



2010 Social Media for Government

How to engage your employees and citizens by using the latest web 2.0 technologies to drive communication results

December 6–9, 2010 • Las Vegas, Nevada

KEY TAKE AWAYS

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

- **Developing** a social media (blogging, Twitter, podcasting, wikis, social networks, etc.) strategy to drive performance-based communications
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your internal and external communication practices
- **Creating** Web 2.0 policies and guidelines
- **Communicating** more effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, video podcasts, and much more

Speaking

Organizations:

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

U.S. Department of State

City of Las Vegas, Nevada

U.S. Army Public Affairs

Salt Lake County Youth Services, Utah

Nevada Department of Conservation and Natural Resources

U.S. China Business Council

San Francisco Public Utilities Commission, California

City of Reno, Nevada

IBM Center for the Business of Government

City of Arvada, Colorado

Utah Department of Public Safety

Deloitte Services LP

Navstar, Inc.

AboutFace Media Inc.

Blue Mountain Labs

NIC, Inc.

U.S. Public Health Service Commissioned Corps

Booz Allen Hamilton

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Official Media Partner: **brandchannel**

Conference Supporters:



Benefits of Attending

WHAT YOU WILL LEARN

Attend the 2010 Social Media for Government conference to hear the latest practical advice from other government social media initiatives. You will leave with tools, tips, and strategies for:

- **Measuring** the effectiveness of your social media strategy and demonstrating its value within your organization
- **Strategically** using Twitter, Facebook, and LinkedIn in your organization
- **Monitoring** social media for your organization, whether you are participating or not
- **Demonstrating** the Return on Investment (ROI) of your social media program
- **Operating** social media tools within the boundaries of government restrictions and firewalls
- **Gaining** inside knowledge of social media and why it is a crucial addition to your communication arsenal
- **Maximizing** awareness of your agency's mission to the public
- **Learning** how to easily communicate to the public through external blogs, podcasts and video podcasting
- **Assimilating** cutting-edge communication techniques and tools presented by your peers who are already using social media
- **Utilizing** social networking tools as sources of information that the public can use and trust
- **Engaging** your employees and the public by connecting them to your organization's goals and strategic plan for the future
- **Making** the case for open source technologies

CONFERENCE WIKI AVAILABLE TO ATTENDEES

All attendees will be invited to expand their network and continue the conversation in the conference wiki— you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.

WHY IS THIS ONE EVENT YOU CAN'T MISS?

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

RAVE REVIEWS FROM PAST ATTENDEES

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

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

"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

Register 3 and get the 4th FREE!

To Register, call 888.362.7400 or 773.695.9400 or visit us online @ www.aliconferences.com

Benefits of Attending

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

1. **20 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
2. **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
3. **The opportunity to customize your learning** by participating in unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details
4. **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
5. **A comprehensive overview of social media strategies** and processes from leading practitioners like the U.S. Army Public Affairs, Salt Lake County Youth Services, Utah, City of Las Vegas, Nevada 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

WHO WILL ATTEND

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

- Public Affairs
- Social Media/Web 2.0
- Public Relations
- Public Information
- Internal & External Communications
- Employee Communications
- Organizational Transformation & Development
- Executive Communications & Consulting
- Change Management
- Electronic & Web Communications
- New/Interactive Media
- Community Relations
- Technology & Digital Strategy
- Strategic Communications
- Information Services & Systems
- Program Management
- Customer Service & Satisfaction
- Communications Research & Management

Letter From the Conference Chair

Dear Federal, State and Local Government Communications Professionals,



With recent research finding only 22% of citizens trust government, it's increasingly evident that business as usual won't allow agencies to address society's challenges most effectively.

But there's tremendous promise as a "new normal" begins to form and today's government leaders, individual contributors and agencies are beginning to embrace the themes behind government 2.0. The growing use of collaborative tools and technologies like Twitter, Facebook, UserVoice, blogs and more allow governments to move away from simply a "push" approach to communications, to a model where mission and goals are better reached through partnering with other governments, not-for-profits, businesses and citizens.

As social media deepens its day-to-day impact and is increasingly used by successive generations, governments at all levels will have no choice but to embrace it, and this conference is your chance to learn more.

How Will This Conference Help You And Your Organization?

This conference will feature some of the Gov 2.0 leaders from all levels of government who are trailblazing new ways to achieve the business of government.

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

- **U.S. Department of State's Office of eDiplomacy** uses blog-based communities, an enterprise wiki and other tools to improve the ability of America's diplomats to access and contribute knowledge anywhere at anytime
- **City of Reno, Nevada** was able to achieve a successful local government social media program using Facebook, Twitter, YouTube, LinkedIn, Flickr and blogs
- **San Francisco Public Utilities Commission, California** is utilizing social media sites like Twitter, Facebook, YouTube, blogs and others as part of a broad communication strategy to engage the public, promote preparedness and respond when disaster strikes

Register today online **or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "Social Media for Government," this December in Las Vegas.** This is your opportunity to hear from leading communicators and organizations that are already using social media to change the way their organizations operate and how they engage key stakeholders. With the agility and speed of today's Web 2.0, you can guarantee the presentations will be timely and relevant – speakers will need to make changes just hours before they present – you can't beat that.

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

Sincerely,

Steve Lunceford, Public Sector Strategic Communications

DELOITTE SERVICES LP
Conference Chairperson

Steve Lunceford, Public Sector Strategic Communications, Deloitte Services LP, specializes in strategic communications using both traditional channels and online media. He has 20 years experience in media relations and corporate communications (10 years in the public sector), working with key international, U.S., local and trade media while supporting Fortune 100 firms. Mr. Lunceford is also an expert in crisis communications planning and execution, and he has become a leading voice in the "Government 2.0" and Open Government movements.

'How-To' Workshops

CHOOSE FROM FOUR WORKSHOPS FOR ULTIMATE VALUE AND LEARNING

MAXIMIZE YOUR TRAINING EXPERIENCE— Sign up for your choice of these highly interactive workshops:

Pre-Conference Morning Workshop A

Monday, December 6, 2010: 8:30 a.m. – 11:30 a.m.:

Social Media 101: How To Integrate Social Media Into Your Communications Plan— Answering Your Toughest Questions On How To Get Your Agency Started By Using The Right Tools, Managing The Process And Tracking Results

Pre-Conference Afternoon Workshop B

Monday, December 6, 2010: 1:00 p.m. – 4:00 p.m.:

How To Measure And Monitor Social Media Campaigns: Cutting Through The Chatter

Post-Conference Morning Workshop C

Thursday, December 9, 2010: 8:30 a.m. – 11:30 a.m.:

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

Post-Conference Afternoon Workshop D

Thursday, December 9, 2010: 1:00 p.m. – 4:00 p.m.:

Best Practices In Establishing Social Media Policies For Government: Benchmark Your Own Plans Against Some Of The Best Social Media Policies And Guidelines

Rave Reviews From Past Conference Attendees

"Good blend of strategies and tactics. Excellent speakers."

Z. Brunner, Business Specialist
NIST

"Good mix of information on how to integrate social media, both internally and externally, into your organization's technology communications plan."

T. Willson, IT Director
CITY OF OWASSO, OKLAHOMA

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

Shannon Duplessis, Assistant IT Director
LOUISIANA DEPARTMENT OF CIVIL SERVICE

"I learned so much - and the speakers showed me the possibilities to improve our Internet and Intranet sites."

P. Rodemoyer, Senior Program Analyst
U.S. OFFICE OF PERSONNEL MANAGEMENT

Monday, December 6

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

Choose A or B or BOTH for Maximum Value and Learning

8:30 a.m.–11:30 a.m. PRE-CONFERENCE MORNING WORKSHOP A:

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

Social Media 101: How To Integrate Social Media Into Your Communications Plan— Answering Your Toughest Questions On How To Get Your Agency Started By Using The Right Tools, Managing The Process And Tracking Results

This workshop will provide you with the basic understanding of Government 2.0 through its use of social media in the simplest of language. You will know what a wiki, blog, and a tweet is and how the Government uses them to communicate their messages.

You will learn how government agencies are using social media to reach their constituents, as well as communicate to each other within the office, even to the next cubicle. We will also discuss what could be the best social media methodology for your office and how to direct your approach in communicating with others.

Laptops and smartphones are encouraged for this workshop, but not required. Internet connectivity may be limited, so please bring your wireless cards if you have them. Real-world examples will be shown on the web during the workshop.

The following questions will be answered, helping your agency launch social media into your communications plan, including:

- What is my agency's mission and who is the target audience?
- What social media tools are right for my agency?
- How can I create a community and manage it?
- When can my agency expect results?
- How do I make my agency's site look more Web 2.0 without taking away from our message?
- How can I obtain management approval?
- Who should be my agency's champion?

WORKSHOP LEADER: Andrea Baker, Navstar Inc. is the Director of Enterprise 2.0 and Social Media Club DC, VP.

11:30 a.m.–1:00 p.m. AFTERNOON BREAK/LUNCH ON YOUR OWN

1:00 p.m.–4:00 p.m. PRE-CONFERENCE AFTERNOON WORKSHOP B:

How To Measure And Monitor Social Media Campaigns: Cutting Through The Chatter

One of the biggest problems individuals and organizations face when embarking on a new social media campaign is what to do with all the data. How do you read it? What do you do with it? What the heck does it all mean?

The goal of this interactive and hands-on session is to show you what it all means and how to effectively use social media information. This session will cover the tools used and how they can be applied to government and the public sector. Whether for political campaigns or White House initiatives such as the First Lady's fight against childhood obesity, social media can help you achieve your own program goals.

Specifically, you'll leave this workshop with new tools and strategies to help you:

- Effectively measure social media
- Interpret the data to help you target the most effective social media programs
- Understand social media tools
- Master social media engagement

WORKSHOP LEADER: Steve Lunceford, Public Sector Strategic Communications, Deloitte Services LP, specializes in strategic communications using both traditional channels and online media.

Tuesday, December 7

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Steve Lunceford, Public Sector Strategic Communications

DELOITTE SERVICES LP

Conference Chairperson

CASE STUDY

8:45 a.m.

Starting A Social Media And Communications Effort From Scratch

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

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

Specifically, you will take away lessons learned for:

- Your message – what is it and why should people care?
- Activity - Offline activity drives online activity and

online activity drives offline activity – the web is not a one off solution. All marketing and advocacy efforts must work in concert

- Participation and Engagement - You must be willing to participate and be engaged for social media and advocacy to be effective
- Integration - You must seek ways to integrate and add value to your marketing activities
- Looking for ways to reinforce your message and marketing efforts
- Maximizing your content, product and ideas – ask yourself “how else can I use this?”
- Flexibility - Hear what is happening, be open to discovering and failing

Marc Ross, Director, Communications & Publications

U.S. CHINA BUSINESS COUNCIL

CASE STUDY

9:30 a.m.

Engaging The Public Through Social Media For Crisis Communications

The San Francisco Public Utilities Commission (SFPUC), a city and county agency providing high quality water, wastewater and municipal power, is utilizing social media sites like Twitter, Facebook, YouTube, blogs and others as part of a broad communication strategy to engage the public, promote preparedness and respond when disaster strikes.

Integrating social media into a crisis communication plan is a must for any government agency. Sending update tweets, sharing photos and information on Facebook and uploading real-time photos and video are just a few of the ways agencies need to communicate with the public before, during and after a crisis. Learn about the emergence of geo-location as the new trend for social media and crisis communications.

You will leave this session with new information on:

- Utilizing Twitter and Facebook to get breaking news and follow emergencies...literally seconds after they happen

Tuesday, December 7

- Providing official photos, video and real-time information about events using social media tools like YouTube, Twitter, blogs, etc.
- ‘Humanizing’ the crisis by using social media for direct, honest and personal communication to inform people
- SMS (Short Message Service) Texting and use after disasters and via Twitter
- Building closed Twitter accounts for staff only to alert them of emergencies while in the field via their phones
- The cons of Twitter – too much traffic at times, text is primarily in English, must build following before crisis so it is viral
- Using mobile phones to make sure you can access Twitter, Facebook, YouTube and other sites in a crisis to make instant updates. (Blackberry and iPhone)
- How social media is effective after major international disasters, such as the earthquakes in Haiti, Chile and others

Amy Sinclair, Public Relations Officer
 SAN FRANCISCO PUBLIC UTILITIES
 COMMISSION, CALIFORNIA

10:15 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!

10:45 a.m.

Morning Refreshment & Networking Break

11:15 a.m.

How “The Biggest Little City in the World” Created the Biggest Little Social Media Program with Big Results

The City of Reno, Nevada’s social media program

is driven by a very small staff, but has achieved big results. Reno has more fans and followers than most local governments and is engaging more citizens than ever online. You’ll learn the strategies behind how Reno was able to achieve a successful local government social media program using Facebook, Twitter, YouTube, LinkedIn, Flickr and blogs.

In this case study, you will discover:

- Building blocks for developing a successful social media program with a small staff, including policies, staff training, time-savers and integration with existing services
- Measuring social media success by analyzing data and research, and reporting successes to management
- Key hurdles Reno faced and overcame with operating a well-rounded social media program with minimal staff

Kristy Fifelski, Web Services Manager
 CITY OF RENO, NEVADA

CASE STUDY

12:00 p.m.

A Grassroots Approach To New Media: How Social Networks Can Encourage Cultural Transformation In Your Organization

The U.S. Department of State’s Office of eDiplomacy represents both organizational and technological innovation to foster collaboration and knowledge-sharing within the U.S. Government’s oldest cabinet department, as well as with other federal agencies. eDiplomacy uses blog-based communities, an enterprise wiki and other tools to improve the ability of America’s diplomats to access and contribute knowledge anywhere at anytime. These grassroots programs have succeeded despite sharply departing from State’s traditional organizational boundaries and command-and-control “clearance” culture.

During this session, you will learn about:

- The evolution of Communities @ State and the Diplopedia wiki from their low-key launches to wide-spread adoption by Department of State personnel
- Key success factors, some hard lessons learned, and the relationship of the programs to other knowledge initiatives

CASE STUDY

Tuesday, December 7

- How eDiplomacy has dealt with phobias about the uses (and misuses) of new media
- Prospective initiatives to advance social media and social networking in the State Department and with State's partners inside and outside the U.S. Government

Kimberly Allred, New Media Advisor, Office of e-Diplomacy, Bureau of Information Resource Management
U.S. DEPARTMENT OF STATE

12:45 p.m.

Lunch On Your Own -- But Not Alone!

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

CASE STUDY

2:15 p.m.

Overcoming Challenges With Social Media Implementation:

How One City Struggled And Succeeded In Their Quest For Citizen Engagement

The City of Las Vegas, Nevada, successfully pioneered a citizen-centric approach to architecting its web site so that citizens would be able to easily find services and transact government business online. But, like many jurisdictions, it has struggled with how to incorporate social media to expand its audience and ability to carry on a dialogue with citizens.

This session will share the challenges of implementing social media, along with past and planned strategies to address them, as the city went from seeing social media as a developing phenomenon to watching others dive in to dipping our toes in the water.

You will learn from the challenges the city faced in starting their social media strategies, and apply their lessons learned to your organization, by understanding how they:

- Prepared their IT and Communications Departments to support their organization

- Encouraged the organization to embrace the technology and recognize its benefits and pitfalls
- Worked with stakeholders – from early adopters to folks who just say no
- Use social media and how it fits into the city's strategy for its online presence

Finally, you will hear where the city is today, what's worked, what hasn't, and also take note of their citizen success stories.

Greg Duncan, eGovernment Officer
CITY OF LAS VEGAS, NEVADA

3:00 p.m.

Afternoon Refreshment & Networking Break

3:20 p.m.

Innovative Web 2.0 And A Media Portal: How To Use The Latest Social Media Tools To Protect And Inform The Public During An Incident

In the state of Utah, the Department of Public Safety (DPS) is dedicated to protecting the community. With the DPS Media Portal, the public can find out about incidents more quickly and DPS employees can focus on protecting the public rather than communication with the media. The Media Portal uses innovative Web 2.0 technologies that provide the media with a current comprehensive view into statewide law enforcement activities.

Learn how a Web 2.0 media portal was created and lessons learned in the process, including:

- The importance of real-time news and data
- Streamlined communication using video and social media
- Communication directly to citizen via pushed alerts

Through the innovative use of streaming video, pushed alerts, and real-time incorporation of active incidents, you will learn to leverage your organization's new portal to communicate with the media in a one-to-many manner. In Utah, communication with the media is streamlined and call volume has

CASE STUDY

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dropped by over 40% during high-profile incidents.

We will discuss the technology in use in Utah as well as a range of possible solutions including streaming video, Twitter, secure data feeds, RSS, SMS messaging, and HTML5 for location-based news delivery.

Brian Hyer, Public Information Officer
Utah Department of Public Safety

Hillary Hartley, Director of Integrated Marketing
NIC, Inc.

CASE STUDY

4:05 p.m.

Using Facebook To Build Awareness, Optimize Recruiting And Communicate With Stakeholders– With Limited Resources And No Communications Staff

The U.S. Public Health Service Commissioned Corps (PHS) is an elite team of more than 6,000 full-time, well-trained, highly qualified public health professionals dedicated to delivering the Nation's public health promotion and disease prevention programs. It one of America's seventh uniformed services yet most citizens are unaware of the service Commissioned Corps officers provide their country. When tasked with recruiting hard to find health professionals, PHS partnered with Booz Allen Hamilton to develop a social media program to increase awareness and attention to the Commissioned Corps and, in turn, recruit health professionals to join its ranks.

At its core, PHS launched a Facebook page to augment its recruiting strategy, but the site, as with any social media program, also serves as an external communications channel, facilitating dialogue among its stakeholders – health professionals, active duty officers, friends of the Commissioned Corps and the general public. PHS does not have a communications staff so it was up to the Recruiting Division to take the lead in daily management and maintenance of the page. PHS works collaboratively with the Department of Health and Human Services public affairs office to raise awareness about the Commissioned Corps activities, including its role in the recent earthquake that devastated Haiti. When the Patient Protection and Affordable Care Act

(healthcare reform) was signed into law, it impacted how PHS calls officers to active duty. PHS used its Facebook page as its primary communications channel throughout this percolating crisis.

Learn How To Integrate Facebook– one of the most popular social media tools– into your own government social media strategy, including key steps and best practices for:

- Building an integrated Facebook implementation plan for an organization with limited resources and no communications staff
- Sharing lessons learned, best practices and tactics for reaching and engaging with target audiences on Facebook
- Integrating offline tactics with online tactics to communicate more effectively about your organization
- Streamlining responses using a Facebook Response Network
- Establishing goals and metrics for social media measurement
- Using Facebook to navigate through a crisis situation

LTJG Kevin Kunard, Recruitment Specialist, Division of Commissioned Corps Recruitment
U.S. Public Health Service Commissioned Corps

Patrick McCarthy, Senior Consultant
Booz Allen Hamilton

4:50 p.m.

End Of Day One

5:00 p.m.

Networking Reception: Please Join Us!

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

6:30 p.m.

Dine Around

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

Wednesday, December 8

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two & Presentation: Making Government Smarter, More Open, Innovative And Responsive: The Transparency And Government 2.0 Movements

The relationship between government and its citizens is in the midst of a fundamental shift. Around the world, government organizations are beginning to embrace the idea of openness and realize the increasing value of public data when it is shared broadly and made available in an accessible format. Leading governments are pursuing a range of initiatives aimed at creating a collaborative enterprise between government, citizens, businesses, and communities. These "Open Gov" initiatives offer a powerful opportunity to make government smarter and more open, innovative, and responsive.

Drawing from results of a new Deloitte public sector research report and other sources, we will explore the growing role of public data in transforming how governments set policy and serve citizens. The session will also provide an overview of successful projects and real-world examples of how government organizations are tackling big problems in new and unique ways.

Steve Lunceford, Public Sector Strategic Communications
DELOITTE SERVICES LP

CASE STUDY

9:30 a.m.

Using Social Media To Connect And Engage Your Leaders And Global Audiences: How To Spread Your Mission's Message While Connecting Audiences Back To Your Organization

The U.S. Army faces unique opportunities and challenges in the social media sphere. An organization

built on the backbone of young men and women ages 18-25 (also known as digital natives); it is managed by leaders who may not even know what social media is. In just over a year, the U.S. Army has launched an effective and powerful social media community powered through presences on a variety of social media sites and facilitated through an education program that focuses on moving middle-managers and executive leadership into the social media space.

In this session, you will learn how to:

- Gain leadership buy-in needed to launch an effective social media program
- Using social media in crisis situations
- See several example of how the Army is using social media in Iraq, in home stations, and for families

Major Juanita Chang, Director, Online & Social Media Division
U.S. ARMY PUBLIC AFFAIRS

10:15 a.m.

Morning Refreshment & Networking Break

SPECIAL PRESENTATION

10:45 a.m.

Why And How You Should Be Using Twitter Talk, Listen, And Respond To Your Constituents

Twitter is all the buzz. In Denton, Texas, an art student tweets all the arrest records, complete with mug shots. Newark Mayor Cory Booker responded to one his resident's tweets—complaining about a snowed-in driveway—by showing up with a snow shovel. And in Seattle, CIO Bill Schrier established an automated Twitter feed for all 911 calls.

At the federal level, Twitter is being used by the State Department, GSA, CDC, FDA, and Consumer Product Safety Commission (CPSC) as both an official and unofficial communications channel.

Wednesday, December 8

After this session, you will walk away with the answers to these important questions about the value of using Twitter in your organization:

- How does Twitter fit in a government agency's larger communications strategy?
- What are Twitter's true strengths?
- How can cities, states, and federal agencies use the medium to its fullest potential without wasting time and resources?

This interactive presentation will address not only why you should be using Twitter to engage your constituency, but will also show you the tools and practices that will squeeze the most out of Twitter.

Gadi Ben-yahuda, Social Media Director
IBM CENTER FOR THE BUSINESS OF GOVERNMENT

CASE STUDY

11:30 a.m.

How Your Organization Can Transform Its Online Communications With No Budget And Little IT Support And Obtain Buy-In From Senior Leaders Using Social Networks

In 2006, Nevada's Department of Conservation and Natural Resources (DCNR) adopted social media as its primary method of online communications, an initiative that won awards and praise from other agencies. This presentation outlines the lessons DCNR learned in this process, how it transformed its online communications with no budget and little IT support, and how it helped to set an example for other agencies in the absence of formal guidelines. This session will provide you with tips for gaining buy-in from your senior leaders as well as caveats for best practices in engaging audiences using social networks.

Specifically, this session will cover key strategies for:

- Developing social media policies
- Engaging employees
- Targeting core constituents
- Overcoming barriers and objections
- Getting support and buy-in from employees

Bob Conrad, MA, APR, Public Information Officer II
NEVADA DEPARTMENT OF CONSERVATION AND NATURAL RESOURCES

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.

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.

CASE STUDY

2:30 p.m.

Okay, You've Implemented Social Media, Now What?



The City of Arvada, Colorado, has been recognized as a Top Ten Digital City by the Center for Digital Government seven times, placing 2nd in 2009, just behind Santa Monica, California. The City has had various social media tools in place for over 4 years. So how do they manage these sites, how do they know if they are working, generating traffic and conversations? How do they measure success?

Come and see how they utilized various free and paid for services to know what is going on with their social media sites. Learn how they manage e-discovery requests, how they know if marketing works to drive followers, fans and friends?

This session will focus on how your organization can also implement social media tools, like the City of Arvada, for many purposes, such as:

- Connecting with constituents through Facebook and UserVoice
- Integrating and automating information
- Filtering content

Wednesday, December 8

- Archiving entries
- Following the trends of social media sites

Michele Hovet, CIO
CITY OF ARVADA, COLORADO

3:15 p.m.

Afternoon Refreshment & Networking Break

3:30 p.m.

Using Social Media Tools To Create Brand Awareness And Reach Your Target Audiences

During a time when budget cuts and hiring freezes are commonplace, it becomes more essential than ever to prove that your program is money well spent. In this session, we will show how the Salt Lake County Youth Services used their social media program –Facebook, Twitter, YouTube, and Wordpress Blog (to be launched June 2010) – to achieve the following:

- Reach the target audience missed through traditional outreach efforts
- Overcome stigma/misperceptions of Youth Services' programs
- Engage and interact with the target audience
- Bridge the communications gap among Youth Services' own programs/employees

In particular, Youth Services' launched an Art and Media Contest on their Facebook page, which increased their following by 200 percent. The new followers not only fit into the key target audience but also proved to be potential clients and partners.

You will take away valuable tools on how your organization can also make the business case for your own social media by focusing on results.

Tammy Champo, Public Relations, Volunteer and Donation Coordinator

SALT LAKE COUNTY YOUTH SERVICES,
UTAH

Carol Hendrycks, Marketing and Communications Consultant

SALT LAKE COUNTY YOUTH SERVICES,
UTAH

4:15 p.m.

Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

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

Steve Lunceford, Public Sector Strategic Communications

DELOITTE SERVICES LP

4:30 p.m.

Close Of General Sessions

CASE STUDY

Thursday, December 9

INTERACTIVE WORKSHOPS

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

8:30 a.m. to 11:30 a.m. POST-CONFERENCE MORNING WORKSHOP C

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

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

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

This workshop will teach you practical approaches and tips to creating content strategy as part of a social media program by providing best-in-class examples of both the public and private sector.

The practical tips that will be covered will be put to use by exploring your specific needs, asking you come prepared to share your questions about content development. As a group, you will discuss those questions and apply potential approaches and strategies.

The workshop will also outline specific next steps so you can walk away armed with answers and an action plan for your organization, such as:

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

WORKSHOP LEADER: Denise McKee, is COO at AboutFace Media Inc.— a content marketing agency that creates short form video documentaries for brands, and then optimizes that content for use within social media.

11:30 a.m. to 1:00 p.m. AFTERNOON BREAK/LUNCH ON YOUR OWN

1:00 p.m. to 4:00 p.m. POST-CONFERENCE AFTERNOON WORKSHOP D

Best Practices In Establishing Social Media Policies For Government: Benchmark Your Own Plans Against Some Of The Best Social Media Policies And Guidelines

Where does government draw a line between the responsible use of social media and those that abuse it either unintended or intended? There are emerging best practices around the responsible and productive use of social media. However, it’s one thing to understand the best practice, yet another thing to get them working within your organization.

In this workshop, we’ll look at compliance and security issues and actual case studies where social media has been successful within the federal government, as well as where it fell down and why.

Key take aways will include:

- Base lining your social media practices, including the use of systems and existing monitoring and compliance procedures
- Understanding the core objectives of social media within your organization and how to define success
- Defining a policy that’s right for your organization, including the use of emerging best practices
- How to handle disaster, including understanding 5 things that can go wrong with your social media strategy

WORKSHOP LEADER: David (Dave) S. Linthicum is the Chief Technology Officer of Blue Mountain Labs and an internationally recognized industry expert and thought leader, and the author and coauthor of 13 books on computing, including the best-selling “Enterprise Application Integration” (Addison Wesley).

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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.

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

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



The Federal Communicators Network (FCN) formed in 1996 as a national organization for Federal communicators to help bring reinvention information to front-line Federal workers and "create an environment for reinvention to flourish."

FCN has more than 600 members, 75% of which are from Federal agencies, offices, and military establishments in Washington DC, across the country and around the world. The remaining 25% are from the legislative and judicial branches; interagency, international, nonprofit, and private groups; state and local organizations, and Federal unions. With this range of talent, expertise, and circulation, the FCN is a powerful agent for communicating the message of better government.

Membership to FCN is open to all Federal employees willing and able to promote better government that costs less and delivers results Americans care about. In addition, non-government persons engaged in communication or public relations whose professional activities enhance, further, or support the objectives of the FCN, are also welcome to join.

For more information, contact Jeff Brooke at jbrooke@gpo.gov.

Conference Supporters



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

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



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

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

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



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

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



George Washington University's Center for Excellence in Public Leadership is the result of an innovative public-private partnership established in 1997. The Center's mission is to develop public leaders who make a positive difference in their organizations and the lives of the people they serve, by providing leadership and management development experiences which inspire public leaders and are grounded in research and practical knowledge; creating collaborative networks among public leaders to share resources, knowledge, and experience. We accomplish our mission by working in three core areas: high-quality executive education in leadership and public management, research on state-of-the-art public management policies and practices, and expert management advice.

The Center brings more than 20 years experience to its work with federal managers. It provides both standardized training that prepares persons for the Senior Executive Service, and customized training to address specific training needs for a variety of managerial and supervisory levels. Open enrollment programs are currently offered in the areas of Senior Executive Development aimed at those interested in the Senior Executive Service, Executive Communication, Advanced Leadership, and Negotiation skills.

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

Venue Info & Registration

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Flamingo Las Vegas

3555 Las Vegas Blvd S

Las Vegas, NV 89109

Phone: 702-733-3111

Toll Free: 888-373-9855

www.flamingolasvegas.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 room rate of \$105/night. Please be sure to call the hotel no later than Friday, November 5, 2010 to help ensure this rate and mention that you are attending the Advanced Learning Institute conference. We recommend that reservations be made early.

Join us in Las Vegas for A.L.I.'s 22nd forum on "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to Las Vegas please go to: <http://www.visitlasvegas.com/vegas/index.jsp>.

REGISTRATION FEES

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials— including access to the conference wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception. **Payment is due two weeks prior to conference.**

GROUP DISCOUNT: Register 3 colleagues and the 4th is FREE!	Early Bird Pricing Register & Pay by 09.30.10	Regular Pricing Register & Pay after 09.30.10
Conference Only (December 7 & 8)	\$1,299	\$1,699
Conference plus ONE Workshop	\$1,699	\$2,099
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Conference Workbook Only	\$199* + \$20 S&H	

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.

*All residents will be charged 9.25% sales tax on workbook orders

Conference Discounts & Policies

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 (by 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 (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.

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

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

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RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES

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"Overall, the conference was excellent."

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We Guarantee Results

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

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

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
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- State of Iowa
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- Washington State
- Maricopa County, AZ
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- World Bank
- Louisiana Department of State and Civil Service
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This conference provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Kelly at 262.723.1284, for more information.

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Registration Form

Please photo copy for group members

- Yes, I'd like to register for the Social Media for Government conference in Las Vegas, NV
December 6-9, 2010.

Please check: Email Priority Code: _____ Amount Due: _____

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- Conference Plus Workshop(s):
- Pre-conference Workshop A: Social Media 101: How To Integrate Social Media Into Your Communications Plan - - Answering Your Toughest Questions On How To Get Your Agency Started By Using The Right Tools, Managing The Process And Tracking Results
 - Pre-conference Workshop B: How To Measure And Monitor Social Media Campaigns: Cutting Through The Chatter
 - Pre-conference Workshop C: I Have A Social Media Plan, I Have The Tools – Now What?" How To Develop And Implement Content For Use In Your Social Media Strategy - - Creating An Action Plan
 - Pre-conference Workshop D: Best Practices In Establishing Social Media Policies For Government: Benchmark Your Own Plans Against Some Of The Best Social Media Policies And Guidelines
- I would like to order a conference workbook only
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