

Back By Popular Demand...The 11th 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:

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

--- A. Davison, Web Services Manager

CITY OF SCOTTSDALE, ARIZONA

***** Register by July 31st 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

KEY TAKE AWAYS:

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

- **Developing** a social media (blogging, podcasting, wikis, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Communicating** more effectively and efficiently through the use of social media (blogs, podcasts, Real Simple Syndication (RSS) feeds, video podcasts, and much more)
- **Measuring** the effectiveness of your social media strategy and determining its value within your organization
- **Understanding** how social media can be vital during an emergency, such as an earthquake or fire
- **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

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:

Transportation Security Administration

Salt Lake Valley Health Department

**Bureau of International Programs,
U.S. Department of State**

Los Angeles County Department of Public Health

Court Services & Offender Supervision Agency

**Wisconsin School of Business,
University of Wisconsin – Madison**

GovLoop

Houston Public Library

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

San Francisco Public Utilities Commission

**Graduate School,
U.S. Department of Agriculture (USDA)**

why it is a crucial addition to your communication arsenal

- **Using** social media tools, such as, blogging, podcasting and RSS
- **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

Substance Abuse & Mental Health Services Administration, U.S. Department of Health and Human Services

MuniGov

2ndSix

Deloitte Consulting LLP

Pipeline Media Relations

Ari Herzog & Associates

Reveal Communications

Sensis

Pickaway Progress Partnership (P3)

Presented by:



Your Government & Communications Training Partner Since 1997

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."

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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, September 14, 2009: 9:00 a.m. – 12:00 p.m.:

Social Media Boot Camp And Twitter 101:

Learning The Tools And Understanding Which Ones Are Best For Effectively Hitting Your Target Audiences

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

Monday, September 14, 2009: 1:30 p.m. – 4:30 p.m.:

Measuring The Impact Of Social Media And Determining Next Steps

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

Thursday, September 17, 2009: 8:30 a.m. – 11:30 a.m.:

Stakeholders And Support: How To Identify, Create, And Engage Your Social Media Efforts

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

Thursday, September 17, 2009: 1:00 p.m. – 4:00 p.m.:

Putting Gov 2.0 Into Practice: Step-by-Step Tools For Social Media Implementation

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

- **Administration**
- **Program Management**
- **Customer Service & Satisfaction**
- **Evaluation**
- **Research**
- **Intranet & Internet**

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

1. **29 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
2. **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
3. **The opportunity to customize your learning** by participating in two days of unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details
4. **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
5. **A comprehensive overview of social media strategies and processes** from leading practitioners like the **National Institutes of Health, San Francisco Public Utilities Commission, GovLoop, Houston Public Library** and many more
6. **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
7. **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
8. **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
9. **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
10. **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading social media initiatives that will ground you in advancing your own strategy
11. **The opportunity to learn how to engage your employees and citizens** by using social media from leading government agencies and organizations

A LETTER FROM THE CONFERENCE CHAIRPERSON...



Dear Federal, State and Local Government Communications Professionals:

As the Internet continues to mature from a vast encyclopedia of information into specific tools for connecting people and moving information to one another via applications like blogs, LinkedIn, Brickfish, Twitter, Facebook, MySpace, and del.icio.us, employees and citizens alike are expecting that these same features are available in their personal and professional lives. The flexible, transparent nature of these tools enables anyone to communicate and collaborate with others regardless of physical, cultural, or political barriers. Just while you read this, someone, somewhere could have launched an online campaign to support or defeat your latest public policy initiative. How can government keep up?

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

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

How Will This Conference Help You And Your Organization?

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

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

Learn how the:

- **Salt Lake Valley Health Department** turned to Twitter, Facebook, YouTube and Flickr to spread the word and start a community-based movement on an almost non-existent budget
- **U.S. Department of State** is using social media technology to engage directly with and listen to the views of audiences around the world
- **Transportation Security Administration** is reaching a wider audience while gaining a positive reputation for openness with the public, using Twitter and other social media tools

Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "Social Media for Government: How To Engage Your Employees And Citizens By Using Blogging, Podcasting and The Latest Social Media Technologies To Drive Communication Results," this September in Chicago, IL. 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,

Marc Ross, Principal
2NDSIX
Conference Chairperson

Marc Ross is a Principal of 2ndSix, a grassroots, marketing and communications firm has done work for political campaigns, industry trade associations and nonprofit organizations helping them to engage targeted audiences.

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

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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

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

D. King, Application Support & Web Manager
ATLANTIC HEALTH

"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 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

"This conference was an incredible learning experience."

J. Martin, Program Analyst
INTERNAL REVENUE SERVICE

"Great takeaways – there's so many constructive ideas for our project – some really exceptional presentations."

J. Juurinen, Technical Support & Project Manager
COGECO CABLE CANADA

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

Shannon Duplessis, Assistant IT Director
LOUISIANA DEPARTMENT OF CIVIL SERVICE

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

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

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

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

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

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

"Overall, the conference was excellent."

M. McCaskill, Public Affairs Specialist

ARMY MATERIEL COMMAND

"I gained a lot of helpful information...I am invigorated."

D. Babcock, Program Analyst

INTERNAL REVENUE SERVICE

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

G. Shane, Technical Information Specialist

DEFENSE TECHNICAL INFORMATION CENTER

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

C. Dobbs, Program Analyst

U.S. GENERAL SERVICES ADMINISTRATION

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

N. Mulroy, Public Information Officer

HARTFORD POLICE DEPARTMENT, CONNECTICUT

PRE-CONFERENCE WORKSHOPS: Monday, September 14, 2009

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

Choose A or B or BOTH for Maximum Value and Learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

Social Media Boot Camp And Twitter 101: Learning The Tools And Understanding Which Ones Are Best For Effectively Hitting Your Target Audiences

Did you know that social networking and blogs are the 4th most popular activity online – ahead of personal email? How about that the fastest growing demographic within all social media platforms are between the ages of 35-49 (more than 11 million)?

The entire social media landscape continues to change and evolve at such a rapid pace. Often we're not sure if we should be participating and if so, which platforms should we utilize? Blogging, Facebook, LinkedIn, Twitter, etc.?! The first half of this session will uncover each of these platforms and how each of them can be used effectively for your organization. We will also explore which of these tools will work best for your communications plan.

The second portion of this workshop will explore Twitter. This hands-on, learn-by-doing session will simplify and demystify Twitter for first-time users and will show you how Twitter can be a valuable tool in your organization's arsenal.

In a comfortable setting, we will ask you to bring your laptop or watch the Twitterverse on our projected screen. You will see how easy it is to become a "Tweep" and get connected to other "Tweeps" through your own "tweets."

Specifically, during this session, we will:

1. Review the current state of "Social Media"
 - What is Social Media?
 - Common Misconceptions About Social Media
 - Current Trends in Social Media

- The tools necessary to create your own social media strategy for yourself or your organization
2. Define Twitter and establish your Twitter rules to help you meet your organization's objectives
 3. Get started! – A look at the Twitter basics:
 - Creating your Twitter profile
 - “Followers” vs. “Following”
 - Searching for other Tweeps
 - The Basics of Tweeting
 - Other Useful Twitter Websites & Applications
 - Using special Twitter functions such as hash tags, events and chats or parties
 - Staying on top of media organizations and groups on Twitter
 4. Provide tips for effective time management on Twitter

This workshop is designed for social media beginners and those who have jumped into the various platforms without much direction. You will leave with new knowledge and the tools necessary to become an active and engaged Twitter user, along with providing you with measurement tips to be certain you are hitting your targets.

WORKSHOP LEADERS: Matt Batt, President, CEO and Founder of Pipeline Media Relations, has spent the past 10 years bringing “relationships” back to the media relations profession working for both corporations and agencies. Most recently, Matt has worked exclusively with the national business and consumer media regularly landing clients in outlets such as *Associated Press, BusinessWeek, CBS Radio, The Early Show, Fortune, Good Morning America, Inc., Oprah & Friends, Today Show, USA Today, USA Weekend* and *The Wall Street Journal*. Matt has worked with clients throughout a wide variety of industries including consumer, financial services, franchise and technology.

Michelle Damico, Vice President, Pipeline Media Relations, has high-level experience in state and local government and journalism. Most recently, as Senior Manager of Communications at the Illinois Tollway, her aggressive PR helped secure editorial, legislative and public support for the \$6.3 billion Congestion-Relief Plan to rebuild and widen the Tollway system. Approval of the plan validated Tollway messages demonstrating reforms and fiscal accountability. Damico's government work also includes marketing/communications management positions for Mayor Richard M. Daley, Chicago Park District and as the first director of Chicago's Web site www.cityofchicago.org.

12:00 p.m. to 1:30 p.m.

Lunch on your own

1:30 p.m. to 4:30 p.m.

AFTERNOON PRE-CONFERENCE WORKSHOP B

Measuring The Impact Of Social Media And Determining Next Steps

Whether your organization is identifying or implementing social media tools, measurement is a critical component for government agencies. Benchmarks and metrics play a key role in gaining stakeholder buy-in and answering questions, such as “Were we successful?” and “Did we achieve our goals?”

Building upon the current measurement frameworks to evaluate government websites, this workshop will invite you to:

- Review several evaluative techniques and their pros and cons
- Explore and compare social media endeavors of governments around the globe (including, but not limited to, initiatives in the United Kingdom, Finland, Malta, Australia, South Korea, and Singapore)
- Learn how to develop a tailored measurement framework in your agency
- Apply the framework to a scenario in real-time

This session will be highly participatory, engaging participants in an exploration of best practices and brainstorming. Using Government 2.0 tools such as Twitter, Facebook, Flickr, and YouTube; and learning in real-time from sites such as USA.gov and Europa.eu, you will walk away with a clearer understanding of what government agencies are doing, how citizens are getting engaged, and what you need to do next.

WORKSHOP LEADERS:

Ari Herzog is the principal of Ari Herzog & Associates, providing online media strategies for business and government. He is the author of AriWriter.com, where he provides tips on social media and online marketing; and is a guest writer at the Huffington Post and Mashable. Additionally, Ari is a community manager for Governing People and the Sustainable Cities Collective, each highlighting bloggers in responsible conversations. A former government manager at the state and local levels, Ari holds a master's in public administration and lives in Massachusetts.

Andrew Krzmarzick is a Senior Project Coordinator for The Graduate School, U.S. Department of Agriculture, who designs and delivers training seminars for federal, state, and local government organizations. He's the author of the GenerationShift blog and co-creator of IAmPublicService.org. Andrew focuses his energy on addressing the impact of the four generations in the workforce, Web 2.0, and telework on the public sector.

Testimonials From Past Ari Herzog and Andrew Krzmarzick Sessions:

"Just great! Appreciate the honesty and the well thought-out openness."

"It's great to know the process of measurement."

"Engaging presentation style."

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AGENDA - DAY 1: Tuesday, September 15, 2009

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome and Opening Remarks

Marc Ross, Principal
2NDSIX

8:45 a.m.



SPECIAL PRESENTATION

Utilizing The Tricks Of The Trade: How To Foster Community And Build Your Network Through Social Media

In only a few months, GovLoop.com has connected nearly 3,000 federal, state, and local government employees. A social network for government, the site incorporates a range of Web 2.0 technologies including blogs, YouTube videos, social profiles, Twitter, and discussion threads.

In this kick-off session, you will learn the value and the tricks of building a community through:

- Fostering conversation
- Building trust
- Viral marketing
- Adding value to others
- Dealing with troublemakers
- Turning skeptics into members

- Turning members into leaders

Steve Ressler, Founder
GOVLOOP

9:30 a.m.



Speed Networking

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

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Helping Government Professionals Jump On Board The Social Media Train

MuniGov was organized last year to provide a resource for government professionals tasked with investigating and implementing social media within their organization or agency. The group uses a variety of social media tools to foster networking and collaboration between those working in government.

Through MuniGov's experiences, you will hear firsthand, examples of:

- Collecting and offering examples, information, and advice related to local government use of social media
- Collecting and offering other resources and information related to government services and administration
- Creating networking opportunities between members
- Sharing of ideas and advice through regular meetings held in a virtual space that allows members to get together regardless of geographic boundaries
- Creating government-related training opportunities and resources in the online and virtual space

Come learn about the organization, and what resources they have available for you. And find out how MuniGov, a group of government professionals like yourselves, can help you get a handle on the use of social media in government.

Pam Broviak, co-Founder
MUNIGOV

11:15 a.m.



CASE STUDY

How To Use Social Media To Spread Important Messages To Your Target Audience On A Limited Budget

Health departments across the country are always looking for new and innovative ways to spread their important public health messages. As one of the least understood public agencies, traditional avenues of health promotion are increasingly less effective in reaching and mobilizing the public.

When handed a staggering goal – that 67% of county residents report making one healthy behavior change this year – and an almost nonexistent budget, the Salt Lake Valley Health Department turned to Twitter, Facebook, YouTube and Flickr to help them spread the word and start a community-based movement to make *One Small Change – For the Health of It*.

The session will focus on strategies and ideas for:

- Crafting a message conducive to social mediums
- Determining what social media tools fit your agency's needs
- Creating an effective low cost (or no cost) YouTube video
- Spreading your message virally
- Measuring results on YouTube, Twitter and Facebook

Kate Lilja, Public Information Specialist, Risk Communications Coordinator
SALT LAKE VALLEY HEALTH DEPARTMENT

12:00 p.m.



Bridging The Culture Of Social Media With The Culture Of Government To Ensure Success

U.S. Department of State's Bureau of International Information Programs (IIP) communicates with foreign opinion makers and younger audiences about U.S. policy, society and values. IIP engages foreign publics through a range of multimedia initiatives and programs, including public-private partnerships.

To enhance the global dialogue on democracy, IIP with its partners from the film/entertainment industry, democracy and youth organizations and academia, created the Democracy Video Challenge, an online competition designed to celebrate democracy. The Democracy Video Challenge was launched online as a mini-site (www.videochallenge.america.gov), on YouTube (www.youtube.com/democracychallenge) and at the United Nations on International Democracy Day (September 15, 2008).

The Challenge's goal is to generate a global dialogue on democracy through user-generated videos that complete the phrase, "Democracy is..." By creating and submitting democracy-themed videos for the online competition, democracy advocates, budding film makers and citizens receive global recognition for their work and compete for an all-expense-paid trip to New York, Hollywood and Washington.

The session will focus on:

- How we use technology to engage directly with and listen to the views of our audiences around the world
- How we bridge the culture of web innovation (which includes user-generated material) with the culture of government
- How we ensured that the Challenge complemented each partner's efforts to engage youth, democracy advocates and filmmakers

Martha Jo Chaconas, Director, Office of Web Management
BUREAU OF INTERNATIONAL PROGRAMS, U.S. DEPARTMENT OF STATE

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.



Reaching And Connecting With Your Constituents Using Web 2.0

Los Angeles County is helping teenagers fight back against obesity by providing them with an avenue to discuss, inform and act. The county's Department of Public Health is leading efforts to develop a youth Activism Against Obesity (YAAO)

social marketing network comprised of a community of peers providing mutual support and shared resources for peer and media awareness of healthy eating and increased physical activity.

Using this session, you will gain insight on how your agency can use Web 2.0 strategies to reach youthful constituents. In addition, since the YAAO social network was in-part created by 40 youth leaders who worked hand-in-hand with Sensis' team to design the network and associated campaign, this session will also address open communication with your constituents and how to use their input to maximize your communication efforts.

David Caley, RN, BSN, Program Specialist - Community Health Services
LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH

Jose Villa, CEO
SENSIS

3:00 p.m.



Making Connections: How To Develop A Social Media Strategy To Successfully Communicate And Collaborate With Your Audiences While Using The Right Social Media Tools

“Social media” is the new buzzword, the new shiny toy in communications and online. Getting started on the effective use of the tools and methods available with social media to connect and communicate with your customers and your target audiences takes a deliberate, strategic approach.

The Houston Public Library has been successful in using Flickr, Twitter and Facebook, as well as online calendar systems such as Upcoming.org to promote Library news, services, programs and events. Since using Twitter, LinkedIn and Facebook, the Library's relationships with other libraries, bloggers, journalists, media outlets, public relations professionals, and leaders in librarianship have been strengthened.

From the Library's experience, you will take back to your organization, tips on:

- Learning which are the “hot” social media tools your audiences are using, which tools are best for what, and why you will need to use them
- Developing a sound social media strategy for your organization
- Creating a checklist of things you will need to know before you start – including organizational strategies, backup support, and training
- Monitoring social media for your organization, whether you are participating or not

Sandra Fernandez, Manager of Public Relations
HOUSTON PUBLIC LIBRARY

3:45 p.m.



Afternoon Refreshment & Networking Break

4:05 p.m.



Using Social Media To Raise Your Organization's Profile Among Its Target Audiences While Building Community

The Wisconsin School of Business, at the University of Wisconsin – Madison, has been using social media to establish connections and communicate more effectively with students and alumni, and raise its profile among target audiences. Certain divisions within the school have started using social media as their main mode of marketing and obtaining earned

media coverage of events. Professors have utilized social media as a teaching tool to help connect students with real and emerging leaders in their fields.

This session will walk you through the evolution of social community building at the Business School, how the School leveraged its most experienced social media practitioners during the execution process, and the challenges and successes therein.

In this session, you will learn how to:

- Successfully incorporate social media into the workplace
- Build a connected community online
- Improve your ROI through social media interaction

Melissa Anderson, Director of Public Relations, Wisconsin School of Business

Ellen Bartkowiak, Assistant Director, MBA Career Management Center

Alisa Robertson, Assistant Dean of Alumni and Corporate Relations

WISCONSIN SCHOOL OF BUSINESS, UNIVERSITY OF WISCONSIN – MADISON

4:50 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 Chicago's fine dining while you continue to network with your colleagues.

AGENDA - DAY 2: Wednesday, September 16, 2009

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSONS' ADDRESS

Chairpersons' Opening Of Day Two & Presentation: Increasing Your Agency's Social Media Awareness While Identifying Your Stakeholders And Measuring The Success Of Your Efforts

Organizations are always looking for ways to maximize their communication budgets. With more competition for job growth, making the case to potential investors and developers can be a challenge for even the most seasoned professional. However, social media can be an excellent tool to level the playing field and provide groups with the unique ability to communicate with specific, highly targeted prospects.

In this case study session, you will gain a better outlook on how to organize a social media effort to increase your awareness. From identifying key stakeholders to measuring the success of your efforts, this session will allow you to be better prepared and hear first hand some of the challenges and success of this effort.

Specifically, you will take away lessons learned for:

- Your message – what is it and why should people care?
- Activity - Offline activity drives online activity and online activity drives offline activity – the web is not a one off solution. All marketing and advocacy efforts must work in concert
- Participation and Engagement - You must be willing to participate and be engaged for social media and advocacy to be effective
- Integration - You must seek ways to integrate and add value to your marketing activities
- Looking for ways to reinforce your message and marketing efforts
- Maximizing your content, product and ideas – ask yourself “how else can I use this?”
- Flexibility - hear what is happening; be open to discovering and failing

Marc Ross, Principal
2NDSIX

Nate Green, Economic Development Director
PICKAWAY PROGRESS PARTNERSHIP (P3)

9:25 a.m.



Twitter: Getting Your Information Out Further And Faster – Why It’s So Much More Than Telling People What You Had For Breakfast

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. Whether it’s explaining procedures, dispelling myths, or putting out fires, 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 focus on:

- **Twitterterms** – Learn about twitter terms such as tweet, retweet, follow, hash marks, etc.
- **Twittertools** – Measure your activity, get eyewitness on the ground reports and more all with the use of free Twitter applications
- **Twittertips** – Improve your tweets and Twitter pages by following some simple tips
- **Twittertalk** – Learn how to keep your message nice and tight while still attracting attention from your readers and other potential followers
- **Twittertangles** – What not to do in Twitterland
- **Twittertales** – Hear about some of the success stories TSA has had with Twitter

Curtis “Bob” Burns – Blogger, TSA Blogger
Office of Strategic Communications & Public Affairs
TRANSPORTATION SECURITY ADMINISTRATION

10:10 a.m.



Morning Refreshment & Networking Break

10:40 a.m.



CASE STUDY

How To Use Podcasting To Accomplish Your Public Relations Goals

The Court Services and Offender Supervision Agency (CSOSA) began podcasting television and radio shows under the title of "DC Public Safety" in January, 2007. In this session, you will learn how CSOSA's podcasts have become the highest ranked show for criminal justice issues in America and why their podcasts have been called a "national model for communication" by an international criminal justice association.

Specifically, you will learn what podcasting is and how to get started. CSOSA will share their experiences, challenges and critical success factors in becoming a model for public communications, including how to:

- Get measurable results from podcasting
- Use podcasting to help you achieve your public relations goals
- Obtain assistance to create your podcasts
- Utilize both audio and video podcasting and what you need to know about both
- Create interesting radio shows
- Market your podcast
- Determine the costs of podcasting

Tim Barnes, Enterprise Director

COURT SERVICES & OFFENDER SUPERVISION AGENCY

11:25 a.m.



CASE STUDY

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

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

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

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

In this session, you will learn:

- The importance of planning ahead and setting expectations: results and impact are measured against those expectations
- How to identify the strengths of existing materials to see if and how they can evolve and be transformed into visually attractive social media content
- What common mistakes to watch out for and what can do to make your material stand out in a crowded, new medium

- How to adapt according to audience: the similarities and differences between press releases and podcasts, newsletters and vodcasts
- How much it costs to vodcast vs podcast – what are the investments in time and equipment you may need to make
- Measurement: tips to determine if outreach is meeting goals

Joe Balintfy , Information Development Specialist
 News Media Branch, Office of Communications and Public Liaison, Office of the Director
**NATIONAL INSTITUTES OF HEALTH,
 U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**

12:10 p.m.

Lunch On Your Own -- But Not Alone!

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

1:40 p.m.



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.

2:20 p.m.



Using Both Personal And Organizational Social Networking Tools To Build Communication, Sharing, And Cohesiveness Within Fragmented Fields

The Homelessness Resource Network was conceived to begin eliminating barriers with social media techniques, while reducing the threat of centralization. Using two techniques, entities were enabled to have a fully branded location and community controls within a larger social network.

This network, including a launch site, the Homelessness Resource Center (funded by SAMHSA), currently consists of a variety of organizations in the United States and Canada that share a common database of nearly 25,000 resources relating to homelessness, a common technology infrastructure, and set of Web 2.0 tools that allows users across different organizations, political and geographic boundaries the opportunity to communicate, share and collaborate.

In this session, you will hear how your organization, like The Homelessness Resource Center, can learn how to:

- Work with policy and practice in decentralized fields: the advantages and disadvantages of multiple organizations and initiatives working independently towards related goals
- Leverage *Immersion Marketing* principles and *white labeling* to bring together organizations in an online, collaborative environment without the threat of “centralization”
- Develop social networks and online collaboration using a *content first* approach
- Use Web 2.0 technology to increase interaction between users across independent organizations
- Launching social tools within the US federal government while considering Privacy, Legal and Clearance Issues
- Syndicate content beyond organizational boundaries, (becoming a niche AP or Reuters)
- Maintain a unique relationship with your constituents when you join a social collaborative

- Collaborate – including how to pool financial resources, intellectual assets, and operational capacity in decentralized fields common in social and health policy necessary to push real policy and practice change at any level

Deborah Stone, Webmaster

**SUBSTANCE ABUSE & MENTAL HEALTH SERVICES ADMINISTRATION
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**

Matthew Amsden, Principal

REVEAL COMMUNICATIONS

3:05 p.m.



Afternoon Refreshment & Networking Break

3:20 p.m.



CASE STUDY

How To Leverage The Power Of Social Media Tools For Emergency Communications

2009 is the year of social media for the San Francisco Public Utilities Commission (SFPUC), an agency of the City and County of San Francisco providing high quality water, wastewater and municipal power. The SFPUC embraces the easy, transparent flow of communication with the public through Facebook, Twitter, LinkedIn, RSS feeds and several popular community blogs. A creative video contest on YouTube is producing short, educational videos that promote enjoying and conserving our great tap water.

Embracing and using social media can have huge benefits for a government organization or utility like the SFPUC. It can help an agency gain insight into public opinion and key issues and it can be vital during an emergency, such as an earthquake or fire. Educating management and staff about social media – what it is, how it can be used as a valuable communication tool – is the first step. Social media is immediate, interactive, and it gives an agency the opportunity for transparent communication with key audiences, customers and stakeholders.

Specifically, this session will focus on:

- Examples of how to build and increase your followers and fans on Facebook and Twitter to reach them with key messages and services
- The use of social media in emergency communications. (Twitter)
- The benefits of using community blogs for public outreach and ongoing public projects
- Promoting your brand and key messages through use of video on YouTube
- Using LinkedIn for workforce development
- Getting started, legal, internal training/buy-in, and other steps to success

Tony Winnicker, Director of Communications

SAN FRANCISCO PUBLIC UTILITIES COMMISSION

Amy Sinclair, Public Relations Officer

SAN FRANCISCO PUBLIC UTILITIES COMMISSION

4:05 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.

Marc Ross, Principal
2NDSIX

4:20 p.m.

Close Of General Sessions

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POST-CONFERENCE WORKSHOPS: Thursday, September 17, 2009

INTERACTIVE POST-CONFERENCE WORKSHOPS

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

Choose C or D or BOTH for Maximum Value and Learning

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

MORNING POST-CONFERENCE WORKSHOP C

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

**Stakeholders And Support:
How To Identify, Create, And Engage Your Social Media Efforts**

Government agencies are confronted with unprecedented challenges. From leading citizens in a highly charged political environment to regulating businesses that are undergoing massive organizational change, civil servants and policy makers are confronting new and unforeseen issues every day. To meet these new challenges communication will play a vital role – specifically social media communication.

But where does one start with so many options, networks and available tools. Who should be targeted? What techniques should be used? Is this effort being effective?

This session will help government agencies and employees lay the foundation for a solid social media communications platform. From identifying and communicating with key stakeholders to developing new allies and measuring the success of your efforts, you will leave this workshop more informed and better prepared. By doing a few things really well, your social media efforts will pay dividends and the citizens you represent will be better connected and informed.

In this session, you will learn:

- How organizations are changing the way they communicate with their stakeholders
- How to engage support by moving stakeholders through levels of advocacy engagement
- Where your supporters are – geographically, economically and virtually
- Mobilization techniques to gain support across the communication spectrum

- Analytical measurement to gauge success and refine future communication efforts

WORKSHOP LEADER: Marc Ross is a Principal of 2ndSix, a grassroots, marketing and communications firm has done work for political campaigns, industry trade associations and nonprofit organizations helping them to engage targeted audiences. From voter registration to sending commentary to news organizations, 2ndSix is a leader in harnessing the power of social networks to enhance communications efforts and shape public opinion.

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

Lunch on your own

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

AFTERNOON POST-CONFERENCE WORKSHOP D

Putting Gov 2.0 Into Practice: Step-by-Step Tools For Social Media Implementation

This workshop is centered on understanding the different challenges in implementing Gov 2.0 strategies and tools across federal, state and local governments. In February 2009, a survey was conducted by BearingPoint with *Information Week* responded by over 360 federal, state and local government officials on challenges and enablers for Gov 2.0 implementation. Selected survey findings will be discussed at the beginning of the workshop to identify common challenges at each level of government, incorporating specific inputs from you.

In this workshop, we will explore ways to address the challenges based on overarching implementation principles and appreciation for the underlying Gov 2.0 cultural implications. Case studies will illustrate real-life scenario and the trade-off decisions that need to be made. You will break into teams to work through suggested solutions, and then present your proposed solutions to the actual client (potentially video-cast into the conference) for feedback on feasibility of solution and other factors to consider.

The final portion of the workshop will conclude with action planning time for everyone to identify at least three action items they can implement within the next 3-6 months. You will be encouraged to share their action items so that the group can benefit from your insights. The overall workshop will look to leverage social networking sites for pre, during, and post – conference interaction to better address participants' interest points.

WORKSHOP LEADERS: Tracy Haugen is a Director within the Public Sector Federal, Change Solutions Group at Deloitte Consulting LLP. Ms. Haugen has worked in both public and private sectors with domestic and international clients over the past 8 years at BearingPoint, prior to its recent acquisition, implementing and adopting change for mission impact. She has helped agencies cut through the bureaucratic barriers using change techniques in connecting people to deliver successful results. In 12 years of management consulting, she has deep experience in organizational change management, program leadership and governance.

Shannon Meehan, Manager, Federal Human Capital at Deloitte, has over 10 years of Federal Government consulting experience in change management, solution development and implementation, and process and organizational transformation leading to a bottom line impact. Shannon works with leaders, managers and employees to identify and address impacts on people in order to improve the probability of success for initiatives critical to the organization. Shannon works with leaders and employees to help build strong, high performing organizations and functional groups.

ABOUT OUR CONFERENCE SUPPORTERS:



International Association of Business Communicators (IABC) Chicago is a diverse group of professional communicators employed in public relations, employee communications, community relations, graphic design, marketing and media production.

IABC/Chicago is the oldest chapter in the U.S. They provide services, activities, and networking opportunities to help people achieve professional excellence and drive the success of their organizations through effective communication strategies and practices.

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



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.



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/>.



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
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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:

Hilton Suites Chicago/Magnificent Mile

198 East Delaware Place

Chicago, IL 60611

Tel: 312-664-1100

Website: http://www1.hilton.com/en_US/hi/hotel/ORDMDHF-Hilton-Suites-Chicago-Magnificent-Mile-Illinois/index.do

Please contact the hotel directly when making your reservation. For the conference, a **limited number of rooms have been reserved at a reduced conference rate \$218 per night. Please call the hotel no later than August 28, 2009 to ensure this rate** and mention that you are attending the "Advanced Learning Institute" Conference.

We recommend that reservations be made early as both rates are subject to availability.

Located in the middle of everything Chicago has to offer, the Hilton Suites Chicago/Magnificent Mile is a modern, all suite-hotel, providing comfortable, well-appointed two-room guest suites and executive accommodations. Just steps from the Magnificent Mile and all of Chicago's favorite attractions, including Water Tower Place, American Girl Place, John Hancock Center, and Navy Pier, the hotel is also close to the food and fun of State and Rush Streets. It is only a mile north of the Chicago loop, and Chicago O'Hare and Chicago Midway Airports are only 45 minutes away.

Join us in Chicago for A.L.I.'s 11th "Social Media for Government conference" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to Chicago please go to: <http://www.choosechicago.com> and <http://www.explorechicago.org>.

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by July 31st	Regular Pricing: Register with payment after July 31st
Conference Only (September 15 th and 16 th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
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Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 9.75% sales tax on workbook orders.		

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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

GROUP DISCOUNTS:

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before August 31st) a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after August 31st) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

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

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges. The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Government · Communications
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WE GUARANTEE RESULTS:

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

A Few Of Our Past 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
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- Department of the Treasury
- Homeland Security
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- 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
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Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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Registration Form *Please photocopy for group members.*

Yes, I'd like to register for the Social Media for Government conference in Chicago, IL.

Please check: E-mail Priority Code: _____ Amount Due: _____

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Pre-Conference Workshop B: Measuring The Impact Of Social Media And Determining Next Steps

Post-Conference Workshop C: Stakeholders And Support: How To Identify, Create, And Engage Your Social Media Efforts

Post-Conference Workshop D: Putting Gov 2.0 Into Practice: Step-by-Step Tools For Social Media Implementation

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