

Now Coming  
to Atlanta!

Don't miss the 27<sup>th</sup> updated forum packed with the latest tools and techniques to help you transform the way you communicate with your employees and citizens!



# SOCIAL MEDIA for Government

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

September 19 - 22, 2011 • Atlanta

## SPEAKING ORGANIZATIONS:

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

U.S. Army Public Affairs

City of Atlanta, Georgia  
Mayor's Office

Transportation Security  
Administration

Centers for Disease Control and  
Prevention (CDC)

Bureau of Navy  
Medicine and Surgery

City of Owasso, Oklahoma

Fort Huachuca Public Affairs Office,  
U.S. Army

Dunwoody Police  
Department, Georgia

National Cancer Institute

City of Decatur, Georgia

Aurora Foundation

University of Georgia Libraries

City of Marietta, Georgia

ARBpr

Sinickas Communications, Inc.

AboutFace Media Inc.

CloudSpark

Presented by:



Advanced Learning Institute  
Your Government &  
Communications Training  
Partner Since 1997

Register by July 21<sup>st</sup> to Save \$400!

## WHAT YOU WILL LEARN

Attend the Fall 2011 Social Media for Government conference to hear the latest practical advice from other government social media initiatives. You'll leave with tools, tips and strategies for:

- **Communicating** more effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, blogs, Real Simple Syndication (RSS) feeds, video podcasts, and much more
- **Building** senior management support for your social media programs
- **Integrating** social media tools into your traditional internal and external communications practices
- **Creating** Web 2.0 policies and guidelines
- **Developing** a social media (blogging, Twitter, podcasting, wikis, social networks, etc.) strategy to drive performance-based communications
- **Measuring** the effectiveness of your social media strategy and demonstrating its value within your organization
- **Synergizing** various social media tools for optimal engagement while on a responsible dollar
- **Fostering** collaboration and dialogue amongst geographically dispersed employees to address key issues
- **Using** internal resources to achieve increased reach without increased costs
- **Facilitating** a two-way dialogue with your audiences
- **Implementing** metrics to tailor future messages and continually engage your target audience
- **Monitoring** social media sites to gain awareness of developing issues related to your organization
- **Demonstrating** the Return on Investment (ROI) of your social media program

## SUPPORTING ORGANIZATIONS



Federal Communicators Network



brandchannel

Register by July 21<sup>st</sup> to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!  
To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)

# Social Media for Government - September 19-22, 2011

## WHO WILL ATTEND:

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

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

Employee Communications & Relations

Marketing

Organizational Transformation  
& Development

Human Resources

Executive Communications  
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Communications Research  
& Management

And all those interested in developing social media 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 communication and marketing efforts. The periodic sharing of these experiences and "best practices" is an important element in this social media evolution. That is why this 27th 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."

## BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

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

- **20 innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals 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** -- you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of social media strategies and processes** from leading practitioners like the **U.S. Army Public Affairs, City of Atlanta Mayor's Office, National Cancer Institute, Dunwoody Police Department, Georgia, Transportation Security Administration**, 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 social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to engage your employees and citizens** by using social media from leading government agencies and organizations
- **Access to the conference wiki** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

Register by July 21<sup>st</sup> to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!  
To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)

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

Social media and emerging technologies continue to dramatically change the way we communicate with each other and our target audiences. We can no longer assume that our stakeholders will be exposed to our core messages if we do not diversify the channels through which they are delivered. **The era of the social network has arrived and is starting to be used by the public sector in innovative ways – agencies can no longer take a “wait and see” approach, the time to begin implementing a 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 necessary 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 example from government and public sector practitioners and learn about how they leveraged these new social media tools to reach their intended audience.** 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 social media tools 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 experience, firsthand, from leading organizations and practitioners, on how to use new social media technologies and tools to improve your communication initiatives and practices, including how the:

- **U.S. Army Public Affairs** has successfully mastered the act of balancing security and open communication when operating in the social media space.
- **City of Owasso, Oklahoma** used multiple social media sources, both internal and external to the agency, to effectively communicate with citizens during a regional crisis.
- **Centers for Disease Control and Prevention (CDC)** utilized Facebook and Twitter to communicate health messages in an interactive, social environment to allow for deeper engagement with the public in support of the agency’s mission.

Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s 27th conference on "Social Media for Government: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," this September in Atlanta, GA. Take this opportunity to hear from leading communicators and organizations that are already using social media to change the way their organizations operate and communicate, and how they engage key stakeholders.

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

Sincerely,

Andrea Baker, Chief Social Engineer

**ARBPR**

Conference Chairperson

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

## Join the Conversation - - Collaborate with your colleagues via the Conference Wiki!

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

# Social Media for Government - September 19-22, 2011

## Interactive Pre-Conference Workshops ~ September 19, 2011

### Monday, September 19, 2011

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

\*\*\*\*\* *Your Choice of FOUR Workshops* \*\*\*\*\*  
**Attend them all 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.

##### **How To Leverage Social Media Tools And Create A Roadmap For Your Organization**

Since 2006, the world of government and transparency with constituents has been getting smaller and more accessible with the adoption of social media business practices in government agencies. Five years later, most government agencies have at least a high-level plan in place on how they can become more transparent and open per the December 2009 Presidential Directive. It is imperative that all government employees understand the proper use of social media in and for government to adhere to the White House policies.

To answer the information and education problem of hundreds of thousands of employees in government, non-profit educator and standards organization AIIM launched the Social Business Roadmap Whitepaper and supporting briefing series. This roadmap is set to improve business processes using social practices and technologies as well as set the standard in which to follow from concept to constituent and community collaboration. This roadmap is the essential guide for those who wish to implement social technologies inside and outside of the firewall, either government or private industry.

Attend this highly-interactive workshop and discover the essentials of social media for government and how to follow a roadmap for assessment through implementation of your own social media for government business plan.

Geared for both novices and “old pros”, this workshop will cover:

- The essentials of social media for government – including collaboration tools, best practices, resources, and how social business applies to government
- The 8 steps of the Social Business Roadmap
- How to use the roadmap as a guide for your government organization
- How to start an assessment and begin your social media strategy

You'll have the opportunity to examine the 8 steps of the Social Business Roadmap and how it came out of necessity for an industry standard based on the various approaches of those implementing social media technologies and tools in their organizations. Feeling better able to assess if you are following the roadmap in its entirety or missing a step you were not previously aware of, you will leave this workshop with a sense of empowerment and ready to transform your own organization.

**WORKSHOP LEADER: Andrea Baker, Manager Systems of Engagement for AIIM, is a non-profit educator and thought leader in the areas of Social Media, Social Business, Enterprise 2.0 and Government 2.0. @immunity**

#### 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**

Refreshments will be provided during this session.

##### **The Social Era: How To Develop And Implement A Working Social Media Policy**

Get ready for this fast-paced session designed to help you develop and implement a working social media policy. In the evolving era where social media plays an increasingly important and influential role with both internal and external audiences, you'll learn the seven basic elements to any successful social media policy.

In an interactive setting, we'll review the opportunities, challenges and creative potential of integrating social media into your current organization (no matter its level, size, or focus). You will leave this workshop with:

- Insights into the best (and worst) practices in developing and implementing social media policies related to online and mobile technologies in the public sector
- An understanding of the seven elements present in every successful social media policy
- A framework for your own effective social media policy
- Tips and best practices to making a social media policy work well in your organization
- Resources available to you today, and in the future, to help you keep your policy up-to-date and covering the ever-changing social environment

**WORKSHOP LEADER: Jenny Schmitt, M.S., is the First Employee and Senior Spark at CloudSpark, an award-winning strategic communications and social media company that specializes in helping new and emerging companies answers the key questions of “What now?” and “What next?” With experience, expertise, inspiration – and a spark or two – the company provides answers that help business stand out and achieve results.**

# Social Media for Government - September 19-22, 2011

## Interactive Post-Conference Workshops ~ September 22, 2011

### Thursday, September 22, 2011

Wrap up your conference experience with a hands-on workshop that will leave you inspired and ready to embark on your own social media journey!

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

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

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

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

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

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

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

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

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

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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**

Refreshments will be provided during this session.

##### **How To Measure Your Social Media Efforts And The Role They Play In Your Government Communications Programs**

As exciting as using new social media tools may be, they are just one more type of tool you can use when developing communication campaigns that support your organizational goals. This workshop will show you not only ways to measure how your citizens and employees are using the new tools (measuring activity), but also how to calculate their role in the success of the overall campaigns they are a part of (measuring outcomes).

By the end of this workshop, you will have a working knowledge of how to:

- Identify the potential likelihood that various demographic subgroups would use different social media tools
- Electronically track actual usage of all web-based communication tools, including the "old" tools, e.g. intranets
- Calculate the impact social media may have played in a successful communications campaign

**WORKSHOP LEADER: Angela Sinickas is President of Sinickas Communications, Inc., a consulting firm dedicated to helping organizations achieve business results through focused diagnostics and practical solutions. @sinickasa**

## General Sessions, Day 1: Tuesday, September 20, 2011

**8:00 a.m.**

### Registration & Continental Breakfast

**8:30 a.m.**



**CHAIRPERSON'S WELCOME**

### Chairperson's Welcome & Opening Remarks

Andrea Baker, Chief Social Engineer

**ARBPR**

Conference Chairperson

**8:45 a.m.**



**CASE STUDY**

### How To Integrate Social Media Into Your Communication Efforts To Effectively Engage The Public And Increase Reach Without Increasing Costs

The Centers for Disease Control and Prevention (CDC) is using social media to improve the reach of health messages, increase access to content and foster engagement. Specifically, CDC has demonstrated success in strategically utilizing Facebook and Twitter to communicate health messages in an interactive, social environment to allow for deeper engagement with the public in support of the agency's mission. CDC's consumer audiences on Facebook and Twitter continue to grow as the agency explores innovative ways to use these channels for effective communication, interaction and engagement with credible, science-based health messages.

In this session, you will learn from CDC's use of social media how you, too, can effectively communicate with and engage your audiences. Specifically, this session will provide practical tips and lessons on:

- Integrating social media into your public communication efforts
- Engaging with the public to support your organization's mission and goals
- Using internal resources to accomplish increased reach without increased costs



Jessica Schindelar, MPH

Health Communications Specialist, Division of News and Electronic Media

Office of the Associate Director for Communication

**CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)**

@CDCgov

**9:30 a.m.**



### Break-Out Blitz!

### Network And Discuss Social Media Challenges With Your Fellow Conference Attendees

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

**10:15 a.m.**



### Morning Refreshment & Networking Break

**10:30 a.m.**



**CASE STUDY**

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

Fort Huachuca is a vibrant military community in rural southeastern Arizona. Their primary missions are military intelligence training, signal operations and electronic testing. In addition to speaking to a diverse military audience, they communicate with family members, retirees and parents of trainees who know little about the Army.

# Social Media for Government - September 19-22, 2011

## General Sessions - Day One - September 20, 2011

AGENDA - DAY 1 - Tuesday, September 20

Using social media, Fort Huachuca regularly communicates with all of their customers even if they aren't physically located in Arizona. They've turned negative talk about Fort Huachuca into a strong sense of community pride not just outside their gates, but inside as well.

In this session, you will learn how Fort Huachuca's social media outlets have become a trusted source of information in a community that has only one daily newspaper, very little live radio programming, and is lacking its own network TV station. You'll head back home with inspiration and ideas on how you can:

- Turn around negative sentiments and create a proud and engaged community
- Build relationships within your organization to contribute to the strength and effectiveness of your social media programs
- Incorporate features into your Facebook page that facilitate a two-way dialogue
- Make all of your hard work pay off in times of crisis



Tanja Linton, Media Relations Officer  
**FORT HUACHUCA PUBLIC AFFAIRS OFFICE, U.S. ARMY**  
@Fort\_Huachuca and @Talks2Media

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

### **Life-Changing Communications: Using Social Media To Exponentially Expand Your Reach To Multicultural Audiences**

Health disparities have been and continue to be a public health challenge. When it comes to cancer, these disparities are particularly pronounced as many members of special populations experience a greater cancer burden by some measures. In response to this, the National Cancer Institute (NCI) developed a special communications component to reach special populations with important news and information about cancer. In the past year, NCI's minority outreach effort has reached new heights through pioneering and embracing social media. Through principally Twitter and YouTube, NCI's multicultural media outreach function has expanded and enhanced its reach exponentially in 2009 and 2010.

For the Multicultural Media Outreach team, social media has actually served as an intermediary to the minority communities as the feedback through social media has helped NCI tailor its outreach approach to be more culturally relevant. The results from employing social media are promising, whether it be steady growth of followers on Twitter or hits for cultural cancer awareness ideas on YouTube.

You will leave this session with many valuable reasons why social media can't be ignored in your agency, including:

- When social media is presented in a culturally relevant way, it is more likely to be used by media outlets that serve minority populations
- How social media tools can enhance and increase the reach of traditional media tools, including the reach of special populations/communities
- YouTube, and how this tool provides a dynamic way to personalize the dissemination of communications; it can work especially well for tailoring information to minority populations
- How to point people in multicultural communities to government resources

James Alexander, Public Affairs Specialist, Office of Communications and Education  
**NATIONAL CANCER INSTITUTE**  
@NCImcMedia

**12:00 p.m.** 

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

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

**1:30 p.m.**  **CASE STUDY**

### **10 Weeks To A Web 2.0 You: Tools You Can Use To Leverage Social Media With Less Work**

The University of Georgia Libraries spread far beyond the local university community and have been involved in social media for several years to increase outreach, publicize events, and better connect with their users. Departmental web editors within the Libraries and other library staff write content for the News & Events Blog, participate in social media sites, and submit ideas about the web site. What started out as an internal training program for library staff has recently expanded to a University-wide initiative.

With new programs come new challenges to address:

- Meeting the needs of a more diverse and more dispersed group of staff
- Spreading the word about benefits of social media in the workplace
- Creating social media content on behalf of an institution or department
- Drawing the line between personal and professional social media interaction
- Maximizing social media without taking time away from other duties

The "10 Weeks to a Web 2.0 You" program centers on common social media technologies including blogging and Twitter, organizational tools (RSS, project collaboration online, bookmarking), collaborative image editing, maximizing social media with less work, branding, and identity management. Presentation materials and class assignments have been folded into an online training program, which is available for anyone to use.

During this session, you will learn new ideas and strategies for:

- Engaging staff to participate in social media (and general social media guidelines)
- Using blueprints for designing your own program
- Reviewing materials used in the program, and adopting them into your own program

Robin Fay, Head of Database Maintenance, 10Weeks Trainer/Coordinator,  
Social Media Group, Mobile Group, Web Advisory Group Member

**UNIVERSITY OF GEORGIA LIBRARIES**

@georgiawebgurl

**2:15 p.m.**  **CASE STUDY**

### **How To Engage The Public With An Agency Blog**

On January 30th, 2008, the Transportation Security Administration (TSA) jumped into the blogosphere with the Evolution of Security Blog. Since then, TSA's social media team has strived to lead the way in innovative and transparent communications with the public. With over 450 airports nationwide and 2 million passengers traveling through TSA checkpoints daily, communication with travelers is mission critical. The use of social media has allowed TSA to reach a wider audience while gaining a positive reputation for openness with the public.

This session will reveal the secret sauce of what makes TSA's blog so successful and will cover how your agency can also:

- Engage the public
- Debunk myths and false allegations
- Explaining the "why" of your agencies' policies & procedures
- Humanizing your workforce
- Defending your agency
- Announcing new initiatives
- And more!

# Social Media for Government - September 19-22, 2011

## General Sessions - Day One - September 20, 2011

Don't miss this top-rated session from a practitioner with lots of experiences and ideas to share!



Curtis "Blogger Bob" Burns, TSA Blogger & All-Around Good Guy  
Office of Strategic Communications & Public Affairs  
**TRANSPORTATION SECURITY ADMINISTRATION**  
@TSABlogTeam and @bigbobburns

**3:00 p.m.**



### Afternoon Refreshment & Networking Break

**3:15 p.m.**



**CASE STUDY**

### How To Use Social Media To Successfully Communicate During A Crisis

After receiving up to 31 inches of snow and temperatures as low as -31 degrees in some areas, February 2011 marked both historic blizzards and historic frigid temperatures for Northeast Oklahoma. The City of Owasso, Oklahoma received the largest single-day snowfall in the region. Emergency responders utilized every resource available during this "100 year blizzard" to respond to stranded motorists and residents facing critical situations.

Through this in-depth peek at Owasso's blizzard communications response, you will leave this session with new information and understanding on how to maximize local coverage in a regional crisis by effectively communicating through multiple social media sources, both internal and external to the agency.

Specifically, you will leave this session with steps on how your organization can thrive in times of crisis by:

- Developing a communications strategy as a part of your disaster plan, even in small organizations
- Coordinating communications for multiple departments to provide consistent, timely updates
- Partnering with local social media "power users" to maximize communication coverage
- Effectively monitoring social media to respond to citizen questions and concerns



Teresa Willson, Information Technology Director  
**CITY OF OWASSO, OKLAHOMA**  
@OwassoCity

**4:00 p.m.**



**CASE STUDY**

### Integrating Social Media To Enable Conversation, Collaborate With Citizens, And Accomplish Your Goals

The City of Decatur and the City of Marietta, GA integrated social media early on to enable conversation and collaborate with citizens. In addition to active Facebook pages, Twitter, YouTube, and using QR codes, Decatur created blogs penned by different authors and dedicated to specific topics – taxes, events & happenings in the city, active living, and tourism – to add to the tools in their ongoing communication practices. And Marietta found a creative way to promote the opening of a new dog park and increase their Facebook fan base and citizen engagement at the same time.

In this session, you will learn how these two cities overcame local government's natural resistance to change and reluctance to dive into the social media world; how to enhance your government's online relationship with citizens, build trust and humanize your organization; and gain strategies for integrating social media tools into ongoing communications practices, including:

- The importance of two-way dialogue with citizens and how to convince management it's necessary
- Identifying opportunities to solicit opinions, generate ideas and answer questions
- The ins and outs of the blogging world
- Tactics for recruiting existing staff to join your social media team

# Social Media for Government - September 19-22, 2011

## General Sessions - Day One - September 20, 2011

- Ways to measure the effectiveness of your efforts



Matthew Daily, Public Information Officer  
**CITY OF MARIETTA, GEORGIA**  
@cityofmarietta



Linda Harris, Assistant Director, Community & Economic Development  
Catherine Lee, Development Services Coordinator  
**CITY OF DECATUR, GEORGIA**  
@DowntownDecatur



### PANEL DISCUSSION

**4:45 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 to help you innovate your own social media plans. Digest what you’ve learned and apply it to your own initiatives to get feedback and ideas for improvement.

**5:15 p.m.**

#### **End Of Day One**



**5:20 p.m.**

#### **Networking Reception: Please Join Us!**

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



**7:00 p.m.**

#### **Dine Around**

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

### **RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:**

*“What an amazing collection of forward-thinking information.”*

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

*“Overall, the conference was excellent.”*

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

AGENDA - DAY 1 - Tuesday, September 20

## General Sessions, Day 2: Wednesday, September 21, 2011

**8:00 a.m.**

### Continental Breakfast & Networking

**8:30 a.m.**  **CHAIRPERSON'S ADDRESS**

### Chairperson's Opening Of Day Two & Presentation: Using Collaboration Tools To Engage Internal And External Audiences

In every government agency, there are situations when additional perspective and knowledge are needed to address key issues, policies, and services. However, it's not always possible to get everyone in the same room, or even the same time zone, to collaborate on solutions.

Since 2005, a number of platforms and supporting collaborations tools have been developed that will provide your agency with the tools needed to engage in joint discussions aimed at solving specific problems. In 2011, technologies have become more intuitive and proactive in the assisting the agencies brand management and customer engagement approaches to be faster and omnipresent.

This session will include examples from various government organizations such as U.S. Department of Defense, U.S. Intelligence Communities, supporting Government contractors, and state government agencies that will help you gain knowledge on:

- Using various platforms available to foster dialogue and collaboration
- Creating and fostering a culture of collaboration
- Taking internal messaging and communication to the external facing public



Andrea Baker, Chief Social Engineer  
**ARBPR**  
Conference Chairperson

**9:30 a.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.

Similar to private industry communicators 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 by disseminating sensitive information online. In this session, you will see how 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 information and 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 strategically plan what is put out via social media
- Knowing why making information available to the American public is beneficial
- Disseminating meaningful information during unforeseen events that impact your organization such as President Obama's recent announcement concerning Osama Bin Laden

Brittany Brown, Social Media Manager  
**U.S. ARMY PUBLIC AFFAIRS**  
@USArmy

# Social Media for Government - September 19-22, 2011

## General Sessions - Day Two - September 21, 2011

10:15 a.m.



### Morning Refreshment & Networking Break

10:35 a.m.



CASE STUDY

### Integrating Social Media Into A Crisis Communications Plan During Disaster Response

Highly trained Navy Medicine personnel deploy with Sailors and Marines worldwide - providing critical mission support aboard ship, in the air, under the sea and on the battlefield. During times of great disaster, the Navy is often the first responder providing needed humanitarian relief to those in need. Navy Medical personnel were among the first to arrive in Haiti following a 7.0 earthquake on January 20, 2010, that left more than 230,000 dead.

Participants will leave with new information and understanding on how to fully utilize social media tools in conjunction with traditional communication channels during disaster and crisis situations.

Specifically, you will leave this timely session on how your organization can begin to:

- Integrate social media into your crisis communications plan
- Monitor social media sites to gain awareness of developing issues involving your organization
- Communicate with relief workers and non-government organizations through social media to keep lines of communication open
- Measure social media and keep using it on a shoestring budget

Joseph "Cappy" Surette, Navy Captain

**BUREAU OF NAVY MEDICINE AND SURGERY**

@NavyMedicine

11:20 a.m.



CASE STUDY

### Using Social Media To Engage Your Audience, Show Transparency, And Strengthen Trust From Your Community

The Dunwoody Police Department has been using social media tools since the department was founded in April 2009. With over 2,000 followers on Twitter, and almost 1,000 "likes" on Facebook, the department connects, educates and informs their citizens about activities and items of interest in the community and within the organization. Not afraid to show some transparency, they even tweeted all service calls in a 24hour period as a means to increase their followers and strengthen trust from the community. The department has also initiated two-way conversations, resulting in a community of involved, well-informed citizens who work in partnership with the department. The social media success of the Dunwoody Police Department has given them a reputation as a social media leader amongst law enforcement organizations.

Benchmark best practices with this leading organization as you learn how your organization can launch its own successful social media program, including how to:

- Use social media to engage with your community
- Market your department using social media for maximum results
- Identify potential pitfalls of using social media
- Leverage your followers for maximum results
- Find content relevant to your community



Billy Grogan, Chief of Police

**DUNWOODY POLICE DEPARTMENT, GEORGIA**

@DunwoodyPolice

# Social Media for Government - September 19-22, 2011

## General Sessions - Day Two - September 21, 2011

AGENDA - DAY 2 - Wednesday, Sept. 21

12:05 p.m.



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

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

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

2:15 p.m.



**Non-Profit  
CASE STUDY**

### Engaging Your Audience On A Small Budget: Making Metrics Count

In 2008, the Aurora Foundation was officially established with the mission to significantly improve student veterans' chances of successfully graduating from institutions of higher education and finding a job. With an estimated graduation rate of 10%, effectively engaging universities and student veterans is essential in the process that leads to a degree. Partnerships with both academia and industry are also essential in creating internships that support entry into a new market, and ultimately, a new career.

Since the inception of Aurora's social media plan, the Foundation has been able to better engage each of their target audiences while enhancing the effectiveness of all communications. Aurora has done so by successfully utilizing social media to garner the metrics necessary for sustaining meaningful connections and effectively anticipate the needs of its audience. Moreover, as a budget-conscious nonprofit, each effort has been made on a responsible dollar.

By attending this session, you will learn how to:

- Effectively engage your audience through social media with even the smallest of budgets
- Synergize various social media tools for optimal engagement
- Successfully gain information regarding audience engagement from Facebook Insights and Google Analytics
- Use metrics to tailor future messages and continually engage your target audience



Kiara Girkins, Marketing Specialist  
**AURORA FOUNDATION**  
@VetNetUSA

3:00 p.m.



### Afternoon Refreshment & Networking Break

3:15 p.m.



**CASE STUDY**

### How To Tie Your Messages Together Using Social Media And Mobile Technologies To Provide Immediate Information And Engagement

Government is a multi-level arena that must display honesty, transparency, and ethics at the forefront. As a result, government communicators often feel as if they're in a race to get the entire story out to the public. The integration of mobile devices that are application and web-based can be essential to this task as municipalities strive to reach employees, constituents, transients, and visitors to provide information, engagement, and relevance.

Government agencies can and should use social media tools to strengthen relationships between civic and professional organizations, stakeholders, and the visiting populace while at the same time quelling half-truths and sensationalism in the media outlets. Through the recent implementation of its own mobile applications, the City of

# Social Media for Government - September 19-22, 2011

## General Sessions - Day Two - September 21, 2011

Atlanta Mayor's Office has seen the benefit of having the means for immediate communication first hand.

Sharing the experiences of this forward-thinking government agency, this session will provide insights into how to tie your own organization's messages together using social media and the mobile web. In particular, you will learn how to:

- Create effective messages that will resonate across mediums
- Develop a single project strategy that fits into your overall plan to use both mobile and social media tools to communicate with your audiences
- Implement mobile policies that inform and engage your end-user

Tkeban Jahannes, E-Communications Manager  
Justin Tanner, Senior Communications Specialist  
**CITY OF ATLANTA, GEORGIA MAYOR'S OFFICE**  
@City\_of\_Atlanta

**4:00 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.

Andrea Baker, Chief Social Engineer  
**ARBPR**  
Conference Chairperson

**4:15 p.m.**

### **Close Of General Sessions**

#### **RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:**

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

T. Willson, IT Director  
**CITY OF OWASSO, OKLAHOMA**

*"I 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 OUR CONFERENCE SUPPORTERS



**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/>.



If you get it, share it

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

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

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



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

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

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

For more information, contact Jeff Brooke at [jbrooke@gpo.gov](mailto:jbrooke@gpo.gov).



**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/>

# ABOUT OUR CONFERENCE SUPPORTERS



**GovLoop.com** is the social network developed by and for the government community. As featured in the Washington Post and Federal Times, the site is the true "Facebook for Government" and currently connects 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/>.



**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.



**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/>.

## RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

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

S. Eyshner, Supervisor

**TEXAS WORKFORCE COMMISSION**

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

A. Davison, Web Services Manager

**CITY OF SCOTTSDALE, ARIZONA**

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

Shannon Duplessis, Assistant IT Director

**LOUISIANA DEPARTMENT OF CIVIL SERVICE**

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Omni Hotel at CNN Center

100 CNN Center  
 Atlanta, GA 30303  
 Reservations: (800) 524-0500  
 Hotel Main Phone: (404) 659-0000  
<http://www.omnihotels.com/FindAHotel/AtlantaCNNCenter.aspx>

**Wireless internet service will be provided free of charge in all guest rooms.**

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 \$132/night. Please be sure to call the hotel no later than August 19, 2011 to help ensure this rate and mention that you are attending the "Social Media for Government" conference.** We recommend that reservations be made early, as the number of rooms at our rate is limited.

Luxurious comfort embraces pure style at the elegant, four-diamond Omni Hotel at CNN Center. Located in the heart of downtown Atlanta within the bustling Luckie Marietta District, this luxury hotel treats you to views of the spectacular downtown skyline or picturesque Centennial Olympic Park. For convenient arrivals or departures, Atlanta Hartsfield International Airport is a mere 15-minute commute (12 miles) and there's a MARTA stop right in the CNN Center attached to the hotel.



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Join us in Atlanta for A.L.I.'s 27th forum on "SOCIAL MEDIA FOR GOVERNMENT: How To Engage Your Employees And Citizens By Using The Latest Web 2.0 Technologies To Drive Communication Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Atlanta, go to <http://www.atlanta.net/>.

## 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 with payment by July 21st</b>	<b>Regular Pricing: Register with payment after July 21st</b>
Conference Only (September 20 & 21)	\$1,299	\$1,699
Conference Plus <b>One</b> Workshop	\$1,699	\$2,099
Conference Plus <b>Two</b> Workshops	\$1,999	\$2,399
Conference Plus <b>Three</b> Workshops	\$2,199	\$2,599
Conference Plus <b>All Four</b> Workshops – <b>All Access Pass!</b>	<b>\$2,299 BEST VALUE!</b>	\$2,699
Conference Workbook Only (if not attending)	\$199.00* + \$20.00 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 Kelly at (262) 723-1284 for more information.

## **GROUP DISCOUNTS: REGISTER 3 & THE 4TH IS FREE!**

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) before September 6th, a refund will be provided less a \$295 administration fee. Registered participants who do not attend or who cancel on or after September 6th 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 SOCIAL MEDIA 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**

### 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 · Social Media · Strategic Planning · Technology  
Performance Measurement · Human Resources · Health Care · Marketing · Biometrics**

### 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 a future event.

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

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Fairfax County Government
- Department of Transportation
- CDC
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
- Army
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA
- City of Las Vegas, NV
- City of Chicago, IL
- Department of Justice
- FBI
- U.S. Government Printing Office
- Commonwealth of Virginia
- Smithsonian Institution
- Department of Energy
- Social Security Administration
- Department of Defense
- NASA
- City of Scottsdale, Arizona
- House of Representatives
- State of Iowa
- NIST
- Washington State
- Maricopa County, AZ
- Department of Health and Human Services
- National Academy of Public Administration
- Department of Education
- Department of Agriculture
- City of Overland Park, Kansas
- Louisiana Department of State and Civil Service
- Department of the Treasury
- Homeland Security
- 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, I'd like to register for the Sept. 2011 Social Media for Government conference in Atlanta.

**Please check:**

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

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Workshop A: How To Leverage Social Media Tools And Create A Roadmap For Your Organization
  - Pre-Conference Workshop B: The Social Era: How To Develop And Implement A Working Social Media Policy
  - Post-Conference Workshop C: "I Have A Social Media Plan, I Have The Tools - Now What?" How To Develop And Implement Content For Use In Your Social Media Strategy - - Creating An Action Plan
  - Post-Conference Workshop D: How To Measure Your Social Media Efforts And The Role They Play In Your Government Communications Programs
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

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Extra 3-4 digits on front/back of card: \_\_\_\_\_

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