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

Shannon Duplessis, Assistant IT Director

LOUISIANA DEPARTMENT OF CIVIL SERVICE

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

S. Reilly, Communications Manager

CITY OF OVERLAND PARK, KANSAS

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

S. Shultz, Deputy Director, Public & Community Relations

SAN DIEGO AIRPORT, CALIFORNIA

"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now; that I wonder what was really holding us back. This conference helped us solidify our plan."

D. King, Application Support & Web Manager

ATLANTIC HEALTH

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

A. Davison, Web Services Manager

CITY OF SCOTTSDALE, ARIZONA

"Overall, the conference was excellent."

M. McCaskill, Public Affairs Specialist

ARMY MATERIEL COMMAND

"I was pleasantly surprised at the excellent presentations. Happily, I've learned a lot and appreciate the information sources gained from the conference."

G. Shane, Technical Information Specialist

DEFENSE TECHNICAL INFORMATION CENTER

"Lots of good info! Two days well spent!"

C. Dobbs, Program Analyst

U.S. GENERAL SERVICES ADMINISTRATION

"Since my attendance in December, I have been quite successful in convincing senior command staff, and other city departments to engage in social media."

N. Mulroy, Public Information Officer

HARTFORD POLICE DEPARTMENT, CONNECTICUT

PRE-CONFERENCE WORKSHOPS: Monday, July 13, 2009

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

Choose A or B or BOTH for Maximum Value and Learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

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

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

Specifically, we will discuss how your agency or organization can:

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

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

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

WORKSHOP LEADERS:

Mike Panetta, Vice President for Public Affairs and Emerging Media at Grassroots Enterprise, manages a number of the firm's non-profit, trade association, and political clients and leads efforts to embrace new technology for political and advocacy purposes. He is also an elected official in the District of Columbia, serving as the U.S. "Shadow" Representative; in this role he is a leading voice to grant the District voting representation in Congress.

Kevin McCann, Executive Vice President of Client Services at Grassroots Enterprise has built and launched online campaigns for Fortune 100 corporations, political campaigns, national non-profit groups and the Canadian and U.S. governments.

Testimonials From Past Grassroots Enterprise Sessions:

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

"Great overview. Lots of good examples to look up."

"Good overall information on the challenges and ways to connect to a specific audience."

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 Design And Implement An Effective Social Media Strategy That Maximizes Reach And Message Impact

Many organizations recognize that social media is a new, trendy form of communicating with their target audiences. They jump on every social media tool from Facebook to Second Life with high speed implementation, but then become disappointed when their social media efforts are not successful with their target audience.

Why doesn't social media resonate with these organizations' audiences? Because, without researching, analyzing and building a strategy prior to launching social media tools, the organizations run the risk of creating social media tools that are not accepted or used. Social media is about networks of individuals, not organizations. This requires consistent, regular, timely, and thoughtful usage of social media tools; therefore, a strategic social media strategy is vital to an organization's success.

This session will focus on designing and implementing an effective social media strategy that is built from an audience-centric approach to maximize reach and message impact. In this interactive session, you will learn:

- The importance of identifying your target audience and their needs
- Tools and methods to identify, categorize and understand your audience
- Ways to align social media tools with your organizational goals
- Elements that are key for a comprehensive, successful social media strategy

WORKSHOP LEADERS:

Lisa Stafford is a Senior Associate at Kearns & West Inc. She is an experienced government agency communication and outreach program manager. Her expertise has been built in creating specialized live and web-based training programs, working with new media technology, cultivating relationships with bloggers, developing strategic communication plans, and crafting target messages. Ms. Stafford has been engaged in social media since the late 1990s. With her early use of social networking sites, she has seen the transformation of social media tools and their evolving usage.

Anne Gunning, APR, is a Principal at Kearns & West Inc. where she has worked as a strategic communications consultant and facilitator for more than 20 years. Ms. Gunning has facilitated several virtual focus groups with both domestic and international audiences. She used emerging online tools to facilitate these discussions. Ms. Gunning has built several social networks with the assistance of the social media tool LinkedIn and actively researches new technologies, such as virtual town hall meetings.

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or register online at www.aliconferences.com

AGENDA - DAY 1: Tuesday, July 14, 2009

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairpersons' Welcome and Opening Remarks

Mike Panetta, Vice President for Public Affairs and Emerging Media
Kevin McCann, Executive Vice President of Client Services

GRASSROOTS ENTERPRISE

8:40 a.m.



Building An Online Audience For Government Using The Latest Social Media Tools: Practical And Effective Strategies

What's an effective and proven web strategy for building an email audience for government? Ask Canada. The Canadian Government started Connect2Canada, Canada's Network in the United States, and in less than three years, thousands of Canadians and people with a Canadian interest have signed up to share stories, learn about events, receive newsletters and timely updates. In this session, you will learn about the strategies used in building Connect2Canada, what worked, what hasn't worked, and advice to give to other government entities that need to build an audience.

Specifically, you will gain an understanding of:

- The "Cookie" Concept: Connect2Canada's guiding principal
- Messaging techniques that work
- Leveraging popular networks and growing your own network for social outreach
- Designing of the brand and how it has changed
- The use of RSS, blogging, microsites, external API services and user-generated content
- How to overcome the challenges of moving a bureaucracy down the path of social outreach -- approvals and roadblocks

Alexi Aldrich, Advocacy Officer (Public Affairs), Washington Advocacy Secretariat
CANADIAN EMBASSY

Kevin McCann, Executive Vice President of Client Services
GRASSROOTS ENTERPRISE

9:30 a.m.



Speed Networking

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

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



How To Maximize And Manage Your Blog: Promoting Your Organization's Message And Keeping Current With The Trends While Staying Within A Budget

As people become more saturated in the rapidly expanding world of Web 2.0, it is necessary that the government plays an active role in participating. This is why the Federal Citizen Information Center (FCIC) created Gov Gab – Your U.S. Government Blog.

On Gov Gab, the blog writers discuss how government information is helpful to citizens everyday, and how to

easily access and incorporate this information into their lives. The posts encourage dialogue and comments from readers are welcomed and answered by the bloggers and other citizens as well. Gov Gab is a tool for Americans to communicate directly with the Federal government. In September, 2008, Gov Gab celebrated its 1st birthday with a year's worth of valuable content in its archive.

In this session, you will learn:

- How to use blogging to communicate effectively
- Why blogging is so popular (inexpensive, offers anonymity, etc.)
- How to maximize your agency's message by the structure of a blog (multi-writer vs. single person, frequency of posts, etc.)
- Using a blog as a media tool (commenting on other blogs to create a "presence" in blogosphere and other marketing techniques)
- Keeping your blog current as trends and technology evolve

Colleen Ann Bayus, Consumer Information Specialist, Federal Citizen Information Center
U.S. GENERAL SERVICES ADMINISTRATION

11:20 a.m.



How To Use Podcasting To Engage Your Audience - - Even When Your Resources Are Limited

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.

In this session, you will discover how to:

- Podcast with a staff of two or three and a budget under \$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

You will also learn what your agency should and should not do when getting started with 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

12:10 p.m.

Lunch On Your Own -- But Not Alone!

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

1:40 p.m.



How To Make The Audio To Video Jump: Getting Started With Vodcasting

So you have a podcast and want to add video? Or you want to just jump right in to video podcasting/vodcasting?

In this session, you can learn what it takes to make the jump to video. You will see specific examples of how NIH produces regular video programs and content, plus how video is repurposed for other social media applications.

You will get to follow a story through the entire development process, from concept and press release, through recording and editing, to posting of audio and video to iTunes and YouTube.

In this session, you will learn:

- The importance of planning ahead and setting expectations: results and impact are measured against those expectations
- How to identify the strengths of existing materials to see if and how they can evolve and be transformed into visually attractive social media content
- What common mistakes to watch out for and what you can do to make your material stand out in a crowded new medium
- How to adapt according to your audience: the similarities and differences between press releases and podcasts, newsletters and vodcasts
- How much it costs to vodcast vs. podcast – what are the investments in time and equipment you may need to make
- Measurement: tips to determine if outreach is meeting goals

Joe Balintfy, Public Affairs Specialist

News Media Branch, Office of Communications and Public Liaison, Office of the Director

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

2:30 p.m.



Integrating Social Media Platforms Into A Comprehensive And Traditional Communications Toolkit: Challenges And Lessons Learned Along The Way

The United States Army recognizes the importance of using social media platforms as a tool to reach its varied audience members, comprised of Soldiers, retirees, veterans, their family members, and the general public. While it has been engaged in numerous social media platforms for more than a year, the Army recently stood up the Online and Social Media Division to better integrate the use of social media platforms into its communications toolkit.

This interesting case study will share the Army's presence on YouTube, Flickr, Twitter, and a host of other similar platforms, and the process of launching an Army-level blog. Additionally, you'll hear how the Army plans to expand their presence to other social media platforms, such as Facebook and MySpace. Learn from the Army's experiences in facing numerous challenges along the way, and how, with the support of their senior leaders, they have found ways to overcome those challenges to better reach their audience members.

This session will focus on those challenges, what the Army has done to overcome them, and some of the lessons learned about integrating the use of social media platforms with traditional communications products.

Specifically, you will learn:

- Ways to overcome organizational resistance
- How to add social media to your communications platform without abandoning your traditional media outlets
- Where the Army is headed on future social media engagements, and how they plan to get there

Kevin Arata, Lieutenant Colonel
Director, Online and Social Media Division
OFFICE OF THE CHIEF OF PUBLIC AFFAIRS, U.S. ARMY

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



Web 2.0: From Strategy To Implementation In 60 Days – A Roadmap For Success

The IBM Center for The Business of Government (The Center) is a think tank in Washington, D.C. dedicated to improving the effectiveness of government with practical ideas and original thinking. Last year, they created a presidential transition blog as an experiment and were impressed with the popularity of the blog as it attracted a high percentage of users when compared with their traditional website. The Center now understood the importance of Web 2.0 technologies and why users are heading to Facebook, GovLoop, Twitter, RSS feeds, Digg, and blogs to read their news, discuss articles, and keep abreast of current findings. The Center wanted to do something quickly and with current staffing.

Within 60 days, they developed a Web 2.0 Strategy document, carefully aligned to their business strategies, created a presence with many Web 2.0 tools, and began measuring their progress.

Attend this insightful presentation and learn how your organization can get a social media platform off the ground in a short amount of time. Specifically, we will cover:

- How to create a Web 2.0 strategy document that is aligned with your overall strategy and current processes
- The art of selecting your tools, creating a profile, and launching
- Measuring and setting goals and when to cut your loses
- What costs to expect as you're getting started
- How to maintain these new tools and build them into your existing workflows

Ruth Gordon, Managing Consultant
IBM CENTER FOR THE BUSINESS OF GOVERNMENT

4:25 p.m.



How Twitter And Other Social Media Tools Can Keep A Community Informed And Bring Citizens Together

We live in unprecedented times. Never have so many communication tools been available to link people together, and to link people to information. Web 2.0 tools have burst onto the scene and many people are clamoring for them. In this climate, Chesterfield County has been successful in implementing Web 2.0 tools to reach out to its citizens and businesses.

The combination of public exposure, first amendment rights and ubiquitous access makes more than a few public leaders nervous about adopting Web 2.0 and social media tools. And yet, we see more and more localities begin to attempt adoption of the Web 2.0 tools. This case study will examine the path Chesterfield County has taken to ease the process of adoption, highlighting the successes and false starts along the way. We will review the achievements in the areas of economic growth, "My County" website development, uses of Twitter and more.

Specifically, this presentation will share with you:

- What the Web 2.0 tools are and where they are going
- How to get started in your organization
- The Chesterfield County approach
- Successes for economic development
- Practical ways to ease adoption of these new tools
- First Amendment considerations
- The Power of a First – MuniGovCon '09

Barry Condrey, Chief Information Officer
CHESTERFIELD COUNTY, VIRGINIA

5:15 p.m.
End of Day One

5:30 p.m.



Networking Reception: Please Join Us!

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

7:00 p.m.



Dine Around

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

AGENDA - DAY 2: Wednesday, July 15, 2009

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.

Chairpersons' Opening Of Day Two

Mike Panetta, Vice President for Public Affairs and Emerging Media

Kevin McCann, Executive Vice President of Client Services

GRASSROOTS ENTERPRISE

8:40 a.m.



CASE STUDY

Harnessing The Power Of Social Media To Get Your Message To The Hard To Reach Communities

AIDS.gov, a program of the Office of HIV/AIDS Policy in the U.S. Department of Health and Human Services, began using new and social media tools to disseminate HIV prevention, testing, and treatment messages. In the process of developing innovative communications tools, AIDS.gov became a Federal pioneer in new/social media.

Public health officials have recognized that traditional media campaigns are no longer capturing the attention of their target audiences. The AIDS.gov team gathered information on the way Americans use new media to access healthcare information and used that information to build a user-friendly website that offers multiple new media tools and social media opportunities to combat the spread of HIV and to get those living with the virus into treatment. AIDS.gov blogs weekly on how to use new media tools for obtaining information, offers podcast interviews with senior government leaders, and is involved on social networking sites like Facebook, MySpace, and Twitter.

This case study will:

- Explore ways to overcome the challenges of new and social media innovation in government
- Describe how AIDS.gov and other HIV/AIDS programs are using new and social media tools to share information and connect with its audiences
- Discuss the communication planning required to use new media effectively for public good

Miguel Gomez, Director, AIDS.Gov

OFFICE OF PUBLIC HEALTH AND SCIENCE, U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

9:30 a.m.



Morning Refreshment & Networking Break

10:00 a.m.



CASE STUDY

How To Build And Leverage An Online Community To Foster Your Organization's Mission And Goals – While Protecting Your Online Reputation

In 2008 and 2009, federal and state agencies teamed up with non-governmental conservation organizations to launch the Chesapeake Watershed Network (<http://www.chesapeakekenetwork.org>), an online community for those working to protect and restore the Chesapeake Bay. The community, steadily growing at a rate of approximately 100 new members per month, serves as a forum for government agencies and nonprofit organizations to collaborate around shared goals and work out disagreements.

In this session, we will discuss how the agencies planned for success, and what did and didn't turn out as they had planned, including:

- Valuable lessons about how to successfully jumpstart an online community where none exists
- Strategies for achieving a rewarding and open online dialogue
- How to protect your agency's reputation

Jonathan Doherty, Program Manager, Chesapeake NEMO
NATIONAL PARK SERVICE, U.S. DEPARTMENT OF THE INTERIOR

Eric Eckl, Founder
WATER WORDS THAT WORK, LLC

10:50 a.m.



Breaking Free From A “Clearance Culture:” How Grassroots Social Media Programs Can Help Your Organization Embrace Web 2.0 – Including Guidelines And Policies To Help You Succeed

The U.S. Department of State's Office of eDiplomacy represents both organizational and technological innovation to foster collaboration and knowledge-sharing within the U.S. Government's oldest cabinet department, as well as with other federal agencies. eDiplomacy uses blog-based communities, an enterprise wiki and other tools to improve the ability of America's diplomats to access and contribute knowledge anywhere, anytime. These grassroots programs have succeeded despite sharply departing from State's traditional organizational boundaries and command-and-control "clearance" culture.

During this session, you will learn about:

- The evolution of Communities @ State and the Diplopedia wiki from their low-key launches to wide-spread adoption by Department of State personnel
- Key success factors, some hard lessons learned, and the relationship of the programs to other knowledge initiatives
- How eDiplomacy has dealt with phobias about the uses (and misuses) of new media
- Prospective initiatives to advance social media and social networking in the State Department and with State's partners inside and outside the U.S. Government

Bruce Burton, Senior Advisor, Office of eDiplomacy
U.S. DEPARTMENT OF STATE

Kimberly Allred, New Media Advisor, Office of eDiplomacy
U.S. DEPARTMENT OF STATE

11:40 a.m.

Lunch On Your Own -- But Not Alone!

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

1:10 p.m.



Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

1:55 p.m.



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

Fugitive Safe Surrender was a government program that encouraged those wanted for non-violent felony or misdemeanor crimes in the District of Columbia to surrender voluntarily to faith-based leaders and law enforcement in the safe confines of a church.

Learn how social media, combined with traditional communication tools, were used to promote the Fugitive Safe Surrender program to offenders and their families as a legitimate and safe opportunity. You will walk away with tools to use when launching your own communications program, including:

- Why traditional campaign strategies were insufficient
- The benefits of using social media strategies in “hard to penetrate” markets
- The roles of the workforce within a social media campaign
- Which social media strategies worked best – and what didn't

Timothy Barnes, Enterprise Director

Leonard Sipes, Senior Public Affairs Specialist

COURT SERVICES AND OFFENDER SUPERVISION AGENCY

2:45 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



Governing With A New Set Of Tools: Using Social Media To Create A Two-Way Dialogue Through Collaboration And Community-Building

The Office of the Rhode Island General Treasurer has embraced Web standards, Web 2.0 and social media to help better service its citizens online. These technologies have come together in the Treasurer's new multimedia Press Room. The Press Room leverages FlowPlayer for Flash Video, Flickr Photos, RSS-driven press releases, as well as convenient links to Facebook, YouTube, Twitter and WordPress blog content.

During this case study, you'll learn practical, usable strategies to effectively create Web 2.0 eGovernment services that deliver tangible value to constituents. This interactive discussion will address the essential elements of your future social media platform, including:

- Understanding the Web 2.0 building blocks -- from blogs and wikis to AJAX, RSS and Twitter
- Applying Web 2.0 to the public sector creating meaningful two-way dialogue with constituents through collaboration and community-building
- Early eGovernment Web 2.0 successes (and hiccups): eDemocracy, civic participation, enhanced customer service, and diplomacy are among the emerging applications of "Gov 2.0" around the world

Patrick Marr, CTP, Administrative Officer
OFFICE OF THE GENERAL TREASURER, STATE OF RHODE ISLAND

Hillary Hartley, Director of Integrated Marketing
NIC INC.

3:50 p.m.



10 Solutions For Successful Recruitment And Outreach Communications In Today's Digital Government

Government 2.0 is here. Competing for eye-share in today's digital marketplace is an imperative. Web 2.0, social networking and mobile media are the buzzwords of our age, but what do they mean? Can government agencies leverage these and other emerging technologies into hiring and outreach success? Can these innovations be used in a regulated digital environment? The answer is yes.

In this enlightening session, you will interact with a team of digital media experts—specialists in government recruitment and outreach—and explore the technology you can deploy to reach and engage your audience.

Rick Lee, Creative Director, TMP Government
Lindsay Wozniak, Senior Vice President, Subject Matter Expert - Digital
TMP WORLDWIDE

4:40 p.m.

Chairpersons' Recap: Key Takeaways And What To Do When You Get Back To The Office

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

Mike Panetta, Vice President for Public Affairs and Emerging Media
Kevin McCann, Executive Vice President of Client Services
GRASSROOTS ENTERPRISE

5:00 p.m.

Close Of General Sessions

******* Register by May 22nd To Save \$400! *******
To Register, Call (888) 362-7400 -or- (773) 695-9400
or register online at www.aliconferences.com

POST-CONFERENCE WORKSHOPS: Thursday, July 16, 2009

INTERACTIVE POST-CONFERENCE WORKSHOPS

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

Choose C or D or BOTH for Maximum Value and Learning

8:30 a.m. to 11:30 a.m.

MORNING POST-CONFERENCE WORKSHOP C

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

A Step-By-Step Framework For Implementing Podcasting In Your Agency: Learning How To Podcast And Understanding How It Works To Boost Your Communications (With Limited Resources)

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 we will record ourselves, produce and then upload live to the internet. 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 to reach your audiences
- 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 outreach program. In addition to audio podcasting, Condayan is an avid video podcaster, blog builder, twitter user, wiki gardener, and Joomla! advocate, the popular open source content management system.

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

Lunch on your own

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

AFTERNOON POST-CONFERENCE WORKSHOP D

How To Use Social Media To Communicate Your Organization's Services And Connect Citizens To Your Brand

While social media has proven to be a powerful tool for marketing, collaboration and information gathering, it is foremost a forum for human connection. And what better way to connect citizens to the core of an organization's purpose and services than through the powerful medium of storytelling?

Drawing from transformative experiences developing social media strategies for the Federal Emergency Management Agency and Military Health System, this session will walk you through brand building exercises that use human-centered content with web 2.0 tools to create emotionally-resonant communication campaigns.

In this workshop, you will learn how to:

- Unlock the potential of viral video and YouTube
- Determine and maintain a human tone in your content
- Maintain brand consistency through a coherent user experience
- Make social networking truly "social"

Citizens frequently forget that their government is a social organization comprised of people - each with compelling stories about the work that they are often very passionate about. This workshop will help you and your agency ultimately tell your stories and give an effective and human face to civic duty.

WORKSHOP LEADERS:

Matt Bado is a Senior Consultant with Booz Allen Hamilton, a global strategy and technology consulting firm where he is one of the firm's chief social media experts. Mr. Bado works with clients to integrate social media tools and technologies into their communications and public engagement strategies. Mr. Bado currently is the social media lead for the Military Health System, a unique partnership of medical educators, medical researchers, and healthcare providers and their support personnel worldwide. Mr. Bado hails from McKinney, Texas, about 30 miles north of Dallas. He graduated from Bethany College in West Virginia with a degree in Communications and received his MA from the Graduate School of Political Management at The George Washington University.

Michael Dumlao is a Senior Consultant with Booz Allen Hamilton specializing in creative multimedia design and social media strategy with a focus on participatory risk and crisis communications. He has developed integrated online brand strategies for the Federal Emergency Management Agency, the National Protection and Programs Directorate, the Immigration and Customs Enforcement agency, and other entities in the defense, homeland security, and civil sectors. Michael received training in multimedia design from the Sydney University College of Art, a B.A. in photography from the University of California in Santa Barbara, and an M.A. in Communication, Culture, and Technology from Georgetown University. Though he now calls Washington, DC home, Mr. Dumlao hails in equal parts from Manila, Philippines, Sydney, Australia and Santa Barbara, California.

Testimonials From Past Booz Allen Hamilton Sessions:

"Great insight into aggregation of best-in-class tools to meet the needs of people."

"Practical experience shared is excellent; made the topics more applicable."

"Best wrap-up you could provide – thanks!"

"Top-notch presentation. Interesting. Good content."

ABOUT OUR CONFERENCE SUPPORTERS:



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



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

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

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

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



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

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

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Hyatt Regency Crystal City

2799 Jefferson Davis Highway
Arlington, VA 22202
703-418-1234

www.crystalcity.hyatt.com <<http://www.crystalcity.hyatt.com/hyatt/hotels/index.jsp>>

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been set aside at the government per diem rate of \$165/night. Please be sure to call the hotel no later than June 22, 2009, to help ensure this rate and mention that you are attending the Advanced Learning Institute event. We recommend that reservations be made early, as the number of rooms at our rate is limited.

The newly renovated hotel provides complimentary shuttle service to and from Reagan National Airport, located just 1 mile from the hotel, as well as the Crystal City Metro, which serves both the Blue & Yellow Lines, making the Smithsonian Museums, White House, Capitol Building, National Zoo, Georgetown, & many other of DC's top sights all just minutes away.

Join us in Washington, D.C. for A.L.I.'s Social Media for Government Conference: "How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

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

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by May 29th	Regular Pricing: Register with payment after May 29th
Conference Only (July 14 th and 15 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 9.75% sales tax on workbook orders.

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card, training form, or purchase order hold will be taken to ensure your space.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Amy at (773) 695-9400 x20, for more information.

GROUP DISCOUNTS:

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before June 29th) 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 29th) 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 • CIA • Department of State • Marine Corps • Office of Personnel Management • U.S. Mint • City of Atlanta, GA • Department of the Interior • General Services Administration • Fairfax County • Department of Transportation • CDC • Forest Service • Environmental Protection Agency • U.S. Army • IRS • Census Bureau • FAA • City of Chicago, IL • Department of Justice • FBI • U.S. Government Printing Office • Commonwealth of Virginia • Smithsonian Institution • Department of Energy • Social Security Admin. • Department of Defense • NASA • House of Representatives • State of Iowa • NIST • Washington State • Maricopa County, AZ • U.S. Department of Health and Human Services • National Academy of Public Administration • U.S. Department of Education • U.S. Department of Agriculture • City of Overland Park, KS • World Bank • Department of the Treasury • U.S. Department of Homeland Security • San Diego Airport, CA • U.S. Air Force • Court Services and Offender Supervision Agency • Peace Corps • FEMA • City of Minneapolis, MN • Bureau of Reclamation • Pentagon Renovation • Office of the

Governor, Washington • American Institutes for Research • NOAA • Department of Housing and Urban Development • Department of Veterans Affairs • FDIC • U.S. Small Business Admin.

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

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Registration Form		<i>Please photocopy for group members.</i>	
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<input type="checkbox"/> Conference Plus Workshop(s):			
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<input type="checkbox"/> Pre-Conference Workshop B: How To Design And Implement An Effective Social Media Strategy That Maximizes Reach And Message Impact			
<input type="checkbox"/> Post-Conference Workshop C: A Step-By-Step Framework For Implementing Podcasting In Your Agency: Learning How To Podcast And Understanding How It Works To Boost Your Communications (With Limited Resources)			
<input type="checkbox"/> Post-Conference Workshop D: How To Use Social Media To Communicate Your Organization's Services And Connect Citizens To Your Brand			
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