

STRATEGIC INTERNAL COMMUNICATIONS IN GOVERNMENT WEST

Engaging Employees to Drive Change,
Maximize Performance and Achieve Results

★ JUNE 2-5, 2008 • SAN DIEGO, CA ★

**Sign Up Early
and Save!**

**Save \$400 When
You Register by
April 25th!**

Back by Popular Demand...

The 6th National Forum from the Advanced Learning Institute's Acclaimed Executive Training Series for FEDERAL, STATE & LOCAL Government Communicators...



Rave Review from Past Attendee

"Wonderful opportunity to meet professionals in public and private sector... also exciting to see how valued internal communication systems are key to high-performing organizations for leaders, CEOs & knowledge workers."

L. Nobles, Human Resources Specialist
U.S. Securities and Exchange Commission



Registration Is Easy!

Call TOLL FREE: (888) 362-7400 or Call (773) 695-9400
You Can Also Register Online at www.aliconferences.com



Key Takeaways

Strategic internal communications impact your organization's effectiveness dramatically. Attend this conference to discover actionable tools and successful strategies to help you leverage the power of internal communications to drive change and maximize performance, including:

- **Adding** value to your organization through performance-based communication
- **Using** the most effective communication channels and media for your audiences – from blogs to print
- **Engaging** employees at all levels by connecting them to your organization's goals and strategic plan for the future
- **Measuring** the impact communication has on relevant performance measures such as quality, service and cost
- **Reinventing** the role of the communication function from tactical implementers to strategic change managers



Speaking Organizations

Hear from the following leading agency representatives and experts on how to transform the role of internal communications to one that adds value and drives change to achieve results, with practical lessons learned from:

**Federal Aviation Administration,
U.S. Department of Transportation**

**San Diego County, California,
Regional Airport Authority,
San Diego International Airport**

**Defense Media Center,
U.S. Department of Defense**

**Bonneville Power Administration,
U.S. Department of Energy**

Internal Revenue Service

U.S. Government Printing Office

**Washington State Office of the
Attorney General**

U.S. Environmental Protection Agency

- **Using** leadership communication to build employee trust
- **Transforming** your day-to-day operations to make them more citizen-centered and results-oriented
- **Utilizing** social media tools for your internal communications initiatives
- **Ensuring** that managers at all levels manage communication well so people have the information when they need it to make the right decisions
- **Aligning** your internal and external communication strategies to ensure continuity within your organization and advance your objectives
- **Planning** your internal crisis communication strategy
- **Fostering** mission-focused employee behavior and culture to support agency goals
- **Restructuring** your intranet to inform, align and invigorate employees
- **Focusing** your message to cut through the clutter and deliver your information effectively
- **Developing** an internal branding campaign-communicating to your employees to build your brand, encourage retention and impact your organization's bottom line
- **Getting** support from senior leadership and key stakeholders

Northrop Grumman Integrated Systems

Weidner, Inc.

Capgemini Government Solutions

Mercer Human Resource Consulting

Pacific Consulting Group

The Cohesion Group

Lawrence Livermore National Laboratory

Marathon Oil

About Our Supporters:



IABC SACRAMENTO



Presented By:



Your Government & Communications Training Partner Since 1997

Why Is This Event One You Can't Miss?

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

★★ **Save \$400 When You Register by April 25th!** ★★

To Register, Call (888) 362-7400 - or - (773) 695-9400

Or Register Online at www.aliconferences.com

Expand Your Learning...

Sign up for your choice of these interactive workshops:

- **Pre-Conference Morning Workshop A –**
Monday, June 2, 2008: 9:00am – 12:00pm:
Performance-Based Communication 101: How To Implement A Proven, Step-by-Step Process For Creating A Long-Term Communication Strategy That Drives Results
- **Pre-Conference Afternoon Workshop B –**
Monday, June 2, 2008: 1:30pm – 4:30pm:
What You Can Do As A Communicator To Help Drive Transformational Change, Maximize Performance, And Achieve Sustainable Results
- **Post-Conference Morning Workshop C –**
Thursday, June 5, 2008: 8:30am – 11:30am:
How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Communications
- **Post-Conference Afternoon Workshop D –**
Thursday, June 5, 2008: 12:00pm – 3:00pm:
Aligning Your Internal And External Communication Strategies To Ensure Continuity Within Your Organization And Advance Your Objectives

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:

- Employee Communications
- Employee Relations
- Human Resources
- Program Management
- Strategic Planning
- Executive Communications
- Change Management
- Publication & Web Content
- Organizational Transformation
- New Media
- Social Media
- Public Affairs
- Communication Consulting
- Communications Research
- Electronic Communications
- Intranet Communications
- Public Relations
- Training & Development
- Quality Improvement
- Marketing
- Business Development
- Organization Development

Benefits of Attending This Critical Conference

This conference is a must-attend event for all those who are serious about using strategic internal communications to engage employees to drive change, maximize performance and achieve results. You will benefit from:

1. **19 innovative speakers** at your disposal to share their strategies and experiences in internal communication fundamentals that are already proven to work
2. **Over 23 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** -- be sure to bring plenty of business cards to exchange with your fellow attendees
5. **A comprehensive overview of strategic internal communication strategies** from leading practitioners like the **U.S. Department of Defense, San Diego International Airport/San Diego County Regional Airport Authority, Internal Revenue Service** 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

A Letter From The Conference Chairperson...



Dear Federal, State and Local Government Communications Professionals:

As you know, the communications landscape has changed drastically over the past few years. Advances in technology, changes in management philosophies, more sophisticated and demanding employers, employees, and stakeholders, and an ever-increasing change of pace have converged to make this a time of tremendous opportunity and tremendous peril for communications professionals...

Those who learn to adapt and master the new tools will be indispensable—those who don't will quickly become obsolete.

To help you catch up, get ahead, or stay ahead, the Advanced Learning Institute (A.L.I.) is hosting their 6th National conference on "**Strategic Internal Communications in Government**," a high-impact, strategy-focused training opportunity taking place in **San Diego, CA, June 2-5, 2008**.

Designed for the communications professional looking to learn the new rules of the game and to understand the new communications tools transforming the modern communications environment, this conference will give you real insights into how cutting-edge professionals are transforming their organizations from bureaucratic, stove-piped dinosaurs into agile, collaborative communities of practice.

World-class communications experts from government and the private sector will be sharing their perspectives through case study presentations and interactive workshops. You will explore proven strategies and gain practical experience from leading agencies and practitioners like yourself, including how the:

- **U.S. Department of Transportation** achieved targeted communication for its dispersed organization of more than 70,000 employees and contractors
- **Washington State Office of the Attorney General** used internal communications to improve their recruitment and increase employee retention
- **San Diego County, California, Regional Airport Authority/San Diego International Airport** gained upper-management support to launch an internal employee blog that engages employees and enhances transparency

Other topics will include best practices and lessons learned in stakeholder management, strategic communications planning, the delivery of timely and accurate messages, and eliciting useful employee feedback. There will also be plenty of time for peer-to-peer collaboration and informal networking.

To reserve your place in this important conference, register today online or call the A.L.I. conference hotline at 888-362-7400. Participating in "Strategic Internal Communications In Government," June 2-5, 2008, in San Diego, CA, will be one of the most valuable investments you can make in your own professional future and in the future of the organization you serve. I hope to see you there.

Sincerely,



Marv Weidner, President & CEO

WEIDNER, INC.

Conference Chairperson

P.S. Make your investment pay off even more by bringing your whole communications team! Register 3 people and get the 4th for FREE! Call (888) 362-7400 or go to www.aliconferences.com to register today!

Rave Reviews From Past Government Communications Conference Attendees

"Overall: superb job on meeting educational goals. Nicely done! One of the best I've attended."

J. Verrico, Public Affairs Officer

NAVAL FACILITIES ENGINEERING COMMAND, U.S. NAVY

"Best conference I have ever attended; impressive attention to detail."

C. d'Arc Taylor, Communications Manager, Information Services & Technology

RAND CORPORATION

"Material covered a variety of areas, including communication techniques/strategies and real-life scenarios. Excellent approach resulted from this coverage."

L. Beck

UNITED STATES PATENT AND TRADEMARK OFFICE

"Overall, this was a really good conference and I feel I have acquired some very useful info and tools."

G. Baujan

AIR FORCE MATERIEL COMMAND

"I was very pleased with the general program as it gave me new insights into what my colleagues are dealing with."

D. Fitzgibbons, Editor, Internal Communications

UNIVERSITY OF MASSACHUSETTS AMHERST

"There were lots of great tools shared; now I just have to wade through them all and decide which tools will work best for me. Thanks."

D. La Rue, Community Information Manager

LARIMER COUNTY, COLORADO

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

F. Hamm, Public Affairs Officer

U.S. DEPARTMENT OF DEFENSE, AMERICAN FORCES INFORMATION SERVICE

“I found this to be a very helpful conference. I’m glad that I attended.”

D. Hann, Director, Office of Science Policy, Planning & Communications

NATIONAL INSTITUTE OF MENTAL HEALTH, NATIONAL INSTITUTES OF HEALTH

“I have no problem recommending your future conferences to co-workers and executives.”

L. Valcour, Inspector

OTTAWA POLICE SERVICE, ONTARIO, CANADA

Pre-Conference Workshops: Monday, June 2, 2008

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

Choose A or B or BOTH for Maximum Value and Learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

Performance-Based Communication 101: How To Implement A Proven, Step-by-Step Process For Creating A Long-Term Communication Strategy That Drives Results

In most high-performing, public entities and corporations, the role of internal communication has evolved into a critical management function. The focus of the communications department has shifted from reporting change to managing change in alignment with organizational goals.

In this workshop, you’ll learn a proven process for creating a long term performance-based communication strategy that is focused on achieving desired results in your public-sector organization or department, including how to:

- Build a contextual framework that is critical for an effective communication strategy
- Gain support from key stakeholders
- Determine which communication channels are appropriate to meet different goals
- Demonstrate the linkage of internal communication to organizational results
- Identify and develop the competencies needed by strategic communication professionals to succeed in high-performing organizations

You’ll also learn about planning tools that you can use to develop an effective communication strategy in your own organization. As part of this interactive, high-energy workshop, you’ll gain hands-on experience by participating in team exercises.

WORKSHOP LEADER: David H. Jackson, PhD, is a Principal in the Global Communication Practice of Mercer Human Resource Consulting. David has more than 25 years of experience in communication,

including working with a variety of public and private sector organizations.

Testimonials From Past David Jackson Sessions:

“Great presentation style and technique. Interesting content.”

“Extremely knowledgeable presenter. Very interactive. Obtained tools/ideas I could use.”

“This presentation was right on point. This was exactly what I was interested in. He did a great job and would love to sit in on more of his presentations.”

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

Lunch on your own

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

AFTERNOON PRE-CONFERENCE WORKSHOP B

What You Can Do As A Communicator To Help Drive Transformational Change, Maximize Performance, And Achieve Sustainable Results

Whether agencies are engaged in large-scale transformation, or smaller-scale change-related initiatives, several foundational elements must be taken into consideration to prepare for and sustain change. Critical to the success of any change effort is the execution of a comprehensive communication plan and integrated branding program. Communications is a key element of a change management framework, and is often overlooked in many transformation strategies.

This interactive workshop session will provide tools, techniques, and leading practices you can use to define your own creative communication approaches to rapidly break down barriers in your organization and enable on-going dialogue at all levels to ensure change efforts – both large and small – are successful.

Specifically, you will learn how to outline, design, and implement a communication strategy that leverages people, print and web resources, and is targeted to share consistent messages across stove-piped organizations and mitigates risks that include:

- Missing project deadlines
- Delays in realizing expected benefits
- Inability to gain access to critical resources
- Inconsistent sponsorship
- Lack of a collaborative process
- Absence of critical decision makers
- Too little input from key stakeholders

You will leave this workshop with:

- Ideas for developing an integrated branding program
- Sample communications plan tools, to include
 - Vehicles Assessment
 - Stakeholder Analysis
 - Sample communications strategy

- Techniques for developing key messages by stakeholder groups
- Creative (and inexpensive) approaches for sharing information and engaging employees at all levels of the organization
- Practical tips and leading practices for measuring the success of communications efforts

WORKSHOP LEADER: Kathy Waetjen serves as Director of Marketing for Capgemini Government Solutions and is a former federal employee with experience leading and managing strategic communications efforts for cabinet level and independent federal agencies.

Testimonials From Past Kathy Waetjen Sessions:

“This was one of the best—provided specific examples and more in-depth explanations on what to do—this was excellent!”

“Inspiring and creative. A great presenter. I thoroughly enjoyed her presentation and energy!”

“Exceeded my expectations! Thank you for sharing your ideas and successes!”

“Engaging, lively presentation style. Great handout. Good, creative ideas.”

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 Or Register Online at www.aliconferences.com

Day 1 - Agenda: Tuesday, June 3, 2008

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



Chairperson’s Address

The Good, The Bad, And The Uninformed: Effectively Communicating Performance Information To Drive Organizational Performance

Performance information is some of the most valuable data an organization ever possesses. It has the power to motivate, the potential to avert disaster, and the incredible ability to align the efforts of thousands of individuals who might otherwise never cooperate to achieve anything. Unfortunately, in many organizations its value goes unrealized. Lacking real performance information, individuals often divide into three camps: those who claim everything is great, those who claim everything is terrible, and those who claim to know nothing at all. It’s the Good, the Bad, and the Uninformed.

Communications professionals hold the key to avoiding this spaghetti western outcome. By ensuring that every individual in the organization is kept up-to-date with relevant, actionable performance data, they can unleash the full value of performance data and create an organization where actions and outcomes are clearly linked.

In this session, you will learn how to:

- Work with executives and other stakeholders to clearly define the meaning of success
- Collect and manage performance information
- Report progress toward organizational objectives
- Involve all employees in a two-way dialog about results
- Create a culture of performance

These skills will give you the power to ensure that the full value of performance information is realized in your organization and make you the hero of your own western story.

Marv Weidner, President & CEO
WEIDNER, INC.

9:45 a.m.



Speed Networking

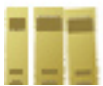
You'll have a chance to meet and greet fellow attendees in this fun and fast-paced forum.

10:15 a.m.



Morning Refreshment & Networking Break

10:45 a.m.



CASE STUDY

Ghosts, New Years' Resolutions and Other Agency Information: How To Create Simple Employee Polls That Gather And Distribute Important Information

The U.S. Government Printing Office (GPO) started polling employees on October 31, 2007 with this question: Do you believe in ghosts? From this humorous beginning, a weekly employee poll located on the home page of GPO's intranet site caught on like wildfire. GPO's Employee Communications Office uses their weekly polls to gather business-related information, to solicit suggestions, to entertain – and to provide education and resources.

In this presentation you will learn how to:

- Use simple, commercially-available software to launch your own employee polls
- Promote the poll site to employees and encourage participation
- Create a mix of questions that gathers and distributes valuable information – and uses educational entertainment to keep employees coming back for more

This session will provide a live demonstration to show how easy it is to create your own employee poll.

Jeffrey S. Brooke, ABC, Director of Employee Communications
U.S. GOVERNMENT PRINTING OFFICE

11:45 a.m.



CASE STUDY

Using Social Media To Increase The Effectiveness Of Internal Communications, To Boost Employee Morale And Productivity

Internal organizational communications are changing. Organizations are now discovering the benefits of social media. But how are leading organizations actually using these communications tools?

Drawing on professional, practical and personal experience, you will learn how large- scale organizations are employing social media to increase the effectiveness of internal communications to boost morale and employee productivity. Specifically, you will learn how Northrop Grumman is using social media to communicate with their employees. We will take a look at perceived obstacles working with social media and compare them with the realities of working with these new communications channels. At the end of this session, you will be able to build a business case on how the internal use of social media can enhance your own organization's efforts.

Rene Freeland, Manager, Communications, Western Region
NORTHROP GRUMMAN INTEGRATED SYSTEMS

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 internal communications concerns.

2:00 p.m.



CASE STUDY

How To Use Effective Internal Communications To Keep Employees Engaged And Maintain High Employee Morale

Recruiting and retaining a qualified and effective workforce can be challenging within the limitations of the public sector, but many agency executives overlook their greatest asset in this effort – their employees. Employees who feel appreciated will naturally talk about their employer and the jobs they enjoy to their families, friends and colleagues. Internal communications plays a vital role in fostering this positive employee satisfaction.

In this session, you will learn how to use effective internal communication tools to:

- Keep employees engaged, connected and informed

- Help employees accept change and transition
- Recognize employee achievement
- Maintain high employee moral

Janelle Guthrie, APR, Communications Director
WASHINGTON STATE OFFICE OF THE ATTORNEY GENERAL

Sarah Lane, Internal Communications Manager
WASHINGTON STATE OFFICE OF THE ATTORNEY GENERAL

3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.



CASE STUDY

How To Achieve Results Using Deliberate, And Targeted Communication In A Large, Diverse And Highly-Dispersed Environment

The U.S. Department of Transportation, Federal Aviation Administration (FAA) is a large, diverse, and geographically dispersed organization with more than 70,000 employees and contractors in facilities around the world. The Office of the Assistant Administrator for Information Services and Chief Information Officer (CIO) are a key player in the leadership and management of the agency's information technology (IT) enterprise, including applications and infrastructure. The CIO has purview over and establishes policy and guidance in the areas of IT capital planning, enterprise services, information management, information systems security, portfolio and program services, privacy, and research and development. Leveraging resources and facilitating partnerships with internal and external stakeholders is a chief component in achieving success.

The FAA invests in excess of \$2.5 billion annually on IT, with the thousands of applications and programs that fall under this umbrella being managed by hundreds of groups and individuals at various levels. Thus, to achieve results and limit chaos, accurate, deliberate, and targeted communication is essential. This session will focus on the need to develop and implement effective communications tools and solutions aimed at bringing about clarity, consistency, and transparency in messages and actions.

Key points of discussion and takeaways will include:

- The importance of communication to organizational success
- The invaluable return on investment that can be achieved from stakeholder and customer outreach – working with stakeholders and customers to determine what they need to hear from you
- Ways to develop a cohesive internal and external message
- Ways to increase the visibility and importance of communications in your organization

Carl Robert Lee, Communications Services Officer
**FEDERAL AVIATION ADMINISTRATION,
U.S. DEPARTMENT OF TRANSPORTATION**

4:15 p.m.



CASE STUDY

How To Communicate Radical Change And Save Costs Too!

At Lawrence Livermore National Laboratory in Livermore, California, the Media Relations and Employee Communications Office was tasked with communicating three major initiatives within the past year:

- The privatization of the organization for the first time in its history of more than 50 years
- Encouraging employees to save costs, such as meeting a federal goal of cutting electrical use by 9 percent within one year, due to a \$380 million budget shortfall
- Converting its employee communications to all electronic, as part of the cost saving initiative

In this case study session, you will learn how the Lawrence Livermore National Laboratory employed online employee communications to engage employees, and how their office shifted their resources and efforts when they stopped print publications as a cost savings measure. You will walk away with valuable lessons learned and tips and pointers for your organization's challenges.

Nancy Garcia, Public Information Officer, Office of Media Relations & Employee Communications
LAWRENCE LIVERMORE NATIONAL LABORATORY

5:15 p.m.



Close of Day One & 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 San Diego's fine dining while you continue to network with your colleagues.

Day 2 - Agenda: Wednesday, June 4, 2008

8:00 a.m.



Continental Breakfast & Networking

8:30 a.m.



Chairperson's Opening of Day 2

8:40 a.m.



CASE STUDY

How To Keep An Overseas Audience Connected To Internal Information

The American Forces Network (AFN) mission is to inform and entertain the soldiers, sailors, airmen, Marines, and their families, stationed outside the United States in 177 countries. Since their audience ranges from those who are directly involved in combat, to those who support military operations, to family stationed with them overseas, AFN has to target their broad demographic with a wide range of internal information and news updates, provided by the Department of Defense and the military commands. In this dynamic presentation, you will learn how AFN is able to reach a local, regional and global audience with a wide variety of crucial internal information messages targeted for specific demographics in multiple time zones.

Through the production of on-air promos, the scheduling of worldwide spot announcements and news programs, the operation of an automated cue-insertion system, the management of regional AFN TV and radio channels/services, and the creation of innovative websites, AFN serves the information needs of a local, regional and global overseas audience.

Among the challenges that are faced include:

- Serving large and diverse military communities across the globe including; Iraq, Afghanistan, Central Europe, the Japan/Korea region, and aboard Naval ships at sea
- Communicating specific messages to worldwide viewers
- Working with the individual military media centers, each of which has unique missions
- Using technology to augment a shrinking budget and workforce

In this can't-miss presentation, you will learn how to communicate across your own organization's challenges, whether your agency has a local or global presence.

Lawrence A. Sichter, Chief of Affiliate Relations, Public Affairs Officer, American Forces Network
DEFENSE MEDIA CENTER
U.S. DEPARTMENT OF DEFENSE

Jeffrey W. White, Executive Director
DEFENSE MEDIA CENTER
U.S. DEPARTMENT OF DEFENSE

9:40 a.m.



Morning Refreshment & Networking Break

10:10 a.m.



CASE STUDY

Don't Be Afraid Of Employee Bloggers: How To Guide The Power Of Employee Blogging To Engage Employees And Enhance Transparency -- On A Shoestring Budget

The *Goodwill Ambassablog* is a unique approach to employee blogging at the San Diego County Regional Airport Authority, the public agency that operates San Diego International Airport. As a regional government agency, the Airport Authority was uncertain how, if at all, to enter the blogosphere; so it launched an employee blog with a twist – one that not only engages employees and offers them a creative outlet for educational expression, but also communicates positive messages about the Airport Authority and enhances its transparency to external audiences.

The *Goodwill Ambassablog* is proving to be a stellar, ultra-low-cost, “new media” supporter of the Airport Authority’s Goodwill Ambassador Program, which recruits agency employees to serve as ‘goodwill ambassadors’ about the Airport Authority to their friends, family members and community contacts. Its blog features ongoing employee-written posts & comments, video & music clips, photos, quizzes, polls, convenient forwarding features and more.

In this session, you will gain insight on how to:

- Create a similar blog as the *Goodwill Ambassablog* and get it operating successfully on a shoestring budget
- Effectively implement and monitor a dual-purpose (internal/external) blog for public entities
- Overcome technical challenges
- Gain upper management understanding and support

This is a can’t-miss session to learn how to get your blog launch up and off the ground quickly with a limited budget.

Steve Shultz, Deputy Director, Public & Community Relations
SAN DIEGO COUNTY, CALIFORNIA, REGIONAL AIRPORT AUTHORITY
SAN DIEGO INTERNATIONAL AIRPORT

11:10 a.m.



CASE STUDY

Engaging Employees To Drive Change And Results In A Large Organization Through The Use Of Strategic Executive, Team & Organizational Communications

Over the past five years, the Internal Revenue Service (IRS) has experienced dramatic improvements in customer service and operational efficiency through the use of employee teams to generate breakthrough improvement initiatives. Though different in scope and scale, the initiatives all contain the following success factors:

- Using customer opinion surveys to identify top priority improvement areas
- Executive involvement in chartering the improvement project, supporting the improvement teams and championing dissemination of lessons learned throughout the organization
- Stakeholder involvement to generate ideas and remove obstacles to implementation
- Focusing on action and short timeframes in addressing problems
- Engaging of cross-functional employee teams in assessing the opportunities, developing potential solutions, selecting the most promising alternatives and developing the pilot projects
- Using pilots and rigorous measurement to test the ideas and subsequently to communicate the results across the organization
- Using information technology to facilitate communication among team members (who are frequently geographically dispersed)

The IRS has found that this “learning by doing” approach has delivered both customer and business results while improving the employee experience.

This session will examine the operational and communications components of two specific improvement initiatives. You will gain insight into how to structure and implement improvement initiatives, with a special emphasis on the role that executive, team and organizational communications plays in engaging employees to bring about customer-driven change in a large organization.

Dorian Shawcross, Senior Policy Analyst
INTERNAL REVENUE SERVICE

Tom Cooper, President
PACIFIC CONSULTING GROUP

12:10 p.m.

Lunch On Your Own -- But Not Alone!

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

1:40 p.m.



Interactive Session

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your internal communication 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 internal communication initiatives.

2:15 p.m.



CASE STUDY

How To Plan, Execute And Communicate The Importance Of Crisis Communication Within Your Own Organization Before Disaster Strikes

In 2007, over 150 Public Information Officers (PIOs) from State, Local, and Federal agencies and the private sector pooled together resources and expertise to form 15 joint information centers in an 11 state area. The team planned and executed how PIO's would respond to an earthquake that affected the environment and human health. That was just part of the Spill of National Significance exercises, and it's your job to communicate the information to the public with one voice in 11 states.

While most people know that safety measures are most important, agencies need to be prepared internally before communicating any information to the public. In this session, you will not only gain understanding of how to communicate a disaster to the public, but how to communicate internally in preparation of crisis management, such as:

- Learning to partner with other agencies to communicate a consistent message to the public
- Preparing and practicing before a crisis
- Executing a crisis communications plan in your organization

This session will also walk you through how you can be part of the exercise planning team by:

- Becoming one of the exercises and planning directors
- Stressing the importance of public information and getting your message out early
- Building partnerships, creating trust, and serving the public well

The Spill of National Significance exercise, also called SONS 07, had over 5,000 responders participate in the exercise. PIO's played a huge part of the overall planning, design, play, media and final good news stories.

Ginny Narsete, Public Information Officer
U.S. ENVIRONMENTAL PROTECTION AGENCY

Linda Casey, Senior Communications Manager
MARATHON OIL

3:15 p.m.



Afternoon Refreshment & Networking Break

3:30 p.m.



CASE STUDY

How To Leverage Your Organization's Internal Website To Inform, Align And Engage Your Employees

With an organization of nearly 3,000 employees, the internal communications strategies at the Bonneville Power Administration (BPA) are key to assuring that employees are well-informed and connected. Through a comprehensive redesign of their internal website, the BPA has excelled at bringing employees the information they need right to their desktop.

Prior to the redesign of the internal website, information was difficult to find and was spread throughout multiple organization websites. By improving electronic communications, the BPA has advanced employee access to information on major agency initiatives, projects and employee services.

In this session, you will learn the importance of:

- Implementing a strategic internal website presence and its benefits for your organization
- Aligning business partners on the advantages of a consolidated website
- Engaging employees in the design process and increasing buy-in and acceptance
- Developing a centrally-managed and governed website that still maintains organizational ownership

Ryan Zimmerman, Public Affairs Specialist
**BONNEVILLE POWER ADMINISTRATION,
U.S. DEPARTMENT OF ENERGY**

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.

4:45 p.m.

Close Of General Sessions

★★ **Save \$400 When You Register by April 25th!** ★★

To Register, Call (888) 362-7400 - or - (773) 695-9400

Or Register Online at www.aliconferences.com

Post-Conference Workshops: Thursday, June 5, 2008

Interactive Post-Conference Workshops

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

Choose from C or D or BOTH for Maximum Value and Learning

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

MORNING POST-CONFERENCE WORKSHOP C

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

How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Communications

These days, communications strategists are using group blogs, wikis and other collaborative methods and tools to energize, motivate and join powerful and very loyal communities of employees, not to mention customers, partners and other important audiences.

In this workshop, you'll sample these tools and their impact on internal communications. And you'll walk away with the know-how you'll need to propose and set your new communications tools in motion.

Specifically, we'll cover:

- The tools themselves — blogs, wikis, podcasts, collaborative websites, MySpace, YouTube
- What works internally and what doesn't
- How to get your senior leaders on board
- Ins and outs of policies and procedures to steer use of these tools internally
- Exactly where you should start when you're back in the office and totally overwhelmed with all of your new-found knowledge from the conference

WORKSHOP LEADER: Jason Anthoine is Head Honcho at The Cohesion Group, a workplace communications firm that develops customized employee communications programs helping organizations to transform their workforces. Accredited by the Public Relations Society of America, Jason has more than 16 years experience in workplace communications and has concentrated his entire career to this specialty.

Testimonials From Past Jason Anthoine Sessions:

“Jason was very flexible with our group, allowing the discussion to flow where the participants needed it to; and he answered all questions—very knowledgeable!”

“Presenter made the topic & content easy to understand.”

“Jason did an excellent job of presenting the material. His confidence and knowledge are exceptional.”

11:30 a.m. to 12:00 p.m.

Lunch will be provided for Workshop D attendees.

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

AFTERNOON POST-CONFERENCE WORKSHOP D

Aligning Your Internal And External Communication Strategies To Ensure Continuity Within Your Organization And Advance Your Objectives

In today's fast-paced, complex world it's more important than ever to ensure the alignment of communications both inside and outside your organization. Mismatched messages can lead to confusion, frustration, and ultimately a less productive organization. In this workshop you will learn the steps you need to take to ensure proper alignment of all your communications efforts.

You will learn how to:

- Inventory the sources and types of information impacting your organization
- Create a well-defined structure for validating information and for using authoritative sources to disseminate information
- Utilize new tools and the power of community to keep communications current and relevant
- Integrate performance information into communications to focus stakeholder attention
- Develop and manage a communications brand

With these skills in hand, you will have the ability to accelerate the achievement of your organization's objectives by creating an aligned, focused workforce supported by well-informed stakeholders.

WORKSHOP LEADER: Marv Weidner, President & CEO of Weidner, Inc., has over 20 years of senior government experience. Since leaving government service in the State of Iowa in 1998, he has worked as a consultant with some of the nation's best-run federal, state and local government organizations to help them develop and implement Managing for Results.

Testimonials From Past Marv Weidner Sessions:

"This hit the mark of what I wanted from the conference."

"Great speaker; good at thinking on his feet and answering questions."

"Very knowledgeable and superbly presented. Great tools for use in the field."

"Marv really knows his material--he was pleasant and made listening easy."

About Our Conference Supporters



IABC-San Diego provides programming, career development, and networking opportunities to help professional communicators and organizations achieve excellence in public relations, employee communication, marketing communication and other forms of communication. IABC inspires, develops and empowers people to create the channels, experiences and platforms for people around the world to be heard.

This is an exciting time to be involved with the IABC-San Diego chapter. They now have more than 100 members and solid professional development programming in place through June 2008. As they grow, there are numerous opportunities to get involved with the chapter. Please contact them via their web site if you're interested in offering your expertise and energy as a volunteer for their chapter.

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



The San Francisco Chapter of International Association of Business Communicators (IABC) is one of the largest and most diverse chapters in IABC (around 300 members). The San Francisco Chapter offers a wide variety of resources to members in the Bay Area. Close proximity to leading companies, top speakers, and IABC world headquarters allows the chapter to consistently provide outstanding monthly programs for both corporate and independent communicators, professional development seminars, networking opportunities, and periodic special events.

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

IABC SACRAMENTO

Established in January 1978, IABC|Sacramento is a local chapter of IABC representing more than 125 professional communicators in the Sacramento area.

Members include public relations and communication professionals from Fortune 500 companies, small businesses, communication agencies, nonprofit organizations, government agencies as well as freelance writers and consultants. All have a commitment to continue professional development and a desire to network with other communicators.

For more information, please go to: <http://sacramento.iabc.com/index.html>.



The Los Angeles chapter of the International Association of Business Communicators (IABC Los Angeles) is part of a global network that provides the content, the credibility and the community to help communication professionals succeed in their careers. Established in January 1946 as the Los Angeles chapter of the Pacific Coast Association of Industrial Editors and having joined IABC in 1981, the chapter has continued to evolve as the premiere association for business communicators.

IABC Los Angeles serves the entire Los Angeles Metropolitan Area including: Downtown, South Bay, San Fernando Valley, Westside and points in between. Members work in the public and private sector as consultants, independent business owners, and corporate staff in such diverse fields as marketing, advertising, corporate communications, government relations, human resource communications and shareholder relations. What do they all have in common? A commitment to continuing professional development and a desire to interact with a diverse and interesting group of communicators.

For more information, please go to: <http://la.iabc.com/index.shtml>.



Founded in 1959, the San Diego Chapter of the Public Relations Society of America (PRSA San Diego) represents nearly 300 members who practice public relations across all sectors, including corporate, agency, government, nonprofit, education, and consultation. The chapter offers a full range of programs and services, each organized by volunteer committees. These include professional development meetings and teleseminars, an online job board and resource directory, a monthly member newsletter, public service program, annual awards program, a new professionals group, social events, and one of the country's most active APR accreditation programs.

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



For more than thirty years, the Public Relations Society of America, Silicon Valley Chapter (PRSA Silicon Valley) has been the leading voice for technology marketing and PR. The organization provides professionals with education and professional development, career advancement and networking opportunities. Business communicators at every level are welcome to join. The PRSA Silicon Valley provides numerous opportunities to stay informed about industry developments and trends, and to interact with other professionals, members of the media, industry analysts, and more.

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



The San Francisco Chapter of PRSA is a dynamic group of public relations professionals dedicated to the advancement of the profession. PRSA-SF members have access to a wealth of professional development, career and networking opportunities.

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

Venue and Lodging

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Loews Coronado Bay Resort

4000 Loews Coronado Bay Road
Coronado, CA 92118
Phone: (619) 424-4000 or 1-866-563-9792
<http://www.loewshotels.com>

Please contact the hotel directly when making your reservation. **For the conference**, a limited number of rooms have been set aside at the **government per diem rate of \$139/night**. **Please be sure to call the hotel no later than May 1, 2008** to help ensure this rate and mention that you are attending the Advanced Learning Institute's government conference. **We recommend that reservations be made early, as the number of rooms at our rate is limited.**

Located 20 minutes from San Diego International Airport, the Coronado Bay Resort is centered on a private 15-acre peninsula, across the road from Silver Strand State Beach and nine miles from downtown San Diego. Guests can catch unfettered views of the San Diego-Coronado Bridge and San Diego city skyline on one side, and the Pacific Ocean on the other side. Join us in San Diego for A.L.I.'s 6th National Conference on "Strategic Internal Communications in Government-WEST: Engaging Employees To Drive Change, Maximize Performance And Achieve Results" and enjoy this wonderful city from its restaurants, shopping and attractions to its nightlife.

For more information on your visit to San Diego, go to <http://www.sandiego.org>.

Registration Fees

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by April 25th	Regular Pricing: Register with payment after April 25th
Conference Only (June 3rd & 4th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
Conference Plus Two Workshops	\$1,999	\$2,399
Conference Plus Three Workshops	\$2,199	\$2,599
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Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 8.75% sales tax on workbook orders.		

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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

GROUP DISCOUNTS:

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more

than two weeks prior to the conference (before May 19) 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 May 19) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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

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

Government · Communications
Performance Measurement · Strategic Planning
Human Resources · Health Care
Brand Management · Marketing
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WE GUARANTEE RESULTS:

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

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

U.S. Postal Service – City of Austin, TX – FDA – Department of Labor – District of Columbia – Office of Naval Intelligence - Marine Corps – FCC – Office of Personnel Management – U.S. Mint – City of Atlanta, GA – Department of the Interior – General Services Administration – Department of Transportation – Forest Service – Sarasota County, FL – Environmental Protection Agency – Army – MIT Lincoln Laboratory – IRS – Census Bureau – Patent and Trademark Office – FAA – City of Chicago, IL – Department of Justice – FBI – U.S. Government Printing Office - Commonwealth of Virginia – Smithsonian Institution – Department of Energy – Montgomery County, MD – Social Security Administration – Department of Defense – NASA – House of Representatives – Office of Management and Budget – State of Iowa – Washington State – Maricopa County, AZ – Department of Health and Human Services – National Academy of Public Administration – Department of Education – Department of Agriculture – Department of the Treasury – Homeland Security – Booz Allen Hamilton – Capgemini - CDC – Air Force – Nashville and Davidson County, TN – Court Services and Offender Supervision Agency – FEMA – Bureau of Reclamation – Pentagon Renovation – American Institutes for Research – USAID – University of Baltimore – NOAA – Department of Housing and Urban Development – Department of Veterans Affairs – FDIC – Customs – City of Las Vegas , NV – Small Business Administration – State of Colorado

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

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

Registration Form

Please photocopy for group members.

- Yes, I'd like to register for the June 2008 Strategic Internal Communications In Government Conference

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Conference Only
- Conference Plus Workshop(s):
- Performance-Based Communication 101: How To Implement A Proven, Step-by-Step Process For Creating A Long-Term Communication Strategy That Drives Results
 - Pre-Conference Workshop B: What You Can Do As A Communicator To Help Drive Transformational Change, Maximize Performance, And Achieve Sustainable Results
 - Post-Conference Workshop C: How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Communications
 - Post-Conference Workshop D: Aligning Your Internal And External Communication Strategies To Ensure Continuity Within Your Organization And Advance Your Objectives
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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