Don't miss the **20**[th] 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

September 20-23, 2010 • Chicago

Coming back to Chicago!

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

★★★★★ Register by July 22nd To Save $400! ★★★★★
Register 3 and send a 4th for FREE!
To Register, Call (888) 362-7400 -or- (773) 695-9400
or register online at www.aliconferences.com

KEY TAKE AWAYS:

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

- **Developing** a social media (blogging, Twitter, podcasting, wikis, social networks, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Communicating** more effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, video podcasts, and much more
- **Measuring** the effectiveness of your social media strategy and demonstrating its value within your organization
- **Strategically** using Twitter, Facebook, and LinkedIn in your organization
- **Monitoring** social media for your organization, whether you are participating or not
- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Operating** social media tools within the boundaries of government restrictions and firewalls

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:

Department of Commerce and Economic Opportunity, State of Illinois

U.S. Department of Defense

City of Raleigh, North Carolina

NASA Ames Research Center

Genome Alberta, Canada

City of Owasso, Oklahoma

Minority Business Development Agency, U.S. Department of Commerce

Microsoft U.S. Public Sector

Aon Consulting

MS&L Group

NIC Inc.

About Face Media Inc.

BranCore Technologies, LLC

1

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

Presented by:

Your Government & Communications Training Partner Since 1997

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.

Omnitec Solutions, Inc.

U.S. China Business Council

AmeriCorps VISTA Outreach Unit, Corporation for National and Community Service

Campaign Consultation, Inc.

Arkansas.gov

City of Geneva, Illinois

Participating Sponsor:

PARATURE.

Supporting Organizations:

NAGC

SOCIAL MEDIA CLUB
If you get it, share it

FCN
Federal Communicators Network

Mashable
The Social Media Guide

OhMyGov!

govloop

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

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."

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or register online at www.aliconferences.com

MAXIMIZE YOUR TRAINING!   **Choose From Four Workshops For Ultimate Value And Learning!**   Sign up for your choice of these highly–interactive workshops:
Pre-Conference Morning Workshop A –
Monday, September 20, 2010: 8:30 a.m. – 11:30 a.m.:   Stepping Into Social Media: How To Leverage Various Social Media Tools To Improve Your Organization's Communication With Internal And External Audiences
Pre-Conference Afternoon Workshop B –
Monday, September 20, 2010: 1:00 p.m. – 4:00 p.m.:   "I Have A Social Media Plan, I Have The Tools – Now What?" How To Develop And Implement Content For Use In Your Social Media Strategy - - Creating An Action Plan
Post-Conference Morning Workshop C –
Thursday, September 23, 2010: 8:30 a.m. – 11:30 a.m.:   Creating And Generating Effective Conversations In Social Media: How To Drive Engagement Through Applications
Post-Conference Afternoon Workshop D –
Thursday, September 23, 2010: 1:00 p.m. – 4:00 p.m.:   The ROI Of Social Media: How To Monitor And Measure Your Organization's Social Media Efforts

WHO WILL ATTEND:

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

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

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

1. **16 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 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 **NASA Ames Research Center, State of Illinois, City of Raleigh, North Carolina** 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

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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 a web of tools for connecting people and sharing information via applications like blogs, digg, LinkedIn, Twitter, Facebook, MySpace, and Delicious, 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!

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 tools with your employees, the citizens you serve, and other stakeholders and customers.

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. Specifically, you will hear how the:

- **U.S. Department of Defense** collaborated with other federal agencies to highlight synergies, engage new audiences, and improve content distribution through social media
- **City of Owasso, Oklahoma** turned to Web 2.0 technologies to increase citizen participation in a public planning project
- **Minority Business Development Agency** applied communications strategies to their LinkedIn Group, as they are all business owners; Facebook page for information about the Agency; and Twitter, to highlight what the National Director is doing and share information

Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "Social Media for Government," this September in Chicago. 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,

Hillary Hartley, Director of Integrated Marketing
NIC INC.
Conference Chairperson

Hillary Hartley is the Director of Integrated Marketing for NIC Inc. – the largest provider of outsourced eGovernment portals and services, currently serving 23 states and hundreds of local governments in the United States. Hillary works with teams to integrate both traditional marketing and design best practices, along with Web 2.0 technology and social media strategies. She also created and oversees NIC's successful partner portal, an exclusive resource for eGovernment leaders across the country. In 2004, Hillary led the team that created MyPollingPlace.com – the first nationwide polling place lookup site launched during the November general election. A frequent speaker at government technology events, Hillary tries to bring things down to basics: data + people = "government 2.0."

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:

"Really well done, overall. Speakers were ell prepared and had excellent examples."
A. Cannarsa, Public Affairs Specialist
SOCIAL SECURITY ADMINISTRATION

"Very pleased. I got something valuable from every session. Thank you!!"
S. Eyshner, Supervisor
TEXAS WORKFORCE COMMISSION

*"The conference really gave me **many, many,** good ideas and how to accomplish them.
The conference was good for my organization and for me personally."*
J. Blair, Public Affairs Specialist
U.S. DEPARTMENT OF COMMERCE

"The content was great – real people in our world doing real things with the topic."
A. Davison, Web Services Manager
CITY OF SCOTTSDALE, ARIZONA

"Good blend of strategies and tactics. Excellent speakers."
Z. Brunner, Business Specialist
NIST

*"Good mix of information on how to integrate social media, both internally and externally,
into your organization's technology communications plan."*
T. Willson, IT Director
CITY OF OWASSO, OKLAHOMA

"I liked the way the content was presented by practitioners & not sales people."
Shannon Duplessis, Assistant IT Director
LOUISIANA DEPARTMENT OF CIVIL SERVICE

"What an amazing collection of forward-thinking information."
S. Shultz, Deputy Director, Public & Community Relations
SAN DIEGO AIRPORT, CALIFORNIA

"Overall, the conference was excellent."
M. McCaskill, Public Affairs Specialist
ARMY MATERIEL COMMAND

"I learned so much - and the speakers showed me the possibilities to improve our Internet and Intranet sites."
P. Rodemoyer, Senior Program Analyst
U.S. OFFICE OF PERSONNEL MANAGEMENT

PRE-CONFERENCE WORKSHOPS: Monday, September 20, 2010

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

Choose A or B or BOTH for Maximum Value and Learning

8:30 a.m. to 11:30 a.m.
PRE-CONFERENCE MORNING WORKSHOP A
Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

Stepping Into Social Media: How To Leverage Various Social Media Tools To Improve Your Organization's Communication With Internal And External Audiences

At this conference, you will hear high-level presentations on the usage of social media within organizations. Some attendees, though, don't understand the basics behind these social media tools and how to create and use them effectively. This workshop will walk you through the workings of many social media tools and show you exactly how to create and use them effectively for both your internal and external audiences. In effect, this is a beginner's session,

designed to introduce attendees to various social media tools, with emphasis on how to create and use them effectively once back home in their organizations. Note: this workshop is not for intermediate or advanced users of social media.

In this workshop, you'll learn:

- The basics of social media tools
- How to create a compelling blog for internal and external audiences
- The role podcasting plays in getting your message out
- Why wikis are the new way to manage projects internally
- How to incorporate Facebook and Twitter into your communication strategies
- How RSS can help you rely less on email

WORKSHOP LEADER: Jason Anthoine, APR, serves as senior vice president and practice leader for MS&L's Employee Engagement Practice, where he leads a team of communications professionals in developing internal communications strategies, plans and tactics that deliver business results. Accredited in Public Relations by the Public Relations Society of America, he has more than 21 years experience in workplace communications, internal branding and employee engagement. Previously, Jason was the owner and president of The Cohesion Group, an award-winning workplace communications firm. He was responsible for managing the day-to-day operations of the firm, for new business development, and for strategic and creative direction for clients including Children's Healthcare of Atlanta, Cox Communications, GE, Hanson, Manheim, Marsh, McKesson, Siemens Energy & Automation, Solvay Pharmaceuticals, VeriSign and Willis.

<div align="center">

Rave Reviews From Past Jason Anthoine Sessions:

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

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

"This was my favorite session... it tied it all together. Great. Speaker was excellent!"

"Very good examples and discussion. I very much enjoyed it."

"Excellent presentation—expert."

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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

"I Have A Social Media Plan, I Have The Tools – Now What?"
How To Develop And Implement Content For Use In Your Social Media
Strategy - - Creating An Action Plan

OK – you've made a commitment to utilizing social media and researched the appropriate tools to use. Now the big question – what goes on that new Facebook page, your website, the Twitter feed? How do you get started? How do you plan content for the future so your audience stays engaged on a long-term basis?

This workshop will address this common hurdle. You will learn practical approaches and tips to creating a content strategy as part of a social media program by providing best-in-class examples of both public and private sector efforts. You will learn about the "Three Commandments of Online Content" and the "Puppy Theory of Content Development." Be it a blog post, a video or even a tweet, you'll learn how to tailor your content to optimize the outreach tools you select as part of your social media strategy.

The practical tips that will be covered will be put to use by exploring your specific needs, asking you come prepared to share your questions about content development. As a group, you will discuss those questions and apply potential approaches and strategies. The workshop will also outline specific next steps so you can walk away armed with answers

and an action plan for your organization.

This session will focus specifically on:

- Key Items to consider when developing an online content strategy
- Best practices for developing content
- How to increase the chances of making your content viral
- How to plan for content development beyond your initial launch
- Utilizing the "distributed web" to circulate your content
- Discovering the types of content that works best with the major outreach tools including the web, Facebook, and Twitter
- Applying these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee, is COO at AboutFace Media Inc. AboutFace is a content marketing agency that creates short form video documentaries for brands, and then optimizes that content for use within social media. Specializing in the documentary genre, their directors are award-winning filmmakers whose work has been screened at Sundance, South by Southwest and the Tribeca Film Festival among others. Clients include Sears, Kmart, Trek Bikes, U.S, Forest Service, Quill, Florida Tourism and The Merchandise Mart. As COO, Denise's primary duty is to develop and direct the company's structure and organization, oversee day to day operations and work with the CEO to identify and implement the company's strategic goals and objectives. She is a frequent presenter on the topic of developing and utilizing content as part of a Social Media strategy.

AGENDA - DAY 1: Tuesday, September 21, 2010

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.
Chairperson's Welcome & Opening Remarks

Hillary Hartley, Director of Integrated Marketing
NIC INC.

8:45 a.m.

▥ **CASE STUDY**

Starting A Social Media And Communications Effort From Scratch
Who? What? Where? When? How?

Organizations that are looking for ways to maximize their communications budgets by employing social media and other advanced communications efforts often find it challenging to know where to begin. With more competition daily to capture your stakeholders' attention, starting a new communications program that employs social media can be a challenge for even the most seasoned outreach professional. However, when a new communications effort is organized and developed properly, social media can be an excellent addition which can level the playing field, maximize your resources, and provide your organization with the unique ability to communicate with a specific, highly-targeted audience.

In this case study session, you will see how the U.S. China Business Council launched a new communications program by employing a variety of public relations tools and methods. From indentifying key stakeholders to measuring the success of your efforts, this session will allow you to be better prepared by hearing firsthand some of the challenges and successes 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, Director, Communications & Publications
U.S. CHINA BUSINESS COUNCIL

9:35 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!

10:20 a.m.

Morning Refreshment & Networking Break

10:50 a.m.

 CASE STUDY

Utilizing Web 2.0 To Increase Citizen Participation - - Results And Lessons Learned

The City of Owasso has a very good track record in obtaining public support for initiatives that positively impact services or lifestyle issues for residents. However, as with most cities, there is concern about the low turnout at traditional public meetings to gain input from residents. The City has been successfully utilizing social media to convey important information to residents for a few years. Therefore, when a Quality of Life planning project emerged, the City turned its attention to Web 2.0 technologies as a means to increase participation. Several options were explored and Wikiplanning was determined to be a comprehensive instrument to engage citizens online, when it would be convenient for them to participate, as well as a tool to compliment public meetings, not replace them.

The Wikiplanning site has provided a way for the City to present project information to residents, and gain feedback through comment pages, an online survey, and uploaded photos of things citizens would like to see more of in the community, or perhaps less. All postings are visible for residents to view, providing the transparency desired by City leaders. While the survey can only be completed once, residents can return as often as they desire to view or post additional comments. The Wikiplanning site has been the most effective online tool used by the City to obtain citizen input.

In this compelling session, you will gain knowledge on the:

- Project background and steps leading to Wikiplanning selection

- Examples of features available on the Wikiplanning site

- Coordinating social media and conventional public information avenues to drive traffic to Wikiplanning

- Expectations and lessons learned

In addition, you will gain a comprehensive review of Owasso's experience using Web 2.0 technology to increase citizen participation in a public planning project, plus results and lessons learned from using the Wikiplanning application in conjunction with traditional public meetings.

Teresa Willson, Director of Information Technology
CITY OF OWASSO, OKLAHOMA

11:40 a.m.

CASE STUDY

Harnessing The Power of Mobile Applications, Web Sites And Social Media - - How This Intersection Will Take Your Communications Strategy And Message To The Next Level

Mobile computing is a major new trend in eGovernment. This session will examine the use of mobile applications and web sites for government and how they intersect with social media. You will learn what Arkansas.gov and other government organizations are doing with mobile applications, best practices for mobile development and strategies for engaging users through social media.

This cutting-edge session will cover what you need to know about using social media and mobile computing together. Sharpen your understanding of this growing trend in government communications and learn how you can:

- Use mapping and geographic information systems (GIS) innovatively in your communications strategy

- Determine if your site should have a mobile landing page

- Implement the three key strategies for engaging mobile users

- Choose the right approach on whether to go native or web-based

This session will also provide an overview of current mobile devices, capabilities and quirks.

Bob Sanders, Director of Development
ARKANSAS.GOV

12:30 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.

2:00 p.m.

CASE STUDY

How To Strategically Engage Communities To Action Using Social Media

For more than a decade the Corporation for National and Community Service (CNCS), the federal agency responsible for AmeriCorps, Volunteers in Service to America (VISTA), Senior Corps and Learn and Serve programs, has strategically engaged citizens to action using social media. Social media has been a centerpiece for CNCS as many national initiatives, such as Martin Luther King Day of Service, AmeriCorps Week, The Communicators' Institute and VISTA were implemented. In this session, you will get a peek at how VISTA is implementing a successful social media strategy for its outreach efforts.

Specifically, you will be exposed to how social media was used to build and sustain networked communities of VISTAs and VISTA alumni, and also hear about the tools used to increase:

- Traffic to the VISTA Campus (VISTA's online learning platform)
- Enrollment in VISTA e-seminars (webshops)
- Interest in the specifics of serving as a VISTA, etc.

In addition, you will learn how your own organization, like VISTA, can manage multiple social media channels while creating online support for current, past and prospective volunteers, by linking the many resources available to them, engaging the community and helping them to be resources for each other.

There will be a focus on the following topics for building your agency's social media impact, such as:

- Clarifying what your program needs to accomplish
- Where can social media best help your programs?
- Understanding your audience(s) and their interests
- Developing a social media strategy
- Transferability – what you can do starting now
- Lessons learned
- Beyond the numbers - what's next for your community?

Zachary Jackson, VISTA Leaders Outreach & Recruitment Specialist
AMERICORPS VISTA OUTREACH UNIT, CORPORATION FOR NATIONAL AND COMMUNITY SERVICE

Michelle Bond, Project Manager
CAMPAIGN CONSULTATION, INC.

2:50 p.m.

Afternoon Refreshment & Networking Break

3:05 p.m.

CASE STUDY

A Tale Of Two Cities: Using Facebook To Build Awareness And Communicate With Stakeholders With Limited Resources, No Communications Staff, And No Regrets

Launched in the early days of Facebook's expansion beyond college environments, the City of LaSalle, IL, page sat quietly waiting for fans to show up. It took several months and a municipal election before people arrived and the site grew into a community page. Like LaSalle's page, the Facebook community page for the City of Geneva, IL, offers information and a gathering place for residents, businesses, and visitors. However, Geneva's site grew out of a much more non-traditional foundation. Learn the story behind the creation and evolution of each city's Facebook page and how city government fits into each effort.

Learn how to integrate Facebook - - one of the most popular social media tools - - into your own government social media strategy, including key steps and best practices for:

- Building an integrated Facebook implementation plan for an organization with limited resources and no communications staff
- Sharing lessons learned, best practices and tactics for reaching and engaging with target audiences on Facebook
- Integrating offline tactics with online tactics to communicate more effectively about your organization

- Taking advantage of Facebook as a tool without having to worry about the site's terms of use, comment management, and archiving requirements
- Rethinking government's role in online communities

Pam Broviak, City Engineer, Assistant Director of Public Works
CITY OF GENEVA, ILLINOIS

3:55 p.m.

CASE STUDY

How To Use Multiple Social Media Tools To Build Your Brand, Increase Communications With Stakeholders, And Streamline Communications Within Your Organization

The Minority Business Development Agency (MBDA) is the only federal agency tasked with promoting the more than 4 million minority-owned firms in the United States. To build brand visibility and increase communications with stakeholders, including the 40+ grantees who run MBDA's Minority Business Centers across the country, MBDA implemented a variety of social media tools, including a redesigned website with a new media focus (set to launch mid-August, 2010).

In this session, you will learn tactics and strategies from the MBDA, as they discuss and highlight:

- Success stories from the thousands of clients both on websites and through blog posts (MBDA was the first Department of Commerce Bureau to launch social media tools)
- Communications strategies applied to their LinkedIn Group, as they are all business owners; Facebook page for information about the Agency; and Twitter, to highlight what the National Director is doing and share information
- The launch of a more collaborative tool for staff and centers to use to communicate and share best practices (MBDA PartnerNet)

MBDA will share with you the many challenges they overcame and the culture change that needed to happen to make these tools a communications success. The result was ultimately providing information to business owners who needed it and providing streamlined ways for collaboration to take place throughout the Agency.

Lahne Mattas-Curry, Public Affairs Specialist
MINORITY BUSINESS DEVELOPMENT AGENCY, U.S. DEPARTMENT OF COMMERCE

Alicia Sowah, Web Content Manager, Office of Information Technology, Research and Innovation (OITRI)
MINORITY BUSINESS DEVELOPMENT AGENCY, U.S. DEPARTMENT OF COMMERCE
-&- BRANCORE TECHNOLOGIES, LLC

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

AGENDA - DAY 2: Wednesday, September 22, 2010

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.

CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation:
Government NOW: What Communication Leaders Need To Know About Social Media To Deliver Tangible Value To Your Audiences

During this session, you'll get practical, usable strategies to effectively create eGovernment Web 2.0 services that deliver tangible value to constituents. This interactive discussion will address the four pillars of your future social media strategy: data, participation, and customer service.

In this session, you will gain an understanding of the building blocks of Web 2.0, as well as show you several successful best practices from across all levels of government. The session will conclude with a lengthy Q&A -- a time to "Ask the Consultant" anything you've ever wondered about Twitter, Facebook, tracking metrics, policy, etc.

Hillary Hartley, Director of Integrated Marketing
NIC INC.

9:30 a.m.

CASE STUDY

Coordinating Your Social Media Launch While Staying In Budget

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

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

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

- Creative budgeting to get a project off the ground

- Establishing an overall focus of video segments

- Filming, interviews, script writing

- Coordination with other departments to make the project a success

- Marketing the final product so that you get the best return on your investment

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

10:20 a.m.

Morning Refreshment & Networking Break

10:50 a.m.

CASE STUDY

Using Social Media To Communicate Complicated Information In Ways That Are Meaningful And Understandable To Any Audience - - While Collaborating Across Multiple Agencies

In January 2009, the Department of Defense (DoD) launched, "Armed with Science: Research and Applications for the Modern Military," a weekly webcast that featured live interviews with scientists, engineers, and other experts from over 50 government organizations. In the course of 64 episodes, the webcast covered virtually every existing scientific discipline, as well as science policy, education, and history. Importantly, Armed with Science engaged its audience entirely through the use of social media tools like Twitter, BlogTalkRadio, and Facebook, redefining how DoD uses the web to communicate science to the public.

By 2010, the Armed with Science webcast had been downloaded over 250,000 times, which prompted its expansion into a fully-fledged science and technology blog. In the spirit of science, the blog now serves a testing ground – an "experiment in progress" – to explore new social technologies and strategies that better engage the public.

In this session, you will learn how to use social media to communicate complicated topics in ways that are meaningful and understandable to any audience, including:

- 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

John J. Ohab, PhD, New Technology Strategist
U.S. DEPARTMENT OF DEFENSE –&– OMNITEC SOLUTIONS, INC.

11:40 a.m.

CASE STUDY

How To Use Open Source Solutions To Overcome Cultural, Legal And Policy Issues In Rolling Out Your Social Media Plan

In 2007, a pilot project at NASA Ames Research Center explored the use of open source web content management systems for rapidly developing modern web experiences as well as the adoption of blogging practices for efficiently distributing center news, sharing scientific research activities to interested parties, and establishing a two-way communication channel with the public. This project, called Ames Spotlight, also sought to leverage the capabilities of social content distribution channels that were emerging on the web at the time.

The story of the Ames Spotlight pilot will share how open source solutions like WordPress are better prepared than bloated enterprise solutions to evolve as quickly as the web does. The Spotlight project also ran head first into cultural, legal, and policy issues that limited rapid technology innovation and adoption of social media capabilities. Lessons

learned and strategies for dealing with those challenges will be shared. Additionally, best practices for mobilizing a distributed knowledge enterprise to adopt and participate in blogging and related social media activities will be discussed.

Leave this session with strategies and plans for:

- Making the case for open source technologies

- Evangelizing blogging and social media within government enterprises

- Using editorial strategies in distributed content enterprises for public web content

- Dealing with the cultural, policy, and legal challenges in incorporating blogging into government web content practices

- Mitigating risk when letting the general public add and remix content (via commenting and social web sharing) originating from a government web site

J.J. Toothman, Web Strategist
NASA AMES RESEARCH CENTER

12:30 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.

2:00 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.

2:45 p.m.

Canadian Government
CASE STUDY

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

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

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

Clearing a minefield in Croatia may seem like it is a long way from using social media to your organization or department but you will hear how focusing on your goals and objectives can help you avoid potential wrecks along the way.

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

- Select the right social media course for your audience and for the task at hand

- Make efficient use of your content and resources

- Pull together both social and mainstream media in your communications strategy to get the best return on your communications dollar

- Keep your online efforts dynamic and not get stuck in the social media mud

Mike Spear, Director of Corporate Communications
GENOME ALBERTA, CANADA

3:35 p.m.

Afternoon Refreshment & Networking Break

3:50 p.m.

CASE STUDY

**How To Utilize External Social Media Tools To Spread Your
Message And Get Your Constituents Engaged**

The State of Illinois currently manages a citizen service portal platform which engages the community on topics such as spending cuts and job growth, while leveraging the platform for transparency and efficiency in government. This session will highlight the external use of social media within the State of Illinois and the value of the constituent engagement programs currently available.

Specifically, you'll learn how your own social media platform can also be enabled and benefited by:

- Cost-savings

- Records management

- Available open-source applications

Terry Lutes, Chief Operating Officer
DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, STATE OF ILLINOIS

Kent Cunningham, Solutions Architect, Applied Innovations Group
MICROSOFT U.S. PUBLIC SECTOR

4:40 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.

Hillary Hartley, Director of Integrated Marketing
NIC INC.

5:00 p.m.
Close Of General Sessions

POST-CONFERENCE WORKSHOPS: Thursday, September 23, 2010

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

Choose C or D or BOTH for maximum value and learning

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.

Creating And Generating Effective Conversations In Social Media:
How To Drive Engagement Through Applications

The conversation around generating engagement in social media usually focuses on how to be successful on certain social platforms such as Facebook or Twitter and/or identifies content strategies for communicating with an organization's audience. What sometimes is overlooked is the need to create effective tools to generate conversations in social media and help activate fans and followers into brand evangelists and grassroots supporters.

To put the importance of applications into context, over 71 million people played Farmville on Facebook during the week of May 28, 2010 (http://www.appdata.com/). Social games and data-based tools represent a real opportunity for organizations to actively shape the conversation and create action beyond the two-way dialogue of social media.

In this workshop, three major types of social media applications will be discussed:

1. Mobile Applications

2. Rich Internet Applications

3. Native Platform Applications (Facebook apps, etc.)

Specifically, this session will focus on identifying best practices for the design and development of applications for these three categories, explaining how to generate opportunities for public awareness in each, while exploring the relationship with social media to help generate ideas for participants.

Together, we will look at case studies examining successful application implementations and uses by government agencies, such as (Spot the Difference - http://buzzeddriving.adcouncil.org/).

Finally, we will tie everything together by actually making an application for a participant's organization.

WORKSHOP LEADER: Alex Nelson is a Consultant with Aon Consulting's New Media and Creative Services Group, leading interactive development as part of his role in shaping solutions that use multiple platforms to create engaging two-way dialogue between employers and employees. Alex works with clients to apply emerging technology solutions to enhance internal and executive communication strategies, taking his background from working with PR agencies to help develop best practices for these new platforms. Formerly, Alex was an Interactive Strategist with Home Front Communications. His practice led social media programs on behalf of government agencies including the Department of Homeland Security, USDA, and the National Highway Traffic Safety Administration as well as the Robert Wood Johnson Foundation, the Campaign for Tobacco Free Kids, and UnitedHealth.

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

The ROI Of Social Media: How To Monitor And Measure Your Organization's Social Media Efforts

This informative workshop will share with you how to leverage existing enterprise tools for social media versus making separate investments to ensure compliance and functionality. In this session, we will discuss what to monitor to measure real impact, and common myths in this area that simply do not apply to the public sector. For example: The "myth of reach" is just that – a myth. The real question is: are you reaching the right audience with your content, not, are you reaching the most people. This session will also elaborate on how to reduce costs within your organization while increasing social collaboration both internally and externally.

Gartner recently suggested that through 2012, over 70% of IT-dominated social media initiatives will fail because the "provide and pray" model is not enough to ensure success in social collaboration.

You will learn strategies on how to avoid this trap, while reducing expenses and overlapping technologies.

WORKSHOP LEADER: Kent Cunningham is a Solutions Architect within the Applied Innovations Group at Microsoft U.S. Public Sector. He has been in the innovative field of IP communications and data center design for over twenty years, and has been heavily engaged with the leading vendors and standards bodies through countless phases of the evolving & immersive collaboration market. Kent is responsible for defining go-to-market strategies and product development roadmaps as influenced by, and tailored to meet, the unique requirements of customers within the Public Sector. His current focus is on optimizing highly available, line of business solutions which capitalize on the impacts of Social Networking, Cloud Computing, and Open Standards in today's consumerized IT model.

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ABOUT OUR CONFERENCE SUPPORTERS:

NAGC

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
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.socialmediaclub.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/.

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

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

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

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

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

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/.

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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 $205/night. Please call the hotel no later than August 19, 2010 to ensure this rate and mention that you are attending the "Social Media for Government" 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, & 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 20th 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, discounts and maps for your visit to Chicago please go to: www.choosechicago.com and www.explorechicago.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 July 22nd	Regular Pricing: Register with payment after July 22nd
Conference Only (September 21st and 22nd)	$1,299	$1,699
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Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card, training form, or purchase order hold will be taken to ensure your space.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Kelly at (262) 723-1284, for more information.

GROUP DISCOUNTS:

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

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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 (by September 3rd) 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 (after September 3rd) 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.

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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:

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- **FDA**
- **City of Chicago, IL**
- **Department of Justice**
- **Department of the Treasury**
- **Homeland Security**

- Department of Labor
- District of Columbia
- Central Intelligence Agency
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- Nashville and Davidson County, TN
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- Peace Corps
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- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
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☐ Conference Only

☐ Conference Plus Workshop(s):

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   ☐ Pre-Conference Workshop B: "I Have A Social Media Plan, I Have The Tools – Now What?" How To Develop And Implement Content For Use In Your Social Media Strategy - - Creating An Action Plan

   ☐ Post-Conference Workshop C: Creating And Generating Effective Conversations In Social Media: How To Drive Engagement Through Applications

   ☐ Post-Conference Workshop D: The ROI Of Social Media: How To Monitor And Measure Your Organization's Social Media Efforts

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