

Back By Popular Demand...The 19<sup>th</sup> 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:**

*"Really well done, overall. Speakers were well prepared and had excellent examples."*

A. Cannarsa, Public Affairs Specialist  
**SOCIAL SECURITY ADMINISTRATION**

\*\*\*\*\* Register by May 20th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400  
Save 25% -- Bring Your Marketing, HR & Communications Team!  
or register online at [www.aliconferences.com](http://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, Twitter, podcasting, wikis, social networks, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Communicating** more effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, video podcasts, and much more
- **Measuring** the effectiveness of your social media strategy and demonstrating its value within your organization
- **Strategically** using Twitter, Facebook, and LinkedIn in your organization
- **Monitoring** social media for your organization, whether you are participating or not
- **Demonstrating** the Return on Investment (ROI) of your social media program
- **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:

**U.S. Army Corps of Engineers, Charleston District**

**National Wildlife Federation**

**U.S. Department of Agriculture**

**Centers for Disease Control and Prevention**

**U.S. Department of Defense**

**Court Services and Offender Supervision Agency**

**U.S. Army Public Affairs**

**City of Raleigh, North Carolina**

**U.S. Navy**

**Social Security Administration**

**University of Georgia Libraries**

**U.S. General Services Administration**

**Transportation Security Administration**

firewalls

- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Understanding** how social media can be vital during an emergency
- **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

Presented by:



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

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



**Genome Alberta, Canada**

**U.S. Postal Service**

**National Academy of Public Administration**

**Beekeeper Group**

**readMedia**

**Deloitte Services LP**

**Bridge Consulting**

**Zeiders Enterprises, Inc.**

**Supporting Organizations:**



**Federal Communicators Network**



## **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."

\*\*\*\*\* Register by May 20th To Save \$400! \*\*\*\*\*  
 To Register, Call (888) 362-7400 -or- (773) 695-9400  
 Save 25% -- Bring Your Marketing, HR & Communications Team!  
 or register online at [www.aliconferences.com](http://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 12, 2010: 8:30 a.m. – 11:30 a.m.:**

Social Media 101: How To Leverage Popular Social Media Tools For Your Organization

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

**Monday, July 12, 2010: 1:00 p.m. – 4:00 p.m.:**

How To Blend Traditional And Non-Traditional New Media Into Your Government Communications Plan

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

**Thursday, July 15, 2010: 9:00 a.m. – 12:00 p.m.:**

Using Social Media To Communicate With And Engage Your Employees: Social Media For Internal Communications

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

**Thursday, July 15, 2010: 1:00 p.m. – 4:00 p.m.:**

How To Measure And Monitor Social Media Campaigns: Cutting Through The Chatter

**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
- Social Media/Web 2.0
- Public Relations
- Public Information
- Internal Communications
- External Communications
- Employee Communications
- Employee Relations
- Marketing
- Web Communications
- Organizational Transformation & Development
- Human Resources
- Executive Communications
- Change Management
- Publication & Web Content
- Communication Consulting
- Electronic Communications
- New/Interactive Media
- Community Relations
- Technology
- Digital Strategy
- Training & Development
- Outreach
- Web Services
- Strategic Communications
- Journalism/Reporting
- Information Services & Systems
- Administration
- Program Management
- Customer Service & Satisfaction
- Intranet & Internet
- Communications Research
- Communications Management

...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. **More than 29 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 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](http://www.aliconferences.com) for more details
4. **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
5. **A comprehensive overview of social media strategies and processes** from leading practitioners like the **U.S. Army, University of Georgia Libraries, Social Security Administration, Transportation Security Administration** 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 CO-CHAIRPERSONS...

---



**Dear Federal, State and Local Government Communications Professionals:**

Social media and emerging technologies continue to dramatically change the way we communicate with each other and our target audiences. We can no longer assume that our stakeholders will be exposed to our core messages if we do not diversify the channels through which they are delivered. The era of the social network has arrived and is starting to be used by the public sector in innovative ways – agencies can no longer take a “wait and see” approach, the time to begin implementing a social media strategy is now.

We know things move fast when it comes to social media; it seems like just a few years ago nobody had even heard of Facebook, Twitter, or YouTube and now they’ve become essential tools for communicating with almost any audience.

However, new tools don't necessarily change basic communications strategies or tactics, they just increase the pace and reach of your messaging. That's why we're excited about this conference, as we'll be demonstrating real world example from government and public sector practitioners and learn about how they leveraged these new social media tools to reach their intended audience. I hope you'll be able to join us!

### **How Will This Conference Help You And Your Organization?**

This conference will help you understand how to utilize new social media tools with your employees, the citizens you serve, and other stakeholders and customers – don't be left behind!

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

- **City of Raleigh, North Carolina** used creative budgeting and collaboration to get their social media video project off the ground
- **National Wildlife Federation** discovered that when done right, social media can greatly improve the efficiency of internal and external communication
- **Centers for Disease Control and Prevention** developed and promoted their own social media resources in-house and required no additional financial resources—evidencing that social media can effectively increase reach without increased cost

[Click here to register](#) 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. Take this opportunity to hear from leading communicators and organizations that are already using social media to change the way their organizations operate and communicate, and how they engage key stakeholders.

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

Sincerely,

Mike Panetta, Partner  
**BEEKEEPER GROUP**  
U.S. "Shadow" Representative, District of Columbia  
Conference Co-Chairperson

**Mike Panetta, Partner at Beekeeper Group**, is an award winning public affairs campaign strategist who specializes in using the Internet and social media for creative issue advocacy and grassroots activism. Before becoming a Partner at Beekeeper Group, Mike was Vice President for Public Affairs and Emerging Media at Grassroots Enterprise where he managed a number of the firm's non-profit, trade association, and political clients and led its embrace of new technology for political, marketing and advocacy purposes. In November 2006, Mike was elected to the position of U.S. "Shadow" Representative in the District of Columbia, and was re-elected in 2008 with the second-highest number of votes of any citywide elected official in the District. In this role, Mike is a leading voice in the fight for District of Columbia statehood and votes in the U.S. Congress.

Shana Glickfield  
**BEEKEEPER GROUP**  
Conference Co-Chairperson

**Shana Glickfield, a leading communications and advocacy strategist, is a Partner at Beekeeper Group.** Shana works with Beekeeper clients on their Web 2.0 strategies, blogger relations, and strategic alliances. Shana previously was the Director of Strategic Communications at Amplify Public Affairs, where she spent several years working with a wide variety of corporate, government, and nonprofit clients on their online communications strategies, focusing on social media and online community building.

**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](http://www.aliconferences.com) or call (888) 362-7400.**

## RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

---

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

S. Eyshner, Supervisor

**TEXAS WORKFORCE COMMISSION**

*"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**

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

A. Davison, Web Services Manager

**CITY OF SCOTTSDALE, ARIZONA**

*"Good blend of strategies and tactics. Excellent speakers."*

Z. Brunner, Business Specialist

**NIST**

*"Good mix of information on how to integrate social media, both internally and externally, into your organization's technology communications plan."*

T. Willson, IT Director

**CITY OF OWASSO, OKLAHOMA**

*"I appreciated speakers who acknowledged continued value of traditional media and how to mesh them together."*

C. Heck, Public Affairs Officer

**U.S. FOREST SERVICE**

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

Shannon Duplessis, Assistant IT Director

**LOUISIANA DEPARTMENT OF CIVIL SERVICE**

*"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 learned so much - and the speakers showed me the possibilities to improve our Internet and Intranet sites."*

P. Rodemoyer, Senior Program Analyst

**U.S. OFFICE OF PERSONNEL MANAGEMENT**

### PRE-CONFERENCE WORKSHOPS: Monday, July 12, 2010

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

### Choose A or B or BOTH for Maximum Value and Learning

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

#### **PRE-CONFERENCE MORNING WORKSHOP A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

## Social Media 101: How To Leverage Popular Social Media Tools For Your Organization

---

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 organization can:

- Utilize Facebook, Twitter, YouTube, Foursquare and other social media services -- what they are and how to use them
- Leverage technology to engage and collaborate with stakeholders
- Empower existing supporters to spread your message within their own networks
- Achieve organizational “buy in” to implement new programs

**WORKSHOP LEADERS: Shana Glickfield, a leading communications and advocacy strategist, is a Partner at Beekeeper Group.** Shana works with a number of telecommunication clients and manages NextGenWeb.org, USTelecom’s multimedia website dedicated to exploring all of the innovative ways that broadband is improving our quality of life. Shana’s efforts on the project landed USTelecom, the broadband association, on the list of the Top 10 Organizations Using Social Media by Personal Democracy Forum. Shana works with Beekeeper clients on their Web 2.0 strategies, blogger relations, and strategic alliances. Shana previously was the Director of Strategic Communications at Amplify Public Affairs, where she spent several years working with a wide variety of corporate, government, and nonprofit clients on their online communications strategies, focusing on social media and online community building.

**Mike Panetta, Partner at Beekeeper Group,** is an award-winning public affairs campaign strategist who specializes in using the Internet and social media for creative issue advocacy and grassroots activism. Before becoming a Partner at Beekeeper Group, Mike was Vice President for Public Affairs and Emerging Media at Grassroots Enterprise where he managed a number of the firm’s non-profit, trade association, and political clients and led its embrace of new technology for political, marketing and advocacy purposes. His work has been recognized with top honors from the American Association of Political Consultants, the Public Affairs Council, and George Washington University’s Institute for Politics, Democracy and the Internet. In November 2006, Mike was elected to the position of U.S. “Shadow” Representative in the District of Columbia, and was re-elected in 2008 with the second-highest number of votes of any citywide elected official in the District. In this role, Mike is a leading voice in the fight for District of Columbia statehood and votes in the U.S. Congress.

### Rave Reviews From Past Mike Panetta Sessions:

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

*"This session was a great scene-setter. Looking forward to the following sessions."*

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

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

---

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

**Afternoon break/lunch on your own.**

---

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

## PRE-CONFERENCE AFTERNOON WORKSHOP B

### How To Blend Traditional And Non-Traditional New Media Into Your Government Communications Plan

---

The way people receive information about government is changing.

News about government no longer lives solely in a printed publication or on a 6 p.m. news broadcast. While these traditional channels are still critical to reaching many citizens, people are turning to the Web and social networks more and more to find out what’s going on in their town, county or state.

This workshop will show why it's important to adopt a modern public relations strategy that not only incorporates traditional media outreach, but also tactics that directly reach constituents through the Web. Governments must ensure that their information is published online where it can be enhanced with multimedia, indexed by Google, linked to, and shared across social networking sites.

In this session, you will learn key components of successful communications and media relations in the digital age. After this session, you will have a deeper understanding of:

- How new media is changing the way citizens discover and seek out information about government
- Why you shouldn't abandon traditional communication channels yet
- Why it's important to ensure information about your organization is online and can be easily shared
- How multimedia (podcasts, video, photo) can enhance communication messages
- Effective ways to develop interesting content about your organization that traditional media outlets and citizens will want to read and share
- How sharing news across social networks increases audience reach
- Why publishing news and information is a critical component of online reputation management for your organization
- What tools and technologies are available to manage the online communication process

Various government examples will be referenced, including, how:

- **Staunton, Virginia's Parks and Recreation Department**, used social media to increase local media coverage 10-fold, which resulted in sold out classes and programs
- **The New York State Inspector General's Office**, who broke a story about corruption in the state capitol and published the information online. The news was picked up by local, regional, statewide and national media outlets including traditional media like the New York Times and popular blogs like Gawker
- **The State of Iowa Treasurer's Office**, who built an online newsroom and bolstered search engine rankings for the department by publishing its news online. They included multimedia with each story that could be easily shared

The goal of this workshop is for attendees to understand what makes an effective – and comprehensive – media and communications strategy in the digital age. That includes how to gain coverage of your organization by targeted pitching of traditional media outlets, as well as creating an online and social media presence to communicate directly with citizens.

**WORKSHOP LEADER: Amy Mengel, Head of Inbound Marketing at readMedia**, joined the company in 2010 after years in corporate communication working in media relations, marketing and employee communications for companies like GE and Lockheed Martin. Amy works with readMedia's clients to help them understand how to improve media pickup of their important news and how to optimize their news for online search and presentation. A social media enthusiast, she writes a popular blog about PR, marketing and communications and is the founder of Social Media Breakfast Tech Valley. Amy was named one of the Top 30 under 30 Twitter mentors in 2009. She holds a journalism degree from the University of Georgia and an MBA from Drexel University.

\*\*\*\*\* Register by May 20th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400  
Save 25% -- Bring Your Marketing, HR & Communications Team!  
or register online at [www.aliconferences.com](http://www.aliconferences.com)



## AGENDA - DAY 1: Tuesday, July 13, 2010

7:30 a.m.

### Registration & Continental Breakfast

---

8:00 a.m.

### Co-Chairpersons' Welcome & Opening Remarks

---

Mike Panetta, Partner

**BEEKEEPER GROUP**

U.S. "Shadow" Representative, District of Columbia

Shana Glickfield, Partner

**BEEKEEPER GROUP**

8:15 a.m.



### CASE STUDY

#### How To Engage The Public With An Agency Blog

---

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

This session will reveal the secret sauce of what makes TSA's blog so successful and will cover how your agency can also:

- Engage the public
- Debunk myths and false allegations
- Explaining the "why" of your agencies' policies & procedures
- Humanizing your workforce
- Defending your agency
- Announcing new initiatives
- And more!

Curtis "Blogger Bob" Burns, TSA Blogger & All-Around Good Guy

Office of Strategic Communications & Public Affairs

**TRANSPORTATION SECURITY ADMINISTRATION**

9:00 a.m.



### CASE STUDY

#### Coordinating Your Social Media Launch While Staying In Budget

---

After the launch of the step-by-step *Development Services Guide* targeted for the professional developer/builder, the City of Raleigh, North Carolina, began looking for ways to address another segment of their customer base. This group is the do-it-yourself home improvement guy or gal. This group would find the *Development Services Guide* a daunting, overwhelming sea of information. The goal was to provide the do-it-yourself person a quick and easy way to understand the overall process described around project types (i.e. decks and screened-in-porches, swimming pools and hot tubs, enclosed spaces and when a permit is required). Video seemed like the logical media to provide a means of show and tell for what can be highly technical information.

The next step was to figure out how to make this happen during the current budget restraints. The City of Raleigh was in the midst of a hiring freeze and the office had no experience in the area of video. The City however, discovered some wonderful resources to help leverage these projects. Over a ten-week period, the City created four How-to Compliance videos to help their customers understand the benefits of having their home improvement project permitted and inspected. These videos are available on the City's web site, on their YouTube channel and on their Facebook user group.

You will take away lessons the City had to learn, specifically focusing on:

- Creative budgeting to get a project off the ground
- Establishing an overall focus of video segments
- Filming, interviews, script writing
- Coordination with other departments to make the project a success
- Marketing the final product so that you get the best return on your investment

Sharon G. Felton, Public Information Officer, City Manager Office  
Development Services Division  
**CITY OF RALEIGH, NORTH CAROLINA**

**9:45 a.m.**



### **Break-Out Blitz!**

#### **Network And Discuss Social Media Challenges With Your Fellow Conference Attendees**

---

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

**10:15 a.m.**



### **Morning Refreshment & Networking Break**

---

**10:45 a.m.**



**CASE STUDY**

### **How To Maximize Your Mission's Mandate By Blending Social Media And Traditional Communication 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.

In this session, you will 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  
**COURT SERVICES AND OFFENDER SUPERVISION AGENCY**

Leonard Sipes, Senior Public Affairs Specialist  
**COURT SERVICES AND OFFENDER SUPERVISION AGENCY**

**11:30 a.m.**



### **Proving How The Use Of Social Media Is As Important For Your Internal Audience As It Is For Your External Audience**

---

The U.S. Army Corps of Engineers, Charleston District, began its social media ventures in order to reach a new audience that was previously untapped and to be as transparent as possible to the taxpayers when it became evident that the future of communication was in social networking. To begin, the Charleston District set up YouTube and Twitter accounts to reach out to the community. Since this agency works on a statewide basis and its work affects local citizens, it was important to reach out to their audience and provide project updates along the way. Twitter also became a way to offer jobs and contracts to the local community that may not have known about them otherwise and has been proven successful with much higher rates of return of résumés and contract bids than previously received.

Communicating with their internal audience was also important and was another opportunity for social media success. As an agency whose mission is to support Overseas Contingency Operations, civilian employees often volunteer to deploy to Afghanistan and Iraq. The Charleston District needed to find a way to keep up with deployed employees, and they did - - through blogging.

Internal blogs have been set up for all deployed employees to stay engaged with their stateside colleagues. This tool is a way for them to share their experiences along the way and allow people to comment on them, making overseas travel seem much more like home. It is also a unique way for employees that have not deployed, but have considered it, to get an up close and personal look at what their life would be like if they did decide to go, making their decision much less stressful.

Learning from the experiences of the U.S. Army Corps of Engineers, you will be able to take back to your organization advice on:

- How to reach your employees through social media and blogging
- The challenges of starting a social media program in a government organization and how to get past them
- The best ways to showcase social media as a necessary function for your organization in order to turn non-believers into supporters
- Deciding which social media outlets will best serve the internal and external missions of your organization
- How to learn from other organizations the best practices for internal and external social media communications

Sean McBride, Public Affairs Specialist  
**U.S. ARMY CORPS OF ENGINEERS, CHARLESTON DISTRICT**

**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.



## How To Increase Your Social Media Reach Without Increased Costs

---

Injuries are the leading cause of death for young people from birth to age 19 in the United States. Since December 2008, the Division of Unintentional Injury Prevention (DUIP) at the Centers for Disease Control and Prevention (CDC) has launched two initiatives aimed to reach parents with proven tips to protect children and teens from leading causes of injury. With the knowledge that parents are increasingly active in, and get messages from, the social media stratosphere, DUIP has incorporated social media items as key elements of its “Protect the Ones You Love” initiative to prevent child injury and its “Parents Are the Key” pilot campaign to promote safe teen driving.

As part of “Protect the Ones You Love”, a series of 12 injury topic-specific podcasts was developed in both English and Spanish. These podcasts share proven tips for preventing burns, drowning, falls, poisoning, injuries from motor vehicle crashes, and sports injuries. Recorded on-site at CDC, these podcasts have reached more than 27,000 listeners. As part of the “Parents Are the Key” pilot campaign to promote safe teen driving, a series of badges and buttons, as well as an interactive quiz widget, was developed and promoted in the pilot cities of Little Rock, AR, and Columbus, OH. Click-throughs to the “Parents Are the Key” web site evidenced the popularity of these items. In 2010, a new series of badges and buttons was launched as part of “Protect the Ones You Love”. Also in 2010, “Parents Are the Key” will launch more widely in the fall, with plans for expanded blogger outreach to promote the use of these social media elements.

All social media items developed and promoted by DUIP were created in-house at CDC and required no additional financial resources—evidence that social media can effectively increase reach without increased costs.

The session will focus on how your agency can also:

- Incorporate social media into your existing communication plans and strategies
- Reinforce print messages and broadening reach by using podcasts
- Describe the concepts and utility of badges, buttons and widgets
- Use internal resources to accomplish increased reach without increased costs
- Use metrics to track your social media ROI

Shelley Sheremata Hammond, MMC, Health Communications Specialist  
**CENTERS FOR DISEASE CONTROL AND PREVENTION**

2:30 p.m.



## It's Time to Collaborate! Using Online Dialogues To Help Solve Public Policy Issues

---

Agencies are frequently being required to engage in collaborative dialogues with the public and other stakeholders to help solve complex public policy problems, and the Open Government Directive will only increase the need for agency-led online discussions. But what are the best ways to conduct these dialogues? Are there established best practices? What technologies are best suited to manage the shared ideas, challenges and opportunities that are the result of an online conversation?

In this session you will hear from the National Academy of Public Administration (NAPA) about real world case studies in conducting online dialogues on policy issues for organizations such as the Department of Homeland Security, the Department of Housing and Urban Development, and the Environmental Protection Agency.

Don't miss this chance to learn practical, results-oriented advice from NAPA – an independent and non-partisan research organization. You'll learn with valuable advice on how to use social media tools to foster better collaboration across your organization and with key stakeholders.

Lena Trudeau, Vice President  
**NATIONAL ACADEMY OF PUBLIC ADMINISTRATION**

3:15 p.m.



### Afternoon Refreshment & Networking Break

---

3:30 p.m.



#### **CASE STUDY**

### Navigating Stress And Building Relationships Through Social Media

---

The Navy's Operational Stress Control (OSC) Program has jumped into the social media pool to connect with sailors and their families. As program development of OSC continues, their "Nav Stress" blog is the centerpiece for all communication efforts for their Navigating Stress campaign. Through social media, Navy OSC is highlighting blog content that includes, program information, articles and navigating stress tips.

Launching on Facebook and Twitter, the OSC uses both platforms to "FaceTweet" blog updates that include cartoons by four different well known military cartoonists. Laughter can sometimes be the best medicine when it comes to relieving stress, and visitors can look forward to weekly cartoon posts.

Specifically, you'll hear how the OSC uses social media to create and build relationships with Navy Sailors and families, and you'll learn:

- How to determine content - - providing useful, timely tips
- How to incorporate social media policies and guidelines into your organization's training
- How to build awareness using videos

Sharon Anderson, Public Affairs Specialist  
**U.S. NAVY**

Wendy Poling, Strategic Communications,  
Operational Stress Control Behavioral Health Program  
**ZEIDERS ENTERPRISES, INC.**

4:15 p.m.



#### **CASE STUDY**

### Tweeting 'To Meet' And 'For Fleet': Using Twitter To Reach Your Agency's External And Internal Communications Goals

---

USDA's Office of Procurement and Property Management (OPPM) serves the Secretary and USDA agencies with policy, advice and coordination in product and service purchasing, and management of real and personal property. Two of the initiatives that OPPM operates are the BioPreferred Program and the Fleet Management Program.

Through its BioPreferred program, USDA encourages Federal Agencies to increase their purchase and use of "bio-based" products – items that are renewable domestic agricultural materials (including plant, animal, and marine materials) or forestry materials. Program staff work with more than 1,000 vendors on the manufacture, training, sales, and evaluation of the 4,500 renewable products (from packaging materials to personal care items) currently marketed as "BioPreferred." Program staff established a Twitter profile in June 2009 to advance BioPreferred mission awareness, earn general public relations for the program, and engage a group of organizations *external to USDA* interested in contributing to and following the program's evolution.

The Fleet Management program manages the oversight of USDA's vehicles -- license plates, fleet charge cards and their associated transactions, and policy development and practice. Fleet program staff established a Twitter profile in March

2010 in order to keep USDA's fleet community (*about 60,000 employees*) aware of new, updated and relevant information regarding USDA's vehicles. The goals that USDA Fleet wants to accomplish through Twitter are to increase awareness and understanding of fleet policies and procedures; serve as a communication bridge between the department level and field level employees and; amplify enthusiasm about the future growth and enhancement of Fleet.

Specifically, you will learn what Twitter is and how to get started. Through USDA's experiences and lessons learned, you'll take away ideas for:

- Making the case for an "investment" in Twitter
- Understanding stats about Twitter's role as social networking tool to help the government accomplish its mission more effectively
- Implementation plans and processes
- Using Twitter with internal and external stakeholders – key benefits
- Managing Twitter effectively
- The good, the bad, and the ugly (funny/interesting lessons learned, followers ignored, etc...)

Kate Lewis, Deputy Manager, BioPreferred Program, Office of Procurement & Property Management  
**U.S. DEPARTMENT OF AGRICULTURE**

Shakara Doster, Analyst, Fleet Management Program, Office of Procurement & Property Management  
**U.S. DEPARTMENT OF AGRICULTURE**

**5:00 p.m.**  
**End Of Day One**

---

**5:10 p.m.**



**Networking Reception: Please Join Us!**

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

**6:30 p.m.**



**Dine Around**

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

**AGENDA - DAY 2: Wednesday, July 14, 2010**

**7:30 a.m.**  
**Continental Breakfast & Networking**

---

**8:00 a.m.**



**Chairpersons' Opening Of Day Two & Presentation:  
Emerging Trends In Governmental Uses Of Technology**

---

Moving beyond the implementation of, and specific strategies for, tools like YouTube, Facebook or Twitter, this session's focus will look at where things are going from a "big picture" perspective.

Since the start of the Obama administration there has been an aggressive adoption of new "Web 2.0" practices and collaborative technologies applied to issue of public policy, to varying degrees of success. A number of clear patterns and trends have emerged from these early case studies, and more are becoming apparent with the launch of every new government initiative.

This session will explore these trends, and what the future opportunities are, such as:

- Geo-location services such as FourSquare.com
- Using citizen friendly "dashboards"
- Utilizing crowdsourcing to create or enhance content
- Releasing raw data sets to online developers
- Hosting collaborative discussions online
- Reaching underserved communities via online channels

Mike Panetta, Partner  
**BEEKEEPER GROUP**  
U.S. "Shadow" Representative, District of Columbia

Shana Glickfield, Partner  
**BEEKEEPER GROUP**

**8:55 a.m.**



### **Maximum Communication, Minimum Delay: Linking Practice, Security And Policy In A Networked Web 2.0 World**

---

The U.S. Department of Defense (DoD) has been a leader in the development of community in the "New Media" global information environment. "New Media" is no longer "new," neither are the basic principles that guide conduct that communicates and protects your reputation as well as the network. In this session, you will learn DoD best practices in the Web 2.0 world. It's about working differently.

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

- Using established principles and policies to open the door to new social media tactics and procedures
- Understanding the differences between how we have been working and how we could be working to maximize productivity and results

Jack Holt, Senior Strategist for Emerging Media,  
Office of the Assistant Secretary of Defense for Public Affairs  
**U.S. DEPARTMENT OF DEFENSE**

**9:40 a.m.**



### **Morning Refreshment & Networking Break**

---

10:05 a.m.



## **Empowering Your People: How To Harness The Power Of A Million Using Social Media**

---

How did the U.S. Army go from nearly no social media presence to over 200,000 fans on Facebook, dozens of general officers tweeting and an army of soldiers blogging with the support of their chain of command?

Hear from the Army's Online and Social Media Division as and how the U.S. Army forged their social media boot print, and how your organization can, too.

Learn how the Army launched their social media efforts with a three-prong approach of presence, relevance, and penetration, and how they've used education to get engagement within every level of their organization. See how to take social media to the next level, and how it can help you meet your communication goals.

You will be able to implement the efforts that the U.S. Army used in their communications strategy, such as:

- Fighting bureaucracy - how to get, and keep, leadership engaged
- Crowdsourcing in government - how to harness the power of your existing networks to tell your story
- Social media decision making: how to determine which platforms will fit your goals, and when to discard a failed platform
- Strategy - why it's important, even in the social networking space
- Personality - how a brand like the U.S. Army has to keep it personal
- Culture change - why it has to happen to create a successful social media campaign

Lindy Kyzer, Former Employee, Online and Social Media Division, Office of the Chief of Public Affairs  
**U.S. ARMY PUBLIC AFFAIRS**

10:50 a.m.



## **Incorporating Social Media Into Your Workplace: How To Convince Your Senior Leaders And Empower Your Staff To Spread Your Organization's Message**

---

Social media is often perceived as a waste of time or yet another task. The National Wildlife Federation has found that this isn't always the case. Their social media strategy empowers a number of staff and programs to find their niche while using social media. They have discovered that when done right, social media can greatly improve the efficiency of internal and external communication.

In this session, we will discuss everything from tools used to save time, to how to trust staff to disseminate important messages. You will learn from the National Wildlife Federation on how your organization can:

- Measure results when each program has a different goal
- Choose the right tools that make internal communications better
- Convince senior leaders the value of social media
- Empower the right staff to spread your organization's message

Danielle Brigida, Digital Marketing Manager  
**NATIONAL WILDLIFE FEDERATION**

Kristin Johnson, Online Editorial Manager  
**NATIONAL WILDLIFE FEDERATION**



11:35 a.m.



## 10 Weeks To A Web 2.0 You: Tools You Can Use In Social Media Training

---

The University of Georgia Libraries spread far beyond the local university community and has been involved in social media for several years to increase outreach, publicize events, and connect with their users better. Departmental web editors within the Libraries and other library staff write content for the News & Events Blog, participate in social media sites, and submit ideas about the web site.

Sounds easy, right? What do you do if your staff does not know how to use social media? What about those who know how to use it, but feel uncomfortable doing so? What about those who feel that they do not have time to use social media? Is there social media buy-in administratively?

To address these needs, the Libraries' Web Advisory Group and STEP (Staff Training & Enrichment Program; a HR program) partnered together to create a new program, 10 Weeks to a Web2.0 You. This program centers on common social media technologies including blogging and twitter, organizational tools (RSS, project collaboration online, bookmarking), collaborative image editing and podcasting. Presentation materials and class assignments have been folded into an online training program, which is available to anyone to use.

During this session, you will learn new ideas and strategies for:

- Engaging staff to participate in social media (and general social media guidelines)
- Using blueprints for designing your own program
- Reviewing materials used in the program, and adopting them into your own program

Robin Fay, Head of Database Maintenance, Chair of Emerging Technologies Group, Web Advisory Group Member  
**UNIVERSITY OF GEORGIA LIBRARIES**

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.



## Leveraging Your Social Media Presence To Gain Awareness And To Reach Your Global Audience

---

Genome Alberta is a not-for-profit research organization funded by the Provincial and Federal governments in Canada. They make extensive use of social media to raise awareness with the general public, reach key influencers, and engage the science community.

In this session, you will learn how the organization has managed to take its small size and leverage its online presence to reach out to an international audience using a virtual team based in Canada and the United States. The organization has contributed to the development of an open source news application which Genome Alberta has adapted to the biotech sector.

Clearing a minefield in Croatia may seem like it is a long way from using social media to your organization or department but you will hear how a little creative thought can take you a long way in developing your goals and objectives while avoiding potential wrecks along the way.

You will also leave this session with ideas on how to:

- Select the right social media course for your audience and for the task at hand
- Make efficient use of your content and resources
- Pull together both social and mainstream media in your communications strategy to get the best return on your communications dollar

Mike Spear, Director of Corporate Communications  
**GENOME ALBERTA, CANADA**

**3:20 p.m.**



---

### **Afternoon Refreshment & Networking Break**

**3:35 p.m.**



### **CASE STUDY**

---

#### **Web 2.0, Privacy And Other Policy Considerations For Government Agencies**

While the opportunities presented by Web 2.0 technologies are great, there are also significant privacy and data use questions. For the past 1½ years, a subcommittee of the Federal CIO Council's Privacy Committee has been working on recommended best practices for Federal Agencies use of social media sites. The co-chairs of this effort and will share with you information about what they have learned about approaching terms of service agreements, conducting privacy impact assessments, and drafting systems of records notices under the Privacy Act. The discussion will also touch on other topical lessons such as records management, the Freedom of Information Act, E-Government Act, eDiscovery, and other internal policy questions.

This session will explore issues your agency might face, such as:

- Downfalls to not having a policy on employee use of social media
- Protection of privacy considerations
- Tracking technologies and IT security
- Notice and agency branding

Jonathan R. Cantor, Executive Director, Office of Privacy and Disclosure  
Co-Chair, Federal CIO Council's Privacy Committee  
**SOCIAL SECURITY ADMINISTRATION**

Deborah Kendall, Manager, Strategy and Processes, Privacy and Consumer Policy Office  
Co-Chair, Federal CIO Council's Privacy Committee  
**U.S. POSTAL SERVICE**

**4:10 p.m.**



### **CASE STUDY**

---

#### **How To Improve Outreach - And ROI – For Employees, Agencies, And Industry Partners With Twitter**

General Services Administration's (GSA) Integrated Technology Services (ITS), a program area within the Federal Acquisition Services (FAS) has an important role in identifying technology solutions from its industry partners, and offering those solutions to agencies and state and local governments via specialized acquisition methods.

Six months ago, ITS began tweeting through its @GSA\_ITS Twitter account to improve outreach for events, external speaking engagements, and to raise the general awareness of its mission. In that short time it has gained 400 followers and appears on 43 lists.

In this session, you will gain information on:

- Twitter best practices
- Improving ROI of external events and speaking engagements
- Identifying followers integral to your success
- Tips and Tricks: GovTwit, Twibes, HootSuite
- Using Twitter as a monitor of your organization's social media pulse

Through the experiences of GSA, you will better understand the Twitter craze - and how to best harness it for your organization.

Joy G. Fulton, Integrated Technology Communications Specialist  
**U.S. GENERAL SERVICES ADMINISTRATION**

**4:55 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, Partner  
**BEEKEEPER GROUP**  
U.S. "Shadow" Representative, District of Columbia

Shana Glickfield, Partner  
**BEEKEEPER GROUP**

**5:05 p.m.**

### **Close Of General Sessions**

---

## **POST-CONFERENCE WORKSHOPS: Thursday, July 15, 2010**

### **INTERACTIVE WORKSHOPS**

These 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, hands-on sessions. Space is limited to ensure interactivity!

### **Choose C or D or BOTH for maximum value and learning**

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

### **POST-CONFERENCE MORNING WORKSHOP C**

Continental breakfast will be provided at 8:30 a.m. for the morning workshop attendees.

### **Using Social Media To Communicate With And Engage Your Employees: Social Media For Internal Communications**

---

With the dramatic expansion of social media and its significant impact on the way we communicate today, many government organizations are struggling with the question of whether to and how to integrate social media into their employee communication and engagement strategies.

Social media can be an effective way to connect with your customers, engage employees, and better understand what they are thinking. But there are also many questions being raised by organizations about social media's return on investment, legal and HR concerns, loss of control over the messages, and whether or not employees will use these tools once they are available.

This highly interactive workshop will focus on how to address these challenges and begin to integrate social media into your current employee communication strategies.

Through government case studies and practical tools, you will learn:

- Best practices around how organizations are currently using social media tools to engage employees
- Ways to educate your organization on social media and address concerns
- A model for incorporating social media into your current employee communication strategy and tools
- An action planning process that will help facilitate participation by stakeholders
- Ways to capture learnings and measure your success

**WORKSHOP LEADER: Michelle Mahony, a Principal at Bridge Consulting**, has focused on facilitating connections with her clients to create highly engaged workforces committed to business success for over 16 years. Whether it's connecting people to a business or change strategy, leaders to employees, people to technology, or generations with each other, Michelle focuses on engagement, communication and change management strategies to help organizations across industries achieve their objectives. Michelle also served on the faculty in the Education Department at Whitman College, where she taught students effective pedagogical and communication methods, as well as Developmental Psychology.

#### Testimonials From Past Bridge Consulting Sessions:

*"Excellent presentation. Exceptionally knowledgeable and great instructor."*

*"Thanks for all the examples and links to additional references."*

*"Appreciated the practical tips, examples, and stories to apply to my own organization."*

*"One of the best speakers; great tools that can be easily applied."*

**12:00 p.m. to 1:00 p.m.**

**Afternoon break/lunch on your own**

---

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

**POST-CONFERENCE AFTERNOON WORKSHOP D**

#### **How To Measure And Monitor Social Media Campaigns: Cutting Through The Chatter**

---

One of the biggest problems individuals and organizations face when embarking on a new social media campaign is what to do with all the data. How do you read it? What do you do with it? What the heck does it all mean?

The goal of this interactive and hands-on session is to show you what it all means and how to effectively use social media information. This session will cover the tools used and how they can be applied to government and the public sector. Whether for political campaigns or White House initiatives such as the First Lady's fight against childhood obesity, social media can help you achieve your own program goals.

Specifically, you'll leave this workshop with new tools and strategies to help you:

- Effectively measure social media
- Interpret the data to help you target the most effective social media programs

- Understand social media tools
- Master social media engagement

**WORKSHOP LEADERS: Steve Lunceford, Public Sector Strategic Communications, Deloitte Services LP,** specializes in strategic communications using both traditional channels and online media. He has 20 years experience in media relations and corporate communications (10 years in the public sector), working with key international, U.S., local and trade media while supporting Fortune 100 firms. He has broad-based expertise in corporate positioning and raising awareness for brands, products and services; from public sector projects to wireless, broadband to enterprise IT as well as entertainment, hospitality and travel industry experience. Mr. Lunceford is also an expert in crisis communications planning and execution, and he has become a leading voice in the "Government 2.0" and Open Government movements.

**Jack Holt is the Sr. Strategist for Emerging Media for the Department of Defense** developing communication strategies and tactics incorporating New Media tools with traditional Public Affairs channels to maximize the effect of DoD communication efforts. Holt has briefed senior leaders on New and Social Media and conducted strategy sessions to address corporate level strategic objectives. Jack is a member of the vGov Steering Committee, the DoDTechipedia Governance Board, the University of Oklahoma Risk and Crisis Management Community Advisory Board, the PRSA Counselors to Higher Education Committee and the 2009 Chair for the PRSA National Capital Region Public Affairs and Government Committee. He has taught sessions on New Media strategies and tactics at the Defense Information School, the Naval Postgraduate School and the NATO School.

\*\*\*\*\* Register by May 20th To Save \$400! \*\*\*\*\*  
 To Register, Call (888) 362-7400 -or- (773) 695-9400  
 Save 25% -- Bring Your Marketing, HR & Communications Team!  
 or register online at [www.aliconferences.com](http://www.aliconferences.com)

## ABOUT OUR CONFERENCE SUPPORTERS:



**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/>.



If you get it, share it

**Social Media Club** is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

For more information, please go to <http://www.socialmediacub.org/>.



The **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](mailto:jbrooke@gpo.gov).



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

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



**OhMyGov!** wants better government -- a more creative, more efficient, smarter government! So we set out to do the unthinkable: build a news and information site about government that was both interesting and fun to read. We offer an entertaining mix of "good gov" stories about public sector innovations and advances (yep, imagine that!) and comforting "bad gov" tales of government embarrassments and outrages. In short, we cover anything that makes you say OhMyGov!

OhMyGov! was founded by 3 guys looking to make a difference — an experienced federal executive, a motivated government contractor and writer, and a best-selling investigative journalist.

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



**GovLoop.com** is the social network developed by and for the government community. As featured in the Washington Post and Federal Times, the site is the true "Facebook for Government" and currently connects over 14,000+ federal, state, and local government employees.

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



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON DC

**George Washington University's Center for Excellence in Public Leadership** is the result of an innovative public-private partnership established in 1997. The Center's mission is to develop public leaders who make a positive difference in their organizations and the lives of the people they serve, by providing leadership and management development experiences which inspire public leaders and are grounded in research and practical

knowledge; creating collaborative networks among public leaders to share resources, knowledge, and experience. We accomplish our mission by working in three core areas: high-quality executive education in leadership and public management, research on state-of-the-art public management policies and practices, and expert management advice.

The Center brings more than 20 years experience to its work with federal managers. It provides both standardized training that prepares persons for the Senior Executive Service, and customized training to address specific training needs for a variety of managerial and supervisory levels. Open enrollment programs are currently offered in the areas of Senior

Executive Development aimed at those interested in the Senior Executive Service, Executive Communication, Advanced Leadership, and Negotiation skills.

For more information, please go to <http://www.leadership-programs.org/>.

## VENUE AND LODGING:

### ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

#### Hilton Washington DC/Silver Spring

8727 Colesville Road  
Silver Spring, MD 20910  
Phone: 800-445-8667

[http://www1.hilton.com/en\\_US/hi/hotel/DCASSHF-Hilton-Washington-DC-Silver-Spring-Maryland/index.do](http://www1.hilton.com/en_US/hi/hotel/DCASSHF-Hilton-Washington-DC-Silver-Spring-Maryland/index.do)

Please contact the hotel directly when making your reservation. **For the conference, we have secured a reduced sleeping room rate of \$159/night (which is lower than the government per diem). Please be sure to call the hotel no later than June 20, 2010 to help ensure this rate and mention Group Code "SMG."** Alternatively, you can make your reservation online and under Special Accounts, Group/Convention Code, type in SMG.

The Hilton Washington DC/Silver Spring is located 1 mile inside Washington's Capitol Beltway and 4 blocks from the DC border - convenient to all of Washington's attractions, business and government centers. Downtown DC is just a 10 minute Metro ride away from the Silver Spring Station (Red Line) which is 3 blocks from the hotel. The hotel provides complimentary shuttle service to locations within a mile away. Airport access is just 11 miles away at Reagan National Airport (DCA) and 25 miles away at both Dulles International (IAD) and Baltimore International Airports (BWI).



Photo courtesy of WCTC

For more information, discounts and maps for your visit to Washington, DC, please go to: <http://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.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by May 20<sup>th</sup></b>	<b>Regular Pricing: Register with payment after May 20<sup>th</sup></b>
Conference Only (July 13 <sup>th</sup> and 14 <sup>th</sup> )	\$1,299	\$1,699
Conference Plus <b>One</b> Workshop	\$1,699	\$2,099
Conference Plus <b>Two</b> Workshops	\$1,999	\$2,399
Conference Plus <b>Three</b> Workshops	\$2,199	\$2,599
Conference Plus <b>All Four</b> Workshops	<b>\$2,299 BEST VALUE!</b>	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 9.25% 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 (262) 723-1284, 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 28<sup>th</sup>) 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 28<sup>th</sup>) 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**
- **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**
- **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**



- **General Services Administration**
- **Fairfax County Government**
- **Department of Transportation**
- **CDC**
- **Forest Service**
- **Sarasota County, FL**
- **Environmental Protection Agency**
- **Army**
- **IRS**
- **Census Bureau**
- **Patent and Trademark Office**
- **FAA**
- **City of Las Vegas , NV**
- **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**
- **Bureau of Reclamation**
- **Pentagon Renovation**
- **Office of the Governor, Washington**
- **American Institutes for Research**
- **USAID**
- **NOAA**
- **American Society for Microbiology**
- **Department of Housing and Urban Development**
- **Department of Veterans Affairs**
- **FDIC**
- **Small Business Administration**

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

Event #0710A19 ©2010 A.L.I., Inc. All rights reserved.



**REGISTER TODAY!**

Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (773) 695-9403

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 Social Media for Government conference in Washington, DC.

**Please check:** E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

Conference Only

Conference Plus Workshop(s):

Pre-Conference Morning Workshop A: Social Media 101: How To Leverage Popular Social Media Tools For Your Organization

Pre-Conference Afternoon Workshop B: How To Blend Traditional And Non-Traditional New Media Into Your Government Communications Plan

Post-Conference Morning Workshop C: Using Social Media To Communicate With And Engage Your Employees: Social Media For Internal Communications

Post-Conference Afternoon Workshop D: How To Measure And Monitor Social Media Campaigns: Cutting Through The Chatter

I would like to order a conference workbook only

Please add me to your mailing list to receive future conference notifications

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Registrant's E-mail: \_\_\_\_\_

Credit Card Holder's Phone: \_\_\_\_\_

Credit Card Holder's Email: \_\_\_\_\_

Payment by:  Visa/IMPAC  MasterCard  Amex  Diner's Club  Discover  
 Check/Training Form (payable to Advanced Learning Institute, Inc.)

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Extra 3-4 digits on front/back of card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Signature/Name on credit card: \_\_\_\_\_

Event #0710A19 • ©2010 A.L.I., Inc. All rights reserved.

**\*\*\*\*\* Register by May 20th To Save \$400! \*\*\*\*\***  
**To Register, Call (888) 362-7400 -or- (773) 695-9400**  
**Save 25% -- Bring Your Marketing, HR & Communications Team!**  
**or register online at [www.aliconferences.com](http://www.aliconferences.com)**