

From: government4-bounces+secretary=cftc.gov@mail.aliconferences.com on behalf of Lisa McClear, ALI Conferences <lisamcclear@aliconferences.com>
Sent: Thursday, February 18, 2010 3:25 PM
To: secretary <secretary@CFTC.gov>
Cc: ALI Conferences Government Notification List - Part 4 <government4@mail.aliconferences.com>
Subject: Discount Extended to Feb 19th: Social Media for Recruiting in Government & Defense: April 12-15, 2010, Washington DC

Due to the snow storms in Washington, DC last week, early bird rates have been EXTENDED to Friday, February 19th to save \$400...

SOCIAL MEDIA for RECRUITING
in GOVERNMENT & DEFENSE:

Using Web 2.0 Technologies To
Attract, Retain & Engage Top Talent
To Become An Employer Of Choice

April 12-15, 2010, Washington, DC

Agenda details:

http://www.aliconferences.com/conf/social_media_recruit0410/index.htm

*** NEW early bird deadline: Register by FRIDAY, FEBRUARY 19th to save \$400!

(See below for more details.)

Attend this conference to learn how to incorporate the power of social media into your organization's recruiting strategy, along with practical tools, tips and techniques to get started from leading government agencies and organizations, including:

1. Internal Revenue Service
2. U.S. Department of the Navy
3. The Library of Congress
4. Booz Allen Hamilton
5. U.S. Army
6. Sodexo, Inc.

7. CollegeRecruiter.com
8. Brazen Careerist
9. CampusGov
10. U.S. Air Force
11. Peace Corps
12. And more...

(Please mention EMAIL CODE "EB3-G" to ensure early bird rates and save \$400.)

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For more information go to:

http://www.aliconferences.com/conf/social_media_recruit0410/index.htm

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

SPECIAL DISCOUNTS:

1. EARLY BIRD Discount - EXTENDED: Register by Friday, February 19th to save \$400!
2. PAST ATTENDEE Discount: Save \$200 off your next conference registration!
3. GROUP Discount: Register 3 and send a 4th for free!

AGENDA SUMMARY

"SOCIAL MEDIA for RECRUITING
in GOVERNMENT & DEFENSE"

General Sessions

Tuesday, April 13 - Wednesday, April 14, 2010

http://www.aliconferences.com/conf/social_media_recruit0410/index.htm

Chairperson's Welcome & Opening Presentation:

Recruiting The Next Generation
Of Top Talent In Government:
How To Generate Buzz And Build
A Community Of Talent Through
Social Media
--BOOZ ALLEN HAMILTON

Break-Out Blitz!
Network And Discuss Social Media
For Recruiting Challenges With
Your Fellow Conference Attendees

How To Make Social Media
Outreach A Sustainable Part Of
Your Recruitment Efforts

How Today's Peace Corps
Employs Social Media For 21st
Century Recruitment
--PEACE CORPS

Utilizing Social Media To
Build Your Employer Brand,
Particularly In A Down Economy
--U.S. DEPARTMENT OF THE NAVY
--CAMPBELL-EWALD

Panel Discussion:
Using Social Media To Attract
Generation Y And Recruit Top
College Talent
--COLLEGERECRUITER.COM
--BRAZEN CAREERIST
--CAMPUSGOV

Expanding Your Recruiting
Communications Reach Into
Virtual Worlds And Social Networks
While Working Within A
Limited Budget
--INTERNAL REVENUE SERVICE

Lessons Learned In Using
Social Media For Army Recruiting
--U.S. ARMY

How To Convince Senior
Leadership That Social Media
Can Help – Not Harm –
Your Recruiting Efforts
U.S. AIR FORCE

Group Exercise & Interactive Session

Legal Adventures In Web 2.0:
How To Work Effectively With
Your Legal Department When

Diving Into Social Media
THE LIBRARY OF CONGRESS

Private Sector Case Study
How To Effectively Incorporate
Social Media Into A Comprehensive
Recruitment Strategy: Practical
Strategies And Usable Steps
SODEXO, INC.

Chairperson's Recap:
Key Takeaways And What To Do
When You Get Back To The Office
BOOZ ALLEN HAMILTON

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

PRE-CONFERENCE WORKSHOPS:
MONDAY, April 12, 2010
Choose A or B or BOTH

PRE-Conference Workshop A, 8:30am - 11:30am

Social Media 101:
How To Successfully Leverage
New Social Media Tools In Your
Government Organization To
Find And Recruit New Talent

Facilitated By: Panetta Communications

PRE-Conference Workshop B, 1:00pm - 4:00pm

Everyday Activities Government
Organizations Can Effectively Use
To Maximize The Benefits Of Web 2.0
Technology And Compete More Effectively

Facilitated By: Arbita, Inc.

POST-CONFERENCE WORKSHOPS:

THURSDAY, April 15, 2010

Choose C or D or BOTH

POST-Conference Workshop C, 8:30am - 11:30am

How To Leverage Social Media
To Strengthen Your Human Capital
Management Strategy -- Techniques
To Implement Now And Strategies
For The Future

Facilitated By: Booz Allen Hamilton

POST-Conference Workshop D, 1:00pm - 4:00pm

How To Prove The Value Of Social
Media And Online Marketing For
Recruitment: A Step-By-Step Guide
To Building Your Own Measurement
Framework

Facilitated By: Bold Interactive

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"Social Media for Recruiting in Government & Defense:"

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REGISTRATION FEES Include:

Conference attendance, a detailed conference workbook and all meeting materials, including access to a conference wiki, continental breakfasts, refreshments, and evening networking reception.

Conference Only (April 13-14th):
\$1,299 (by February 19th)
\$1,699 (after February 19th)

Conference Plus One Workshop:
\$1,699 (by February 19th)
\$2,099 (after February 19th)

Conference Plus Two Workshops:

\$1,999 (by February 19th)
\$2,399 (after February 19th)

Conference Plus Three Workshops:

\$2,199 (by February 19th)
\$2,599 (after February 19th)

Conference Plus ALL Four Workshops:

\$2,299 (by February 19th) BEST VALUE!
\$2,699 (after February 19th)

WORKSHOP TOPICS:

PRE A: Social Media 101: How To Successfully
Leverage New Social Media Tools In Your
Government Organization To Find And Recruit New Talent

PRE B: Everyday Activities Government Organizations
Can Effectively Use To Maximize The Benefits Of
Web 2.0 Technology And Compete More Effectively

POST C: How To Leverage Social Media To Strengthen
Your Human Capital Management Strategy --
Techniques To Implement Now And Strategies
For The Future

POST D: How To Prove The Value Of Social Media
And Online Marketing For Recruitment:
A Step-By-Step Guide To Building Your
Own Measurement Framework

To view more "Social Media for Recruiting in Government & Defense"
conference details or to register:

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

ONLINE:

http://www.aliconferences.com/conf/social_media_recruit0410/index.htm

-- Please mention EMAIL CODE "EB3-G" to ensure early bird rates and save \$400.

THIS CONFERENCE PRESENTED BY:

The Advanced Learning Institute,
Your Government Training Partner since 1997
8600 W. Bryn Mawr Avenue, Suite 920N
Chicago, IL 60631

Phone: (773) 695-9400

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

CONFERENCE SUPPORTERS:

- 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/>

- CollegeRecruiter.com -- <http://www.collegerecruiter.com/>

FORWARD TO A COLLEAGUE!

If you know of anyone tasked with streamlining and improving their recruitment and retention strategies by incorporating new media channels, please forward this email to a colleague who may benefit from best practices and lessons learned in using social media for recruiting in government and defense.

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To Become An Employer Of Choice

April 12-15, 2010, Washington, DC

Agenda details:

http://www.aliconferences.com/conf/social_media_recruit0410/index.htm

* 20 speakers sharing their strategies and experiences in using social media for recruiting

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

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

P.S. EARLY BIRD RATES EXTENDED! Register by Friday, February 19th to save your organization's training budget \$400.

P.P.S. Take advantage of our team discount -- register 3 and send a 4th for free!

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ALL Upcoming TRAINING OPPORTUNITIES:

1. Winter BIOMETRICS Summit, February 22-25, 2010, Miami
http://www.aliconferences.com/conf/biometrics_summit_winter10/index.htm

2. SOCIAL MEDIA for GOVERNMENT - CANADA, March 1-4, 2010, Ottawa
http://www.aliconferences.com/conf/social_media_govt_canada0310/index.htm

* RESCHEDULED DATES *

3. SOCIAL MEDIA for GOVERNMENT, March 10-12, 2010, Washington, DC
http://www.aliconferences.com/conf/social_media_govt0210/index.htm

4. SOCIAL MEDIA for GOVERNMENT, March 22-25, 2010, Dallas
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

***Register by Friday, February 19th to save...

6. SOCIAL MEDIA for RECRUITING in Government & Defense, April 12-15,
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