

Don't Miss the Advanced Learning Institute's Newest Conference in its
Acclaimed Government Executive Training Series On...

SOCIAL MEDIA For Government:

How To Engage Your Employees And Citizens By
Using **BLOGGING, PODCASTING And The Latest
WEB 2.0 Technologies** To Drive Communication Results

December 3-6, 2007 • Washington, DC



Rave Review from a Past Government Communications Conference Attendee:

"I learned a lot of helpful ideas and insights."

C. Osolin, Principal Public Information Officer
Lawrence Livermore National Laboratory

**** Save your Agency's Budget \$400! Register by October 18th! ****

REGISTER TODAY!

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

Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL 60631

KEY TAKE AWAYS

Attend this conference to learn how using social media could be embraced by 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
- **Communicating** more effectively and efficiently through the use of social media (blogs, podcasts, RSS feeds, video podcasts, and much more)
- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Blogging** - a very inexpensive, easy-to-use, disposable content management system that will improve the way you communicate and save your agency's bottom line
- **Establishing** a stronger sense of community within your organization

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:

Central Intelligence Agency

U.S. Holocaust Memorial Museum

**Centers for Disease Control
and Prevention (CDC)**

U.S. Department of Defense

**International Association of
Business Communicators (IABC)**

**Washington State Department of
Information Services**

**Court Services & Offender
Supervision Agency**

- **Incorporating** other social media tools such as blogs and podcasts into your current communication strategies
- **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 social media experts
- **Learning** how to set up blogs and podcasts for your agency
- **Familiarizing** yourself with guidelines and etiquette for participating in social media
- **Utilizing** blogs and podcasts as sources of information that the public can use and trust
- **Saving** time and money through a combination of RSS feeds and blogging, eliminating the need for composing and sending email blasts to department employees and to the public

Presented by:



Your Government & Communications Training Partner Since 1997

Supporting Organizations:



International Association of Business Communicators, Washington DC Chapter



National Association of Government Communicators

U.S. Department of Health and Human Services

National Association of Schools of Public Affairs and Administration

Porter Novelli

Ogilvy Public Relations

SRA International, Inc.

Fleishman-Hillard Inc.

Southeastern Louisiana University

E-WRITE

Care2

Water Words That Work

With Keynote Speaker, Shel Israel



Shel Israel writes and consults on social media issues. He is co-author, with Robert Scoble, of [Naked Conversations. How Blogs are changing the way businesses talk with customers](#). His [Global Neighbourhoods](#) blog is among the 100 most popular business & marketing blogs worldwide.

Israel has long been concerned with the impact that technology and culture have on each other. He has spent more than 20 years advising such disruptive startups as Sun Microsystems, Creative Labs and the developers for PowerPoint, FileMaker, MapInfo, Virtual Vineyards, Napster, Riya, Scrapblog, Ustream and more than 100 others. Still working primarily with startups, has also advised larger companies including SAP, CNET, Wells Fargo Bank and Hitachi Data Systems on issues related to social media.

Shel Israel is a senior fellow to the [Society for New](#)



[Communications Research](#) and is on the board of advisors to the [Social Media Club](#). He serves on the board of directors to YourTrumanShow.com, a video blogging company.

A frequent keynote speaker, Israel has addressed audiences in nearly a dozen countries and is regularly interviewed by the media on social media issues. He is a regular columnist for *Blogging & Podcasting* magazine.

WHY IS THIS A CAN'T MISS EVENT?

According to the *U.S. News & World Report*, "Blogs are transforming the way Americans get information and think about important issues. It's a revolutionary change—and there's no turning back."

Several organizations are making dramatic strides in developing approaches and systems that work for them in their social media 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 this social media "journey."

And Special Guest, Todd Hattori



Biography: Todd Hattori, ABC (Accredited Business Communicators), is the business manager for the Washington Department of Information Services' Technology Acquisition Services. He is responsible for the customer relations management program for the information technology hardware brokering and leasing, software licensing, Internet network development, and professional services contracting.

Todd is currently serving as the chair of the International Association of Business Communicators (IABC) Executive Board. He earned his Accredited Business Communicator (ABC) designation in 2004. IABC enables a global network of 15,000 communicators working in diverse industries and disciplines to identify, share and apply the world's most effective communication practices.

For the past 16 years, Todd has developed a broad range of communication management skills by volunteering and working for a variety of non-profit organizations, government agencies, and private corporations.

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Expand Your Learning...

Sign up for your choice of these interactive workshops to focus on your individual needs:

Monday, December 3, 2007, 9:00am – 12:00pm:

Social Media 101: How Government Can Leverage Web 2.0 To Improve Their Communication Strategies

• Pre-Conference Afternoon Workshop B –

Monday, December 3, 2007, 1:30pm – 4:30pm:

Developing Editorial Guidelines For Your Agency's Wiki To Ensure Long-Term Value And Support Communication Goals

• Post-Conference Morning Workshop C –

Thursday, December 6, 2007, 8:30am – 11:30am:

How To Use Social Media To Capture Your Employees' Knowledge Before They Retire

• Post-Conference Afternoon Workshop D –
Thursday, December 6, 2007, 12:00pm – 3:00pm:
How To Implement A Social Media Campaign To Get Results: Engaging The Public And Online Communities, With Your Organization's Messages And Managing Your Reputation

WHO WILL ATTEND:

This conference has been researched with and designed for Federal, State and Local Government Executives, Government Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff, Assistants & Consultants, involved in:

- | | |
|--|--|
| • Public Affairs | • Intranet |
| • Internal Communications | • Public Relations |
| • External Communications | • Training & Development |
| • Employee Communications | • Marketing |
| • Employee Relations | • Journalism |
| • Human Resources | • Information Services & Systems |
| • Executive Communications | • Administration |
| • Change Management | • Program Management |
| • Publication & Web Content | • Customer Service & Satisfaction |
| • Communication Consulting | • Evaluation |
| • Communications Research | • Reporting |
| • Electronic Communications | • Organizational Transformation & Development |
| • New Media/Interactive Media | |
| • Technology | |

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

- **23 innovative speakers** at your disposal to share their strategies and experiences in implementing social media programs, that are already proven to work
- **Over 24 hours** of intense, interactive learning - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **The opportunity to customize your learning** by participating in the 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.
- **An abundance of networking opportunities** - be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of strategies and processes** for social media from leading practitioners like the **Central Intelligence Agency, U.S. Department of Defense, Centers for Disease Control and Prevention** and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that your organization's social media plan stays on track
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

A LETTER FROM THE CONFERENCE CHAIRPERSON:



Dear Federal, State and Local Government Communications Professionals:

As technology advances and continues to become more accessible than ever, people expect communication to become faster and more streamlined across their department and around the world. The Internet has now become a tool to launch more efficient ways of communicating, which will help to get your message to thousands, without even sending an email. **The age of social media has arrived** and is sweeping corporate America – the public sector can't afford to miss out on utilizing the tools used in this new interactive environment!

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

How Will This Conference Help You And Your Organization?

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

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

- **Central Intelligence Agency** implemented social software to make more accurate and timely judgments
- **IBM Center for the Business of Government** uses Web 2.0 tools in its workplace to improve operations
- **U.S. Department of Defense** combines new media with technology opportunities to enhance their public information goals

Register today online at www.aliconferences.com or by calling 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 WEB 2.0 Technologies To Drive Communication Results," this December in Washington, DC, to hear from communicators who are currently utilizing social media tools.

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

Sincerely,

Paul Vogelzang, Senior Vice President, Director of Persuasive Technologies

Porter Novelli
Conference Chairperson

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

RAVE REVIEWS FROM PAST GOVERNMENT CONFERENCE ATTENDEES:

"Great networking and educational opportunities to discuss internal communications best practices from leading government communicators."

F. Hamm, Public Affairs Officer

U.S. Department of Defense, American Forces Information Service

"I hadn't heard of the Advanced Learning Institute before and it really was a pleasant surprise to be thoroughly engaged with each and every presentation. Each presenter added something to the conference... Great job!"

S. Dobberowsky, Program Manager for Administration

U.S. Department of Commerce, Bureau of Economic Analysis

"Excellent source of information and networking opportunities. Good mix of relevant topics!"

A. Franklin, Chief, Division of Strategic Development

Maryland Aviation Administration

"This is Top Notch - Best in Class - Best I've been to!"

M. Pitt, Chief Innovation

U.S. Air Force, Office of Special Investigation

"There were some superb, innovative ideas presented; ones that allow participants to spring board ideas to their own organizations."

S. Stevenson, Policy Analyst

U.S. Environmental Protection Agency

"This conference was very informative; good interaction between participants; good speakers; good size."

V. Lam, Public Information Officer

New York City Fire Department

"The real world case study approach was excellent.

The key is good presenters, and overall, the presenters were top-notch."

S. Tavares, Training Specialist

NOAA Coastal Services Center

"Every level of government should have the benefit of this quality training."

V. Young, Supervisory Community Supervision Officer

Court Services and Offender Supervision Agency

"Very pertinent information for what is happening in my organization. Each speaker had good information to share and I didn't feel any redundancy."

D. Rose, Branch Chief Program Integrity

California Department of Social Services

PRE-CONFERENCE MORNING WORKSHOPS: Monday, December 3, 2007

Jump-start your conference experience by attending these interactive 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 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. - 12:00 p.m.

MORNING PRE-CONFERENCE WORKSHOP A

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

Social Media 101: How Government Can Leverage Web 2.0 To Improve Their Communication Strategies

What are blogs? What is Web 2.0? Why should I use podcasts? How will RSS feeds help me communicate better to employees and customers/citizens?

This pre-conference workshop will answer these questions and provide a comprehensive tutorial on the various social media tools and technologies and teach government communicators what they need to know to get started. Specifically, you'll learn how government organizations can leverage Web 2.0 technologies to improve their communication strategies. This session will be visually-centric and will draw from practical, real-world experiences at the U.S. Department of the Treasury, and now at PORTER NOVELLI, counseling government clients and others about best practices.

You'll leave this interactive session with a solid understanding of:

- What is Web 2.0? (vertical vs. horizontal influence, where we are today)
- Ways which a government agency can promote itself online
- How and why to blog
- Agency blogging guidelines
- How to use online video distribution as a marketing tool—how it can help you distribute your message, what's out there, & where to post
- How to search optimized newsletters and RSS feeds—how they work and why they are important
- Google Adwords and Search Engine Optimization
- How to get started

WORKSHOP LEADER: Paul Vogelzang is Senior Vice President, Director of Persuasive Technologies at Porter Novelli and is influencing the way his employees communicate internally. Prior to joining Porter Novelli, Paul was a leader in implementing a higher standard of communications within the U.S. Department of the Treasury. He is also the founder of MommyCast, a nation-wide podcast on parenting.

12:00 p.m. to 1:30 p.m.
Lunch on your own

1:30 p.m. – 4:30 p.m.

AFTERNOON PRE-CONFERENCE WORKSHOP B

Developing Editorial Guidelines For Your Agency's Wiki To Ensure Long-Term Value And Support Communication Goals

Wikis have become a popular tool for storing and creating knowledge. Some agencies use wikis to give citizens a forum for commenting on proposed policies. Others use wikis to enable collaboration among far-flung teams, to manage meetings, or to develop presentations. Some agencies have even replaced their dead-end intranets with thriving wikis. But all wikis come with a level of risk: if everyone can contribute, will the content be valuable? Will it be accurate?

The essence of every government wiki is the quality and readability of content. And wiki content authors must be given writing guidelines (plus training and support) if the wiki is going to provide long-term value and not become just the newest communication toy.

During this workshop, we'll review samples of government wikis and react to wiki editorial guidelines developed by other government agencies. **You are invited to bring a sample of your agency's wiki, if you have one, as well as your questions about writing wiki content.**

Specifically, you will learn how to:

- Develop wiki editorial guidelines that cover content organization issues such as creating categories and naming articles
- Develop guidelines that cover linking, attribution, tone, and scannability
- Publish wiki editorial guidelines
- Get content authors to follow the editorial guidelines

Also, you will receive:

- Government wiki samples to help you learn what topics wiki editorial guidelines must cover

- A high-level outline of wiki editorial guidelines that you can customize for your agency's wiki
- A resource list detailing wiki content best practices

WORKSHOP LEADER: Leslie O'Flahavan, a Partner at E-WRITE, is a seasoned workshop leader and passionate about helping government organizations communicate.

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AGENDA - DAY 1: Tuesday, December 4, 2007

7:45 a.m.

Registration & Continental Breakfast

8:15 a.m.

Chairperson's Welcome & Opening Remarks

Paul Vogelzang, Senior Vice President, Director of Persuasive Technologies

Porter Novelli

8:30 a.m.



KEYNOTE PRESENTATION

Social Media In Government:

Getting Closer To Constituents While Improving Efficiency

Why should a government agency care about blogging and social media? The answer is simple; they allow people in all levels of government to get closer with constituents, to be more efficient, to be better understood, without increasing cost or work.

Shel Israel, an internationally recognized expert on social media, will discuss cases of how people in government have begun to use social media to engage in meaningful and constructive conversations. You will hear how such perceived barriers as confidentiality and security are mere speed bumps and you will learn that, in the big picture, social media can bring government and citizens closer together making democracy more direct and efficient.

Shel Israel, Social Media Consultant &

Co-Author of *Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers*

This is a rare opportunity to hear, firsthand, from one of the "pioneers" of social media, and will leave you inspired and energized to begin your own social media plans and strategies.

9:20 a.m.



Speed Networking

Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

You'll have a chance to meet and greet your colleagues.

9:50 a.m.



Morning Refreshment & Networking Break

10:20 a.m.



CASE STUDY

How And Why Government Must Join The Web 2.0 Revolution To Improve Efficiency, Save Costs, Communicate Better, and Engage Employees, Customers and Stakeholders

As of 2007, we are still likely in the early stages of the development of the Web 2.0 revolution. However, blogging is certainly at the forefront of Web 2.0 technologies, and it is fast becoming an exciting and accepted new communications forum. There are currently over 70 million blogs in existence today, and the blogosphere is growing at a rapid rate, with everyone from teenagers, CEOs, and yes, elected and appointed public officials – from the halls of Congress to city halls across America, joining in the conversation.

In this session, you will see how blogs and other forms of user-generated media can be effectively employed by public officials to communicate with their constituents and promote both on *and* off-line civic engagement. These new communications tools can also be used to promote interaction and enhance knowledge management within public sector organizations.

In this session, through a wide-variety of real-world examples from federal, state and local government organizations, you will learn about:

- The status of blogging in government at all levels
- Lessons learned from government bloggers
- Pitfalls and policy issues involved in blogging
- Tips on how to become a savvy Web 2.0 public official/manager

David C. Wyld, Maurin Professor of Management &
Director, Strategic e-Commerce/e-Government Initiative
Author, *The Blogging Revolution: Government in the Age of Web 2.0*

Southeastern Louisiana University

11:10 a.m.



CASE STUDY

How to Use New Media To Expand And Deepen Communication With The Public

Care2 and the NOAA Coral Reef Conservation Program (CRCP) have created a public education campaign as part of the CRCP's promotion of the International Year of the Reef in 2008. This campaign is a unique foray by a federal agency into online social networks.

By leveraging Care2's 7.7 million member audience, which is highly disposed to be receptive to conservation messages, the CRCP will be able to reach a larger, more targeted audience and will be able to communicate their message more meaningfully than most similar campaigns are able to achieve.

In this highly informative case study session, you will gain knowledge of:

- The benefits of leveraging social networks

- The challenges to using new media
- How to choose the right tools and audience
- How to measure your results

Eric Rardin, Nonprofit and Government Services Director

Care2

12:00 p.m.

Lunch On Your Own -- But Not Alone!

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

1:30 p.m.



How IBM Uses Web 2.0 Tools In Its Workplace – A Corporate Perspective

Science fiction writer William Gibson noted: “The future is here. It’s just not evenly distributed yet.” That tends to be the case in the spread of technology. It starts in the private sector then moves to government. This presentation will provide an overview of how some of Web 2.0’s social networking “toys for teens” – instant messaging, MySpace, Facebook, etc. -- have become workplace collaboration tools in the private sector. These tools are coming to government. Learn what they are and how they can be used to improve your operations.

John Kamensky, Senior Fellow

IBM Center for The Business of Government

2:20 p.m.



Using New Media Tools To Engage Your Audiences – Employees, Customers, Citizens And Other Stakeholders

Government agencies now have new tools within their reach to fulfill their mission of serving the public interest. This session will provide an overview of the communications impact of emerging technologies and how government entities, corporations and leading non-profits are using these tools to their advantage. This session will take you behind the scenes for an inside and in-depth look at successful techniques that have catapulted the U.S. Holocaust Memorial Museum’s programs to new levels of engagement with their audiences, including blogs, podcasts, e-newsletters, Second Life and more.

Lawrence Swaider, Chief Information Officer

U.S. Holocaust Memorial Museum

Cheryl Contee, Vice President

Fleishman-Hillard Inc.

3:10 p.m.



Afternoon Refreshment & Networking Break

3:30 p.m.



CASE STUDY

Web 2.0 In The Intelligence Community: Implementing Social Software In A Need-To-Know Culture

In the wake of 9/11 and the failure to find weapons of mass destruction in Iraq, the Intelligence Community is re-examining its business processes to make more accurate and timely judgments about the threats facing the United States. A small community of individuals from within the 16 intelligence agencies believes that the transparency and emergent nature of social software tools will aid in better assessments, while also transforming a culture that has relied upon placing information into "stovepipes."

In this session, you will learn:

- How to foster a bottom-up, viral approach to adoption
- The various roles that blogs, wikis, and social tagging play and how to replace existing processes with them
- How individuals can play a leadership role by engendering network effects
- What role managers and senior leaders can play in this new environment
- How sensitive or proprietary information can be protected via a concept called "breadcrumbs"
- About the importance of working topically versus organizationally
- About the role of "gardeners" in maintaining the health and vibrancy of your social software space

Don Burke, Intellipedia Doyen
Sean Dennehy, Chief, CIA Intellipedia Development

Central Intelligence Agency

4:20 p.m.



CASE STUDY

How To Make Communication Contagious: Blogging To Get Your Message Across

Earlier this year, the U.S. Department of Health and Human Services hosted the Pandemic Flu Leadership Blog (<http://blog.pandemicflu.gov>) as part of a campaign to encourage Americans to prepare for the pandemic flu. The blog generated a wealth of conversation and insight from bloggers and commenters alike, as well as substantial and steady traffic and noteworthy media coverage (online and off-line). Keyword marketing and word of mouth brought site traffic from nearly 20,000 unique visitors and over 130,000 page views from 113 countries on 6 continents.

Social media coverage of the blog predominantly focused on the one hook: the innovative and pioneering use of a blog by a government agency to hold an open conversation online. The blog remains online as an archive of the conversation and the campaign continues to pursue opportunities to utilize social media to engage leaders in the Department's efforts to ensure that all Americans are adequately prepared for the pandemic flu.

Stephanie Marshall, Director of Pandemic Communications
U.S. Department of Health and Human Services

Qui Diaz, Digital Strategist, 360° Digital Influence
Ogilvy Public Relations Worldwide

5:10 p.m.

End of Day One

5:15 p.m.



Networking Reception: Please Join Us!

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

6:30 p.m.



Dine Around

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

AGENDA - DAY 2: Wednesday, December 5, 2007

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Opening of Day Two & Presentation: How To Produce And Promote A Successful Podcast

Through the experiences at the U.S. Department of Treasury, Mommycast and working with several Fortune 500 clients at Porter Novelli, you will learn the specifics on how to produce and promote a successful podcast for your organization.

In this session, you will learn:

- The benefits of why a government organization should podcast
- The cost of getting started
- What technology is needed to get started
- Effective ways to promote a podcast
- Advantages on how a podcast will help promote your organization's marketing communications goals

Paul Vogelzang, Senior Vice President, Director of Persuasive Technologies

Porter Novelli

9:30 a.m.



CASE STUDY

New Media And Government Communications: Engaging The Blogosphere, On-Line Journalism To Enhance Your Public Information Goals

The Department of Defense (DoD) is a globally-engaged operation with many facets, which owes The Nation an accurate picture of developments within the DoD to facilitate national decision making efforts. Amongst the competing interests for

news headlines, column inches and broadcast time, a combination of New Media and technology opportunities has allowed us a venue to enhance our public information goals and is in accord with DoD principles of information.

Join in the conversation and learn about:

- The changing mediascape and how people rely on many sources and types of media for their information
- Clarifying misperceptions related to new media and how this can be accomplished through constant engagement
- Why some information doesn't rise to the level of a "story"
- Enhancing old and new media operations
- Contributing factors that give those in government and the public a meaningful voice toward the National Discourse

Roxie T. Merritt, Integrated Internal Communications

Charles J. Holt, Chief, New Media Operations, Office of the Assistant Secretary of Defense for Public Affairs, American Forces Information Service

U.S. Department of Defense

10:20 a.m.



Morning Refreshment & Networking Break

10:50 a.m.



CASE STUDY

How To Use Social Media Technology Strategically To Advance Your Communication Efforts

Social media, such as blogs, podcasts, social networks, wikis, mobile applications and games are redefining today's communication channels. By leveraging the unique characteristics of social media, public health professionals can gain access to target audiences at times when they are most receptive to persuasive health messages. By using these tools in strategic ways, the Centers for Disease Control and Prevention (CDC) is advancing the use of social media channels to improve health, prevent disease and encourage long-term participation in healthy behaviors.

In this session, you will learn how the CDC has used social media to impact health decisions and how to apply their lessons learned to your own organization.

Janice Nall, Director, Division of eHealth Marketing, National Center for Health Marketing,
Coordinating Center for Health Information and Service

Erin Edgerton, Content Lead, Interactive Media, Division of eHealth Marketing,
National Center for Health Marketing, Coordinating Center for Health Information and Service

Centers for Disease Control and Prevention (CDC)

11:40 a.m.

Lunch On Your Own -- But Not Alone!

Join a small 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 challenges within social media.

1:10 p.m.



CASE STUDY

PR In A Web 2.0 World

Attend this highly interactive session to learn about the current evolution in the marketing & communications industry, in regards to social media and the tools that are helping to change the landscape. Communications professionals need to know how to use new media techniques in order to stay ahead of cutting-edge innovations.

This session will focus on how you as communicators can utilize the new technology that is driving emerging media, provide a real-world case study utilizing those tools, and ultimately equip you with the information needed to incorporate those tools into your communications program. This session, designed for complete novices as well as for those who have been working in social media for a few years, will cover the following topics and demonstrations that can't be missed:

- RSS or Real Simple Syndication
- Social Media (Blogs, Video Blogs, Podcasting, Multimedia, and Emerging Media Trends)
- Search Engines (Optimization, New Search Tools, Tagging/ Social Bookmarking)
- Web Analytics

Michael Pranikoff, Director of Emerging Media

PR Newswire

1:50 p.m.



SPECIAL PRESENTATION

From International Association of Business Communicators (IABC) Chair, Todd Hattori

Welcome To The World Of Web 2.0: The Teen Years Of Social Media

In 1995, classmates.com introduced the power of Web 2.0 through online social networking. Two years later, the first business networking site was launched. Since then, online social media has developed based on "circles of friends," and "circles of trust." The commitment to open-source software development has contributed to rapid, user-centered enhancement and functionality. Early adopters -- the connected generation -- have entered or are entering the workforce and are influencing new practices in news creation and distribution, political conversations, business practices, and much more. How can organizations determine when, how, and why they should be involved in social media? What valuable information can social media teach us about our employees, customers, or constituents? How can social media make or break organization or personal image, brand, or reputation?

During this session, we will explore these questions and more so that you can accurately:

- Assess the right level and type of involvement for your organization based on desired outcome
- Advise your organization's leadership and decision makers on the relevance and value of social media
- Plan for and manage effectiveness and minimize risk
- Know how to passively benefit from social media even when active participation isn't right for your organization
- Capitalize on successes or bowing out gracefully

Todd Hattori, Technology Acquisition Services Manager

Washington State Department of Information Services

And International Chair

International Association of Business Communicators (IABC)

2:40 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



CASE STUDY

How To Use Podcasting To Accomplish Your Public Relations Goals

Court Services and Offender Supervision Agency (CSOSA) began podcasting television and radio shows under the title of “DC Public Safety” in January, 2007. 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.

During this session, you will learn what podcasting is and how to get started. Specifically, 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

Leonard Sipes, Senior Public Affairs Specialist

Court Services & Offender Supervision Agency

3:50 p.m.



Non-Profit CASE STUDY

How To Use Social Media Tools To Tell Your Story In A Way That Engages Your Stakeholders And Accomplishes Your Mission And Goals

Using digital tools effectively can further engage your stakeholders whether they are employers, professional colleagues, members of your organization, constituents, or the broader public. For example, what blog can you create or social networking site can you use to send and receive messages? Learn the ways in which you can use the power of the visual medium and video to tell your story in a way that engages others and serves your mission and completes your objectives.

Scott Talan, Director of Communications

National Association of Schools of Public Affairs and Administration

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.

5:00 p.m.

Close of General Sessions

★★ Save your Agency's Budget \$400! Register by October 18th! ★★

POST-CONFERENCE WORKSHOPS: Thursday, December 6, 2007

INTERACTIVE CONFERENCE WORKSHOPS

These workshops are designed to take your conference experience to the next level. 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.

MORNING POST-CONFERENCE WORKSHOP C

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

How To Use Social Media To Capture Your Employees' Knowledge Before They Retire

With baby boomers retiring, agencies are exploring ways to capture knowledge before it walks out the door. Could wikis, blogs, and social media be an answer? I hear what you're thinking - "but isn't this just another content management system or portal wild goose chase? We've tried those already and they've failed."

Many tool implementations fail because we forgot the most important part – how (and whether) our employees, customers, and other users might use them.

In this session, you will hear how to succeed in applying social media to capture knowledge before it walks out your doors by learning how to:

1. Explore the social media landscape – wikis, blogs, tagging, and more – with examples of how agencies are already using the capabilities
2. Discover a framework for comparing the tools and their capabilities
3. Create a set of success criteria for your organization
4. Inspect the user experience and discuss tactics for acceptance and usage
5. Devise a plan for what it will take to apply social media to your knowledge management headaches

WORKSHOP LEADER: Kate Walser, Director, Usability Center of Excellence at SRA International, Inc., is a consultant, using social media for knowledge-sharing and collaboration, helping her Federal Government clients create a plan for capturing the knowledge of the retiring Baby Boomers.

12:00 p.m. to 3:00 p.m.

AFTERNOON POST-CONFERENCE WORKSHOP D

Box lunches will be provided at 11:30 a.m. for the afternoon workshop attendees.

How To Implement A Social Media Campaign To Get Results: Engaging The Public And Online Communities, With Your Organization's Messages And Managing Your Reputation

In the digital age, word-of-mouth means as much for your organization's reputation as headline news, but government and business's efforts to engage online communities often sink without a trace in the vast sea of electronic noise. That's because most online community citizens who receive your message are dead-ends as most of them simply won't pass it on. In fact, every variety of social media -- the blogosphere, YouTube, MySpace, Facebook, Digg, Wikipedia, listservs, and the rest -- is dominated by a small minority of highly motivated users who diligently work to influence their peers and set the tempo of the online debate. Identifying and cultivating relationships with these opinion leaders is what spells the difference between a social media outreach effort that produces results -- and one that just wastes your resources.

This workshop is designed for executives and managers who are responsible for putting their agency's message out to the public, highlighting its accomplishments, and managing its reputation during crises. **Bring your laptop as this will be hands-on session.**

In this informative and interactive workshop, you will learn how to:

1. Efficiently and continuously monitor community conversation about your agency and its areas of responsibility
2. Distinguish opinion leaders from followers in online communities like MySpace, YouTube, and others
3. Understand what motivates these individuals -- and develop engagement strategies for cultivating productive relationships with them
4. Identify members of your staff who have what it takes to be successful ambassadors to online communities

WORKSHOP LEADER: Eric Eckl, is a Blogger and Founder of Water Words That Work, a boutique firm providing contemporary communications consulting to nature protection and pollution control organizations. He previously has served as a press officer for the U.S. Fish and Wildlife Service and senior strategist at Bonfire Consulting.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS & LODGING ARRANGEMENTS HAVE BEEN MADE AT:

Marriott Georgetown University Conference Hotel

3800 Reservoir Road, NW

Washington, DC 20057

Phone: 202-687-3200

<http://www.marriott.com/hotels/travel/wasgu-georgetown-university-conference-hotel>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at the government per diem rate of \$201/night. Please be sure to call the hotel no later than November 2, 2007** to help ensure this rate and mention that you are attending the Advanced Learning Institute's government conference. We recommend that reservations be made early.

Georgetown University Conference Hotel offers a secluded, distraction-free environment located in the heart of the city's most historic Georgetown district. Their comfortable and convenient Washington DC hotel is just moments from well-known area attractions, monuments, Mall, museums and Smithsonian. Airport access is located 5 miles away at Reagan National Airport (DCA), 25 miles away at Washington Dulles Airport (IAD) and 45 miles away at Baltimore/Washington International Airport (BWI). Downtown DC is just a 10 minute Metro ride away from the Rosslyn Metro Station (Blue & Orange Lines) which is easily accessible via the hotel's complimentary shuttle service.

Join us in the nation's capitol for A.L.I.'s conference on "SOCIAL MEDIA for Government: How To Engage Your Employees And Citizens By Using BLOGGING, PODCASTING And The Latest WEB 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

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

REGISTRATION FEES:

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

Group Discount: Bring 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by October 18th	Regular Pricing: Register with payment after October 18th
Conference Only (December 4 th & 5 th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
Conference Plus Two Workshops	\$1,999	\$2,399
Conference Plus Three Workshops	\$2,199	\$2,599
Conference Plus ALL Four Workshops	\$2,299 BEST VALUE!	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 8.75% 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 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 executive 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, 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 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.

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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... Strategic Planning... Performance Measurement...
Communications... Health Care... Human Resources... Brand Management...
Marketing... Biometrics... e-Commerce... Technology**

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

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



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>



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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 Attendees Include Representatives From These Leading Organizations:

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- FDA
- Department of Labor
- District of Columbia
- Office of Naval Intelligence
- Department of Defense
- NASA
- House of Representatives
- Department of the Treasury
- Office of Management and Budget
- State of Iowa

- Marine Corps
- FCC
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Department of Transportation
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
- Army
- IT Lincoln Laboratory
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA
- City of Chicago, IL
- Department of Justice
- FBI
- Commonwealth of Virginia
- Smithsonian Institution
- Department of Energy
- Montgomery County, MD
- Social Security Administration
- Washington State
- Maricopa County, AZ
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- National Academy of Public Administration
- Department of Homeland Security
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- FEMA
- Bureau of Reclamation
- Department of Education
- Pentagon Renovation
- American Institutes for Research
- USAID
- University of Baltimore
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- U.S. Customs and Border Protection
- City of Las Vegas, NV
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Registration Form

Please photocopy for group members.

☐ Yes, I'd like to register for the December 2007 Social Media for Government Conference in D.C.

Please check:

E-mail Priority Code: _____ Amount Due: _____

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☐ Conference Plus Workshop(s):

☐ Pre-Conference Morning Workshop A: Social Media 101: How Government Can Leverage Web 2.0 To Improve Their Communication Strategies

☐ Pre-Conference Afternoon Workshop B: Developing Editorial Guidelines For Your Agency's Wiki To Ensure Long-Term Value And Support Communication Goals

☐ Post-Conference Morning Workshop C: How To Use Social Media To Capture Your Employees' Knowledge Before They Retire

☐ Post-Conference Afternoon Workshop D: How To Implement A Social Media Campaign To Get Results: Engaging The Public And Online Communities, With Your Organization's Messages And Managing Your Reputation

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