

Back By Popular Demand...The 5th National Forum From The
Advanced Learning Institute's Acclaimed Executive Training Series For
FEDERAL, STATE & LOCAL Government Communicators...



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

"This conference was an incredible learning experience."

J. Martin, Program Analyst

INTERNAL REVENUE SERVICE

***** Register by October 23rd To Save \$400! *****
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, podcasting, wikis, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Communicating** more effectively and efficiently through the use of social media (blogs, podcasts, Real Simple Syndication (RSS) feeds, video podcasts, and much more)
- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Measuring** the impact social media has on relevant performance measures such as quality, service and cost
- **Operating** social media tools within the boundaries of government restrictions and firewalls
- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Using** social media tools, such as, blogging, podcasting and RSS
- **Incorporating** other social media tools such as blogs, podcasts and social networking into your

SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on how to engage your employees and citizens by using social media from leading government agencies and organizations, including:

U.S. Department of Defense

U.S. General Services Administration

**Transportation Security Administration,
U.S. Department of Homeland Security**

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

Central Intelligence Agency

U.S. Coast Guard Headquarters

**U.S. Geological Survey,
U.S. Department of the Interior**

National Academy of Public Administration

Canadian Embassy

Booz Allen Hamilton

IBM Center for the Business of Government

Global Healthy Living Foundation

Grassroots Enterprise

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 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

Care2

Socialtext

Smithsonian Institution

Supporting Organizations:



International Association of Business Communicators, Washington DC Chapter



National Association of Government Communicators



Federal Communicators Network

Presented by:



Your Government & Communications Training Partner Since 1997

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies are making dramatic strides in developing approaches and systems that work for them in their communication efforts. The periodic sharing of these experiences and "best practices" is an important element of this government evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

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MAXIMIZE YOUR TRAINING!

Choose From Four Workshops For Ultimate Value And Learning!

Sign up for your choice of these highly – interactive workshops:

- **Pre-Conference Morning Workshop A –**

Monday, December 8, 2008: 9:00 a.m. – 12:00 p.m.:

Social Media101:

How to Successfully Leverage New Media Tools In Your Organization And Achieve Organizational Buy-In

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

Monday, December 8, 2008: 1:30 p.m. – 4:30 p.m.:

Blogging 101: A Step-By-Step Process To Starting A Blog And Understanding How It Can Help Your Organization Achieve Its Mission

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

Thursday, December 11, 2008: 8:30 a.m. – 11:30 a.m.:

Taking Collaboration To The Next Level:
Creating Wikis And Understanding How They Can Work Best In Your Organization

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

Thursday, December 11, 2008: 1:00 p.m. – 4:00 p.m.:

How To Measure The Impact Of Social Media And Maximize Your Return On Investment

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

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

1. **26 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
2. **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

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

A LETTER FROM THE CONFERENCE CHAIRPERSONS...



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 these new forms of communication, including blogs, wikis, and social networks 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:

- **U.S. Department of Defense** is using new media tools to reach its audiences without breaking the budget and without mainstream media filters
- **IBM Center for the Business of Government** uses Web 2.0 tools in its workplace to improve operations
- **U.S. Coast Guard** is defining its way ahead in social media, and seizing the opportunity to leverage new information technology systems

[Register today online](#) or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "SOCIAL MEDIA for Government: How To Engage Your Employees And Citizens By Using BLOGGING, PODCASTING And The Latest WEB 2.0 Technologies To Drive Communication Results," this December in Washington, DC, to hear from government communicators who are currently utilizing social media tools.

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

Sincerely,



Kevin McCann, Executive Vice President, Client Services
GRASSROOTS ENTERPRISE
 Conference Co-Chairperson



Mike Panetta, Vice President of Public Affairs & Emerging Media
GRASSROOTS ENTERPRISE
 Conference Co-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 SOCIAL MEDIA CONFERENCE ATTENDEES:

*"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

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

Shannon Duplessis, Assistant IT Director
LOUISIANA DEPARTMENT OF CIVIL SERVICE

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

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

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

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

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

D. King, Application Support & Web Manager
ATLANTIC HEALTH

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

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

"Overall, the conference was excellent."

M. McCaskill, Public Affairs Specialist
ARMY MATERIEL COMMAND

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

D. Babcock, Program Analyst
INTERNAL REVENUE SERVICE

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

G. Shane, Technical Information Specialist
DEFENSE TECHNICAL INFORMATION CENTER

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

C. Dobbs, Program Analyst
U.S. GENERAL SERVICES ADMINISTRATION

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

N. Mulroy, Public Information Officer
HARTFORD POLICE DEPARTMENT, CONNECTICUT

PRE-CONFERENCE WORKSHOPS: Monday, December 8, 2008

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

Choose A or B or BOTH for Maximum Value and Learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

Social Media 101: How To Successfully Leverage New Media Tools In Your Organization And Achieve Organizational Buy-In

In this in-depth workshop, you will learn about emerging new communication strategies and technologies and explore ways to use them to better connect with your stakeholders. You will gain an overview of the latest tools in the social media and social networking sphere, hear specific government case studies, and explore and discuss ways these tactics can be implemented in your agency.

Specifically, we will discuss how your organization can:

- Use blogs to communicate with the public
- Embrace social networking sites to foster deeper levels of communication
- Leverage networked media tools and wikis to spread up-to-date information
- Incorporate text messaging into your communication strategies

A significant portion of the workshop will also focus on how to achieve internal buy-in from superiors and colleagues for implementation of these ideas. We will also spend time discussing what quantifies as success in achieving these initiatives.

At the end of this workshop, you will leave with many new ideas, tools and techniques to implement these strategies into your organization.

WORKSHOP LEADERS: Mike Panetta is currently the Vice President for Public Affairs and Emerging Media at Grassroots Enterprise where he manages a number of the firm's non-profit, trade association, and political clients and leads efforts to embrace new technology for political and advocacy purposes.

Kevin McCann, Executive Vice President of Client Services at Grassroots Enterprise has built and launched online campaigns for Fortune 100 corporations, political campaigns, national non-profit groups and the Canadian and U.S. governments.

Testimonials From Past Grassroots Enterprise Sessions:

"Really good presentation! Perfect for opening the conference."

"Good foundation and great examples."

"Very good cross section of social media topics."

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

Lunch on your own

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

AFTERNOON PRE-CONFERENCE WORKSHOP B

Bloggng 101: A Step-By-Step Process To Starting A Blog And Understanding How It Can Help Your Organization Achieve Its Mission

Blogs are probably the most popular social media tool – according to Technorati, there are more than 112 million blogs! As free blogging sites like Typepad, Wordpress, Blogger, and even MySpace have grown, blogs have truly become the mouthpiece for the masses.

Because ANYONE can create blog, they can be formal, informal, silly, controversial, truthful, deceitful, pointless, or influential. It's entirely up to the blog's author to determine the purpose and usefulness of his or her blog.

However, just because you *can* create a blog doesn't mean you *should* create a blog. Blogs are like any other communications tool in that you've got to have a purpose for it – what do you want to accomplish with your blog? Are you creating a blog as part of your communications strategy or are you creating it because it's the "cool" thing to do right now? What makes a good blog? What makes a bad blog? What should you consider before starting a blog?

In this hands-on session, you will not only get the answers to these questions, but you'll also get an opportunity to start your own blog and get an idea of how blogging could help your organization achieve its mission. More specifically, you will:

- Learn if your organization is ready to start a blog
- Understand the differences between an official government blog and a personal blog and how to negotiate your way through the unique federal government policies and regulations
- Create your own blog using step-by-step instructions
- Get to know some of the more successful public sector blogs and learn what makes them successful
- Arm yourself with the right resources, questions, and facts to show your organization the value in blogging
- Learn how to leverage other blogs to achieve your mission

WORKSHOP LEADERS: Steve Radick is an Associate at the global consulting firm Booz Allen Hamilton. Steve is one of Booz Allen's chief social media experts, working with clients to leverage a variety of social media strategies and tactics to increase collaboration, improve knowledge management, and foster virtual communities.

Daniel Williams is a Senior Consultant at the global consulting firm Booz Allen Hamilton. Daniel works with several clients on social media technical implementations using a variety of software platforms and tools. In addition, Daniel provides technical guidance to the Booz Allen's internal social media initiatives.

Testimonials From Past Booz Allen Hamilton Sessions:

"Great insight into aggregation of best-in-class tools to meet the needs of people."

"Steve is wonderful—engaging and never boring."

"Practical experience shared is excellent; made the topics more applicable."

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AGENDA - DAY 1: Tuesday, December 9, 2008

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



CHAIRPERSONS' ADDRESS

Chairpersons' Welcome, Opening Remarks & Presentation: How To Use Social Media To Enhance Your Organization's Online Presence

Social media tools are currently being used by individuals to promote their own personal "brand." These same tactics can also be used to enhance your agency's online presence.

In this session, you will learn the basics of the emerging media landscape, what drives social media connections, and how your organization can leverage them. Examples and case studies of success stories from the Health and Human Services, Voice of America, U.S. Small Business Administration, and the Los Angeles Fire Department will be highlighted, as well as ideas for taking the necessary steps for your organization to gain an online presence.

By the end of this session, you will have a better understanding of how to:

- Interact with each other online
- Begin taking advantage of recent trends in online communication
- Connect with stakeholders inside and outside your organization

Mike Panetta, Vice President for Public Affairs and Emerging Media

GRASSROOTS ENTERPRISE

9:35 a.m.



Speed Networking

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

10:05 a.m.



Morning Refreshment & Networking Break

10:35 a.m.



CASE STUDY

How To Maximize Your Blog: Promoting Your Organization's Message And Keeping Current With The Trends While Staying Within A Budget

As people become more saturated in the rapidly expanding world of Web 2.0, it is necessary that the government plays an active role in participating. This is why the Federal Citizen Information Center (FCIC) created Gov Gab – Your U.S. Government Blog.

On Gov Gab, the blog writers discuss how government information is helpful to citizens everyday, and how to easily access and incorporate this information into their lives. The posts encourage dialogue and comments from readers are welcomed and answered by the bloggers and other citizens as well. Gov Gab is a tool for Americans to communicate directly with the Federal government. In September, 2008, Gov Gab celebrated its 1st birthday with a year's worth of valuable content in its archive.

In this session, you will learn:

- How to use blogging to communicate effectively
- Why blogging is so popular (inexpensive, offers anonymity, etc.)
- How to maximize your agency's message by the structure of a blog (multi-writer vs. single person, frequency of posts, etc.)
- Using a blog as a media tool (commenting on other blogs to create a "presence" in blogosphere and other marketing techniques)
- Keeping your blog current as trends and technology evolve

Colleen Ann Bayus, Consumer Information Specialist, Federal Citizen Information Center
U.S. GENERAL SERVICES ADMINISTRATION

11:25 a.m.



CASE STUDY

How To Successfully Introduce New Media Tools Into Your Agency And Implement A Sustainable Social Media Program

How does a government agency get engaged in social media? This question faced the Coast Guard Headquarters Office of Government and Public Affairs recently as it was directed to lead the way on this new organizational initiative.

In this process, the Coast Guard has been faced with several requirements to implement a sustainable program, such as, accomplishing senior leader buy-in, obtaining necessary resources for implementation, and employee engagement in using social media strategies.

Currently, they are overcoming many hurdles, and will share how they are approaching support for:

- Development of new policy
- Obtaining new resources

- Gaining expertise
- Changing attitudes
- Development of specific activities

Today, the Coast Guard is still defining its way ahead in social media, but current efforts, coupled with longer-term strategies are gaining traction. Additionally, seizing the opportunity to leverage new information technology systems coming on-line has greatly enhanced the cause. The Coast Guard's social media presence is relatively small today, but that is expected to change dramatically in the near future.

In this session, you will take away key steps on how to engage your organization and implement your own sustainable social media program.

Glynn Smith, Chief, Strategic Communications
U.S. COAST GUARD HEADQUARTERS

12:15 p.m.

Lunch On Your Own -- But Not Alone!

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

1:45 p.m.



How To Prepare Yourself And Your Organization For Leveraging Web 2.0 And Integrating It Into Your Communications Strategy

Over the past year, there has been enormous hype in the media about the growth of Web 2.0 and the use of social networking by the Millennial generation. There has also been much publicity about using Web 2.0 in business and government. For example, its use spans three distinct types of uses: communication, interaction, and service delivery. Agencies are being challenged in all three of these types of uses.

This session will examine the hype, as well as:

- Present the potential uses of social computing in government
- Discuss the barriers to Web 2.0
- Describe a series of specific next steps you can take to bring your agency into the Web 2.0 world

John Kamensky, Senior Fellow
IBM CENTER FOR THE BUSINESS OF GOVERNMENT

2:35 p.m.



Afternoon Refreshment & Networking Break

3:05 p.m



How To Develop Practical Strategies And Effective Strategies For Building An Online Audience For Government

What's an effective and proven web strategy for building an email audience for government? Ask Canada. The Canadian Government started Connect2Canada, Canada's Network in the United States, and in less than three years, thousands of Canadians and people with a Canadian interest have signed up to share stories, learn about events, receive newsletters and timely updates. In this session you will learn about the strategies used in building Connect2Canada, what worked, what hasn't worked, and advice to give to other government entities who need to build an audience.

Specifically, you will gain an understanding of:

- The "Cookie" Concept: Connect2Canada's guiding principal
- Messaging techniques that work
- Leveraging popular networks and growing your own network for social outreach
- Designing of the brand and how it has changed
- The use of RSS, blogging, microsites, external API services and user-generated content
- The challenge of moving a bureaucracy down the path of social outreach -- approvals and roadblocks

Alexi Aldrich, Advocacy Officer (Public Affairs), Washington Advocacy Secretariat
CANADIAN EMBASSY

Kevin McCann, EVP Client Services
GRASSROOTS ENTERPRISE

3:55 p.m.



How To Build And Sustain Communities Of People Using Social Media Technology

CreakyJoints, a social network and community for people with arthritis, was co-founded in 1999 by a college freshman and person with arthritis, Seth Ginsberg. Today, CreakyJoints.org is a robust arthritis community, with over 25,000 registered users, providing education, support and inspiration to an audience of arthritis patients, caregivers and professionals. In addition to on-line activities, CreakyJoints produces and executes off-line educational programming. Activities are supported by grants and sponsorships from pharmaceutical companies. CreakyJoints.org is a part of the Global Healthy Living Foundation, a 501(c)(3) operating charity.

In this session, you will hear about the experiences of:

- Building and sustaining a community of people
- Creating a "strong bond affinity group," and how it has allowed the community to grow and flourish
- Overcoming industry challenges that exist (i.e. continuously monitoring information, reporting adverse events, the need for immediate response) which parallel Government agency areas of concern

Specifically, in this session, you will take away:

- Techniques to build and sustain communities of people
- Ways to overcome perceived obstacles to social networking
- Lessons on tracking and success metrics

- Steps on how to address a broad audience, conservatively, and have a good time doing it
- The importance of amplifying positive experiences to the broader online community

Seth D. Ginsberg, President
GLOBAL HEALTHY LIVING FOUNDATION

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!

6:00 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 10, 2008

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.
Chairpersons' Opening Of Day Two

Mike Panetta, Vice President for Public Affairs and Emerging Media
GRASSROOTS ENTERPRISE

Kevin McCann, Executive Vice President of Client Services
GRASSROOTS ENTERPRISE

8:40 a.m.



Maximizing Your Communication Efforts By Integrating Social Media (Blogging, Podcasting & Other New Media) With Traditional Channels

The U.S. Department of Defense (DoD) is increasingly turning to "New Media" to improve its communications and information sharing. In this session, you will learn how DoD is using Web 2.0 & beyond, mobile content, blogger engagement, podcasting and other new media tools to reach its audiences without breaking the budget and without mainstream media filters.

DoD is using new media definitions to define its audiences. It's all about connectivity. Understanding this connectivity helps promote your own website search engine results and takes your information directly to your audiences. Here are a few examples of why new media plays such a critical role in DoD communications, and why your organization needs to be ready to engage in this information and communication revolution, too:

- Did you know that the top government and organization podcasts downloaded from iTunes are from DoD?
- Did you know that when you talk to one blogger, you are potentially talking to 2 million virally-linked people per blogger?
- Did you know that the blogosphere is doubling in size every 6 months? Did you know that more than 1.1 billion people worldwide are now online?
- Did you know that web traffic to blogs of the top 10 online newspapers grew 210% this past year?

Web 2.0 & beyond and social/consumer generated media is changing the way we work, communicate and live. As a result, DoD is engaging in two-way communications with the blogger community – it's all about the viral spread of your message via the connectedness of the blogosphere.

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

- Applying simple, low-cost, effective ways to broaden your communications reach using new media tools
- Repackaging your existing communication products to streamline your messages

Jack Holt, Chief, New Media Operations
LT, Jennifer Cragg, New Media Directorate
Office of the Assistant Secretary of Defense for Public Affairs
U.S. DEPARTMENT OF DEFENSE

9:30 a.m.



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

10:20 a.m.



Morning Refreshment & Networking Break

10:40 a.m.



SPECIAL PRESENTATION

Understanding The Importance Of Regulation And Guidance Related To Using Social Media

The new wave of Web 2.0 technologies presents both short and long-term challenges for today's leaders. Already the use of blogs, wikis and powerful search engines has opened to scrutiny the day-to-day operations of public entities. In order to effect positive change through Web 2.0, leaders must address the gap that exists between ideas, vision and leadership which emanate from the top and data experience and institutional knowledge accruing at the bottom. Collaborative technology is helping government leaders meet this challenge and close the gap between ideas and data.

With more and more managers embracing Web 2.0 tools, the rise of collaboration in the everyday function of government brings new questions about appropriate governance, policymaking, and infrastructural elements. Emerging trends are forcing a fundamental change in the mission and structure of federal agencies and although the idea of fostering such a transformational change in government seems daunting, this is precisely what the next generation of public leaders must do.

In this session, you will:

- Discover concrete examples of how government is changing based upon these tools
- Learn how to reorient your organization's attitude toward Internet, IT and collaboration in order to maximize the benefits of these tools
- Identify the policies, laws and procedures that must change to accommodate successful use of these new tools
- Learn how to recognize the need for change
- Ensure that appropriate governance is in place to guide your transformation

Frank DiGiammarino, Vice President, Strategic Initiatives and Business Development
NATIONAL ACADEMY OF PUBLIC ADMINISTRATION

11:30 a.m.



CASE STUDY

How To Petition Public Opinions And Information Through Blogging And Open The Lines Of Communication

Recently, the Transportation Security Administration (TSA) has strategically placed *Got Feedback?* stickers at all of their 450 + airports in highly viewed areas on equipment and tables, in efforts to draw passengers to the TSA Blog. The blog serves as an alternative to leaving specific feedback with a Customer Support Manager (CSM), allowing passengers to express their questions, comments, complaints, and concerns.

The information has been used to not only address passenger's concerns, but also serves as content for local training/shift briefings.

In this session, you will understand the benefits of:

- Opening the lines of communication externally
- Empowering the public opinion to educate, train and improve your organization
- Utilizing the information you get from public to strengthen your workforce and mission

Curtis "Bob" Burns, Program Analyst, Office of Strategic Communications & Public Affairs
Christopher White, Deputy Assistant Administrator of TSA Public Affairs

TRANSPORTATION SECURITY ADMINISTRATION, U.S. DEPARTMENT OF HOMELAND SECURITY

12:20 p.m.

Lunch On Your Own -- But Not Alone!

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

1:50 p.m.



Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

2:35 p.m.



How To Podcast To Engage Your Audience When Your Resources Are Limited

Podcasting is a flexible, engaging, and personal way to get your agency's messages and your people out from behind the bureaucracy and jargon. It might also, however, conjure images of expensive studio setups and even more expensive staff dedicated to running them.

At the U.S. Geological Survey, they have brought their science and scientists into thousands of computers and mp3 players on a very slim budget and with a handful of people, and they're just getting started.

In this session, you will discover how to:

- Podcast with a staff of two or three and under a budget of \$1,000
- Stretch your dollars on publicity and audience
- Capture a large amount of content without starting from scratch
- Use podcasting as a great audio and video tool

You will also learn what your agency should and should not do when getting started with podcasting.

David Hebert, Writer-Editor, Office of Communications
Scott Horvath, Public Affairs Specialist/Web Developer, Office of Communications
U.S. GEOLOGICAL SURVEY, U.S. DEPARTMENT OF THE INTERIOR

3:25 p.m.



Afternoon Refreshment & Networking Break

3:40 p.m.



CASE STUDY

Transitioning From Audio To Video: How To Get Started By Integrating Vodcasting Into Your Social Media Toolkit

Do you have a podcast and want to add video? Or, do you want to just jump right in to video podcasting, also known as, vodcasting?

In this session, you will learn what it takes to make the jump to video. You will see specific examples of how the National Institutes of Health (NIH) produces regular video programs and content, plus how video is repurposed for other social media applications. You will get to follow a story through the entire development process, from concept and press release, through recording and editing, to posting of audio and video to iTunes and YouTube.

Specifically, in this session, you will learn:

- The importance of planning ahead and setting expectations: results and impact are measured against those expectations
- How to identify the strengths of existing materials to see if and how they can evolve and be transformed into visually attractive social media content
- What common mistakes to watch out for and what can do to make your material stand out in a crowded, new medium
- How to adapt according to audience: the similarities and differences between press releases and podcasts, newsletters and vodcasts
- How much it costs to vodcast vs. podcast – what are the investments in time and equipment you may need to make
- Who's watching and how to tell: tips to determine if outreach is meeting goals

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

4:30 p.m.

Chairpersons' Recap:

Key Takeaways And What To Do When You Get Back To The Office

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

Mike Panetta, Vice President for Public Affairs and Emerging Media
GRASSROOTS ENTERPRISE

Kevin McCann, Executive Vice President of Client Services
GRASSROOTS ENTERPRISE

4:45 p.m.

Close Of General Sessions

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POST-CONFERENCE WORKSHOPS: Thursday, December 11, 2008

INTERACTIVE POST-CONFERENCE WORKSHOPS

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

Choose C or D or BOTH for Maximum Value and Learning

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

MORNING POST-CONFERENCE WORKSHOP C

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

Taking Collaboration To The Next Level:

Creating Wikis And Understanding How They Can Work Best In Your Organization

If governments are to ensure their relevance and authority, they must move quickly to meet rising expectations for openness, accountability, effectiveness and efficiency in the public sector. Today, many governments are able to utilize wikis despite their lack of priority.

Government agencies are making a dramatic effort to develop approaches and systems that work for them in their communication strategies and need to know how social media can be embraced by their organization to work in open shared communities. This is Facebook for the Enterprise and enables tagging functions, groups to form, etc.

In this interactive session, you will learn how:

- Wikis allow for various agencies in the government to collaborate
- People can collaborate across geographical barriers, organizational structures and time differences
- To create a fully functional wiki page, while emphasizing the particular aspects and value of cross collaboration

WORKSHOP LEADERS: Michael Idinopulos is Vice President of Professional Services and Customer Success at Socialtext. He leads the Customer Success Team which is responsible for all aspects of post-sale customer delivery, including technology and customized programs to deliver training, adoption, and organizational change.

Alan Lepofsky is the Director of Marketing at Socialtext. Prior to that, he spent 14 years at IBM/Lotus helping customers learn about and implement collaboration solutions.

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

Lunch on your own

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

AFTERNOON POST-CONFERENCE WORKSHOP D

How To Measure The Impact Of Social Media And Maximize Your Return On Investment

The ability to measure and quantify the impact of an organization's outreach is critical for government agencies. Measurement plays a key roll in assessing past campaigns and justifying future initiatives.

This workshop will explore methods for measuring the impact from social media outreach in terms of reach, quality, and value. Questions this workshop will answer include:

- What is your reach?
- What impact did your outreach have?
- What was the return on investment?

This session will introduce several useful measurement tools and draw on lessons from the private sector and nonprofit sector to offer you ideas and tools for measuring the impact of your outreach using social media and Web 2.0 tools.

WORKSHOP LEADERS: Eric Rardin is a Director of Nonprofit Services at Care2, an online social network of over 9 million people worldwide concerned with a healthy environment and living sustainable lives.

Vanessa Harbin is the Online Fundraising Manager in the Smithsonian Institution's Office of External Affairs. She joined the Smithsonian in February 2006, to oversee the launch of the first unrestricted online fundraising program at the Institution.

ABOUT OUR CONFERENCE SUPPORTERS:



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: 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 www.nagc.com.



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 or visit the FCN website at <http://www.fcnc.gov>.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT:

Sheraton National Hotel

900 S. Orme Street
 Arlington, VA 22204
 Phone: 703-521-1900 or 888-627-8210
www.sheratonnational.com <<http://www.sheratonnational.com/>>

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 \$209/night. Please be sure to call the hotel no later than November 7, 2008 to help ensure this rate and mention that you are attending the “Advanced Learning Institute” government conference.** We recommend that reservations be made early.

Located at the gateway to the District of Columbia, the Sheraton National Hotel offers contemporary accommodations and first-class service and is convenient to all of Washington's attractions, businesses and government centers. Downtown D.C. is just a 10 minute Metro ride away from the Pentagon City Metro (Blue & Yellow Lines) which is easily accessible via the hotel's complimentary shuttle service. The hotel also provides complimentary shuttle service to Reagan National Airport, the Pentagon, Crystal City, the Mall and restaurant row. Airport access is just 3 miles away at Reagan National Airport (DCA), 27 miles away at Dulles International Airport (IAD) and 36 miles away at Baltimore International Airport (BWI).

Join us in the nation's capitol for A.L.I.'s 5th Conference on "Social Media for Government: How To Engage Employees And Citizens By Using Blogging, Podcasting And The Latest Web 2.0 Technologies To Drive Communication Results" and enjoy this wonderful city from its restaurants, shopping and attractions to its 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.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by October 23rd	Regular Pricing: Register with payment after October 23rd
Conference Only (December 9 th & 10 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 9.75% sales tax on workbook orders.		

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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

GROUP DISCOUNTS:

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before November 24th) a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after November 24th) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

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

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

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

WE GUARANTEE RESULTS:

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

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

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

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


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

Registration Form		<i>Please photocopy for group members.</i>	
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Please check:		E-mail Priority Code: _____ Amount Due: _____	
<input type="checkbox"/> Conference Only <input type="checkbox"/> Conference Plus Workshop(s): <ul style="list-style-type: none"> <input type="checkbox"/> Pre-Conference Workshop A: Social Media 101: How to Successfully Leverage New Media Tools In Your Organization And Achieve Organizational Buy-In <input type="checkbox"/> Pre-Conference Workshop B: Blogging 101: A Step-By-Step Process To Starting A Blog And Understanding How It Can Help Your Organization Achieve Its Mission <input type="checkbox"/> Post-Conference Workshop C: Taking Collaboration To The Next Level: Creating Wikis And Understanding How They Can Work Best In Your Organization <input type="checkbox"/> Post-Conference Workshop D: How To Measure The Impact Of Social Media And Maximize Your Return On Investment 			
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