



**Transparency
and Technology**
Advancing Government
Communications

NAGC COMMUNICATIONS SCHOOL

May 17–19, 2010
Hyatt Regency Bethesda
One Bethesda Metro Center
Bethesda, MD

Draft Program (as of 05/11/10)

Monday, May 17, 2010

7am-6pm

Registration

Small Group Body Language Success Makeovers
Instructor: Janine Driver, Body Language Analyst

AM sessions run consecutively from 8am-11:30am, PM Sessions run consecutively from 1pm-4:30pm

We all need a makeover at some point in our lives, whether it's for our attitude, appearance, or something else. You've seen the physical makeovers on shows like Extreme Makeover, but as a body language expert Janine Driver will give you a makeover for your body and your mind. In her book, *You Say More Than You Think*, Janine reveals strategies for "using the New Body Language to get what you want." These strategies work with and for anyone! This new body language makeover will not only change your looks, but transform your life for the better. Make the changes your body language needs to produce a more confident, comfortable, and capable you!

8:00am–12noon

Web Writing ROI: Making the Business Case for Writing Good Content
Instructor: Leslie O'Flahavan, Partner, E-WRITE

Writing usable, relevant web content is a time-consuming task. To communicators, it may seem that all the website does is take, take, take. But the time and effort you spend developing and writing good web content should make your job easier, keep your users well informed, and make your agency look good. This workshop will help you identify the types of web content that provide a high return on your investment of copy writing and editing time. You'll learn how to make a business case for developing new pages or sites. You'll also learn how to discourage content providers or executives from developing web content that will only consume your efforts without providing measurable results. You'll learn:

- The traits of high-ROI web content
- How to set performance goals for your web content
- How to explain the concept of web content ROI to decision-makers and web content providers
- How to identify, and stop publishing, content with low ROI

Using Social Media as an Government Agency
Instructor: Greta Weiner, Digital Diva, GWDC, LLC

You will learn how to set up your Social Media Profiles, things to consider before starting, how to deal with pitfalls of Social Media, how much time and energy to devote to it, how to monitor the conversation of what people are saying about your agency and time savers to make it easier for you.

1:00pm-5:00pm

How to WOW with Your Writing
Instructor: Thom Haller

Design a Customized, Effective Social Media Strategy
Instructors: Anne C Gunning, APR, Principal, Kearns & West, Inc

Lisa Stafford, Senior Associate, Kearns & West, Inc

Many organizations recognize that social media is a new, trendy form of communicating with their target audiences. They jump on every social media tool from Facebook to Twitter with high speed implementation, but then become disappointed when their social media efforts are not successful with their target audience. Why doesn't social media resonate with these organizations'

audiences? Because, without researching, analyzing and building a strategy prior to launching social media tools, the

organizations run the risk of creating social media tools that are not accepted or used. Social media is about networks of individuals, not organizations. This requires consistent, regular, timely, and thoughtful usage of social media tools; therefore, a strategic social media strategy is vital to an organization's success. This session will focus on designing and implementing an effective social media strategy that is built from an audiencecentric approach to maximize reach and message impact. In this interactive session, you will learn.

- Learn the importance of identifying your target audience and their needs
- Use tools and methods to identify, categorize and understand your audience
- Hear about ways to align social media tools with your organizational goals
- Understand elements that are key for a comprehensive, successful social media strategy.

6:00pm-9:00pm

Blue Pencil & Gold Screen Awards Reception and Banquet

Tuesday, May 18, 2010

7am-5pm

Registration

8:00am-8:30am

Continental Breakfast

8:30am -9:00am

Opening Ceremony

9:00am-10:00am

Keynote Speaker - Janine Driver: *You Say More than you Think: How to use New Body Language to get what you want.*

10:00am-10:30am

Break in Exhibit Hall

10:30-11:30am

Breakout - How to Write Career-Boosting Speeches

Presenter: Joan Detz, *Author, How to Write & Give a Speech*

Learn how to write speeches that distinguish your speaker ... communicate your organization's key messages ... and generate positive media attention. Joan Detz will share professional advice and practical suggestions to help you write a top-notch speech – a portfolio piece that enhances your professional worth.

Breakout - Twitter; It's Not Just for Ashton Kutcher Anymore

Presenter: Glen Thomas, *Supervisor, Communications & PR, MLGW*

On June 12, 2009, a powerful windstorm and tornado hit Memphis, Tennessee, leaving more than 130,000 customers without power. While, Memphis Light, Gas and Water had been utilizing social media for more than a year with solid results, its public relations team could not have predicted the significance of using Twitter. Think Dr. Frankenstein screaming, "It's alive, alive!" MLGW's communications staff interacted with customers on Twitter day and night. On Thursday, June 10, the company had 220 followers for its Twitter account. In less than a week, that number climbed to more than 1,500. Customers were very positive about the use of Twitter and the media even ran

stories about it. MLGW restored power to customers in a week, and using Twitter as part of its communications strategy was a huge boost to the utility's image.

Breakout- Is YouTube for You?

Presenter :Kirk Winters, Director and Senior Editor, Ed.gov, U.S. Department of Education

Learn how to create a government YouTube channel. The Department of Education posted its first video on YouTube in February 2009. The department posts two to three videos a week to help communicate the administration's message, tell stories of promising school efforts, and make government more transparent. Learn the ins and out of navigating through the creation of a channel, deciding what to post, and identifying the tools necessary to be successful whether you have a large budget or not.

11:30am-1:00pm

Annual Business Meeting-- Acknowledgement of current board and introduction of new board.

Lunch with Speaker: Eric Draper – *A Front Row Seat to History*

In this talk and slideshow, Eric Draper shares his unique perspective of the George W. Bush presidency with the most historic and never before scene photos during the eight years of the Bush White House.

1:15pm–2:15pm

Breakout - Ad Network: What Are They and How to Use Them

Presenter: Greta Weiner, Digital Diva, GWDC, LLC

Learn to advertise better on the web by utilizing ad networks. Several websites networked together in a single genre. Learn some of the pitfalls, what an average price is, and some of the new technology.

Breakout - Shaken, not Stirred: A Recipe for Work-Life Balance

Presenter: John Verrico, Spokesman, Science & Technology Directorate, Department of Homeland Security

Communications-related careers can be extremely demanding jobs, especially in government organizations. Spokespersons, speechwriters and photographers may find themselves on call 24/7 and possibly traveling a lot. This may leave little time for family, friends, or even yourself. Using humor and interactive exercises, this program will focus on reducing stress, keeping yourself motivated, practicing delegation, learning how to say "no" and finding time to rejuvenate.

Breakout - A Market You Can't Miss: People with Disabilities

Presenter: Juliette Rizzo, Director, Exhibits and Agency-wide Outreach, U.S. Department of Education and Valerie Suber, Public Information Director, Georgia Council on Developmental Disabilities

As an occurrence of birth, injury or longevity, people with disabilities are the fastest growing segment of society and the third largest minority group. With one in five Americans having a disability, it has become increasingly important for government communicators to understand how to reach out to this community of over 54 million and the families, caregivers and influencers who serve them. From the Centers for Disease Control reaching out to people with disabilities about H1N1 to FEMA communicating about how to assist people with disabilities in a disaster and the U.S. Census Bureau's 2010 Toolkit for Reaching People with Disabilities, federal, state and local agencies are committing to making sure their messages don't miss this lucrative market, which is often overlooked. In this interactive session, you will learn about useful contacts, resources, communications strategies and best practices to effectively and respectfully adapt your messages to the needs of this important and growing audience.

2:15pm-2:45pm

Break in Exhibit Hall

2:45pm–3:45pm

Breakout - Writing E-newsletters That Work

Presenter: Leslie O'Flahavan, Partner, E-WRITE

Your e-newsletter may be your most reliable tool for communication with citizens or colleagues. But when your readers are inundated, how do you create a newsletter that stands out, one they will actually read? This presentation will invite you to explore different types of e-newsletters and help you decide what to publish and how to meet your goals. If you're already publishing an e-newsletter, you'll get tips on how to update it. We'll use **MailerMailer's Email Marketing Use and Trends Report** for current data on newsletter performance so you can compare your newsletter's open and click rates to other government publishers. You'll also learn:

- How quickly subscribers open your e-newsletter
- Best and worst days of the week to send an e-newsletter
- How subject line length affects open rate

Breakout - Harnessing the Power of Social Media for Your Agency

Presenter: Travis Austin, **Senior Vice President and Partner, Stratacomm**

Twitter, Facebook, MySpace, Flickr, Tumblr, FriendFeed, Del.icio.us, StumbleUpon... This list barely scratches the surface of the social media landscape in 2010. How can your organization identify and engage people in a meaningful way in such a diverse and fractured environment? We'll take a quick tour around the major trends in social media before diving in to explore real opportunities to engage with people online in a sample case study and live exploration of the social media ecosystem.

Breakout - Are You Ready for Congress?

Presenter: Frank Sietzen, **Consultant, Sietzen and Company**

Preparing to testify before Congress or government commissions are among the most important communications your agency will ever conduct. This session will show how planning, preparation and presentation can assure your message will reach legislators or policymakers.

3:45-4:00pm

Transition

4:00pm-5:00pm

Plenary Speaker – Brad Blake, Director of New Media and Online Strategy, Massachusetts Office of the Governor

Social Media in Government: Policies, Best Practices and Day to Day Challenges

Government is arguably one of the most difficult organizations in which to implement social media. It's large, generally designed to move slowly and deliberately, and full of rules around privacy, security, transparency, records retention, and accessibility that many others don't have to worry about. Even so, many of the basics of social media apply – from decentralizing and empowering your employees, to taking risks, to trying, failing and trying again. Brad will talk about how both the Massachusetts Governor's Office uses social media on a daily basis and how government agencies have been using it to interact directly with their constituents, what they've learned, and how they've overcome challenges. He will also discuss some of the social media policies and guidance they've been developing in Massachusetts that you can use to get started or take your efforts to the next level.

5:00pm-7:00pm

President's Welcome Reception in Exhibit Hall

Wednesday, May 19, 2010

7:30am-11:30am

Registration

8:00am-9:00am

Breakfast—Meet your fellow communicators! Seating by Federal, State and Local affiliations.

9:00am-10:00am

Plenary Speaker - Lowell A. Briggs, Assistant Professor, York College of Pennsylvania

Where have All the Cronkite's Gone – What Journalists are Taught Today

This session is designed to provide information on what print and broadcast journalists are taught at the college-level today, and what influences are changing the face and traditions of the news business. Attendees will learn how convergence and the Internet require different formats and approaches to coverage, and what fundamentals of news, and journalism education remain. An array of textbooks and videos used in print and broadcast classrooms will be available for review.

10:00am-10:30am

Break in Exhibit Hall

10:30-11:30am

Breakout - Communicating a Full Interstate Closure – Overcoming Fear to Complete Success

Presenter: Linda Wilson, Community Relations Manager, MO Dept of Transportation

MoDOT's plan to rebuild the oldest interstate in St. Louis included the complete closure of five miles of interstate for two one-year periods. MoDOT and its contractor strategically planned and executed an extensive public outreach effort to inform people of the schedule and educate them on their alternate routes. The public feared the worst, but in the end the project had overwhelming project support.

Breakout – Section 508: Beyond Compliance - Universal Design for Usability and inclusion.-Arthur Murphy

Presenter: Arthur R. Murphy, MS, Information Architect, Aeolian Solutions

This presentation will discuss the standards of Section 508 from both a conceptual and a procedural perspective. Accessibility standards are intended to support the "natural" process of Universal Design. Consequently, the intent is to make usability a broader mandate that recognizes the inclusive nature of information and communication technologies a civilized world.

The presentation will reinforce best practices of information design: a separation of content from structure and style. Just as buildings can be made accessible without a loss of function and aesthetics, information architecture can create accessible knowledge systems. These basic ideas will be connected to practices for accessible information resources.

References will be provided to enable participants to use web resources to assist in the design, implementation, and evaluation processes of accessibility.

Breakout – Five Rules of Blogging

Presenter: David Olive, Principal, Catalyst Partners

David Olive, a regular (if not frequent) contributor to the Security DeBrief Homeland Security blog, will discuss his "Five Rules of Blogging" which he follows (occasionally) and why you should consider them too. Olive understands that effective communication in the blogosphere requires a good subject, a strong editor and a willingness to look like a doofus (a technical term.) He will entertain, inform and challenge you to think differently about whether and when to write a blog.

11:30am-12:45pm

Lunch with Speaker - Steve Lunceford, Sr. Manager, Brand & Eminence, Deloitte

Unlocking Government: The Transparency & Government 2.0 Movements

An overview of how open government and "Gov 2.0" themes are shaping how government at all levels can encourage transparency, participation and collaboration as they seek new ways to meet their mission. The session will provide an overview of successful projects and real-world examples strategies from governments worldwide which are using tools and channels such as Twitter, Facebook, crowdsourcing and more.

1:00-2:00pm

Breakout - About Face: Proven Approaches from the "Anti Social Media Guy"

Presenter: David Grossman, ABC, APR, Fellow PRSA, Founder and President, The Grossman Group (formerly dg&a)

Facebook, LinkedIn, MySpace, Facebook, Twitter – while technology might seem faster and easier, it's not the end-all-be-all connector or motivator. The truth is employees crave a *real* connection and they want to be inspired and engaged through good ol' old-fashioned conversation.

Breakout -Good Design is Good Communication

Presenter: Janice Sterling, Director, Creative Services, U.S. Government Printing Office

Demonstrations of how understanding legibility and the basic principles of design can dramatically improve the quality of visual communication.

Breakout -Media Relations by the Numbers

Presenter: Gene Rose, Communications Director, NCSL

What's the best way to reach your audience? In this session, you'll be exposed to the latest research on how Americans get their information. Using resources from well- and lesser-known media research companies, foundations, associations and other groups, we'll identify audience and demographic trends to help you reach your target audience in your next outreach project.

2:00-2:30pm

Break in Exhibit Hall

2:30pm-3:30pm

Closing Keynote Speaker

3:30pm-4:00pm

Closing Ceremony

Passing the gavel and swearing-in the new officers and directors.