

Back By Popular Demand...The 13th Forum From The
Advanced Learning Institute's Acclaimed Executive Training Series For
FEDERAL, STATE & LOCAL Government Communicators...



**Register Early!
July '09
Program
SOLD OUT!**

SOCIAL MEDIA for Government

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

December 7-10, 2009 • Washington, DC

Rave Review from a July 2009 A.L.I. Social Media for Government Conference Attendee:
*"I learned more about social media in these two days than I could have researched on my own in two weeks.
I'm going back to the office to redo and improve my social media plan. Thanks!"*

V. Murray, Supervisory Congressional Liaison
DEFENSE SECURITY COOPERATION AGENCY

***** Register by October 22nd 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, social networks, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Communicating** more effectively and efficiently through the use of social media (blogs, podcasts, Twitter, Real Simple Syndication (RSS) feeds, video podcasts, and much more)
- **Using** Twitter to interact with constituents, promote your programs and build community
- **Measuring** the effectiveness of your social media strategy and determining its value within your organization
- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Operating** social media tools within the boundaries of government restrictions and

SPEAKING ORGANIZATIONS:

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

U.S. Department of Defense

**U.S. Department of Agriculture Forest Service
Region 9**

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

City of Chesapeake, Virginia

GovLoop

IBM Center for the Business of Government

Global Healthy Living Foundation

Defense Information School

U.S. Department of Energy

Northern Virginia Regional Commission

U.S. Nuclear Regulatory Commission

Charlotte Fire Department, North Carolina

firewalls

- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Maximizing** awareness of your agency's mission to the public
- **Learning** how to easily communicate to the public through external blogs, podcasts and video podcasting
- **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
- **Planning**, implementing and managing Web 2.0 tools in government

Energy Information Administration (EIA)

IQ Solutions, Inc.

Bridge Consulting

StrataComm LLC

About Face Media

Water Words That Work, LLC

E-WRITE

Tomoye Community Software

Defense Acquisition University

Presented by:



**Your Government &
Communications
Training Partner
Since 1997**



All conference attendees will be invited to expand their network and continue the conversation in the conference wiki - - you'll be using social media immediately!

Supporting Organizations:



Federal Communicators Network



If you get it, share it



**National Association of
Government Communicators**



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC



WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies are making dramatic strides in developing approaches and systems that work for them in their communication efforts. The periodic sharing of these experiences and "best practices" is an important element 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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or register online at www.aliconferences.com

MAXIMIZE YOUR TRAINING!

Choose From Four Workshops For Ultimate Value And Learning!

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

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

Monday, December 7, 2009: 9:00 a.m. – 12:00 p.m.:

Social Media 101: Mastering Your Strategy First, And Technology Second

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

Monday, December 7, 2009: 1:30 p.m. – 4:30 p.m.:

How To Measure The Impact Of Social Media And Determine Next Steps

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

Thursday, December 10, 2009: 8:30 a.m. – 11:30 a.m.:

Practicing Social Media: How To Use Blogs, Wikis, RSS And Other Social Media Tools To Improve Communication With Your Internal And External Audiences

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

Thursday, December 10, 2009: 1:00 p.m. – 4:00 p.m.:

How To Blend Traditional And Non-Traditional Media For Your Communications Plan

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
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 Defense, GovLoop, U.S. Department of Energy, City of Chesapeake, Virginia**, 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 use social media tools** to foster your organization's values and mission in a hands-on environment

A LETTER FROM THE CONFERENCE CHAIRPERSON...



Dear Federal, State and Local Government Communications Professionals:

Social Media—two words that have filled the headlines, our hallways, and our homes on an increasing basis over the past year. Nowadays, we and our consumers have increasing options on how we want to consume our content, where we go for information, and how we process that information. Whether it's receiving CNN's breaking news on Twitter, expanding our network by befriending colleagues on social networking sites, or watching live video online, the market for information and how that information is packaged, produced and processed has evolved.

Why Should You Attend This Social Media For Government Conference?

Those two words, social media, are often said with great promise and hope to expand reach, further the message and produce results, quickly. Right? Well, that's only half the story, in fact, it's the side bar. The main opportunity social media introduces is the platform for a two-way conversation and ongoing dialogue between individuals and organizations. Social media is in and of itself, a large extension of one's tool belt to further engage and connect with your stakeholders, colleagues and/or the general public. It expands your options, adds voice to your mission and empowers both the individual and the organization. This provides a plethora of opportunities for the public sector as well as unique challenges and barriers that can be overcome. **The golden ticket, of course, is what and how does this make sense for you and your organization? This is where this conference comes into play.**

"Social Media for Government" will help you understand how to utilize new social media tools with your employees, the citizens you serve, and other stakeholders and customers. 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** has used established principles and policies to open the door to new social media tactics and procedures
- **U.S. Geological Survey** used podcasting to bring their science and scientists into thousands of computers and mp3 players on a very slim budget and with a handful of people
- **City of Chesapeake, Virginia** implemented a step-by-step process to learn more about social media and encourage the other communicators in their organization to join in on the adventure

Don't be left behind - - [Register today online](#) to reserve your space 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 The Latest WEB 2.0 Technologies To Drive Communication Results," this December in Washington, DC, to learn from communicators who are currently utilizing social media tools successfully in their organizations.

I look forward to seeing you this winter!

Sincerely,
Alexandra Rampy, Interactive Communications Manager
IQ SOLUTIONS
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, call (888) 362-7400 or [click here for details](#).

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"This conference was an incredible learning experience."

J. Martin, Program Analyst

INTERNAL REVENUE SERVICE

*"The conference really gave me **many, many**, good ideas and how to accomplish them. The conference was good for my organization and for me personally."*

J. Blair, Public Affairs Specialist

U.S. DEPARTMENT OF COMMERCE

"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

"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 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

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

- S. Eychner, Supervisor, WorkInTexas

TEXAS WORKFORCE COMMISSION

"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 7, 2009

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

Choose A or B or BOTH for Maximum Value and Learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

Social Media 101: Mastering Your Strategy First, And Technology Second

Twitter, Facebook, MySpace, Flickr, Tumblr, FriendFeed, Del.icio.us, StumbleUpon... This list barely scratches the surface of the social media landscape in 2009. How can anyone expect to learn the wide range of tools available, much less put them to good work?

In this session, you'll cut through the jargon and get to the crux of assembling an effective social media strategy that supports your organizational goals. Specifically, we'll cover:

- A high-level overview of social media platforms, tools, and trends
- A look at the state of the blogosphere and Twitter
- A realtime demonstration of audience identification and engagement around a model scenario

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

WORKSHOP LEADER: Jon Carpenter, Digital Strategist at Stratacomm, brings extensive experience in content strategy and social media to Stratacomm clients. He specializes in distilling client communications goals into effective, coordinated campaigns. Day to day, he manages technical and business processes from initial concept to delivery and implementation, including ongoing iteration based on web analytics and user feedback.

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

How To Measure The Impact Of Social Media And Determine Next Steps

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

Building upon the current measurement frameworks to evaluate government websites, this workshop will teach you how to prove the value of social media by:

- Reviewing several evaluative techniques and their pros and cons
- Exploring and comparing social media endeavors of governments around the globe (including, but not limited to, initiatives in the United Kingdom, Finland, Malta, Australia, South Korea, and Singapore)
- Developing a tailored measurement framework in your agency

- Applying the framework to a scenario in real-time

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

WORKSHOP LEADER: Andrew Krzmarzick is Community Manager for GovLoop, the social network developed by and for the government community. He's the author of the GenerationShift blog and co-creator of IAmPublicService.org. Andrew focuses his energy on addressing the impact of the four generations in the workforce, Web 2.0, and telework on the public sector.

Testimonials From Past Andrew Krzmarzick Sessions:

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

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

"Engaging presentation style."

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AGENDA - DAY 1: Tuesday, December 8, 2009

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Alexandra Rampy, Sr. Communications Associate
IQ SOLUTIONS, INC.

8:40 a.m.



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

In only a few months, GovLoop.com has connected nearly 15,000 federal, state, and local government employees. A social network for government, the site incorporates a range of Web 2.0 technologies including blogs, YouTube videos, social profiles, Twitter, and discussion threads.

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

- Fostering conversation
- Building trust
- Viral marketing

- Adding value to others
- Dealing with troublemakers
- Turning skeptics into members
- Turning members into leaders

Steve Ressler, Founder
GOVLOOP

9:30 a.m.



Break-Out Blitz!

Network And Discuss Social Media Challenges With Your Fellow Conference Attendees

This session will open the conversation by connecting you with other conference participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

**So I'm A Social Media Expert? Now What?:
 A Step-By-Step Process To Get Your Social Media Plan Started**

If you're like me, when you get back to the office, your boss is going to say, "Now you're a social media expert. Great! Start working on a plan." And there you are with this vast array of knowledge that you've never applied.

During this case study, you will learn the baby steps you can take to learn more about social media and how you can help and encourage the other communicators in your department to join in on the adventure - before you write a single plan or policy.

Specifically, you will learn the necessary steps to get started, including:

1. Get your hands on social media:
 - Get started with the easy to use tools
 - Find out what social media tools your customers are using and how to use them
 - Try new ways to get your news
 - Keep learning - read, listen to, and watch everything you can get your hands on
 - Talk to teenagers
2. Bring your co-workers into the fold:
 - Use social media to communicate compelling content
 - Create opportunities to collaborate
3. Broaden your reach:

- Start with a low-risk project
- Make your own video

4. Assemble a team to write your policy

Lizz Gunnufsen, Public Communications Officer
CITY OF CHESAPEAKE, VIRGINIA

11:20 a.m.



How To Use Podcasting To Engage Your Audience - - Even 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.

In this session, you will discover how to:

- Podcast with a staff of two or three and a budget under \$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

12:10 p.m.

Lunch On Your Own -- But Not Alone!

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

1:40 p.m.



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

2:30 p.m.



How To Help Subject Matter Experts Write Good Online Content: Wikis In Action

Like many organizations, the Energy Information Administration (EIA) needed a Web Editorial Style Guide to document preferred editorial style for its online products and to answer questions like “Is website one word?” But EIA also needed a Style Guide for a larger purpose. It needed to provide guidance to its subject matter experts who, as part of EIA’s distributed publishing model, were tasked with writing more web content.

This case study describes how E-WRITE and EIA worked together during an 18-month period to develop their Web Editorial Style Guide. We’ll explain why EIA decided not to publish the Style Guide in print, where it might gather dust on a shelf, or as a hard-to-navigate PDF file. Instead, EIA chose to make the Style Guide a living document and publish it in an easy-to-update, controlled-access wiki.

During this session, you will learn how a wiki can properly support your project goals in a live, collaborative format. Specifically, you’ll learn:

- EIA developed the scope and content for the Style Guide
- Your agency can benefit from using a wiki to publish
- A series of workshops can be a functional part of your wiki rollout
- To manage your agency’s wiki
- EIA’s Editorial Style Guide has improved overall content quality

Nicholas Johnson or Colleen Blessing
ENERGY INFORMATION ADMINISTRATION

Leslie O’Flahavan, Owner
E-WRITE

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



How To Create A Social Media Strategy For Crisis Communications: Lessons Learned And Pitfalls To Avoid

Social media represents a broad change in how people are communicating with each other. Can your agency reach more people with their message? Is it time for a paradigm shift in the way public safety agencies communicate with their customers?

Currently, the Charlotte Fire Department uses a dozen or more social media applications to communicate with their audiences, including Twitter, Yahoo Groups, BlogSpot, and Delicious. These applications have been effectively used for crisis communications during flash flooding events, structure fires, haz-mat incidents, and other emergencies. Social media applications have also been used in the dissemination of video & digital photography for post incident reporting. The Charlotte Fire Department's use of these applications has been instrumental in creating opportunities to form partnerships with key transportation businesses such as UPS and FedEx enabling their agency to extend their reach into their community.

In this session, real-life experiences, practical and impractical uses of Web 2.0 applications for public safety agencies in emergency situations will be presented. Specifically, we'll cover:

- Lessons learned
- Pitfalls to avoid
- The legal aspects of public record
- How to get started

If your agency is contemplating using social media tools to communicate with the public, business, and news media, this session is for you.

Mark Basnight, Captain, Office of Public Affairs
CHARLOTTE FIRE DEPARTMENT, NORTH CAROLINA

4:25 p.m.



Panel Discussion: Lessons Learned In Web 2.0 Adoption -- Realizing The Potential

Many government organizations are struggling with how to practically apply social media to enhance their existing knowledge sharing and collaborative initiatives. Within the government and military, communities of practice have proven to be highly effective at building and maintaining practitioner networks.

Using case studies and lessons learned, this session will share the challenges and detail the practical implementation of Web 2.0 at the U.S. Nuclear Regulatory Commission and the Defense Acquisition University.

During this session, you'll be provided with actionable strategies on how to deliver value from your own Web 2.0 efforts, including:

- Improved opportunities for user awareness/networking
- Increased collaboration and community engagement
- Opportunities for improved integration and visibility
- Proven strategies for success, along with what pitfalls to avoid

Eric Sauve, CEO and Co-Founder
TOMOYE COMMUNITY SOFTWARE

Ilyne Miller, Advisor for Organizational Effectiveness Initiatives, Office of Nuclear Reactor Regulation
U.S. NUCLEAR REGULATORY COMMISSION

Jill Garcia, Knowledge Project Officer
DEFENSE ACQUISITION UNIVERSITY

5:15 p.m.
End of Day One

5:30 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!

7:00 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 9, 2009

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.
Chairperson's Opening of Day Two

Alexandra Rampy
IQ SOLUTIONS, INC.

8:40 a.m.



The Obama Administration: A Status Update On Its Open Government Initiatives

The Obama Administration launched an Open Government initiative, which included the use of social media tools, shortly after taking office. This included striking agreements with social networking companies so federal agencies could participate; working internally with government lawyers to resolve privacy, Section 508, and other concerns; and launching both internal and external social media pilots. The Administration also set out to

change the way government agencies engage the public in rulemaking and other areas, how they collaborate, and how they become more transparent. These new ways of doing business are reflected in Data.Gov, the IT Dashboard, and Recovery.Gov.

This “can’t miss” presentation will provide an update on the progress of the Obama Administration’s Open Government initiatives, and an overview of the challenges and opportunities that lie ahead.

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

9:30 a.m.



Morning Refreshment & Networking Break

10:00 a.m.



CASE STUDY

Maximum Communication, Minimum Delay: Linking Practice, Security And Policy In A Networked Web 2.0 World

The U.S. Department of Defense (DoD) has been a leader in the development of community in the "New Media" global information environment. “New Media” is no longer “new,” neither are the basic principles that guide conduct that communicates and protects your reputation as well as the network. In this session, you will learn DoD best practices in the Web 2.0 world. It’s about working differently.

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

- Using established principles and policies to open the door to new social media tactics and procedures
- Understanding the differences between how we have been working and how we could be working to maximize productivity and results

Jack Holt, Senior Strategist for Emerging Media
Office of the Assistant Secretary of Defense for Public Affairs
U.S. DEPARTMENT OF DEFENSE

Staff Sergeant Joshua Salmons, Instructor
DEFENSE INFORMATION SCHOOL

10:50 a.m.



CASE STUDY

What’s Your Story?: How To Implement Government Marketing Goals Through Online Video Content And Social Media Strategy

The U.S. Forest Service (USFS) was established in 1905 as an agency of the U.S. Department of Agriculture. The Forest Service manages public lands in national forests and grasslands, which encompasses 193 million acres.

Recently, About Face Media collaborated with the U.S. Forest Service Eastern Region to engage online viewers with stories from top-level USFS officials on down to 8 year old children. USFS utilized an existing program of “success stories” and translated them to a more engaging video format. Focusing on outreach in

urban cities, as well as rural settings, these stories present the overall message of the USFS, which is restoring and conserving the forest resources of the United States, or “connecting citizens to the land.”

Along with collaborating on content, the USFS and About Face Media worked together to create the best strategy within the boundaries of government organization restrictions on media.

This presentation will include representatives from both organizations and include video samples to support the case study.

Hear the details behind this social media project, firsthand, and learn how you can apply new ideas to your own social media strategy, including:

- Leveraging the benefits of story-based online video content
- How the USFS utilized the vast array of social media tools to reach their target audience
- Using a collaborative process to create a strategy for a social media program, specifically when working with government restrictions
- How to define success in a social media marketing program for government

Daryl Pridgen, Forest Service Public and Government Relations
U.S. DEPARTMENT OF AGRICULTURE FOREST SERVICE REGION 9

Denise Roberts McKee, COO
ABOUT FACE MEDIA

11:40 a.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.

1:10 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.

1:55 p.m.



A Successful Checklist For Social Media Integration: How To Find, Encourage And Amplify The Compelling Stories Your Agency Inspires

When the Department of Energy (DOE) held its biennial Solar Decathlon in Washington, DC, the National Mall transformed into the global center of leading edge solar innovation. 20 university teams from across the United States and Europe competed to design and build the most energy-efficient and stylish solar-powered homes. The teams were judged according to 10 criteria for a week, with the results revealed in a suspenseful awards ceremony.

The Solar Decathlon provided an incredible experience for all of those who witnessed it. But what about the rest of the country and the world? Telling that story required deliberate and strategic efforts on the part of the DOE. Reconciling a wide range of content sources including the blogs of 20 teams, amateur videos and photos posted by visitors on the Mall, external blogs, news stories, and original DOE content, the Solar Decathlon staff provided the proper kindling to all parties to tell a clear, compelling, and interactive story.

Attend this presentation and learn how you can share the stories your government agency inspires using social media tools. Specifically, you will learn:

- A success checklist for social media integration into your next initiative
- How to compete in a world where everyone is a publisher
- The most common mistake of failed web initiatives – and how to avoid it
- A quick and easy way to aggregate and moderate user-generated content on a dot gov website
- When you should repurpose content and when you should create it

Phil West, Director

Office of Technology Advancement and Outreach, Energy Efficiency and Renewable Energy

U.S. DEPARTMENT OF ENERGY

Jon Carpenter, Senior Manager, Digital Strategy

STRATACOMM LLC

2:45 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



CASE STUDY

Government Advertising 2.0: How To Cost-Effectively Promote Your Program With Online Advertising

Can government agencies effectively advertise on Facebook, MySpace, and other online communities? In the summer of 2009, the Northern Virginia Clean Water Partners decided to find out.

After many years of running pollution prevention radio ads and measuring their results with telephone polls, this task force of county and municipal governments added an online pilot project to the mix. They launched a clean water blog and promoted it with ads on Facebook, MySpace, Google, and Yahoo!

In this session, you will get the inside, up-to-the-minute story on the Northern Virginia Clean Water Partners' social media experience, including:

- How much did they spend?
- What did they accomplish?
- And most importantly, what will they do differently next time?

Laura Grape, Senior Environmental Planner

Northern Virginia Clean Water Partners

NORTHERN VIRGINIA REGIONAL COMMISSION

Eric Eckl, Founder
WATER WORDS THAT WORK, LLC

3:50 p.m.

Chairperson's Recap Along With Free Resources, Communities To Join, And Tips To Empower Your Own Social Media Efforts

Social media not only empowers your stakeholders, but it can also power you as a government communicator as well. At this conference, you will have received a plethora of insights that ignite ideas to apply at your organization. However, this could seem like information overload. Thus, I want to introduce you to certain faces and places you need to know and can call upon when you are sorting through your notes in your office back home.

During this presentation, you'll learn about free resources available, communities to discover and continue the conversations you've begun, as well as insights into becoming your organization's social media "go-to." Specifically, you'll leave with a list of:

- Free government-based groups available to join, discuss and share best practices and tips
- The "Who's Who" when it comes to government and social media and how you could become one of them
- Resources, repositories and free documents available to study yourself or to share with your organization

Alexandra Rampy, Sr. Communications Associate
IQ SOLUTIONS, INC.

4:30 p.m.

Close of General Sessions

****** Register by October 22nd To Save \$400! ******
To Register, Call (888) 362-7400 -or- (773) 695-9400
or register online at www.aliconferences.com

POST-CONFERENCE WORKSHOPS: Thursday, December 10, 2009

INTERACTIVE POST-CONFERENCE WORKSHOPS

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

Choose C or D or BOTH for Maximum Value and Learning

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

MORNING POST-CONFERENCE WORKSHOP C

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

Practicing Social Media: How To Use Blogs, Wikis, RSS And Other Social Media Tools To Improve Communication With Your Internal And External Audiences

At this conference, you will hear many high-level presentations on the usage of social media within organizations. Some attendees, though, don't understand the intricacies behind these social media tools and how to create and use them effectively.

This workshop will walk you through the workings of many social media tools and show you exactly how to use them to reach both internal and external audiences.

In effect, this workshop is designed to demonstrate the various social media tools, with emphasis on creating and using them effectively once back home in your organization.

In this workshop, you will learn:

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

WORKSHOP LEADER: Jason Anthoine is a communications consultant who has more than 20 years of corporate and agency internal communication experience including employee communication, change management, corporate reputation, community relations and internal branding. Most recently, Jason was Senior Vice President at Fleishman-Hillard in St. Louis, where he specialized in building integrated and specialized workplace communication programs that produced results by aligning employee behaviors and attitudes with business strategies and values. During the previous 10 years, Mr. Anthoine was Founder and President of The Cohesion Group, a Georgia-based boutique public relations firm focused on internal communication, where he worked with a variety of clients including Cox Communications, GE, Flowers Foods, Lehigh Hanson, Manheim, Marsh, NBC Universal and Willis, among others.

Testimonials From Past Jason Anthoine Sessions:

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

"Covered many topics, very detailed."

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

"Excellent presentation—expert."

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 Blend Traditional And Non-Traditional Media For Your Communications Plan

With the dramatic expansion of social media and its significant impact on the way we communicate today, many organizations are struggling with the question of whether to and how to integrate social media into their communication strategy.

Social media can be an effective way to connect with customers, engage employees, and better understand what customers and employees are thinking. But there are also many questions being raised by organizations about social media's return on investment, legal and HR concerns, loss of control over the messages, and whether or not your desired stakeholders will use these tools once they are available.

This highly interactive workshop will focus on how to begin to integrate social media into your current communication strategies. Through organizational case studies and practical tools, you'll learn:

- Tools for assessing the readiness of your organization for social media
- How to educate your organization on social media and address concerns
- A model for incorporating social media into your current communication strategy and tools
- An action planning process that will help facilitate participation by stakeholders
- Ways to capture learnings and measure your success

WORKSHOP LEADERS: Chris Gay, a Principal at Bridge Consulting, partners with companies to connect people and strategy through employee engagement, communication, and change management strategies that truly have an impact on business results. Chris has earned international and national awards for her communication and engagement work, including three IABC Gold Quills, a PRSA Silver Anvil, and recognition as one of the top 20 Human Resources case studies in the world according to the International Benchmarking Association.

Chris has worked in corporate America for 25 years in the retail, manufacturing, and financial services sectors. Her extensive experience spans both Human Resources and Communication, and her corporate experience has allowed her to develop strong skills in both strategy development and execution.

Michelle Mahony, a Principal at Bridge Consulting, has focused on facilitating connections with her clients to create highly engaged workforces committed to business success for over 14 years. Whether it's connecting people to a business or change strategy, leaders to employees, people to technology, or generations with each other, Michelle focuses on engagement, communication and change management strategies to help organizations across industries achieve their objectives. Michelle also served on the faculty in the Education Department at Whitman College, where she taught students effective pedagogical and communication methods, as well as Developmental Psychology.

Testimonials From Past Bridge Consulting Sessions:

"Thoroughly enjoyed!"

"Appreciated the practical tips, examples, and stories to apply to my own organization."

"One of the best speakers; great tools that can be easily applied."

ABOUT OUR CONFERENCE SUPPORTERS:



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

For more information, please go to www.govloop.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.



The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons. The principal purpose of NAGC is the advancement of communications as an essential professional resource at every level of national, state and local government.

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



Social Media Club is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

If you get it, share it The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

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



With more than 5.5 million monthly page views, **Mashable** is the world's largest blog focused on social networks and Web 2.0 news. Mashable's readers include the most tech-savvy early adopters, venture capitalists, entrepreneurs, influencers, Web 2.0 aficionados and technology journalists.

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



George Washington University's Center for Excellence in Public Leadership is the result of an innovative public-private partnership established in 1997. The Center's mission is to develop public leaders who make a positive difference in their organizations and the lives of the people they serve, by providing leadership and management development experiences which inspire public leaders and are grounded in research and practical knowledge; creating collaborative networks among

public leaders to share resources, knowledge, and experience. We accomplish our mission by working in three core areas: high-quality executive education in leadership and public management, research on state-of-the-art public management policies and practices, and expert management advice.

The Center brings more than 20 years experience to its work with federal managers. It provides both standardized training that prepares persons for the Senior Executive Service, and customized training to address specific training needs for a

variety of managerial and supervisory levels. Open enrollment programs are currently offered in the areas of Senior Executive Development aimed at those interested in the Senior Executive Service, Executive Communication, Advanced Leadership, and Negotiation skills.

For more information, please go to <http://www.leadership-programs.org/>.



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

OhMyGov! was founded by 3 guys looking to make a difference — an experienced federal executive, a motivated government contractor and writer, and a best-selling investigative journalist. For more information, go to: <http://ohmygov.com/>

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Westin Washington, D.C. City Center

1400 M Street NW

Washington, DC 20005

Phone: (202) 429-1700

<http://www.starwoodhotels.com>

<<http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1761>>

For the conference, a limited number of rooms have been set aside at the government per diem rate of \$207/night. Please contact the hotel directly when making your reservation. Please be sure to call the hotel no later than November 1, 2009, to help ensure this rate and mention that you are attending the Advanced Learning Institute event. We recommend that reservations be made early as space is limited.

The Westin Washington, D.C. City Center's central location makes it easy to enjoy the nation's capital and the world-renowned buildings and historical monuments found throughout the city. Here for business – the new Washington Convention Center is just five blocks to the east. Ready to see the nation's sights – the White House is just five blocks to the south. Looking for excitement – the city's vibrant nightlife comes alive after dark with an abundance of restaurants and entertainment options. Shops and nightclubs are just four blocks to the west on Connecticut Avenue. The location is served by two metro stations: McPherson Square on the Blue/Orange lines and Farragut North on the Red line.

Join us in the nation's capital for A.L.I.'s 13th Conference on "Social Media for Government: How To Engage Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

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

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by October 22nd	Regular Pricing: Register with payment after October 22nd
Conference Only (December 8 th and 9 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 Amy at (773) 695-9400 x20, 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 23rd) 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 23rd) 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 · CIA · 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 · Department of Transportation · CDC · Forest Service · Environmental Protection Agency · U.S. Army · IRS · Census Bureau · FAA · City of Chicago, IL · Department of Justice · FBI · U.S. Government Printing Office · Commonwealth of Virginia · Smithsonian Institution · Department of Energy · Social Security Admin. · Department of Defense · NASA · House of Representatives · State of Iowa · NIST · Washington State · Maricopa County, AZ · U.S. Department of Health and Human Services · National Academy of Public Administration · U.S. Department of Education · U.S. Department of Agriculture · City of Overland Park, KS · World Bank · Department of the Treasury · U.S. Department of Homeland Security · San Diego Airport, CA · U.S. Air Force · Court Services and Offender Supervision Agency · Peace Corps · FEMA · City of Minneapolis, MN · Bureau of Reclamation · Pentagon Renovation · Office of the Governor, Washington · American Institutes for Research · NOAA · Department of Housing and Urban Development · Department of Veterans Affairs · FDIC · U.S. Small Business Admin.

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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By Using The Latest **Web 2.0 Technologies**
To Drive Communication Results

December 7-10, 2009 • Washington, DC

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Registration Form		<i>Please photocopy for group members.</i>
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Please check:		
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<input type="checkbox"/> Conference Plus Workshop(s):		
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<input type="checkbox"/> Pre-Conference Workshop B: How To Measure The Impact Of Social Media And Determine Next Steps		
<input type="checkbox"/> Post-Conference Workshop C: Practicing Social Media: How To Use Blogs, Wikis, RSS And Other Social Media Tools To Improve Communication With Your Internal And External Audiences		
<input type="checkbox"/> Post-Conference Workshop D: How To Blend Traditional And Non-Traditional Media For Your Communications Plan		
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