



# Social Media for Government Communications

How To Engage Citizens & Increase Transparency  
Using The Latest Web 2.0 Technologies

February 13 - 16, 2012 • Washington, DC

\*\*\*\*\* Register by December 14th to Save \$400! \*\*\*\*\*

## WHAT YOU WILL LEARN

Attend this conference to hear the latest practical advice on using new media and traditional communication tools to engage your citizens, along with helpful tools, tips and techniques to get started, including:

- **Using** the latest communication tools to promote transparency, enhance engagement & foster collaboration
- **Communicating** effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, podcasts, and much more
- **Taking** citizen feedback and ideas and putting them into action plans
- **Delivering** the information that citizens want, when they want it, via the channel they prefer
- **Leveraging** citizen satisfaction analytics to guide resource allocation decisions to make improvements in the organization
- **Clearing** out the clutter to improve citizen searches for information
- **Establishing** and empowering brand ambassadors by pushing the message out as well as pulling information in
- **Maximizing** awareness of your agency's mission to the public
- **Enabling** conversation and collaboration
- **Ensuring** consistent engagement and information is maintained across all channels with your audiences
- **Utilizing** social media in a crisis situation as a place for planning, strategy implementation, networking, and recruiting
- **Strategically** driving public outreach using traditional and new media as well as innovative communication tools & techniques
- **Operating** social media tools within the boundaries of government restrictions and firewalls and creating Web 2.0 policies and guidelines

## SUPPORTING ORGANIZATIONS

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Federal Communicators Network



Presented by:



Your Government &  
Communications Training  
Partner Since 1997

**SPEAKING ORGANIZATIONS:**  
Hear practical advice, firsthand, on how to engage your citizens and stakeholders by using new media and traditional channels from leading government agencies and organizations, including:

**U.S. Army Public Affairs**

**National Institute of Corrections,  
U.S. Department of Justice**

**Maryland Emergency  
Management Agency**

**U.S. Census Bureau**

**Cranberry Township, Pennsylvania**

**U.S. Army Public Affairs**

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

**GovLoop**

**U.S. Department of State**

**Genome Alberta**

**IBM Center for the Business  
of Government**

**Grant Thornton LLP**

**OhMyGov!**

**Global Healthy Living Foundation**

**Rock Creek Marketing**

**GovDelivery**

**Advice Unlimited LLC**

**Washington State Office  
of the Attorney General**

**U.S. Environmental  
Protection Agency**

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To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)

## WHO WILL ATTEND:

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

Public Affairs

Community Engagement

Social Media/New Media

Public Relations

Public Information

Internal & External Communications

Public Communications

Marketing

Organizational Transformation  
& Development

Executive Communications  
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

Interactive Media

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Program Management

Customer Service & Satisfaction

Communications Research  
& Management

Community Affairs & Outreach

And all those interested in enhancing citizen and stakeholder engagement strategies within their agencies.

## 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 engagement 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."

## THE COMPETITIVE ADVANTAGE YOU'LL GAIN FROM ATTENDING THIS CRITICAL EVENT

This conference is a must-attend event for all those who are serious about improving their communications by using new media and traditional channels to enhance transparency and drive meaningful results. You will benefit from:

- **19 innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional communication tools that are already proven to work
- **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to [www.aliconferences.com](http://www.aliconferences.com) for more details
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview of engagement strategies and processes** from leading practitioners like the **U.S. Department of State, Maryland Emergency Management Agency, U.S. Census Bureau**, and many more
- **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
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading government communication initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to engage your citizens** by using new media and traditional channels from leading government agencies and organizations

### Collaborate Using the Conference Wiki:

All attendees will be invited to expand their networks and continue their conversations via the conference wiki --- an online tool providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event.

## Dear Federal, State and Local Government Communications Professionals,



New media, combined with traditional channels, continues to dramatically change the way we communicate with each other, with citizens, and with our stakeholders. We can no longer assume that our stakeholders will receive our key messages if we do not diversify the channels through which they are delivered. We are deep into the social network era and it is being used by the public sector in more innovative ways – agencies can no longer take a “wait and see” approach, the time to begin implementing a more innovative social media strategy is NOW.

We know things move fast when it comes to social media; it seems like just a few years ago nobody had even heard of Facebook, Twitter, or YouTube and now they’ve become essential tools for communicating with almost any audience. However, new tools don’t necessarily change basic communications strategies or tactics, they just increase the pace and reach of your messaging. That’s why we’re excited about this conference, as we’ll be demonstrating real world examples from government and public sector practitioners and learn about how they leveraged social media tools to reach, communicate, and engage with their audiences. I hope you’ll be able to join us!

### How Will This Conference Help You And Your Organization?

This conference will help you understand how to utilize new media and balance traditional channels used to communicate with your employees, the citizens you serve, and other stakeholders and customers – don’t be left behind!

At this conference, you will hear proven strategies and practical experiences, firsthand, from leading organizations and practitioners, on how to engage citizens and stakeholders by using new media and traditional channels to improve your communication initiatives and practices, including how the:

- **U.S. Army Public Affairs** has successfully mastered the act of balancing security and open communication when operating in the social media space
- **Maryland Emergency Management Agency** utilizes social media tools for a place of planning, strategy, networking, and recruiting during a chaotic situation
- **U.S. Census Bureau** has enhanced public trust with the use of social media tools including Facebook, Twitter, YouTube, Flickr, and blogs

Register today online, or call our conference hotline at 888-362-7400, to attend A.L.I.'s conference on "Social Media for Government Communications: How To Engage Citizens & Increase Transparency Using The Latest Web 2.0 Technologies" this February in Washington, DC. Take this opportunity to hear from leading communicators and organizations that are advancing their citizen and stakeholder engagement plans to change the way their organizations operate and communicate.

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

Sincerely,

Robert Shea, Principal  
**GRANT THORNTON LLP**  
Conference Chairperson

**P.S. Reserve your spot today to learn how you and your team can better manage your government communications to enhance transparency and improve communication. Register 3 people and get the 4th for FREE! For more information, go to [www.aliconferences.com](http://www.aliconferences.com) or call (888) 362-7400.**

# Social Media for Government Communications - Feb. 13-16, 2012

## Interactive Pre-Conference Workshops ~ Monday, February 13, 2012

### Monday, February 13, 2012

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 citizen and stakeholder engagement initiatives 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. – PRE-CONFERENCE MORNING WORKSHOP **A**

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

##### More Than Checking A Box: How To Use A 4-Step Process To Engage Your Audiences Sincerely And Substantively

Just because you're on Twitter and Facebook doesn't mean you're engaging. True engagement is so much more than squeezing your press release into 140 characters, friending fellow agencies, or only linking to "approved" content.

True engagement means being part of the community—answering questions, responding to criticism, sharing content that's not self-promotional, and generally revealing a personality behind the profile.

This interactive workshop will help you to engage your stakeholders sincerely and substantively through a simple, four-step process:

1. You will outline the capabilities and objectives of your organization
2. We'll review the Gov 2.0 social media toolbox. For example, should you be pitching bloggers or blogging yourself? Should you be tweeting or Facebooking—or perhaps Google Plusing? Maybe you should employ an old-fashioned e-newsletter? Perhaps it's time for an IdeaScale?
3. We'll brainstorm strategies for infusing your organizational objectives with Gov 2.0 greatness.
4. We'll vote on the best project and develop a plan to put it in action when you return to the office

**WORKSHOP LEADER: Jonathan Rick is a Senior Strategist at Rock Creek Strategic Marketing in Chevy Chase, Md.** Blending expertise in online communications with a background in public affairs, he helps clients leverage the Web in all its splendor—whether via a website, social network, blog, ad, or app. @jrick

#### 11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

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

##### Discuss, Plan, Act, Evaluate: How To Take Information Received From Citizens And Create A Framework For Action

In today's government, it isn't enough to just communicate with citizens. Today you must listen, respond, and take their comments and put them to use and show that you are doing so. This jam packed session will provide you with a framework for action teaching you how to successfully turn your citizen engagement into an action plan. This framework will address the following four areas imperative for creating an action plan:

<p><b>Discuss:</b></p> <ul style="list-style-type: none"> <li>• What are the problems and symptoms we are facing?</li> <li>• What are good aspects of the current system(s) that should be preserved?</li> <li>• Who are the key stakeholders who must be engaged?</li> <li>• What are the opportunities and impacts that could be made?</li> <li>• What are our values and what do we want to achieve and for whom?</li> <li>• How do we deal with conflicting values?</li> <li>• What data is available that reveals what is currently going on?</li> <li>• Who or what organizations are currently addressing these problems or opportunities?</li> <li>• What strategies and tactics have been effective at addressing these problems or opportunities?</li> <li>• What authority is needed and from whom?</li> <li>• What is our time frame?</li> <li>• What are their short, medium, and long-term phase components?</li> <li>• What are our risks?</li> <li>• What is in our control vs. outside of our control?</li> <li>• What are we assuming?</li> <li>• What have we done similar in the past?</li> <li>• What can we build on?</li> </ul>	<p><b>Plan:</b></p> <ul style="list-style-type: none"> <li>• What are we going to do?</li> <li>• What resources do we need to support our action?</li> <li>• What tools are we going to need?</li> <li>• Who is going to support/managing the action we are going to take?</li> <li>• When are we going to take this action?</li> <li>• How are we going to record action we took?</li> <li>• What Key Performance Indicators are we going to track?</li> <li>• How are we going to acknowledge and reward action and results?</li> </ul>
	<p><b>Act:</b></p> <ul style="list-style-type: none"> <li>• Do it</li> <li>• Record it</li> <li>• Report it</li> <li>• Thank</li> </ul>
	<p><b>Evaluate:</b></p> <ul style="list-style-type: none"> <li>• What did we actually get done?</li> <li>• What did we get done vs. what we planned we do?</li> <li>• If applicable, did we involve those with authority to do the really important things?</li> <li>• How did the getting it done go?</li> <li>• What was the feedback?</li> <li>• What can we learn?</li> <li>• What do we recommend we do differently next time?</li> </ul>

**WORKSHOP LEADERS: Lauren Modeen, Manager of Digital Strategy, Professional Services, leads the digital strategy for the GovDelivery and GovLoop Professional Services team.** Currently, she develops the communication strategies and web 2.0 tools and techniques for clients. @exil Lauren

**Joseph Porcelli, Director, Professional Services of GovDelivery.** Prior to joining GovDelivery, Joseph served as the first Community Engagement Strategist for the U.S Department of Homeland Security. @josephporcelli

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INTERACTIVE, HANDS-ON WORKSHOPS

# Social Media for Government Communications - Feb. 13-16, 2012

## Interactive Post-Conference Workshops ~ Thursday, February 16, 2012

### Thursday, February 16, 2012

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

.... Choose C or D or BOTH Workshops for Maximum Value and Learning ....

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

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

##### **How To Strategically Drive Public Outreach Using Traditional And New Media As Well As Innovative Communication Tools And Techniques**

It is imperative for organizations to engage, educate and interact with citizens to influence behavior, calm fears, and build awareness, understanding and support. In today's environment of budget cuts and government disillusionment, it is more important than ever for your organization to educate your constituents on what you do, how you serve, and how your work positively impacts the world.

Strategically driven public outreach, using traditional and new media as well as innovative communication tools and techniques, can help you accomplish that goal – you will leave this workshop on a successful path towards:

- Choosing the most effective communication tool for the specific message being communicated and audience you are communicating to
- Defining your organization's priorities and building your communications plan around them
- Understanding the different approaches to communicating including the array of communication tools available today
- Listening better to your audiences and getting them to listen better to you

**WORKSHOP LEADER: Sandy Evans Levine is President of Advice Unlimited LLC**, a Woman-Owned Small Business (WOSB) public outreach/strategic communications firm serving government organizations and companies selling to the government, based in the Washington DC metro area.

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#### 11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

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

##### **Don't Just Listen, Monitor: Understanding Social Media's Influence On Your Agency, Congressional Leaders, And Your Staff**

With more federal agencies taking the plunge into the world of short-burst social media, turning to Facebook, Twitter and YouTube as main channels of communications, it is critical that agency leaders and message-makers be fully plugged into what is being said on these social media platforms.

Citizens, constituents, and government stakeholders of all stripes are sharing more information than ever before about their likes, dislikes, ideas, hopes and frustrations. They are doing this willingly, publicly, and in a digital format that makes measuring and analyzing the information a breeze. No longer do you have to rely on expensive and cumbersome polls and focus groups -- social media now gives you even more data, in a constant stream that's free and accessible.

By measuring social media, new insights into communications, operations and policy can be gained, such as: Are newspaper stories and TV bits causing big spikes in new followers? Do your "customer satisfaction" scores align with the sentiment of tweets mentioning your agency? Does how much you tweet affect your rate of retweets or the number of followers you gain?

This interactive workshop will teach you how to monitor your social media initiatives, including:

- The importance of listening and the impact of not listening
- How social media can show if your organization is satisfying public need
- How your social media makes you look to Congress, the White House and any other stakeholders
- How understanding social media can provide value in internal/external communications, departmental policy and operations

**WORKSHOP LEADER: Richard Hartman, COO, Cofounder of OhMyGov Inc.** is a former career member of the federal government's Senior Executive Service (SES) and life-long dedicated public servant; he is now helping government from the outside.

# Social Media for Government Communications - Feb. 13-16, 2012

## General Sessions - Day One - February 14, 2012

8:00 a.m.

### Registration & Continental Breakfast

8:30 a.m.

### Chairperson's Welcome & Opening Remarks

Robert Shea, Principal

**GRANT THORNTON LLP**

Conference Chairperson

8:45 a.m. **CASE STUDY**

### How To Use Social Media Tools To Promote Transparency, Create Interactivity, And Foster Collaboration

Communication goals are different for government than they are for business. You aren't trying to sell a product or service, and you can't entice people with money-saving coupons, contests with large grand prizes, or a chance to chat with a favorite celebrity. So, it often can be challenging to entice citizens and stakeholders to engage with government agencies on a regular basis.

Through social media tools, government communicators can now provide valuable information citizens need more directly and effectively, as well as reach a new population – to enhance your overall communication strategies.

In this session, you will learn how to effectively use social networking tools, such as Twitter, YouTube, Facebook, blogs, and RSS feeds in efficient and effective ways to:

- Educate citizens about important information
- Increase public awareness of available service
- Provide citizens a place to share their opinions
- Facilitate conversations with stakeholders
- Give your agency a positive face and voice



Sarah Lane, New Media Director

**WASHINGTON STATE OFFICE OF THE ATTORNEY GENERAL**

9:30 a.m. **CASE STUDY**

### Transitioning From “Me” Government To “We” Government: How To Build An Audience And Improve Your Citizen Engagement

How does government move from “me” government to “we” government?

By having regular, productive and effective citizen interactions, listening and incorporating feedback, and delivering better customer service. Yet, in order for this to happen, organizations must first build an audience and increase engagement with whom they wish to interact with.

In this session, you will learn concrete methodologies and tips for building an audience and improving engagement, including:

- A ten step approach to building an audience
- Six proven tips to engage an audience and keep them engaged
- How to ensure consistent interaction and information is maintained



Lauren Modeen, Manager of Digital Strategy, Professional Services

**GOVLOOP**

Joseph Porcelli, Director, Professional Services

**GOVDELIVERY**

# Social Media for Government Communications - Feb. 13-16, 2012

## General Sessions - Day One - February 14, 2012

10:15 a.m. 

### Break-Out Blitz! Network And Discuss Government Communication Challenges With Your Fellow Conference Attendees

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

10:30 a.m. 

### Morning Refreshment & Networking Break

10:45 a.m. **CASE STUDY**

### Building An Effective Social Media Campaign Using Facebook, Twitter, YouTube, Flickr, And Blogs To Create A Dialogue And Enhance Public Trust

Every 10 years, the U.S. Government launches its most ambitious public mission: the complete count of the U.S. population. As part of the 2010 Census's commitment to transparency and education, the Census Bureau engaged in a dialogue with the American public through each of its social media assets. This two-way interaction – an uncommon endeavor within the federal government – helped increase the public's comfort level regarding issues such as privacy, legality and importance of the census; knocked down myths about the census; and made the public aware of all the opportunities to get counted. The social media assets used in the campaign were Facebook, Twitter, YouTube, Flickr and blogs.

In this session, you will learn how to build a social media campaign that reaches a variety of target audiences, including how to:

- Use social media, including Twitter, to respond to criticism and misinformation in real time
- Integrate digital content, including YouTube and UStream assets, into your social media campaign
- Utilize paid advertising to increase your reach
- Create and maintain a blog that reporters, partners and the general public use to access information about your institution

Lisa Wolfisch, Chief, Web & Social Media Branch  
Briana Kaya, Public Affairs Specialist

**U.S. CENSUS BUREAU**

11:30 a.m. **CASE STUDY**

### Using Social Media To Engage The Public And Gain Their Help In Developing Mobile Apps

The U.S. Environmental Protection Agency (EPA) held a successful developer challenge, called the Apps for the Environment Challenge that yielded 38 environmental apps. The objective of the challenge was simple: use EPA data to make applications that address Administrator Jackson's seven priorities. The prize was recognition at a high profile event, but no cash was offered. We provided developers with our data and we primarily used social media to reach out to developers so they would understand the data and be aware of the challenge.

The primary benefit of the challenge is that the public now has 38 applications to help to make informed environmental decisions. It also demonstrates that federal data, when easy to find and understand, can be put to good use by developers to benefit the American public. It shows that federal agencies can successfully engage developers and other stakeholders via social media.

You will leave this session with a better understanding of how to effectively use social media to engage the public to aid you in achieving your organizations mission, including the following key components of a successful social media strategy:

- Blogs
- Twitter
- FaceBook
- Challenge website
- Listserv

# Social Media for Government Communications - Feb. 13-16, 2012

## General Sessions - Day One - February 14, 2012

- Webinars
- Codeathons

Jeff Tumarkin, Special Assistant to the Office Director & Communications Director  
Office of Environmental Information

**U.S. ENVIRONMENTAL PROTECTION AGENCY**

**12:15 p.m.** 

### **Lunch On Your Own -- But Not Alone!**

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a specific topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing communication concerns.

**1:45 p.m.** **CASE STUDY**

### **How To Successfully Balance Security And Open Communication In A Web 2.0 World**

As a global organization, with billions of employees, family members, and stakeholders to keep informed, the U.S. Army is breaking down barriers and successfully operating in the social media space, while being careful to ensure security is maintained.

Unlike their civilian counterparts, who don't want to give their competitors any of their secret recipes, the U.S. Army is careful to not give the enemy an advantage. In this session, you will see how the U.S. Army Public Affairs is using social media as a powerful tool in accomplishing its mission of informing the American public, as well as that of connecting Americans to their Army.

Leave this session with the ability to maintain the balancing act in your own organization, including:

- Learning how you, like the U.S. Army, can balance security with transparency
- How to control what is put out via social media
- Knowing why making information available to the American public is beneficial

SSG Dale Sweetnam, Online and Social Media Division

**U.S. ARMY PUBLIC AFFAIRS**

**2:30 p.m.** **CASE STUDY**

### **Tracking Your Communications Efforts To Determine What Relationships Can Be Made And What Results Can Be Achieved**

In recent years, the National Institute of Corrections (NIC) pioneered in the field of corrections the use of evidence-based practices, which means relying on the use of reputable data to inform decision making and guide operations. This advancement has permeated its way through all of NIC's activities, including its communications. NIC is making the shift from engaging in communications by rote to now tracking communications and determining what causal relationships can be made between them and desired results.

Prior to applying a data-driven, evidence-based approach, NIC used all the usual communication channels (e.g., mailed flyers and untargeted e-blasts) without realizing any increases in citizen participation. After analyzing the costs of each method and noting the number of people who actually responded to each method, NIC was able to determine the cost benefits of using one method over another to reach certain audiences. Through research, NIC found that mailing flyers to announce its satellite/internet broadcasts was not only cost prohibitive but also ineffective for reaching core audiences. Those results prompted NIC to change its approach and promote the use of other, less costly means, including newsletters, social network posts, and media outreach that have shown to be more effective.

This session will provide you with tips and strategies to begin your own evidence-based approach to communications, including:

- Knowledge of communication strategies and their effectiveness
- How to identify baselines, establish benchmarks, and set realistic, attainable goals
- Being realistic about your own ability to track measurements, especially if you are working as a staff of one, but keeping in mind that nearly everything can be measured with access to the right program and resources

Donna Ledbetter, Writer and Editor

**NATIONAL INSTITUTE OF CORRECTIONS, U.S. DEPARTMENT OF JUSTICE**

# Social Media for Government Communications - Feb. 13-16, 2012

## General Sessions - Day One - February 14, 2012

3:15 p.m. 

### Afternoon Refreshment & Networking Break

3:30 p.m. **CANADIAN NON-PROFIT CASE STUDY**

### Choosing The Right Tools To Push Through The Clutter And Get Your Message Out

Genome Alberta is a not-for-profit research organization based in Alberta, Canada. They use social media extensively to raise awareness with the general public, reach key influencers, and engage the science community. Their efforts have earned them a nomination for an Alberta Science and Technology Award and they ran a live BioRadio 'broadcast' from the International BIO Convention in Washington recently.

You'll hear how they have integrated a variety of social media platforms with their web presence, outreach activities and print communications, and have worked with an Open Source community to develop their own 3rd party social media application.

You will leave this session with ideas, tactics and strategies on how to get your message heard through the clutter on social media, including how to:

- Select the right social media course for your audience and for the task at hand
- Make efficient use of your content and resources
- Pull together both social and mainstream media in your communications strategy to get the best return on your communications dollar



Mike Spear, Director of Corporate Communications  
**GENOME ALBERTA**

4:15 p.m. **CASE STUDY**

### Using Social Media To Strengthen Relationships Between Your Organization And Your Community

Cranberry Township constantly strives to build connections between government, residents, and business owners through the use of many different communications tools. By adding social media tools to Cranberry Township's communications plan, they have been able to strengthen those connections, and improve customer service by engaging people in conversations.

This informative session will discuss the path taken by Cranberry Township to integrate social media into their overall strategy, including: four different Facebook pages, a YouTube Channel, Twitter, and RSS feeds from their website.

You will leave this session the tools necessary to use social media to effectively communicate with your citizens, including:

- How to analyze current communications tools
- Proper ways to research social media tools- knowing what they are and how they function
- Deciding which tools to use - understanding your audience and how to find them
- Developing policies around new social media tools
- Integrating social media tools into the plan
- Managing time, increasing efficiency - technology can help you
- Evaluating success- best tools for measuring success

Cindy Marzock, Communications Specialist  
**CRANBERRY TOWNSHIP, PENNSYLVANIA**

4:55 p.m.  
**End Of Day One**

5:00 p.m. 

### Networking Reception: Please Join Us!

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

6:30 p.m.   
**Dine Around**

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

# Social Media for Government Communications - Feb. 13-16, 2012

## General Sessions - Day Two - February 15, 2012

8:00 a.m.



### Continental Breakfast & Networking

8:30 a.m.

#### CHAIRPERSON'S ADDRESS

### Chairperson's Opening Of Day Two & Presentation: How To Use Social Media To Improve Public Sector Performance By Enhancing Transparency, Engaging Citizens & Stakeholders, Eliminating Barriers

Congress and the President recently enacted the Government Performance and Results Act Modernization Act, which modernized Federal Executive Branch performance management and reporting requirements. The bill puts an unmistakable emphasis on collaboration with stakeholders, because government agencies can't achieve their ambitious goals alone -- they require input and active participation from citizens and stakeholders.

While some agencies are using social media to engage important stakeholders, like Congress, as well as the public at large, many still don't do enough to engage their partners in the performance planning and monitoring process.

In this session, you will discover how some departments and agencies are leveraging social media to get input from stakeholders and keep them apprised of changes in operations and policy, including how to:

- Launch a partnership with program partners in the achievement of common goals
- Get feedback on your strategic planning
- Provide regular updates on progress toward important goals
- Share ideas on innovative ways to achieve breakthrough improvements in performance
- Learn how to identify and eliminate unnecessary barriers to improved performance

Robert Shea, Principal

**GRANT THORNTON LLP**

Conference Chairperson

9:30 a.m.

#### KEYNOTE PRESENTATION

### Benchmark, Measure, Report, Repeat: Four Steps To (Im)prove The Performance Of Your Citizen Engagement Initiatives

While most government leaders recognize that citizen engagement is important, they are wise to ask: "Just how do we measure engagement?"

Well, that depends on the mission of your agency and what you are trying to accomplish through citizen engagement. In this enlightening session you will learn four steps to gauge citizen engagement and help your agency prove, and then improve, the performance of their engagement strategies, including how to:

1. Take benchmarks of citizen engagement prior to a focused campaign
2. Incorporate metrics-gathering tactics into your engagement programs
3. Analyze the mountains of data coming from multiple sources and referrers
4. Use that analysis to inform future engagement initiatives



Gadi Ben-Yehuda, Social Media Director

**IBM CENTER FOR THE BUSINESS OF GOVERNMENT**

10:15 a.m.



### Morning Refreshment & Networking Break

# Social Media for Government Communications - Feb. 13-16, 2012

## General Sessions - Day Two - February 15, 2012

10:30 a.m. **NON-PROFIT CASE STUDY**

### How To Effectively Engage Your Stakeholders For Improved Outcomes

Organizations continue to evolve with the incorporation of new media channels to communicate with stakeholders such as patients, caregivers, providers, payers, and policy makers. The Global Healthy Living Foundation convenes organizations regularly to discuss best practices and to nurture collaborative health advocacy, specifically around ways to mobilize and activate patients living with chronic illnesses.

This "living case study" will provide you with examples from past and current programming to demonstrate ways to effectively engage your own stakeholders for improved outcomes, including:

- Tactics for engaging stakeholders using social and new media
- How to achieve a scalable message
- Examples of how health advocacy organizations utilize social media and how to implement them in your own organization
- Ways to safeguard messaging through social media channels



Seth D. Ginsberg, President  
**GLOBAL HEALTHY LIVING FOUNDATION**  
@GHLForg

11:15 a.m. **CASE STUDY**

### Utilizing Social Media In A Crisis Situation As A Place For Planning, Strategy Implementation, Networking, And Recruiting

On January 26, 2011, the Baltimore and Washington metro areas were hit with the perfect storm -- a snow fall that started just at the beginning of the afternoon rush hour and dumped more snow than expected. From northern Virginia, to Hagerstown, to south central Pennsylvania, to the Susquehanna River and down to Annapolis, virtually every major commuter route experienced gridlock for hours. Some commuters claimed the ride home took upwards of 13 hours, and commutes of 6 to 8 hours were common. Reporters were doing live phone interviews from their cars for the 11 p.m. news -- when they should have been home in time for the 6 p.m. news. Cell phone cameras captured the mayhem and it spread through social media like wildfire.

This session will inform you on the techniques needed to successfully use social media and traditional media tools to effectively communicate during a chaotic situation, including:

- How to communicate properly with operations people out in the field -- in this case law enforcement, public works, and highways
- Techniques for small public information staffs to monitor social media, especially during major events
- Measuring the impact an event has on individuals when dealing with an incident that covers a relatively large geographic area and population

Ed McDonough, Public Information Officer  
**MARYLAND EMERGENCY MANAGEMENT AGENCY**

12:00 p.m.



### Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a specific topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing communication concerns.

1:30 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 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 citizen and stakeholder engagement initiatives.

# Social Media for Government Communications - Feb. 13-16, 2012

## General Sessions - Day Two - February 15, 2012

2:15 p.m.   
**Afternoon Refreshment & Networking Break**

2:30 p.m. **CASE STUDY**  
**How To Make Your Social Media And Web Materials Compliant With Section 508**

The Federal Highway Administration (FHWA) ensures that all its video, graphic, and text materials are Section 508 compliant (i.e., accessible to those with disabilities) before they are posted on the Web or sent out through social media outlets. With hundreds of publically posted videos through websites, YouTube, and DVDs – all must be closed captioned or open captioned. In addition, all FHWA Web photographs, graphs, and illustrations have ALT tags to aid visually impaired individuals who use screen reader software applications.

Making your materials 508 compliant doesn't have to be daunting, nor do you need to purchase expensive software suites. In many instances, making your materials 508 compliant involves common – and free – software. In this session, you will learn how to easily navigate the process of making your social media and web materials 508 compliant, including:

- ALT Tags versus photo captions; and screen reader software
- HTML vs. Word vs. Acrobat files
- Open captions vs. closed captions
- Time-code and text, and how it is used to caption a video
- Using YouTube to create a closed caption track, upload transcripts, and add time code
- Emerging 508 technologies, such as description services on Secondary Audio Programming (SAP) television channels

Tom White, Social Media and Web Content Coordinator  
**FEDERAL HIGHWAY ADMINISTRATION, U.S. DEPARTMENT OF TRANSPORTATION**

3:15 p.m. **CASE STUDY**  
**Citizen Diplomacy: How To Enhance Youth Engagement Through The Use Of Virtual eInternships And Micro-volunteering**

In just under two years, the State Department has institutionalized one of Secretary Clinton's key programs for youth citizen engagement through the Virtual Student Foreign Service (VSFS) program. U.S. college students can participate in academic year-long virtual eInternships and shorter online micro-volunteering tasks to assist State Department domestic offices and U.S. diplomatic posts overseas advance their diplomatic and developmental goals. VSFS provides citizens an opportunity to lend their hand in assisting their government while raising awareness of the State Department and helping employees be more efficient and effective while doing their jobs.

This session will provide you with an understanding of how to use virtual programs to increase the efficiency and effectiveness of your employees while raising awareness about your organization, including:

- The challenges and successes in setting up a virtual program
- Understanding the role of informed citizenry in the working of a government organization
- The importance of obtaining buy in and support from key players
- How to identify and leverage new technologies to facilitate engagement and build online communities



Bridget Roddy, Virtual Student Foreign Service Program Manager  
**U.S. DEPARTMENT OF STATE**

# Social Media for Government Communications - Feb. 13-16, 2012

## General Sessions - Day Two - February 15, 2012

4:00 p.m.

### **More “How To’s” To Help You Get The Work Done: An Interactive Panel Discussion With Today’s Speakers**

Need to dive deeper into specific topics? Want more details? Here’s your chance! Available speakers from today’s sessions will answer your questions and help you renovate your own communications plan. Digest what you’ve learned and apply it to your own initiatives to get feedback and ideas for improvement.

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**

## **Maximize Your Time Out Of The Office:**

**Post-conference workshops begin at 8:30 a.m. on Thursday, February 16  
see page 5 for details**

### **RAVE REVIEWS FROM PAST GOVERNMENT CONFERENCE ATTENDEES:**

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

J. Blair, Public Affairs Specialist

**U.S. DEPARTMENT OF COMMERCE**

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

A. Davison, Web Services Manager

**CITY OF SCOTTSDALE, ARIZONA**

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

T. Willson, IT Director

**CITY OF OWASSO, OKLAHOMA**

# CONFERENCE SUPPORTERS:



**Brandchannel** is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

brandchannel. always branding. always on.



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

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



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

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

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



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

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

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

For more information, contact Kathleen Taylor at [Kathleen.Taylor1@va.gov](mailto:Kathleen.Taylor1@va.gov).

## RAVE REVIEWS FROM PAST GOVERNMENT CONFERENCE ATTENDEES:

*"I appreciated speakers who acknowledged continued value of traditional media and how to mesh them together."*

C. Heck, Public Affairs Officer

**U.S. FOREST SERVICE**

*"Really well done, overall. Speakers were well prepared and had excellent examples."*

A. Cannarsa, Public Affairs Specialist

**SOCIAL SECURITY ADMINISTRATION**

# CONFERENCE SUPPORTERS:



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

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

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



**GovLoop.com** is the social network developed by and for the government community. As featured in the Washington Post and Federal Times, the site is the true "Facebook for Government" and currently connects nearly 50,000 federal, state, and local government employees.

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



**The Center for Excellence in Public Leadership (CEPL)** at The George Washington University offers cutting-edge leadership and management programs for managers in the public sector. The Center brings more than 20 years experience to its work with federal managers, including standardized training that prepares federal leaders for senior executive positions, and customized training to address specific training needs for a variety of managerial and supervisory levels.

Programs offered during 2011 include the Senior Leader Program, Advanced Leadership Workshop, Emerging Leaders Workshop, and Step Up to the Microphone with Confidence.

For more information, visit <http://www.leadership-programs.org/>.



**Gov 2.0 Radio** is where government and technology reformers come to talk. Their live weekly podcast captures the thoughts of public and private sector leaders using Web 2.0 to make government more effective, collaborative and transparent. Guests have included O'Reilly Media founder Tim O'Reilly, Craigslist founder Craig Newmark, three-term California Assemblywoman Sally Lieber, EPA Web manager Jeffrey Levy, author William D. Eggers, and technologists, consultants, entrepreneurs, and civil servants from around the world.

For more information, please go to: <http://gov20radio.com/>.



**Federal Buyers Guide Inc. (FBG)** has provided media in support of the Business-to-Government community for over 30 years and has been dedicated to connecting business with public-sector purchasing decision makers worldwide.

Their flagship publication, a printed buyer's guide containing company contact information and a description of products and services, is distributed to over 10,000 purchasing agents at major Federal Government facilities on a quarterly basis, and produce over 250 online buying guides across a variety of industries and regions around the globe, for the purpose of simplicity, convenience, and value in an organized publication that is readily accessible.

To learn more about FBG, please visit: <http://www.govsupplier.com/index.php?page=pub>.

## RAVE REVIEWS FROM PAST GOVERNMENT CONFERENCE ATTENDEES:

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

S. Duplessis, Assistant IT Director  
**LOUISIANA DEPARTMENT OF CIVIL SERVICE**

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

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

# Social Media for Government Communications - Feb. 13-16, 2012

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Crowne Plaza Washington National Airport

1480 Crystal Drive  
Arlington, VA 22202  
Reservations: (877) 227-6963  
Hotel Main Phone: (703) 416-1600  
<http://www.cpnationalairport.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 \$183/night. Please be sure to call the hotel no later than January 13, 2012 to help ensure this rate and mention that you are attending the "Social Media for Government Communications" conference.** We recommend that reservations be made early, as the number of rooms at our rate is limited. Make Your Room Reservation Here.

Crowne Plaza Washington National Airport is a first class, full service hotel located in Crystal City less than 1 mile from Ronald Reagan National Airport and is located just 1 mile from Crystal City Metro. With a complimentary shuttle running to and from Reagan National Airport and within walking distance to national historic landmarks such as the Pentagon, the Crown Plaza Washington National Airport allows for convenient access to local attractions and businesses.



Photo courtesy of WCTC

Join us in Washington, DC, for A.L.I.'s conference on "SOCIAL MEDIA FOR GOVERNMENT COMMUNICATIONS: How To Engage Citizens & Increase Transparency Using The Latest Web 2.0 Technologies," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.



## 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.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register by December 14th</b>	<b>Regular Pricing: Register after December 14th</b>
Conference Only (Feb. 14 & 15)	\$1,299	\$1,699
Conference (Feb. 14 & 15) Plus <b>One</b> Workshop (Feb. 13 or 16)	\$1,699	\$2,099
Conference (Feb. 14 & 15) Plus <b>Two</b> Workshops (Feb. 13 &/or 16)	\$1,999	\$2,399
Conference (Feb. 14 & 15) Plus <b>Three</b> Workshops (Feb. 13 & 16)	\$2,199	\$2,599
Conference (Feb. 14 & 15) Plus <b>All Four</b> Workshops (Feb. 13 & 16) - ALL ACCESS PASS!	<b>\$2,299 BEST VALUE!</b>	\$2,699
Conference Workbook Only (if not attending)	\$199* + \$20 S&H	

\*IL residents will be charged 9.25% 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 Erin at (773) 695-9400, ext. 18, 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 organization 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 January 30) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after January 30) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

## **RAVE REVIEWS FROM PAST GOVERNMENT CONFERENCE ATTENDEES:**

*"Overall, the conference was excellent."*

M. McCaskill, Public Affairs Specialist  
**ARMY MATERIEL COMMAND**

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

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

## 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.

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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  
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## WE GUARANTEE RESULTS:

Since 1997, 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 a future event.

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

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- Department of State
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- Patent and Trademark Office
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- San Diego Airport, California
- Air Force
- Nashville and Davidson County, TN
- Court Services and Offender Supervision Agency
- Peace Corps
- FEMA
- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
- Office of the Governor, Washington
- American Institutes for Research
- USAID
- NOAA
- American Society for Microbiology
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- Small Business Administration

***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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## Registration Form

*Please photocopy for group members.*

Yes, register me for the Feb. '12 Social Media for Government Communications Conference in DC.

### Please check:

E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Morning Workshop A: More Than Checking A Box: How To Use A 4-Step Process To Engage Your Audiences Sincerely And Substantively
  - Pre-Conference Afternoon Workshop B: Discuss, Plan, Act, Evaluate: How To Take Information Received From Citizens And Create A Framework For Action
  - Post-Conference Morning Workshop C: How To Strategically Drive Public Outreach Using Traditional And New Media As Well As Innovative Communication Tools And Techniques
  - Post-Conference Afternoon Workshop D: Don't Just Listen, Monitor: Understanding Social Media's Influence On Your Agency, Congressional Leaders, And Your Staff
- 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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