

Don't Miss The **NEWEST** Social Media Conference From The Advanced Learning Institute's
Acclaimed Executive Training Series For **FEDERAL, STATE & LOCAL**
Government Professionals...

SOCIAL MEDIA for RECRUITING in Government and Defense

**Using Web 2.0 Technologies To Attract, Retain, And
Engage Top Talent To Become An Employer Of Choice**

April 12-15, 2010 • Washington, DC

Rave Review from a Past Conference Attendee:

"It was an outstanding conference. I came away with great ideas on how to improve my agency recruiting strategies. I will attend again. Keep up the good work."

M. Redding, HR Specialist

U.S. PATENT AND TRADEMARK OFFICE

**Early Bird Registration Rates Extended through February 19th
due to the recent snowstorms in the east!**

To save \$400, call soon to register at (888) 362-7400 –or– (773) 695-9400

or register online at www.aliconferences.com

KEY TAKE AWAYS:

Attend this conference to learn how to incorporate the power of social media into your organization's recruiting strategy, along with helpful tools, practical tips and techniques to get started, including:

- **Incorporating** social media tools into your current recruitment strategies
- **Finding, attracting and retaining** quality talent using Web 2.0 tools
- **Developing** a social media (blogging, podcasting, wikis, etc.) strategy to drive recruitment efforts
- **Measuring** the impact Web 2.0 and social media have on your recruiting efforts
- **Maximizing** awareness of your agency's employment opportunities to the public
- **Learning** how to set up Facebook pages and Twitter accounts for your agency
- **Developing** alternative staffing solutions to find qualified employees
- **Empowering** employees to turn their conversations into recruitment opportunities
- **Familiarizing** yourself with Web 2.0 guidelines, etiquette and legal issues
- **Forming** a strong employer brand to

SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on how to attract, retain and engage top talent by using social media from leading government agencies and organizations, including:

Internal Revenue Service

Veterans Health Administration

The Library of Congress

Booz Allen Hamilton

U.S. Army Reserve

Sodexo, Inc.

U.S. Air Force

Peace Corps

U.S. Department of the Navy

Arbita, Inc.

Panetta Communications

CollegeRecruiter.com

attract qualified candidates

- **Establishing** senior management support for your social media programs
- **Initiating** a policy on social media use within your government agency
- **Ensuring** that your social media recruiting practices comply with Merit System and OPM requirements
- **Building** the business case and demonstrating the ROI of your social media program
- **Creating** an action plan to take back to your organization on how to implement social media tools
- **Assigning** responsibility and accountability for maintaining your social media efforts
- **Promoting** workforce diversity within your agency
- **Redesigning** your staffing process to help achieve results
- **Leveraging** social media tools to help automate the recruitment process
- **Shortening** the length of the recruiting cycle

Presented by:



Your Government Training
Partner Since 1997

Participate In The Conference Wiki!

All conference attendees will be invited to expand their network and continue the conversation in the conference wiki - a social networking tool you will be able to use for collaboration and keeping in touch with fellow conference attendees.

Bold Interactive

Campbell-Ewald

Brazen Careerist

CampusGov

Supporting Organizations:

Mashable
The Social Media Guide



Federal Communicators Network



WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies are streamlining and improving their recruitment and retention strategies by incorporating social media channels. Don't be left behind! The periodic sharing of these experiences and "best practices" is an important element of this evolution. That is why this forum, presented by the

Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

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MAXIMIZE YOUR TRAINING!

Choose From Four Workshops For Ultimate Value And Learning!

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

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

Monday, April 12, 2010: 8:30 a.m. – 11:30 a.m.:

Social Media 101: How To Successfully Leverage New Social Media Tools In Your Government Organization To Find And Recruit New Talent

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

Monday, April 12, 2010: 1:00 p.m. – 4:00 p.m.:

Everyday Activities Government Organizations Can Effectively Use To Maximize The Benefits Of Web 2.0 Technology And Compete More Effectively

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

Thursday, April 15, 2010: 8:30 a.m. – 11:30 a.m.:

How To Leverage Social Media To Strengthen Your Human Capital Management Strategy – Techniques To Implement Now And Strategies For The Future

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

Thursday, April 15, 2010: 1:00 p.m. – 4:00 p.m.:

How To Prove The Value Of Social Media And Online Marketing For Recruitment:
A Step-By-Step Guide To Building Your Own Measurement Framework

WHO WILL ATTEND:

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

- **Recruiting**
- **Human Resources**
- **Workforce Management**
- **Equal Employment Opportunity**
- **Personnel/Employee Services**
- **Benefits**
- **Diversity**
- **Strategic Human Capital Management**
- **Succession Planning**
- **Performance Management**
- **Selection and Retention**
- **Agency Development**
- **Training**
- **Staffing**

...And all those interested in developing social media plans for strategic recruiting, retaining and engaging the workforce in their agencies.


BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are serious about using Web 2.0 technologies to attract, retain and engage top talent to become an employer of choice. You will benefit from:

1. **20 innovative speakers** at your disposal to share their strategies and experiences in social media and recruiting 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 **Internal Revenue Service, U.S. Air Force, Library of Congress, Booz Allen Hamilton** and many more
6. **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that your organization’s strategic recruitment plan stays on track
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 recruitment strategy
11. **The opportunity to learn how to use social media tools** to enhance your organization’s recruiting and HR efforts in a hands-on environment

A LETTER FROM THE CONFERENCE CHAIRPERSON...

Booz | Allen | Hamilton



Dear Federal, State and Local Government HR Professionals:

As information technology advances and makes communications more efficient and instantaneous, recruiters and HR working teams have an unparalleled opportunity to effectively connect with the next generation of leaders and government managers. As resumé tracking and candidate management software is augmenting our recruiting systems each day, so too is real-time access to target candidate pools largely becoming a key differentiator in the search for talent.

The age of social media has arrived and is sweeping corporate America. To remain competitive, the public sector must engage and attract top-flight talent to public service using the latest tools in this new interactive environment. Web 2.0 applications such as blogs, wikis, and social networks, while previously overlooked for the purposes of recruiting, are all quickly becoming frontlines in the cyber-war for talent. And now, the complexities of cyber-recruiting are at your agency’s door steps.

HOW WILL THIS CONFERENCE HELP YOU & YOUR ORGANIZATION?

This conference will help you understand how to use emerging social media tools equitably and legally for the purposes of recruiting at the federal, state and local levels.

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 expand your recruiting and outreach capabilities in ways you had never considered, including how the:

- **U.S. Department of the Navy** created thousands of fanatical brand advocates and hyper-engaged fans, even in a down economy
- **Internal Revenue Service** expanded their recruiting communications reach into virtual worlds and social networks while working within a limited budget
- **Library of Congress** effectively worked with their legal department while diving into social media

Don't be left behind - - [Register today online](#) to reserve your space or call our conference hotline at 888-362-7400 to attend Advanced Learning Institute's conference on "Social Media for Recruiting in Government & Defense: Using Web 2.0 Technologies To Attract, Retain And Engage Top Talent To Become An Employer Of Choice," this April in Washington, DC, to learn from recruiting and HR pros who are currently utilizing social media tools successfully in their organizations.

I look forward to seeing you this spring!

Sincerely,

Suzie Grieco, Associate

BOOZ ALLEN HAMILTON

Conference Chairperson

P.S. Reserve your spot today to learn how you and your team can better manage your social media for recruiting efforts and achieve maximized results. 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 AND GOVERNMENT CONFERENCE ATTENDEES:

"This was the best conference hands down. The overall quality, control/flow of subjects and coordination of events and activities was superlative!"

C. Pugh, HR Specialist

NATIONAL INSTITUTES OF HEALTH, OFFICE OF HUMAN RESOURCES

"This is one of the best conferences that I've been to. The speakers and topics were well chosen."

S. Harvey, Training Officer

CALIFORNIA PUBLIC UTILITIES COMMISSION

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

J. Blair, Public Affairs Specialist

U.S. DEPARTMENT OF COMMERCE

"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

"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

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

P. Rodemoyer, Sr. Program Analyst

U.S. OFFICE OF PERSONNEL MANAGEMENT

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

A. Davison, Web Services Manager

CITY OF SCOTTSDALE, ARIZONA

"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, April 12, 2010

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

Choose A or B or BOTH for Maximum Value and Learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

Social Media 101: How To Successfully Leverage New Social Media Tools In Your Government Organization To Find And Recruit New Talent

In this in-depth workshop, you will learn about emerging new communication strategies using social media and explore ways to use them to grow a network and attract candidates for positions in your agency. You will gain a tactical overview of the latest tools, hear a variety of relevant case studies, and explore and discuss ways these methods can be implemented within your agency.

Specifically, we will discuss how your agency or organization can:

- Utilize Facebook, Twitter, YouTube and other social media services
- Use blogs and wikis to better communicate and share information
- Empower existing networks to spread your message within their own sphere of contacts

WORKSHOP LEADER: Mike Panetta is a principal at Panetta Communications, a public affairs and political strategy firm in Washington that specializes in utilizing new and emerging media to help client achieve their policy and advocacy objectives. He is also the elected U.S. "Shadow" Representative for the District of Columbia, and is a leading voice in the campaign for congressional representation for the citizens of Washington, DC.

Testimonials From Past Mike Panetta Sessions:

"This session was a good scene-setter for the rest of the conference."

"Many valuable ideas resulted for me to take back to the office."

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

Lunch on your own

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

AFTERNOON PRE-CONFERENCE WORKSHOP B

Everyday Activities Government Organizations Can Effectively Use To Maximize The Benefits Of Web 2.0 Technology And Compete More Effectively

Attend this interactive workshop and learn the techniques for leveraging Web 2.0 to stay connected and informed without being overwhelmed. Ultimately, this session is aimed at helping you to maximize your time online, and compete with the private sector in the recruiting arena.

This session will show you how to leverage new technologies, such as LinkedIn Events, Answers, and Groups, to their maximum potential and utilize features and applications that make it easy for you to get what you need from Twitter, Facebook, and dozens of other online networks. When you return to your office, you'll have a greater understanding of how to:

- Build your network in several communities from one centralized location in order to see more contacts for free
- Grow your referral network
- Optimize your organization's employment
- Increase your agency's influence and visibility

WORKSHOP LEADER: Shally Steckerl is EVP of Arbita, Inc. and (aces.arbita.net), the premier provider of sourcing consulting services and workforce development. Early in his career, Shally realized that as a contingency recruiter he could beat the competition by finding people who were not available in mainstream sources. Since then he has been instrumental in building numerous world class sourcing and research organizations. Shally now spends his time consulting with organizations interested in building passive candidate pipeline generation and recruitment teams, and developing their advanced sourcing skills.

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AGENDA - DAY 1: Tuesday, April 13, 2010

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Suzie Grieco, Associate

BOOZ ALLEN HAMILTON

8:45 a.m.



Recruiting The Next Generation Of Top Talent In Government: How To Generate Buzz And Build A Community Of Talent Through Social Media

Recruiting using social media is no longer an option for competitive organizations, public or private. This is the reality facing federal, civilian, and defense organizations seeking top-flight scientists and engineers. The availability of real-time information enabling continuous outreach to highly sought-after technical candidates can make the difference between nurturing a committed applicant and losing talent to a competitor.

During this presentation, you will learn techniques that have proven successful in connecting with candidates in technical fields using your agency's website as your hub for social networking and adding social media into your overall recruiting toolkit. Specifically, you'll leave with:

- Lessons learned from recruiting through social media for the Department of Defense
- Ways to make sure that your recruiting practices through social media comply with Merit System and OPM requirements
- Techniques to begin using social media within 24-hours upon returning to your office

Suzie Grieco, Associate

BOOZ ALLEN HAMILTON

9:45 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 while gaining a greater understanding of the 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!

10:15 a.m.



Morning Refreshment & Networking Break

10:45 a.m.



How To Use The Latest Social Media Tools To Build Public Awareness And Make Your Agency An Employer Of Choice

The Veterans Health Administration (VHA) has over 250,000 employees, which makes it the third largest civilian employer in the federal government and one of the largest health care providers in the world. To achieve VHA's mission of providing exceptional health care to America's veterans, it is essential to recruit and retain skilled, dedicated, and high-performing employees as well as to develop a talented succession pipeline.

The VHA is committed to utilizing social media to build public awareness of the many benefits of making VA an employer of choice that truly offers "The Best Care and The Best Career."

In this session, we will discuss how the VHA has found success utilizing a multitude of social media tools to brand and promote its message, "The Best Care – The Best Career," including:

- Facebook
- Twitter
- YouTube
- Development of a Recruiter Storefront
- Pop-up Banners
- New ad designs that are interactive
- Targeted online ad placement
- Redevelopment of VAcareers.va.gov
- Initial phase of TV Recruitment Commercial that ties into online promotion

Dennise Sauvage, Communications Director, Healthcare Retention & Recruitment Office
VETERANS HEALTH ADMINISTRATION

11:45 a.m.



How Today's Peace Corps Employs Social Media For 21st Century Recruitment

Both the Peace Corps' Communications Office and its nine regional recruitment offices have embraced social media and Web 2.0 technologies to attract America's best and brightest to serve their country by spending two years overseas as a Peace Corps Volunteer. The Peace Corps currently leverages Facebook, YouTube, Twitter, Flickr, blogs and virtual information sessions to spread the word about volunteering in the 21st century.

During this presentation, you will learn about the trials and tribulations of a small government agency navigating the path to social media success including lessons on how to:

- Establish support for your social media programs from senior management and skeptical co-workers
- Choose the right social media tools for your agency's goals and available resources
- Survive the pitfalls of government rules and regulations when using popular social media sites
- Balance empowering employees to use social media for recruitment with your agency's concerns about controlling online messaging
- Implement your agency's traditional branding online

Stephen Chapman, Public Affairs Specialist
PEACE CORPS

Amber Smigiel, Internet Marketing Specialist

PEACE CORPS

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 and recruiting concerns.

2:15 p.m.



CASE STUDY

Utilizing Social Media To Build Your Employer Brand, Particularly In A Down Economy

Acquiring qualified recruits is tougher than ever. While recruiting during a down economy is usually easier than when the economy is prospering, the military is facing new challenges, from rising obesity rates, to increasing distrust in the government. To combat these challenges, the Navy has put its media dollars toward social networking.

Attend this session and learn how the Navy was able to create thousands of fanatical brand advocates and hyper-engaged fans, consequently filling multiple niche careers ahead of schedule using social media technologies. Specifically in this session, you will learn about:

- Challenges faced when old methods are no longer working
- The Navy's new approach – including YouTube, Facebook, Ning, Flickr, reference sites, gaming, and mobile tools
- How they've measured their success
- Plans for the future – trends that will affect the military, new technologies to consider, etc.

Commander Flex Plexico, Social Media Director

U.S. DEPARTMENT OF THE NAVY

Dave Linabury, SVP, Director Social Media

CAMPBELL-EWALD

3:15 p.m.



Afternoon Refreshment & Networking Break

3:45 p.m.



INTERACTIVE SESSION

Panel Discussion: Using Social Media To Attract Generation Y And Recruit Top College Talent

Attend this session and learn from our expert speakers the best way to reach recent college graduates and the entire Generation Y. In this interactive forum, you'll have the chance to have your questions answered as we address such issues as:

- Setting appropriate goals for recruiting college students and recent grads
- Choosing the social media tools that work best for this audience - - and which ones to avoid
- Measuring the results of your social media campaign

Steven Rothberg, President and Founder

COLLEGERECRUITER.COM

Ryan Healy, Founder and COO

BRAZEN CAREERIST

Matt Casey, CEO

CAMPUSGOV

4:45 p.m.

Chairperson's Recap And Close Of Day One

Suzie Grieco, Associate

BOOZ ALLEN HAMILTON

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

AGENDA - DAY 2: Wednesday, April 14, 2010

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two

Suzie Grieco, Associate

BOOZ ALLEN HAMILTON

8:40 a.m.



CASE STUDY

Expanding Your Recruiting Communications Reach Into Virtual Worlds And Social Networks While Working Within A Limited Budget

Since 2000, the Internal Revenue Service (IRS) has used a comprehensive recruitment marketing and advertising plan to support its annual hiring goals. In 2008, the IRS began a small project to explore the use of virtual worlds and social networks as recruitment marketing and advertising channels.

In June of 2008, the IRS project team began construction of an IRS Careers Center in the Second Life virtual world, operated by Linden Labs. Soon, the IRS found out that holding job fairs in Second Life was going to be way too expensive and presented multiple technological challenges. But, they also discovered how to use Second Life as a low-cost communications channel that reaches into this exciting community of over 15 million people worldwide.

This session will discuss the IRS' successes and lessons learned with the IRS Careers Island, and give insight into their:

- Communications model and how your organization can shape it's communications and recruitment strategy
- Resources and technology model, and how your agency can make the most out of low-cost communications channels
- 2010 goals and advice on how your agency can start using social networking to recruit top talent

Frank Stipe, Second Life Project Team Leader

INTERNAL REVENUE SERVICE

9:40 a.m.



Morning Refreshment & Networking Break

10:00 a.m.



CASE STUDY

No Space For Myspace? ...Not So Fast!

This case study takes a closer look at how Army Recruiting efforts in social media have effectively utilized MySpace for specific content and to appeal to a segment of its recruiting base that Facebook may otherwise miss.

LTC Andrew Morton, Deputy, Recruiting Communications

U.S. ARMY RESERVE

11:00 a.m.



CASE STUDY

How To Convince Senior Leadership That Social Media Can Help – Not Harm – Your Recruiting Efforts

Though the term "new media" has given way to social media, these communication tools are still new for many organizations that would benefit from using them. And while many government agencies have started to test out some tools, they haven't dived into the social media waters just yet. Even the U.S. Air Force, which has a vibrant social media presence, still doesn't actively recruit using social media. They are, however, in the process of battling a culture resistant to change and proving that online engagement is necessary to reach their desired audience.

Attend this session to learn from the experiences of the Air Force and ways you can prove to your leadership that it's necessary to engage in social media for recruiting. You will leave with tips and ideas on how to:

- Build a solid case to present to leadership, based on careful research
- Proactively engage your employees and turn their conversations into recruitment opportunities
- Work with your legal department and create a social media policy

Paul Bove, Contractor
 Web Development and Digital Media Strategy, Emerging Technology Division
U.S. AIR FORCE

12:00 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 for recruiting concerns.

1:30 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 for recruiting challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own social media initiatives.

2:15 p.m.



**Legal Adventures In Web 2.0:
 How To Work Effectively With Your Legal Department
 When Diving Into Social Media**

In 2006, the Library of Congress embraced Web 2.0 as a critical tool to further its mission of making its diverse resources available and useful to Congress and the public. As a result, the Library is on the forefront of utilizing social media, including for recruiting purposes, through blogs, Flickr, Twitter, YouTube, iTunes and Facebook.

Much of the Library’s success with Web 2.0 stems from the fact that the Library’s lawyers are important contributors to the social media development team. There are many legal and policy issues to consider when embarking in the social media adventure and your legal department needs to be an active participant.

In this case study, you will learn about these important legal and policy issues, including the need for:

- Internal regulations and guidelines for agency employees with regard to social media interactions
- Negotiated agreements; not the standard Terms of Service offered on the social media site
- Permissions for use of non-government content
- Terms for user-generated content on your sites

Elizabeth Blumenfeld, Assistant General Counsel
THE LIBRARY OF CONGRESS

3:15 p.m.



Afternoon Refreshment & Networking Break

3:30 p.m.



**Corporate
CASE STUDY**

How To Effectively Incorporate Social Media Into A Comprehensive Recruitment Strategy: Practical Strategies And Usable Steps

Each year, Sodexo USA fills approximately 5,000 management and executive positions. Even in a down economy, the talent pool they seek is specialized and in very high demand, so their challenge is to continually expand their access to top talent by seeking new ways to connect, and by positioning the company as an innovative, forward-thinking employer.

The overall social media strategy seeks to build an online, interactive talent community to help meet Sodexo's need for talent, now and into the future. They want to continue to expand the venues available to candidates to connect with them, using their preferred medium. The relatively new social media tools presented an opportunity for Sodexo to identify and attract top talent to the company.

During this session, you'll learn practical, usable steps to effectively incorporate social media into a comprehensive recruitment strategy. The discussion will address the essential elements of using social media platforms, including:

- Planning and deploying your organizational presence on social media and integrating this tool with other elements of your strategy
- Utilizing tools to effectively promote your brand and manage people resources committed to social media
- Measuring qualitative and quantitative outcomes from social media activities

Kerry Noone, Marketing Communications Manager

SODEXO, INC.

4:30 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.

Suzie Grieco, Associate

BOOZ ALLEN HAMILTON

4:45 p.m.

Close Of General Sessions

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or register online at www.aliconferences.com

POST-CONFERENCE WORKSHOPS: Thursday, April 15, 2010

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.

How To Leverage Social Media To Strengthen Your Human Capital Management Strategy – Techniques To Implement Now And Strategies For The Future

Whether your organization is already implementing social media tools or merely considering the option, you are likely finding the workload associated with recruiting through social media to be daunting. If constant contact with candidates and frequent updates to information across multiple online communities is adding to your recruiters' workload, perhaps recruiters need to reevaluate the way they function in this new environment and how to use social media to be even more productive.

This workshop will help recruiting and HR managers build the capabilities of their recruiting team through:

- Using social media for high-touch recruiting
- Incorporating social media practices into your daily activities
- Framing a manageable social media recruiting plan for your agency
- Promoting employees as advocates for your agency through their individual use of social media

Additionally, employees are already the face of their organization through their social networks such as LinkedIn, Facebook, and Twitter. They say they work for you, but how are they representing your agency? This session will talk about the types of guidelines that are, or should be, in place to promote effective branding through your employees.

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, and YouTube, participants will understand how recruiters can more effectively engage candidates and what to do next to make recruiting through social media a measurable and equitable part of your overall human capital strategy.

WORKSHOP LEADERS: Tracy Johnson is Senior Consultant at Booz Allen Hamilton. She is leading the development of social media policy and training for the Department of the Navy Office of Information.

Mary Ann Licamele is a Senior Consultant at Booz Allen Hamilton, where she is helping to shape the social networking practices for the Naval Sea Systems Command, Office of Corporate Recruiting.

Testimonials From Past Booz Allen Hamilton Sessions:

"A fabulous workshop! What a great way to end."

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

"Best wrap-up you could provide – thanks!"

"Top-notch presentation. Interesting. Good content."

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 Prove The Value Of Social Media And Online Marketing For Recruitment: A Step-By-Step Guide To Building Your Own Measurement Framework

Whether your agency is considering, or is currently recruiting with online marketing and social media tools, measurement is a critical component. 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 on existing web measurement technology to evaluate online success, this workshop will teach you how to prove the value of social media and online marketing for recruitment by helping you understand:

1. A strategic model for mission-connected, data-driven decision making
2. How to use the model to evaluate user experience and campaign effectiveness
3. Some of the available tools for making your marketing measurable
4. How to develop a tailored measurement framework for your initiatives
5. How to apply the model to a scenario in real-time

This session will be highly participatory, engaging you in an exploration of best practices and brainstorming. Using Government 2.0 tools such as Linked-In, GovLoop, Twitter, Facebook, as well as more traditional online channels like search engines and email; and learning in real-time from your own websites, you will walk away with:

- A clearer understanding of how your initiatives support the overarching mission of the organization
- How to plan more accountable campaigns
- How to think about and use the data to drive next steps

WORKSHOP LEADER: Adam Schultz is CEO of Bold Interactive. (www.boldinteractive.com), the online strategy firm focused on helping mission driven organizations operate more effectively and accountably through data-driven discussion making. Adam focuses his energy on making the world a better place by helping those who do good work, do more of it, faster and better with effective online strategies.

ABOUT OUR 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/>.



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

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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

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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/>



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<<http://www.collegerecruiter.com/>> is the leading job board for college students searching for internships and recent graduates hunting for entry-level jobs and

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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.

VENUE & LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT:

Hilton Washington DC/Silver Spring

8727 Colesville Road
Silver Spring, MD 20910
Phone: 301-589-5200

http://www1.hilton.com/en_US/hi/hotel/DCASSHF-Hilton-Washington-DC-Silver-Spring-Maryland/index.do

Please contact the hotel directly when making your reservation. **For the conference, we have secured a reduced sleeping room rate of \$189/night. Please be sure to call the hotel no later than March 28, 2010 to help ensure this rate and mention Group Code "ALI." Alternatively, you can make your reservation online and under Special Accounts, Group/Convention Code, type in ALI.**

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Join us in the nation's capital for A.L.I.'s Conference on "Social Media for Recruiting in Government & Defense" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.



Photo courtesy of WCTC

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 - - including access to the conference wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by February 19th	Regular Pricing: Register with payment after February 19th
Conference Only (April 13 th & 14 th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
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Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card, training form, or purchase order hold will be taken to ensure your space.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government recruiting 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.

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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 March 29th) 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 March 29th) 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.

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

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Registration Form *Please photocopy for group members.*

Yes, I'd like to register for the April Social Media for Recruiting in Govt. & Defense conference in Washington, DC

Please check: E-mail Priority Code: _____ Amount Due: _____

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Pre-Conference Morning Workshop A: Social Media 101: How To Successfully Leverage New Social Media Tools In Your Organization To Find and Recruit New Talent

Pre-Conference Afternoon Workshop B: Everyday Activities Government Organizations Can Effectively Use To Maximize The Benefits Of Web 2.0 Technology And Compete More Effectively

Post-Conference Morning Workshop C: How To Leverage Social Media To Strengthen Your Human Capital Management Strategy – Techniques To Implement Now And Strategies For The Future

Post-Conference Afternoon Workshop D: How To Prove The Value Of Social Media And Online Marketing For Recruitment: A Step-By-Step Guide To Building Your Own Measurement Framework

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