

Advanced New Media Strategies for Federal Government

Creating a More Transparent and Open Government by Using, Analyzing and Understanding Social Media and the Citizens it Connects

October 27-29, 2010
Sheraton Suites Old Town Alexandria
Alexandria, VA

“**Addressing** policy & security issues to engage citizens & to stay ahead of *what's coming next.*”

Achieving President Obama's open government directive through comprehensive social media strategies as part of your communications tool box.



Conference Chairpersons:

Joe Balintfy
Information Development Specialist
National Institutes of Health
@NIHforHealth

Tanya Montgomery
Public Affairs Specialist, Air Force Public Affairs Agency
US Air Force
@AFPAA

Attending this Premier marcus evans Conference will Enable You To:

- **Establish** government transparency with policies from the **US Department of Defense**
- **Implement** new media into current marketing strategies with help from the **National Institute of Health**
- **Manage** accessibility challenges when implementing new media with the help of the **US Access Board**
- **Monitor** and measure new media sites with the **Department of Transportation** and the **National Wildlife Federation**
- **Coordinate** new media efforts with the **General Services Administration** to enhance interagency communication

Who Should Attend:

marcus evans invites Federal CIO's, Chiefs, Directors, and Program Managers with responsibilities or involvement in the following areas:

- New/Social Media
- Public Affairs/Media Relations
- Communications
- Web Communications/Development/Marketing

Featured Speakers Include:

Jack Holt
Senior Strategist for Emerging Media
US Department of Defense
@jack_holt

Amanda Eamich
Director of Web Communications
US Department of Agriculture
@amandare

Richard Boly
Director of the Office of eDiplomacy
US Department of State
@Baurichly

Janice Nall
FedSpace Director
GSA
@janicenall

John L. Hopkins
IT Policy and Communications Lead
NASA - Office of the CIO
@NASAcio

Featuring Briefings from Leading New Media Experts Including:

Haley Van Dyck
New Media Team, Citizen Engagement
US Federal Communication Commission
@FCC

Mark Story
Director of New Media
US Securities and Exchange Commission
@mstory123

Carl Fillichio
Senior Advisor for Communications and Public Affairs
US Department of Labor
@USDOL

Danielle Brigida
Digital Marketing Manager
National Wildlife Federation
@starfocus

Steve Ressler
President and Founder
GovLoop
@govloop

Terry Weaver
Director, IT Accessibility & Workforce Division
General Services Administration
@GovNewMedia

Todd Solomon
New Media Director
US Department of Transportation
@RayLaHood

Commander Scott McIlroy
Director, Emerging Media Integration
US Navy
@smcilroy

Brandon Friedman
Director of New Media
US Department of Veterans Affairs
@BrandonF

Lisa Kruppa
Deputy Director of Web Communications
US Food and Drug Administration
@FDA_Drug_Info

Ann Aikin
Director of Digital Media
US Food and Drug Administration - Center for Tobacco Products
@bujulicious

Andrew Wilson
Web and New Media Strategist
Substance Abuse & Mental Health Services Administration
@AndrewWilson

Bruce Bailey
Accessibility IT Specialist
US Access Board

Exhibitor:



Gold Media Partners:

Silver Media Partner:

Media Partner:

7.30 Registration and Morning Coffee

8.15 Chairperson's Opening Address
Joe Balintfy
Information Development Specialist
National Institutes of Health
@NIHforHealth

**ESTABLISHING TRANSPARENCY IN GOVERNMENT
WITH POLICIES AND CITIZEN ENGAGEMENT**

8.30 Briefing

**Creating a Uniform Understanding of New Media Policies
for Official Agency Use**

- Learning what policies other agencies have used successfully
- Distinguishing what must be included in an official agency use policy
- Sharing what has not worked with previous policies
- Responding to the desire by some departments/agencies to have a standard government new media policy

Jack Holt
Senior Strategist for Emerging Media
US Department of Defense

9.15 Interactive Panel Discussion

Ensuring 508 Compliance with Social Media

- Analyzing assistive technology and how it interprets social media
- Engaging constituents with social media and maintaining 508 compliance

Bruce Bailey
Accessibility IT Specialist
US Access Board

Terry Weaver
Director, IT Accessibility & Workforce Division
General Services Administration

Lisa Kruppa
Deputy Director of Web Communications
US Food and Drug Administration

10.00 Networking Break

10.30 Briefing

Engaging Citizens to Share Agency News and Progress

- Using new media to show public officials in action
- Interacting with the public through new media
- Utilizing new media sites to share important agency information

Carl Fillichio
Senior Advisor for Communications and Public Affairs
US Department of Labor

11.15 Briefing

**Managing Audience Engagement to Gain and Retain
Public Involvement**

- Learning how to interact with the public online
- Making content attractive to build the audience base
- Leveraging limited resources to reach your target audience
- Steering audience traffic back to your organization's web page

Commander Scott McInay
Director, Emerging Media Integration
US Navy

PRODUCER INFO

I would like to thank everyone who has assisted with the research and organization of the event, particularly the speakers for their support and commitment.
Sarah Law, sarahl@marcusevansch.com.

UNCLASSIFIED

12.00 Luncheon

13.00 Interactive Workshop

Addressing Security and Policy Challenges with New Media

Transparent, participatory, and collaborative; those are the three requirements outlined by President Barack Obama in his plan for an open government. In an effort to meet those requirements, new media has come into play. However, security and policy challenges have been one of the largest stumbling blocks for government agencies.

By Attending this Workshop You Will Be:

- Gaining strategies to overcome security challenges
- Assessing new media policies to determine what has worked for other agencies
- Discussing what must be considered when creating and implementing new media policies
- Acquiring solutions to implement into current agency policies

John L. Hopkins
IT Policy and Communications Lead
NASA - Office of the CIO

15.00 Briefing

**Integrating New Media Tools Into an Overall
Communications Strategy**

- Enhancing overall web outreach through new media channels
- Maximizing new media tools to engage audiences
- Merging old and new media for added impact and reach

Joe Balintfy
Information Development Specialist
National Institute of Health

15.45 Closing Remarks from the Chair and End of Day One

SPONSORSHIP INFO

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting: **Nick Comerford**, nickc@marcusevansch.com.

8.00 Registration and Morning Coffee

8.20 Chairperson's Opening Address
Tanya Montgomery
Public Affairs Specialist, Air Force Public Affairs Agency
US Air Force
@AFPAA

MANAGING CONTENT AND TRAFFIC ON NEW MEDIA SITES

8.30 Briefing

Monitoring and Measuring Traffic on New Media Sites

- Recording traffic on social media sites to document how many people are visiting
- Monitoring how often people are visiting the new media sites

Danielle Brigida

Digital Marketing Manager

National Wildlife Federation

9.15 Briefing

Analyzing New Media Traffic to Understand Effectiveness

- Using the collected data to understand the demographics of visitors
- Filtering the data to comprehend what impact the site is having on its visitors
- Understanding the reasons for the public visiting the site

Todd Solomon

New Media Director

US Department of Transportation

10.00 Networking Break

10.30 Briefing

Using Content Syndication to Save Time and Broaden Coverage

- Using content syndication to ensure the updating of multiple social media portals simultaneously
- Updating articles or content on multiple websites at once to ensure a consistent message across all channels
- Balancing the pros and cons of content syndication applications

Mark Story

Director of New Media

US Securities and Exchange Commission

NAVIGATING NEW MEDIA OBSTACLES TO ACHIEVE QUALITY COMMUNICATION INTERNALLY AND EXTERNALLY

11.15 Briefing

Aligning New Media Strategies with Information Technology Capabilities to Ensure Successful Implementation

- Communicating ideas and initiatives to execute social media strategies
- Working through differences or compromising to accomplish the best outcome
- Compelling an IT team to embrace social media
- Helping communication leadership understand technology

Amanda Eamich

Director of Web Communications

US Department of Agriculture

12.00 Luncheon

13.00 Briefing

Leveraging New Media to Create An Open Government

- Bringing meaning into new media by making voices heard
- Going beyond fan and follower numbers to assess which new media mediums ensure engagement
- Analyzing the people who are visiting the site
- Interacting with the public to encourage transparency
- Translating citizen involvement and feedback into government results

Haley Van Dyck

New Media, Citizen Engagement

US Federal Communications Commission

13.45 Briefing

Overcoming New Media Obstacles to Ensure a Consistent Communication Strategy

- Starting small and getting quick wins – How to get internal buy in
- Adapting to the changing demands of the public – How to stay nimble and relevant
- Using metrics to drive integrating and improvement – How to make the process better

Andrew Wilson

Web and New Media Strategist

Substance Abuse & Mental Health Services Administration

14.30 Briefing

Addressing Department Obstacles with the use of New Media

- Using social media to improve public opinion of the agency
- Utilizing social media presence to involve citizens and ultimately address agency problems
- Lessons learned

Brandon Friedman

Director of New Media

US Department of Veterans Affairs

15.15 Closing Remarks from the Chair and End of Day Two

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DAY THREE | Friday October 29, 2010

- 8.00 Registration and Morning Coffee
- 8.20 Chairperson's Opening Address
Tanya Montgomery
Public Affairs Specialist, Air Force Public Affairs Agency
US Air Force
@AFPAA

WORKING TOGETHER ACROSS GOVERNMENT DEPARTMENTS AND AGENCIES

8.30 Briefing

Connecting Globally Using New Media

- Bringing collaboration and advancing internal communication in a geographically dispersed organization
- Detailing tools for internal communication
- Moving toward meaningful quantitative metrics
- Developing early adopters as advocates to new users

Richard Boly

Director of the Office of eDiplomacy

US Department of State

9.15 Briefing

Coordinating New Media Efforts Across Government to Enhance Inter-agency Communication

- Examining how government agencies communicate about social media strategies
- Determining if a medium should be developed to allow government agencies to share social media information
- Identifying the pros and cons of having inter-agency communication

Janice Nall

FedSpace Director

GSA

10.00 Networking Break

DISCUSSING FUTURE CONCEPTS IN NEW MEDIA

10.30 Briefing

Lessons Learned: New Media Story

- Highlighting current challenges in new media implementation
- Discovering processes to overcome barriers to success
- Sharing best practices from new media implementation

Tanya Montgomery

Public Affairs Specialist, Air Force Public Affairs Agency

US Air Force

11.15 Briefing

Predicting the Future and Looking Ahead Towards the Next Generation of New Media

- Scouting the next big thing
- Learning how others stay ahead of the social media trends
- Exploring the more uncommon social media sites

Steve Ressler

President and Founder

GovLoop

12.00 Briefing

Going Mobile to Communicate Critical Health Information

- Sharing lessons in creating an effective text messaging campaign
- Understanding best practices for writing eye-catching, clear and relevant message in 160 characters or less
- Discussing tips for promoting and evaluating text messaging efforts

Ann Aikin

Director of Digital Media

US Food and Drug Administration - Center for Tobacco Products

12.45 Closing Remarks from the Chair and End the **Advanced New Media Strategies for Federal Government Conference**

EXHIBITORS:



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radian6 Radian6 provides the social media monitoring platform for marketing, communications and customer support professionals. The company's flexible dashboard and as-it-happens alerts enable monitoring all forms of social media and related comments with real-time, as discovered results. Various analysis widgets give users the ability to uncover the top influencers as well as which conversations are having an impact online. Workflow features also allow users across an enterprise and with agency partners to efficiently and effectively track, manage and report on all social media engagements. Visit www.radian6.com for more information.

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WHY YOU SHOULD ATTEND:

During President Obama's first day in office, he sent a memo to all government agencies requiring them to develop an Open Government Directive, in the hopes of ensuring that the government is transparent, participatory and collaborative. One of the most common ways government agencies are implementing that directive is through social media. However, along the way there have been a few challenges. This **marcus evans Advanced New Media Strategies for Federal Government** conference will provide solutions and ideas for the policy, security, monitoring and measuring struggles that many agencies face daily, and looks ahead to what is coming next in new media.