Foster Positive Relationships with Your Employees, Stakeholders and the Media

2003 NATIONAL SUMMIT

Innovations in Government Communications

Devising and Implementing Strategic Internal and External Communication Initiatives in Government

Sponsored By:

The Performance Institute

WWW.PERFORMANCEWEB.ORG

October 7-10, 2003 | Arlington, Va.

The Performance Institute
1515 North Courthouse Road, Suite 600
Arlington, VA 22201

REGISTRATION FORM

for **Innovations in Government Communications**

Call 703-894-0481; fax this form to 703-894-0482;

or visit www.performancewеb.org

☐ Yes! Register me for External Communication Strategies (P176)

☐ Yes! Register me for Internal Communications Strategies (P177)

☐ Yes! Register me for the entire summit

☐ Please call me. I am interested in a group discount

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P176-P177-WEB

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Break Through the Clutter to Deliver a Clear, Effective Message

2003 NATIONAL SUMMIT

Innovations in Government Communications

Devising and Implementing Strategic Internal and External Communication Initiatives in Government

External Communication Strategies for Government



October 7-8, 2003 • Arlington, Va.

Establish External Communication Goals
Set out a clear process for identifying, shaping, approving, planning and executing communication activities

Articulate Key Messages
Prioritize and define your target audiences and ensure consistency with your core message

Maximize Media Relations
Effectively work with the news media to convey your agency's mission

Apply Logic Modeling to Enhance Communication Functions
Link the outcomes of communication programs to performance measures

Internal Communication Strategies for Government



October 9-10, 2003 • Arlington, Va.

Develop a Strategic Internal Communication Plan
Create awareness, understanding, and acceptance on the part of internal audiences

Successfully Cope with Change and Cultural Resistance
Understand the organization-wide dynamics that occur when change is introduced and learn how to leap barriers

Implement an Internal Crisis Communication Plan
Successfully prepare for, respond to, and contain crisis situations within your agency

Administer a Communications Audit
Assess the strengths and weaknesses of your communications functions

Sponsored By:

The Performance Institute

Foster Positive Relationships with Your Employees, Stakeholders and the Media

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Plan the Way Out of Your Agency's Next Crisis

Dear Government Communicator:

Clutter. Noise. The deafening volume of the multitude of messages that inundate the stakeholders of government programs has made the jobs of government communicators more difficult than ever. The pivotal role you play in crafting messages for the eyes and ears of the public, the media, your employees and even other government agencies demands that your communication strategies be on the cutting edge.

So that you can incorporate the latest best practices, lessons-learned and ground-breaking communication strategies into your agency or program, you are invited to join us at *Innovations in Government Communications*, a national summit being hosted in Arlington, Va., by the Performance Institute. This year's summit is actually two interactive forums that will enable you to maximize the effectiveness of your agency's external and internal communication strategies.

External Communication Strategies for Government (October 7-8, 2003)

The first two-day forum of the 2003 summit will focus on external communications. In particular, sessions will address the values, principals, procedures and behaviors needed to fulfill your agency's mission. Learn how to develop and refine a strategic external communications plan, effectively work with the news media to ensure that your message is presented accurately to the public.

Internal Communication Strategies for Government (October 9-10, 2003)

The second forum will address internal communications and change management strategies within your agency. Learn how to effectively link departments within your agency and to incorporate change management into your internal communications plan. You will be equipped with the knowledge and the tools to develop a strategic internal communications plan that guarantees employee support and understanding of your organization's goals and missions.

Featuring an Interactive Application Workshop on Internal Crisis Communications: Is Your Agency Prepared for the Unthinkable?

Use this workshop to help prepare a comprehensive plan for responding to crisis situations and ensuring that your organization is prepared for a sudden flood of media attention.

The most effective communication plans in government agencies are fully integrated, with equal attention paid to internal and external activities. Integration at the source translates directly to across-the-board message clarity – perhaps the most important factor in any communications activity.

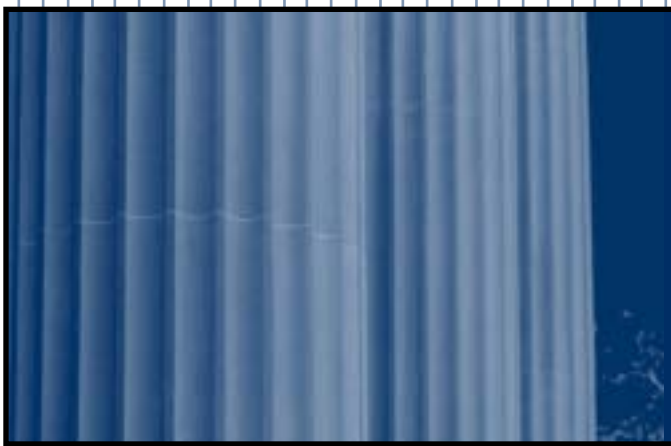
I hope you'll join us for this truly comprehensive summit. You can register today online at www.performanceweb.org or by calling 703-894-0481. If you are thinking about sending a team of three or more from your agency, please call and ask to speak with Bret Johnson for a great group discount. I look forward to seeing you in October!

Sincerely,

Tara Shuert

Tara Shuert
Associate Director, Center for Communication Strategy
The Performance Institute

Craft and Deliver Effective Communications Plans



The Performance Institute

The Performance Institute

As the nation's leading authority on performance-based government management, the Institute works with thousands of managers each year to improve the results of government programs through the sharing of best practices via conferencing, in-house training, research and consulting. For more information, please visit the Institute online at:

www.performanceweb.org

One Summit...Two Conferences

External Communication Strategies for Government | October 7-8, 2003
Internal Communication Strategies for Government | October 9-10, 2003

Agenda and Speaking Faculty

External Communication Strategies for Government

Day One: October 7, 2003

8:00

Registration and Continental Breakfast

8:30

Keynote Address: Visibility Through the Fog

Seven Hurricanes, 1,000 tornadoes and 10,000 floods...America is the most severe weather-prone nation in the world! But even universally American topics of conversation aren't easy to brand. The sheer volume of competing messages and diminishing column-inches has made the task of conveying the message of all agencies more difficult than ever. Public affairs and communications staff at government agencies have to rely on a mix of old and new strategies and vehicles for reaching their constituents - strategies like corporate branding and comprehensive communications planning, and vehicles like the internet, the commercial media and good old fashion grassroots movements. Listen as the public affairs chief at the NOAA National Weather Service, one of the nation's most visible federal agencies, paints a mosaic of the role integrated marketing communication plays in its successful branding efforts. Focusing on an innovative public service approach, the NOAA/NWS public affairs staff helps save lives through media and public education, while building the agency's reputation as a provider of critical citizen services.

***Curtis Carey**, Public Affairs Chief, NOAA National Weather Service*

9:15

Leadership Panel: The State of Practices in Government Communication

This interactive panel discussion will delve into the present state of government communications, and the events that are shaping the landscape of the future. Examine the latest innovations, strategies and lessons learned from leaders in the field. Bring your questions and be prepared to join in the discussion!

***Peter Ashkenaz**, Deputy Director for Public Affairs, U.S. Department of Health and Human Services*

***Robert Hoage**, Chief of Public Affairs, Smithsonian National Zoo*

10:30

Break

10:45

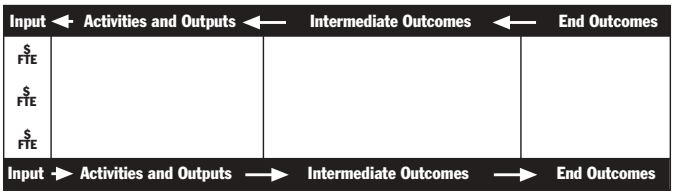
Identifying the Role of Communications in Achieving Agency Program Outcomes and Objectives

Using the Logic Model approach, develop a clear set of goals-program outcomes and objectives-in order to develop an effective communication strategy and increased measurable performance results. This session focuses on the impact public perception and communication styles have on the receptivity of your targeted audience. Link the outcomes of communication programs to performance measures and track the effectiveness of your communication strategies.

***Carl DeMaio**, President, The Performance Institute; Senior Fellow, Reason Foundation*

***Felipe Monroig**, Director of External Affairs, The Performance Institute*

The Logic Model



The Seven Stages of Public Judgment



Source: Daniel Yankelovich

5 Reasons to Attend External Communication Strategies for Government

1) **Devise and Implement** a Strategic Communication Plan that Comprehensively Defines Your Organization's Message
2) Effectively **Work with the Media** to Convey Your Agency's Mission
3) **Explore Best Practices** for Utilizing Stakeholder Input
4) **Identify and Define** Your Target Audience to Deliver Your Message and Information Accurately
5) **Coordinate Activities** Across Governmental Agencies to Increase Your Pool of Resources

Make the Most of Your Media Relations Efforts

12:00

Networking Luncheon

1:00

Framing Your Message and Targeting the Right Audience

By targeting your audience specifically, you can develop your message more effectively. Once you target your audience, you can understand their needs and benchmark the progress of your goals. Use this session to identify and define your target audience and to ensure that your message stands out in an oversaturated and constantly changing media and communications environment.

***Kathy McShea**, President, Emerald Strategies, Inc. (formerly of the U.S. Department of Energy)*

2:00

Communication for Success: Why Branding is Critical

In order to successfully execute communication strategies, it is necessary to identify the most effective symbols and integrate them into your strategy in order to develop relationships, build name recognition, and position yourself as the ready source of information on your issue. Utilize best practices to accurately reflect and reinforce positive attributes, core competencies, mission, message, goals, and value to the public.

***George Selby,** Supervisory Marketing Specialist, Marketing Services Office, U.S. Census Bureau*

3:00

Break

3:15

Relating to and Working with the Media

At times, the relationship between public affairs professionals and the media can seem adversarial to say the least. Develop relationships, protocols and identify the most likely outlets for your organization to work with, and deliver your well-crafted information. This session will prepare you to handle media enquiries and equip you with the knowledge to bring television, radio, web and print media to your doorstep.

***Marci Hilt**, Press Officer, U.S. Trade Representative*

4:30

Adjourn

Day Two: October 8, 2003

8:30

Registration and Continental Breakfast

9:00

Working Across Federal Agencies

Utilize partnerships on the national level and across the federal government to increase your pool of resources, coordinate your message and create a larger, more effective outreach effort. Learn how to manage activity, promote the exchange of ideas and information, and find mutually beneficial solutions to problems.

***Jeffrey Vargas**, Office of Corporate Human Resources Initiatives, U.S. Department of Energy*

10:00

Clear and Balanced Communications with External Stakeholders

Integrate citizen and stakeholder involvement with your communication strategy in order to create a more targeted message and reach a more focused audience.Explore best practices for utilizing stakeholder input and identifying key external audiences.

***Sybil R. Bowick**, Public Information Officer, District of Columbia Department of Health Maternal and Family Health Administration*

11:15

Break

11:30

Marketing Your Agency's Message on a Limited Budget

These days, your marketing programs must be created and conveyed by using fewer resources and less expensive means. They must strategically deliver on both short and long-term objectives, and meet or exceed your past marketing goals. This session will teach you how to build a foundation for ensuring that your budget request is defendable and justified.

***Anne Atkins**, Communications Director, Virginia Department of Motor Vehicles*

12:30

Networking Luncheon

1:30

Innovations in Federal Government Web Design

Redefine the relationship between citizen and government by providing interactive citizen-centric web-base services through your web site. Learn how the federal government uses strategic partnerships, emerging technologies, and effective new technologies to reach and serve their external audiences.

***Douglas Galbi**, Federal Communications Commission*

3:00

Break

3:15

Return on Investment-The External Communications Audit

Communications budgets are often the first to be cut when times are tough and yet demands on communications teams are growing all the time. So how do you get more from less - and tap into the resources around you, ensure that all communications support the strategic direction. This session will discuss how and when a communications audit is appropriate and how the results can impact your agency. Ensure that all communications support the strategic direction.

***Chris Bonner**, President, Bonner Consultants*

4:30

Adjourn

Internal Communication Strategies for Government

Day One: October 9, 2003

8:30

Registration and Continental Breakfast

9:00

Keynote Address: Identifying the Common Culture of Your Agency

For an agency's external communications plan to be effective the public affairs staff must always be critical of strategy and must always examine ways that the communication process can be approved. Identify the values, principles, procedures and behaviors needed to achieve your agency's mission.

***Dr. Joseph V. Trahan III, APR**, Defense Information School*

10:00

Developing A Strategic Internal Communication Plan

Communication among managers and employees must be open and collaborative to achieve government goals and institutional missions, and to ensure quality information services for the public. This interactive session will teach you how to create a structured plan for communicating key messages; implementing a plan, measuring results on an ongoing basis and making improvements as you go.

***John Verrico**, Public Affairs Officer, Navy Public Works Center - Washington*

11:15

Break

5 *Reasons to Attend* Internal Communication Strategies for Government

1) **Develop** a Systematic Plan that Carefully Addresses Internal Project Needs
2) **Create** Awareness, Understanding, and Acceptance by Internal Audiences
3) **Design and Implement** Creative Internal Branding Strategies
4) Successfully **Prepare** for, **Respond** to, and **Prevent** Crisis Situations Within Your Agency
5) **Implement** Best Practices to Provide a Basis for Positive Change, Improved Understanding and Heightened Credibility

Is EVERYONE at Your Agency On-Message?

11:30

Employee, Public and Media Events

Gaining exposure via events that stakeholders are invited to is an under utilized way of gaining visibility, boosting morale and achieving buy-in and goodwill within employees. Identify opportunities for creating high exposure events and provide the planning services necessary to execute them effectively.

***J.B. Hancock**, Partner/Communications Strategist, Alcade & Fay*

12:15

Networking Luncheon

1:15

Technology Integration into the Communication Process

Since we consider internal communication in a broad sense, we need to identify the means by which we can affect government culture in the direction that we want to go and analyze the effectiveness of these technologies in terms of productivity, cost savings, ROI and resource allocation.

***Douglas Galbi**, Federal Communications Commission*

2:15

Break

2:30

Creating and Launching a Strong Internal Brand

Your employees are your brand. Therefore, you need to make sure they understand and represent the vision for the agency and its goals. People want to understand, at the highest level, what purpose they are working toward. Utilize strategies to effectively brand your organization and guarantee employee support and understanding of your organization's goals and missions.

***Chris Bonner**, President, Bonner Consultants*

3:30

Measuring Performance of Internal Communication Initiatives

Communicators must be able to identify and measure precisely what communication is adding to the bottom line. In order to constantly improve your internal communications strategies, you must know how to accurately measure the effects of initiatives. Learn about the impacts of web technologies and the opportunities they create to install quick, easy to use measurement tools for baseline data, tracking and evaluation.

***Lisa Binzel**, Vice President of Research, Delahaye Medialink*

4:30

Adjourn

Day Two: October 10, 2003

8:30

Registration and Continental Breakfast

9:00

Case Study: The Nuclear Regulatory Commission's Internal Communications Project

On the heels of a safety culture report from its Inspector General's office identifying key areas for improving internal communication, the staff at the Nuclear Regulatory Commission have undertaken a system of initiatives designed to open internal communication channels and enable employees to work more efficiently. In this revealing case study, learn about the specific issues raised by the IG survey, and how those issues are now being addressed.

***Mindy Landau**, Assistant for Communications, Office of the Executive Director for Operations, Nuclear Regulatory Commission*

10:00

Fundamentals of Managing Change and Cultural Resistance

Government leaders and managers can positively impact their organizational culture and results by strategically and systematically leading and facilitating change. Learn how to anticipate and prepare for change and how to choose the best available communication tools to overcome those barriers

***Kathy McShea**, President, Emerald Strategies, Inc. (formerly of the U.S. Department of Energy)*

11:15

Break

11:30

Change Management: Developing the Plan

Understanding change and its effect on people and the organization minimizes disruptive aspects and enhances positive opportunities in the change process. Discover critical techniques for anticipating and managing reaction, diagnose employee resistance and create a successful action plan for personal and professional advancement during change

***Kathy McShea**, President, Emerald Strategies, Inc. (formerly of the U.S. Department of Energy)*

12:15

Networking Luncheon

Align Your Agency's Message with Your Agency's Mission

Develop a Communications Plan by Bringing This Program In-House

The Performance Institute offers customized one-, two-, and three-day education programs to federal and state agencies that wish to train staff members on communications planning in their own facility. In-house training provides a curriculum tailored specifically to your office, program, or agency in a cost-efficient way. Using the Logic Model and other cutting-edge tools and strategies, our experts will work with you to produce communications plans built upon practical, efficient performance measures. If you'd like, your existing communications plans can be analyzed and built upon during the training. Your staff will complete the training with the tools to adapt, evolve, and ultimately create a brand-new, highly effective communications plan. For more information about the in-house training options available to you, please call Bret Johnson at 703-894-0481 or e-mail him at Johnson@performanceweb.org

1:30

Application Workshop: Internal Crisis Communications Plans – Preparing for the Unthinkable

An emergency situation is already stressful, and any missteps in communications efforts can have serious consequences for your agency, and for the public. Use this workshop to help prepare a comprehensive pan to respond to a crisis situation.

- Anticipate media attention
- Develop creative ways to identify with the public and the media
- Coordinate communication efforts ensure critical incident debriefing
- Cultivate relationships with local media

***Tim Tinker**, Widmeyer Communications*

***Naomi Paiss**, Widmeyer Communications*

4:00

Adjourn

Who Should Attend this Summit

- Public Information Officers
- Public Affairs Directors
- Public Affairs Specialists
- Public Relations Directors
- Public Relations Specialists
- Communication Directors
- Human Resource Managers
- Personnel Directors
- Program Managers

…and all professionals concerned with government communications on the **federal**, **state** and **local** levels

Summit Venue

Innovations in Gov ernment Communications will be held at the Performance Institute in Arlington, VA, just one block east of the Courthouse Metro stop on the Orange Line. A public parking garage is located inside the building. Continental breakfasts and catered lunches will be provided for all delegates.

The Performance Institute
1515 N. Courthouse Road, Suite 600
Arlington, VA 22201
703-894-0481

Preferred Hotel

A limited number of rooms have been reserved at the Quality Courthouse Hotel at a discounted rate of $129. Please contact the hotel with the number provided to make reservations. Be sure to ask for the Performance Institute conference rate. The hotel will ensure that your conference experience is not only educational but also comfortable and enjoyable in every aspect.

Quality Courthouse Hotel
1200 Courthouse Road
Arlington, VA 22201
703-524-4000

Tuition Rates

The tuition rates for attending *Innovations in Gov ernment Communications* are:

Internal Communications Strategies:	$1095
External Communications Strategiess:	$1095
Entire Summit:	$1995

Group Discounts

Reduced tuition rates for delegates who attend in groups of three or more are available. Please call Bret Johnson at 703-894-0481 or e-mail him at johnson@performanceweb.org.

Exhibiting & Sponsorship Information

To learn more about exhibit and sponsorship opportunities at Performance Institute educational seminars and conferences, please contact Bret Johnson at 703-894-0481 or Johnson@PerformanceWeb.org.

ADMINISTRATIVE NOTE: A 10 percent cancellation fee on conference and workshop tuition will be charged for cancellations received less than three weeks from the start date of the conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.