

From: government4-bounces+secretary=cftc.gov@mail.aliconferences.com on behalf of Lisa McClear, ALI Conferences <lisamcclear@aliconferences.com>
Sent: Friday, February 12, 2010 11:10 AM
To: secretary <secretary@CFTC.gov>
Cc: ALI Conferences Government Notification List - Part 4 <government4@mail.aliconferences.com>
Subject: DALLAS Social Media for Government Training -- March 22-25, 2010 - Register Today

TWO Upcoming SOCIAL MEDIA for GOVERNMENT Training Opportunities:

1. SOCIAL MEDIA For GOVERNMENT - DALLAS: March 22-25, 2010, Warwick Melrose Hotel - Dallas, Texas
http://www.aliconferences.com/conf/social_media_govt0310/index.htm
(More details below...)

RESCHEDULED DATES!

2. SOCIAL MEDIA for GOVERNMENT - DC: March 10-12, 2010, Westin Washington, DC City Center
Details: http://www.aliconferences.com/conf/social_media_govt0210/index.htm

Register today for this popular "Social Media" training coming to Dallas...

SOCIAL MEDIA For GOVERNMENT - DALLAS

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

March 22-25, 2010

Warwick Melrose Hotel - Dallas, Texas - see below for more venue details!

Details: http://www.aliconferences.com/conf/social_media_govt0310/index.htm

Hear practical advice from leading government agencies and organizations who are already using social media for better communication results, including:

1. National Institutes of Health
2. U.S. Army Reserve
3. City of Sugar Land, Texas
4. Transportation Security Administration

5. NASA, Langley Research Center
6. City of Plano, Texas
7. GovLoop
8. Missouri River Regional Library
9. City of Reno, Nevada
10. Southwest Airlines
11. Texas Parks and Wildlife Department
12. Centers for Disease Control and Prevention (CDC)

And more...

Please mention EMAIL CODE "EB6-G" upon registration to expedite your registration.

SPECIAL DISCOUNTS For
"Social Media for Government - Dallas"

1. Past Attendee Discount: Save an additional \$200 off your next conference
2. Team Discount: Register 3 and get a 4th for free

AGENDA SUMMARY

"Social Media For Government"

General Sessions

Tuesday, March 23 - Wednesday, March 24, 2010

Details: http://www.aliconferences.com/conf/social_media_govt0310/index.htm

AGENDA, DAY ONE, Tuesday, March 23, 2010

8:30 Chairperson's Welcome & Opening
Utilizing The Tricks Of The Trade:
How To Foster Community And Build
Your Network Through Social Media
GOVLOOP

9:30 Break-Out Blitz: Network &
Discuss Social Media Challenges

With Your Colleagues

10:30 Validating, Monitoring, And
Utilizing New Media For Education
And Crisis Communications
CITY OF PLANO, TEXAS

11:20 How To Blend Traditional
Media With Social Media To Educate
And Engage Your Audience
NATIONAL AERONAUTICS AND SPACE
ADMINISTRATION,
LANGLEY RESEARCH CENTER

1:40 Avoiding Social Media
Turbulence: A Step-By-Step Process
For Launching Your Pilot Program
CITY OF SUGAR LAND, TEXAS

2:30 Southwest Airlines: Nuts
About Online Communication - -
How To Leverage Social Media
Tools To Successfully Support
Your Organization's Efforts
SOUTHWEST AIRLINES

3:35 If They Can Do It, You Can
Too: How The U.S. Army Reserve
Leveraged Social Media While
Faced With Resistance
And Strong Government Rules
U.S. ARMY RESERVE

4:25 How Social Media Can Help
You Work More Efficiently, Connect
With The Right People, And Stay Engaged:
A Dual Case Study
MICROSOFT U.S. PUBLIC SECTOR

5:15 End Of Day One & Networking Reception

AGENDA, DAY TWO, Wednesday, March 24, 2010

8:40 Twitter: Getting Your Information
Out Further And Faster – Why It's So
Much More Than Telling People
What You Had For Breakfast
TRANSPORTATION SECURITY ADMINISTRATION

10:00 Using Social Media To Increase
Awareness Of Your Organization's
Efforts, Engage Many Publics,
Share Resources and Lift the Level
of Shared Knowledge
NATIONAL INSTITUTES OF HEALTH

10:50 Communicating In The Cloud:
Using Really Simple Syndication (RSS)
Feeds To Better Communicate With
Employees And Customers
MISSOURI RIVER REGIONAL LIBRARY

1:10 Group Exercise & Interactive Session

1:55 Strategic Use Of Social Media In
The Response To H1N1 - - Engaging,
Monitoring, Disseminating
CENTERS FOR DISEASE CONTROL
AND PREVENTION (CDC)

3:00 How To Communicate Via Social
Media With A Minimal Budget And
Reduced Staff
CITY OF RENO, NEVADA

3:50 Using Wikis As A Collaborative
Training Tool To Build And Sustain
Community
TEXAS PARKS AND WILDLIFE DEPARTMENT

4:40 End Of General Sessions

EXPAND YOUR LEARNING...

You may choose to attend one of more
of these optional, practical, & hands-on
WORKSHOPS:

PRE-CONFERENCE WORKSHOPS:
MONDAY, March 22, 2010

Choose A or B or BOTH for Maximum Value and Learning:

Morning PRE-Conference Workshop A:
"Social Media 101:
How To Successfully Leverage
New Social Media Tools In Your
Organization And Achieve

Organizational Buy-In"
Facilitated by: Panetta Communications

Afternoon PRE-Conference Workshop B
"How To Measure The Impact
Of Social Media And
Determine Next Steps"
Facilitated by: Deloitte Services, LP

POST-CONFERENCE WORKSHOPS:
THURSDAY, March 25, 2010

Choose C or D or BOTH

Morning POST-Conference Workshop C
"Stakeholders And Support:
How To Identify, Create, And
Engage Your Social Media Efforts"
Facilitated by: 2ndSix

Afternoon POST-Conference Workshop D
"How To Leverage Social Media
To Position Your Organization For
Successful Crisis Communications"
Facilitated by: GolinHarris

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"Social Media for Government:"

1. Team Discount: Register 3 and get a 4th for free
2. Past Attendee Discount: Save an additional \$200 off your next conference

-- Please mention EMAIL CODE "EB6-G" to expedite your registration.

"Social Media for Government - Dallas"
REGISTRATION FEES Include:
Conference attendance, a detailed conference workbook and all meeting
materials - including access to the conference wiki, continental

breakfasts, refreshments, and evening networking reception.

Conference Only (March 23-24th):

\$1,699

Conference Plus ONE Workshop:

\$2,099

Conference Plus TWO Workshops:

\$2,399

Conference Plus THREE Workshops:

\$2,599

Conference Plus ALL FOUR Workshops:

\$2,699 ****BEST VALUE****

WORKSHOP TOPICS:

PRE A: "Social Media 101:

How To Successfully Leverage

New Social Media Tools In Your

Organization And Achieve Organizational Buy-In"

PRE B: "How To Measure The

Impact Of Social Media And Determine Next Steps"

POST C: "Stakeholders And Support:

How To Identify, Create, And Engage

Your Social Media Efforts"

POST D: "How To Leverage Social Media

To Position Your Organization For

Successful Crisis Communications"

CONFERENCE VENUE:

Warwick Melrose Hotel Dallas

3015 Oak Lawn Ave.

Dallas, TX 75219

Phone: 214-521-5151

<http://www.warwickmelrosedallas.com/>

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been reserved at the government per diem rate of \$115 per night. Please call the hotel no later than March 7, 2010 to ensure this rate and mention that you are attending the "Social Media for Government Conference." We recommend

that reservations be made early as both rates are subject to availability.

AAA Four Diamond Luxury awaits you at this historic Dallas landmark which is only five minutes from Love Field Airport and twenty-five minutes from D/FW International Airport. Centrally located in uptown Dallas, the Warwick Melrose is just a short drive and convenient to many of the more popular things to do including the Market Center, Downtown, the Convention Center as well as the West End and McKinney Avenue entertainment areas.

To view more "Social Media for Government - Dallas" conference details or to register:

CALL: 888-362-7400, x1 -or- 773-695-9400, x1

ONLINE: http://www.aliconferences.com/conf/social_media_govt0310/index.htm

-- Please mention EMAIL CODE "EB6-G" to expedite your registration.

THIS CONFERENCE PRESENTED BY:

The Advanced Learning Institute,
Your Government & Communications Training Partner since 1997
8600 W. Bryn Mawr Avenue, Suite 920N
Chicago, IL 60631
T: 888-362-7400
<http://www.aliconferences.com/>

CONFERENCE SUPPORTERS:

- National Association of Government Communicators (NAGC) --
<http://www.nagc.com/>

- Federal Communicators Network (FCN)

- Social Media Club -- <http://www.socialmediacub.org/>

- GovLoop -- <http://www.govloop.com/>

- George Washington University's Center for Excellence in Public Leadership -- <http://www.gwu.edu/~cepl/>

- OhMyGov! -- <http://ohmygov.com/>

- Mashable - The Social Media Guide -- <http://mashable.com/>

FORWARD TO A COLLEAGUE!

If you know of anyone tasked with integrating new social media and Web

2.0 tools and technology into their communication plans, please forward this email to a colleague who may benefit from best practices and lessons learned in using social media for government.

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MORE TRAINING Opportunities:

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RESCHEDULED!

1. SOCIAL MEDIA for GOVERNMENT, March 10-12, 2010, Washington, DC
http://www.aliconferences.com/conf/social_media_govt0210/index.htm
2. The Winter 2010 BIOMETRICS Summit, February 22-25, 2010, Miami, Florida
http://www.aliconferences.com/conf/biometrics_summit_winter10/index.htm
3. SOCIAL MEDIA for GOVERNMENT - CANADA, March 1-4, 2010, Ottawa
http://www.aliconferences.com/conf/social_media_govt_canada0310/index.htm
4. SOCIAL MEDIA for GOVERNMENT, March 22-25, 2010, Dallas, TX
http://www.aliconferences.com/conf/social_media_govt0310/index.htm
5. PERFORMANCE MEASUREMENT for GOVERNMENT, April 6-9, 2010, Washington, DC
http://www.aliconferences.com/conf/perf_meas_govt0410/index.htm
6. SOCIAL MEDIA for RECRUITING in GOVERNMENT & DEFENSE, April 12-15, 2010, Washington, DC
http://www.aliconferences.com/conf/social_media_recruit0410/index.htm

To view the detailed agendas or to register go to:

<http://www.aliconferences.com/>

OR CALL: 888-362-7400, x1 -or- 773-695-9400, x1

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SOCIAL MEDIA For GOVERNMENT - DALLAS

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

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March 22-25, 2010

Warwick Melrose Hotel - Dallas, Texas

Details: http://www.aliconferences.com/conf/social_media_govt0310/index.htm

* 18 speakers sharing their strategies and practical experiences in social media

* Your choice of 4 hands-on, how-to, interactive workshops

* The chance to benchmark best practices with your colleagues from government

* Access the conference wiki -- an ongoing collaboration tool that will allow you to expand your network and continue the conversation. You'll be using social media, yourself, immediately!

P.S. Register your team of 3 and send a 4th free--at least a \$1,699 savings!

This email was sent to:

secretary@cftc.gov

If you do not wish to receive further conference notices from the Advanced Learning Institute, please click here:

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If the link is slow or unresponsive, PLEASE reply to this email with the subject line No Thank You . We REALLY do respect your online privacy and take care of all requests promptly.

Advanced Learning Institute, 8600 W. Bryn Mawr Avenue, Suite 920-N, Chicago, IL 60631, USA

<http://www.aliconferences.com>

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