

Don't miss the 26th updated forum packed with the latest tools, tips and techniques to help you transform the way you communicate with your employees and citizens!



SOCIAL MEDIA for Government

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

July 12-15, 2011 • Washington, DC

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:

National Institute of Standards
and Technology

U.S. Army Public Affairs

University at Albany,
State University of New York

U.S. Department of Defense

Transportation Security
Administration

New York City Housing Authority

National Aeronautics and
Space Administration

Problem Solutions

Recovery Accountability
and Transparency Board

National Cancer Institute

Cranberry Township, Pennsylvania

U.S. Department of State

U.S. Department of
Homeland Security

Sparkloft Media

Acquia

Widmeyer Communications

CoalHart Associates, LTD.

The Community Roundtable

State and Federal
Communications, Inc.

IBM Center for The Business
of Government

Pennsylvania Department of
Education

Presented by:



Your Government &
Communications Training
Partner Since 1997

Register by May 25th to Save \$400!

WHAT YOU WILL LEARN

Attend the 2011 Social Media for Government conference to hear the latest practical advice from other government social media initiatives. You'll leave with tools, tips and strategies for:

- **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 traditional 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 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

SUPPORTING ORGANIZATIONS



Federal Communicators Network



CENTER FOR
EXCELLENCE IN
PUBLIC LEADERSHIP



brandchannel

Register by May 25th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Social Media for Government - July 12-15, 2011

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 & External Communications

Employee Communications & Relations

Marketing

Organizational Transformation
& Development

Human Resources

Executive Communications
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Communications Research
& Management

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

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 in this social media 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."

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 the latest Web 2.0 technologies and social networks to drive communication results. You will benefit from:

- **21 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
- **Over 25 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
- **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 for more details
- **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
- **A comprehensive overview of social media strategies and processes** from leading practitioners like the **U.S. Department of State, National Cancer Institute, U.S. Department of Homeland Security**, and many more
- **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
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **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
- **The opportunity to learn how to engage your employees and citizens** by using social media from leading government agencies and organizations
- **Access to the conference wiki** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

Register by May 25th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Dear Federal, State and Local Government Professionals:

The truth of any situation is usually found at the midpoint between two opposite sayings and when it comes to social media, the two opposing proverbs are probably "many hands makes light work" and "too many cooks spoil the broth."



Indeed, social media allows government leaders -- and not just communications specialists -- to take advantage of new technologies and management methods that were unavailable even five years ago. But their misuse can cost not only time and money, but credibility as well. When turning to social media, leaders can harness the power of many hands, many minds, and many people with diverse and complementary skills sets (making light work). But they may also inadvertently open the floodgates to too much information, inhibiting-- rather than enhancing--operations (spoil the broth).

This conference will give you the chance to learn from other government agencies and government vendors what works, and how to use social media in many different aspects of their agencies' operations - including and exceeding the communications departments!

The age of social media has arrived whether we like it or not – the public sector can't afford to miss out on learning how these tools are being used in this new interactive environment!

Social media has created a new way of connecting to each other, to data, to sensors, and to digital assets like applications, images, and documents. Today's government organizations must embrace the new channels for connectivity and understand how each channel operates, maximizing the efficiency of such tools as blogs, wikis, podcasts, vodcasts, widgets, and social bookmarking to improve their decision-making efforts faced everyday. It is your responsibility, as a government leader, to inspire and educate your agency in the latest tools and trends that encompass the newest world of communications and management: social media.

How Will This Conference Help You And Your Organization?

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

At this conference, you will hear proven strategies and practical experience, from leading organizations and practitioners, on how to use social media to change the way your organization communicates, collaborates, and shares information.

Learn how the:

- **National Institute of Standards and Technology** paved the way for social media in their agency by leveraging limited resources and maximizing results.
- **U.S. Army Public Affairs** has successfully mastered the act of balancing security and open communication when operating in the social media space.
- **National Aeronautics and Space Administration** is using social media programs to connect and communicate with the public

Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s 26th conference on "Social Media for Government," this July in Washington, DC. This is your opportunity to hear from leading communicators and organizations that are already using social media to change the way their organizations operate and how they engage key stakeholders. With the agility and speed of today's Web 2.0, you can guarantee the presentations will be timely and relevant – speakers will need to make changes just hours before they present – you can't beat that.

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

Sincerely,

Gadi Ben-Yehuda

IBM CENTER FOR THE BUSINESS OF GOVERNMENT

@GBYehuda

Conference Chairperson

P.S. Make your investment pay off even more by bringing a team! Register 3 people and send the 4th for FREE! Call (888) 362-7400 or (773) 695-9400 for more details.

Conference Wiki Available To Attendees

All attendees will be invited to expand their network and continue the conversation in the conference wiki --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.

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Interactive Pre-Conference Workshops ~ July 12, 2011

Tuesday, July 12, 2011

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 Workshops 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: Popular Social Media Tools - What They Are And How To Use Them In Your Organization

Attend a hands-on interactive course that will walk you through each form of social networks, help you set up accounts, and give you experience using each of the different tools. You will be provided with an overview of the dominant social media platforms with a focus on their audiences, strategic uses and the time and resources required to manage them effectively.

You will have an opportunity to express your own organization's communication objectives and any metric or ROI goals that you wish to assign to social media efforts. You will then have the have time to work on creating (or refining existing) core account(s) (i.e. Facebook, Twitter, LinkedIn) to achieve these goals expressed.

Once accounts have been established or refined, you will be instructed of key messaging and maintenance best practices, including:

- What the Key Performance Indicators are for major platforms
- How to establish social media platforms
- Insights and tools for you to use for maintenance of your social media
- How to evaluate and document the success and results of your social media efforts

In addition, you will receive a 60+ page handbook with guidelines and tips on social media to take back to the office.

WORKSHOP LEADERS: Aaron Babbie is Vice President of Business Development at Sparkloft Media, a consultancy based in Oregon that focuses on developing social media strategies, social CRM, social videos, social meetings, social SEO and social media policies and procedures.

Jamie Kerr comes to Sparkloft Media as a Social Media Analyst. Jamie is a Gen-Y member of the team who can't quite remember life before Google For Sparkloft, Jamie is the primary implementer of *ConferenceConnect™*, and is responsible for the further development of the product.

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

You Have Your Social Media Set Up – Now What? Learn Engagement Strategies And Techniques To Manage Exposure In The Age Of Open Government

In this workshop we will discuss the opportunities and challenges of using social technologies to open up the discussion between your agency and citizens. Far from an either/or option, there is a path that allows organizations to start in a way that is comfortable for them today but moves them toward more interaction over time. To do so, agencies must understand how to use both tools and a community management approach to change their organizations – one step at a time.

You will leave this session with the tools necessary to take your social media strategy to the next level.

Topics covered in this workshop include:

- Social tools and moderation features
- Culture audits and change management
- Evangelizing and developing open leadership
- Social content planning
- Policies and governance

WORKSHOP LEADERS: Jay Batson is the Co-Founder of Acquia. Acquia is a commercial open source software company providing products, services, and technical support for the open source Drupal social publishing system.

Jim Storer is Co-Founder of The Community Roundtable and operates TheCR Network, a peer network for community managers and social business strategists. He is an experienced community builder and social media practitioner.

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Interactive Post-Conference Workshops ~ July 15, 2011

Friday, July 15, 2011

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 Workshops for Maximum Value and Learning

8:30 a.m. to 11:30 a.m. – POST-CONFERENCE MORNING WORKSHOP C

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

How To Blend Traditional And New Media To Strengthen Your Organization's Communication Efforts

There is no doubt now that the flow of information is not only instantaneous, but behaving more like a fire hose than a drinking fountain. From traditional forms of media attempting to provide verified and concrete information to opinionated but reliable sources to the constant flow of Tweets inundating us every moment; it can be difficult for an organization to make sense of it all.

How can you find the gold needle in the haystack of information overload? It is a critical issue that must be addressed for government organizations whose responsibility is to respond to issues of its citizens and stakeholders.

This interactive workshop will provide you with the opportunity to visualize the various and varied information sources and types. It will give you the knowledge you need to determine which traditional and new media environments will provide you with the information you need to make the critical decisions you must make on a daily basis.

We will delve into specific examples of government organizations and how they have blended the best of both of these worlds and why in doing so your employees will be more informed and ready to serve their constituents. Important topic points to include:

- Organizational understanding of the speed of information
- Training your staff on the use of new media for both data gathering and collaboration
- Integration of systems and processes
- Best practices based on current examples

WORKSHOP LEADERS: Barry Reicherter is Senior Vice President – Digital Strategy & Ideas at Widmeyer Communications.

With more than 20 years of experience in the digital media field, Barry Reicherter leads digital communications efforts at Widmeyer Communications.

Chad Hyett is Vice President at Widmeyer Communications. Hyett has worked with numerous companies on campaigns supporting corporate and internal communications, issues preparedness, science and disease awareness, product marketing and alliance building.

11:30 a.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 Monitor, Manage, And Measure Your Organization's Social Media Efforts

Now that you have a social media program running, it is time to measure your efforts. How can you tell if all of your hard work is making any difference at all? A dynamic and successful social media program must be aware and flexible. What kind of communications goals should you set and how do you measure them in order to get actionable information?

This workshop will give you all of the important tools you need to measure your engagement on each social media platform. You will learn how to get the information you need, how to use “social media intelligence” to make sense of the data, and how to present it in order to demonstrate your successes.

You will receive hands-on information on how to successfully monitor and manage your social media efforts to ensure they are meeting your organizational goals, including:

- How to measure your social media engagement on Twitter, Facebook, LinkedIn, YouTube, and more
- Techniques to find out who is talking about you and what they are saying
- Ways to utilize the power of Google Analytics to know exactly what is happening with your blog or website's traffic
- How to develop a quick and easy daily routine that will make your social media evaluation easier

This workshop promises to offer plenty of question-and-answer opportunities and you will receive a USB flash drive of the presentation with many resources for further study.

WORKSHOP LEADER: Joseph May is Social Media Coordinator at State and Federal Communications, Inc., a company providing government compliance information and consulting services to many Fortune 500 companies; trade, professional, and labor organizations; legal and accounting firms; and corporate and contract lobbyists.

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General Sessions - Day One - July 13, 2011

AGENDA - DAY 1 - Wednesday, July 13

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.  **CHAIRPERSON'S WELCOME**
Chairperson's Welcome & Opening Remarks

Gadi Ben-Yehuda, Social Media Director
IBM CENTER FOR THE BUSINESS OF GOVERNMENT
Conference Chairperson

8:45 a.m.  **CASE STUDY**
How To Successfully Balance Security And Open Communication In A Web 2.0 World

As a global organization, with billions of employees, family members, and stakeholders to keep informed, the U.S. Army is breaking down barriers and successfully operating in the social media space, while being careful to ensure security is maintained.

Unlike their civilian counterparts, who don't want to give their competitors any of their secret recipes, the U.S. Army is careful to not give the enemy an advantage. In this session, you will see how the U.S. Army Public Affairs is using social media as a powerful tool in accomplishing its mission of informing the American public, as well as that of connecting Americans to their Army.

Leave this session with the ability to maintain the balancing act in your own organization, including:

- Learning how you, like the U.S. Army, can balance security with transparency
- How to control what is put out via social media
- Knowing why making information available to the American public is beneficial



Major Juanita Chang, Director, Online & Social Media Division
U.S. ARMY PUBLIC AFFAIRS
@USArmy

9:30 a.m.  **CASE STUDY**
**How To Collaborate Behind the Firewall:
If The Oldest Federal Agency Can Do It, So Can You**

Looking for transparency in government? Then start by promoting transparency within your agency.

The State Department is the oldest executive agency in the United States. As the Cold War ended and we experienced the East Africa embassy bombings and 9/11: the paradigm shifted. The lack of information sharing and collaboration meant that puzzle pieces remain scattered and threats were unidentified. In this shift, the State Department's office of eDiplomacy was born.

In the intervening years, eDiplomacy initiatives have included:

- Diplopedia – State's enterprise wiki with over 10,000 articles is viewed by State employees over 35,000 times a week.
- Communities @ State – 64 blog-based online communities, with another 20 communities in the works.
- The Secretary's Sounding Board – A tremendously popular idea generation and management platform through which nearly one thousand State employees have submitted suggestions for improving the Department and over four thousand comments have been registered on these ideas.
- Coming soon, a Social Networking Platform – A survey of over 900 State employees found a high demand for a "StateBook" behind the firewall.

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You will leave this session with insights to bring social software behind the firewall, including:

- Convincing your IT department to allow social software on your baseline
- Identifying and recognizing your leadership champions
- Setting realistic goals
- Developing your strategy
- Institutionalizing change
- Picking simple technology
- Getting started

Richard Boly, Director, Office of eDiplomacy

U.S. DEPARTMENT OF STATE

10:15 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!

10:45 a.m.



Morning Refreshment & Networking Break

11:15 a.m.



CASE STUDY

Using Social Media Programs to Connect with and Engage the Public

NASA has demonstrated significant success in integrating social media throughout the agency as a way to connect with, and engage, the public. NASA has nearly 1 million followers on its @NASA Twitter account, and more than 200 other social media accounts that connect the public to NASA people and the agency's missions. NASA's successful Tweetup program merges online and offline engagement during in person events at various agency locations.

In this session, you will learn how to use social networking tools to build public awareness of your organization's goals and missions while becoming their trusted source of information. Specifically, this timely session will prepare you to:

- Integrate social networking tools into your public outreach and communication efforts
- Identify opportunities for engaging with your organization's audiences in a way that provides information and builds trust

Stephanie L. Schierholz, Social Media Manager

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

@NASA

12:00 p.m.



CASE STUDY

Using Social Media To Drive Government Innovation In A Time Of Budget Constraints

Social media is a business management tool that allows you to take calculated risks, drive innovation, and generate cost savings for your organization. This is critical in government organizations as we are required to do more with less. Government leaders will need support, courage, and boldness to take risks and a safe space to embrace and learn from potential setbacks. The mission will not lessen but expand — how do you lead an organization to meet those expectations in a time of significant budget constraints?

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Specifically, this timely session will prepare you to think strategically about the following “how-to’s” in social media that can help you to propel organizational results with limited budgetary resources, including:

- How to collect and disseminate information in real-time to handle mission and emergency situations
- How to create a power network by building a community of trust and collaborating with others inside and outside of the organization
- Ways to streamline business processes and functions
- Developing and communicating a common vision with stakeholder input
- Teaching and mentoring our generations of public servants and leaders



Lora L. Allen, Program Analyst
U.S. DEPARTMENT OF HOMELAND SECURITY
@LoraAllen

12:45 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.

2:15 p.m.  **CASE STUDY**

Paving The Way For Social Media Within Your Agency

The Baldrige Performance Excellence Program is a small operating unit (less than 40 people) with a big community, and a huge mission: to improve the performance and competitiveness of U.S. organizations. As a critical way to engage this diverse national community representing all sectors of the U.S. economy and reach a broader audience, tools such as Twitter, LinkedIn, YouTube, and BLOGRIGE have been successfully used.

In this session, the National Institute of Standards and Technology will share best practices learned along this journey for you to leverage your limited resources for maximum results. In particular, you'll learn:

- Practical tips on the dos and don'ts when launching a blog (or other social media tool)
- Ensuring sustainability of effort
- Identifying leadership champions
- Partnering with your Public Affairs office
- Results and benefits



Barbara Fischer, Outreach and Communications
NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY
@Baldrige_Barb



Zara Brunner, Outreach and Communications,
Baldrige Performance Excellence Program
NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY
@Baldrige_Zara

3:00 p.m.



Afternoon Refreshment & Networking Break

AGENDA - DAY 1 - Wednesday, July 13

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AGENDA - DAY 1 - Wednesday, July 13

3:15 p.m.  CASE STUDY

Closing The Gap:

How To Use Social Media For Crowd-Sourcing And Collaboration

In a distributed communications environment, where everyone can listen and everyone can publish, citizen groups and communities want to contribute their ideas and needs to decisions makers and program developers. The whole idea of gathering community input and suggestions, and then using that input to help formulate program decisions, is growing by leaps and bounds within the government.

This engaging session will discuss the use of social media tools by the National Cancer Institute including the Provocative Questions website, IdeaScale.com, Confluence, and MediaWiki as enterprise collaboration tools that help facilitate collaboration and crowd-sourcing.

Specifically, this session will prepare you to harness the wisdom of your stakeholders and community, including how to:

- Think strategically about how to best engage your stakeholders for the purpose of gathering their input
- Evaluate the existing and upcoming social media tools and tactics available to facilitate the gathering of community input
- Close the feedback loop to let your community know what you've done with their input and ideas

You will leave this session with the key success factors for effective crowd-sourcing and collaboration, as well as practical tips on how you can apply them to your organization today.



Lisa M. Cole, Director Communications,
Center for Biomedical Informatics and Information Technology
NATIONAL CANCER INSTITUTE
@lisacole213

4:00 p.m.  CASE STUDY

Using Social Media As An Internally-Focused Sharing And Learning Tool

The Allentown School District organizes over 18,000 students, teachers, administrators and supporting staff. To take their many challenges head-on, the District began employing social media as an internally-focused sharing and learning solution for its administrators, faculty and staff. The initial goals were very straightforward: break down the cliques and silos, reduce misinformation and identify cross-functional areas of opportunity for collaboration to generate educational, operational and administrative improvements.

The organization is tackling the inherent challenges that come with any new communication technology, including balancing the needs of sharing while considering the sensitivity of information and scale of participation. Sharing across administrator, teacher and student boundaries is essential for holistic problem-solving, yet solving localized problems is sometimes easier solely contained within respective groups. Similarly, large groups of diverse problem solvers can produce innovative solutions, yet openness and trust can often form faster and better in small groups. Additionally, the need to extract and share data between compartmented segments, to optimize the network and its problem solving capabilities, can be challenging.

In this session, you will learn how to use social media to break down silos, cross collaborate, and reach your organization's goals, including:

- Design approaches for large scale learning networks
- Approaches for designing 'compartmentalized' learning networks
- Strategies to convert silos into collectives and broker know-how and goodwill across them

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- Structures for multi-tiered approaches across domains
- Techniques for analysis and planning change

Gerald L. Zahorchak, Superintendent, Allentown School District
PENNSYLVANIA DEPARTMENT OF EDUCATION

Michael P Hruska, President/CEO
PROBLEM SOLUTIONS

4:45 p.m.
End Of Day One

5:00 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 DC's fine dining while you continue to network with your colleagues.

RAVE REVIEWS FROM A PAST SOCIAL MEDIA CONFERENCE ATTENDEE:

"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

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

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General Sessions - Day Two - July 14, 2011

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two & Presentation: Social Media As A Management, Not Just A Communications, Tool

Though most people think of social media as channels through which we communicate information, either externally to constituents or internally to employees, social media should also be understood as a management tool. In this session, you will discover how adding a social media layer to your internal processes can yield significant efficiency gains both for managers and front line staff. This session will outline types of management tasks and the social media platforms that can help streamline them, and will also detail specific programs that have successfully integrated social media into their operational procedures.

In addition, you will learn how social media can enable:

- Constituents to understand, appreciate, and engage their governments
- Front-line employees "manage up" more easily, and manage more aspects of their jobs themselves
- Managers to oversee and direct employees more efficiently and to produce performance reports for leaders and constituents more quickly, accurately, and easily
- Entire offices to identify, analyze, and solve problems more quickly and with 360-degree buy-in
- Government leaders to help their employees connect to each other, to digital assets (whether files or applications), to sensors, and to data so in an effort to increase the efficacy of routine functions and speed up reaction time and effectiveness of emergency-response



Gadi Ben-Yehuda, Social Media Director
IBM CENTER FOR THE BUSINESS OF GOVERNMENT
@GBYehuda

9:30 a.m.  **CASE STUDY**

No Resources, No Budget, No Problem: How To Launch An Effective Social Media Strategy On A Shoestring Budget

Rid yourself of the misconceptions that extensive staff/resources are necessary for your organization to begin using social media. There are several ways you can be involved in social media that are virtually no-cost, and can require the dedication of just one employee.

One of the first and most valuable steps in implementing social media is determining where your online communities already exist. Most likely they are already in place. Different social media platforms may be better suited for your agency. It is important to establish first and foremost where people are talking about you, what you do, and what's important to you. Finding your niche community helps ensure your message reaches the people who are most interested. Big fish in small ponds make bigger ripples.

Now you must listen! Once you have found your online communities, it's important to take time to become familiar with them. Spend time listening, digging and becoming acquainted with your communities. Learn how people interact within your communities (ie, commonly used hashtags, common topics of conversation). One of the easiest strategies for low-cost low-barrier social media in government is simply becoming a "portal of information." Use the communities you have found online to become the authority that not only provides content created by your organization, but also aggregates information from your community (as mentioned above). Become the authority figure in your little "pond".

While your organization may not have the budget/resources to launch wide-reaching social media "campaigns" you will leave this session knowing how you can still use social media. Tools and techniques will include:

- How to find your communities
- How to "listen" to what's happening in your community using a social media aggregator like TweetDeck
- Tips on working closely with your web team allowing you to become an extension of your organization's website
- How to manage feedback - everything to hit your website becomes fair game for social media content
- How to communicate with your audience in an effective way

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- Ways to implement change in your organization using feedback garnered through social media



Sally Dadjou, New Media Specialist

RECOVERY ACCOUNTABILITY AND TRANSPARENCY BOARD

@Recoverydotgov

10:15 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Using Social Media To Strengthen Relationships Between Your Organization And Your Community

Cranberry Township constantly strives to build connections between government, residents, and business owners through the use of many different communications tools. By adding social media tools to Cranberry Township's communications plan, they have been able to strengthen those connections, and improve customer service by engaging people in conversations.

This informative session will discuss the path taken by Cranberry Township to integrate social media into their overall strategy, including: four different Facebook pages, a YouTube Channel, Twitter, and RSS feeds from their website.

You will leave this session the tools necessary to use social media to effectively communicate with your citizens, including:

- How to analyze current communications tools
- Proper ways to research social media tools- knowing what they are and how they function
- Deciding which tools to use - understanding your audience and how to find them
- Developing policies around new social media tools
- Integrating social media tools into the plan
- Managing time, increasing efficiency- technology can help you
- Evaluating success- best tools for measuring success

Cindy Marzock, Communications Specialist

CRANBERRY TOWNSHIP, PENNSYLVANIA

11:15 a.m.



CASE STUDY

How To Create Social Media Policies For Your Organization

We all are increasingly looking to social media to improve our services and enable greater citizen engagement. One of the key aspects of adopting these new tools involves creation of appropriate policies to encourage proper use and mitigate risks associated with using social media tools. But designing policies for social media has proven difficult, as government agencies have to contend with the blurring line between three types of social media use by government employees, namely agency, professional and personal use.

The guide, Designing Social Media Policy: Eight Essential Elements will introduce you to the eight aspects of social media use government managers need to consider when designing a social media policy for your organization. In addition, the practical application of the guide by a government agency that has used it while developing its own policy will be highlighted.

By attending this session, you will gain the knowledge needed to write your own policy and guidelines, including:

- Why do governments need a policy to begin with?
- The impact of the personal, professional and agency uses of social media for policy
- What your policy should include
- Examples of publically-available policies



Jana Hrdinova, Program Associate, Center for Technology in Government

UNIVERSITY AT ALBANY, STATE UNIVERSITY OF NEW YORK

Social Media for Government - July 12-15, 2011

General Sessions - Day Two - July 14, 2011

12:00 p.m.

Lunch On Your Own -- But Not Alone!

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

1:30 p.m.



INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

2:00 p.m.



CASE STUDY

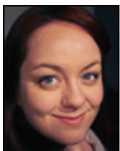
Using Social Media To Communicate Science And Technology In Ways That Are Meaningful And Understandable To Any Audience

The portrayal of science – its practitioners, methods, and impacts – has often posed a challenge to communicators. Similarly, the scientific community has struggled to find an effective conduit through which it can communicate its stories. The Defense Media Activity's Armed with Science project aims to bridge this divide by empowering scientists and engineers to be first-hand communicators with the public. The project has three main goals: 1) highlight the critical role of science and technology to the modern military; 2) use social media to directly interface Defense Department (DOD) scientists and engineers with the general public; and 3) "experiment" with web technology tools to influence their use and adoption across DOD.

Armed with Science content is produced primarily by scientists, engineers, and subject matter experts at DOD. Content is crafted for a lay audience with a general interest in science and technology but without formal training. This approach serves a dual purpose: scientific content is presented in a way that is meaningful and accessible to almost any audience, while contributing subject matter experts are trained to communicate their work through an entirely new style and medium.

In this session, you will learn how to use social media to engage audiences in ways that are meaningful and understandable, including:

- Using social media to communicate complicated topics in ways that are meaningful and understandable to any audience
- Creating a dynamic web communications strategy that can evolve based on metrics, new technologies, and other feedback
- Collaborating with other federal agencies to highlight synergies, engage new audiences, and improve content distribution through social media
- The importance of being authentic and giving your social media presence a face



Julie Weckerlein, Armed With Science Project Team Leader

Carla Voorhees, Armed With Science Project Team Leader

U.S. DEPARTMENT OF DEFENSE

@ArmedwScience

2:45 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



CASE STUDY

Using Online Challenges To Engage Employees And To Support Agency Mission

The Transportation Security Administration (TSA) uses regular challenges to engage employees in solving mission-critical issues on the IdeaFactory, its idea generation platform. IdeaFactory allows TSA's 60,000+ employees to submit ideas and endorse those they think should be implemented, while program managers evaluate ideas and report back to the workforce on idea feasibility. Employees are also able to contribute ideas to the site every day as the IdeaFactory team periodically poses special "challenges" that encourage users to focus idea submissions on specific topics of

Social Media for Government - July 12-15, 2011

General Sessions - Day Two - July 14, 2011

interest to the agency's senior leadership.

With over 20 challenges conducted to date, not only has TSA identified new ways to save the agency money and achieve its mission more effectively, but it has also identified best practices on how to design, manage and measure employee challenges.

Specifically, this session will allow you to identify the benefits of challenging your employees online, including:

- Highlighting best practices for designing, managing and measuring employee-focused challenges to solve critical agency issues
- Discussing the benefits of employee ideation programs and illustrate how they can be promote innovation, collaboration and communication within an agency

Megan Kenny, Deputy Program Manager

TRANSPORTATION SECURITY ADMINISTRATION

3:45 p.m.  **CASE STUDY**

Using Citizen-Generated Content, Distributed Via Social Media, To Connect, Educate And Inspire

The NYC Housing Authority (NYCHA) is the largest public housing agency in North America. In recent years, the NYCHA has created, launched, expanded and measured the impact of a their unique interactive website, StudioNYCHA.org, using Facebook, Twitter, SEO (Search Engine Optimization), and Web.

As with many other government agencies, NYCHA is often in the eye of the storm in the media, and as a landlord, is often mistrusted by its residents. This is an environment where the problems become the stories most often portrayed negatively in the public media of all kinds – including social.

Studio NYCHA is an effort to crowd out these stories by showcasing all the positive things that also occur in NYCHA's housing developments. The wonderful things that happen day in, day out that represent the creative voice of its residents, the hundreds of visual arts education programs, talent shows, theatre, classic and popular music, original photography and much, much more.

You will leave this session with the knowledge of how to use social media to enhance your relationship with your citizens, including:

- How to get the word out to your core target audience and then to the media
- How to engage the cultural players in the world, and create an active pulsating network of blogs and Twitter streams to link them all
- How to bring a creative voice to a community that never had one
- How to use social media to reach a far wider audience in new ways



Diane Chehab, Project Manager, Office of the CIO
NEW YORK CITY HOUSING AUTHORITY
@NYCHADiane

David Mechlin, Consultant

COALHART ASSOCIATES, LTD.

4:30 p.m.

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

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

Gadi Ben-Yehuda, Social Media Director

IBM CENTER FOR THE BUSINESS OF GOVERNMENT

4:45 p.m.

Close Of General Sessions

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/>.



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.



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/>

ABOUT OUR CONFERENCE SUPPORTERS



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

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



The Center for Excellence in Public Leadership (CEPL) at The George Washington University offers cutting-edge leadership and management programs for managers in the public sector. The Center brings more than 20 years experience to its work with federal managers, including standardized training that prepares federal leaders for senior executive positions, and customized training to address specific training needs for a variety of managerial and supervisory levels.

Programs offered during 2011 include the Senior Leader Program, Advanced Leadership Workshop, Emerging Leaders Workshop, and Step Up to the Microphone with Confidence.

For more information, visit <http://www.leadership-programs.org/>.



Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

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Gov 2.0 Radio is where government and technology reformers come to talk. Their live weekly podcast captures the thoughts of public and private sector leaders using Web 2.0 to make government more effective, collaborative and transparent. Guests have included O'Reilly Media founder Tim O'Reilly, Craigslist founder Craig Newmark, three-term California Assemblywoman Sally Lieber, EPA Web manager Jeffrey Levy, author William D. Eggers, and technologists, consultants, entrepreneurs, and civil servants from around the world.

For more information, please go to: <http://gov20radio.com/>.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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

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

S. Eyshner, Supervisor

TEXAS WORKFORCE COMMISSION

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

The Melrose Hotel

2430 Pennsylvania Avenue, NW
 Washington, DC 20037
 T: (800) MEL-ROSE -or- (202) 955-6400
<http://melrosethoteldc.com>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the government per diem rate of \$157/night**, with free wifi in the sleeping rooms. Please be sure to call the hotel no later than June 13, 2011 to help ensure this rate. To make reservations, you may use <https://gc.synxis.com/rez.aspx?Hotel=15333&Chain=5415&group=ALI071111> or call reservations at 800-MEL-ROSE or 202-955-6400 between the hours of 8:00AM – 6:00PM, Monday through Friday. Be sure to mention the group name “**ALI/Social Media for Government**” or group code “**ALI071111.**” We recommend that reservations be made early as rates are subject to availability.

The Melrose Hotel, Washington, DC is in the heart of one of DC's most notable neighborhoods. Just one block from the Foggy Bottom-GWU Metro station (serving both Blue & Orange Lines), The Melrose Hotel Washington, DC offers discerning business travelers and leisure visitors to the District a luxurious oasis in the heart of one of the world's fastest-paced cities. It is only 10 minutes from Reagan National Airport (DCA), 30 minutes from Washington Dulles International Airport (IAD), and 45 minutes from Baltimore/Washington International Airport (BWI).



Photo courtesy of WCTC

Join us in Washington, DC, for A.L.I.'s 26th forum on “SOCIAL MEDIA FOR GOVERNMENT: 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 -- including access to the conference wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by May 25th	Regular Pricing: Register with payment after May 25th
Conference Only (July 13th and 14th)	\$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 – All Access Pass!	\$2,299 BEST VALUE!	\$2,699
Conference Workbook Only (if not attending)	\$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 hold, training form or purchase order 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 Erin at (773) 695-9400, ext. 18, for more information.

GROUP DISCOUNTS: REGISTER 3 & THE 4TH IS FREE!

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 organization 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 28th) a refund will be provided less a \$295 administration fee. Registered participants who do not attend or who cancel two weeks prior to the conference or less (on or after June 28th) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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

"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

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

A. Cannarsa, Public Affairs Specialist
SOCIAL SECURITY ADMINISTRATION

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 a future event.

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

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

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

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SOCIAL MEDIA for Government

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

July 12-15, 2011 • Washington, DC

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
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 - Pre-Conference Workshop B: You Have Your Social Media Set Up – Now What?: Learn Engagement Strategies And Techniques To Manage Exposure In The Age Of Open Government
 - Post-Conference Workshop C: How To Blend Traditional And New Media To Strengthen Your Organization's Communication Efforts
 - Post-Conference Workshop D: How To Monitor, Manage, And Measure Your Organization's Social Media Efforts
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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