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Registration Form for the *2004 Government Communication Summit*

Call (703) 894-0920; fax this form to: (703) 894-0482;
or visit www.performanceweb.org

- ☐ Yes! Register me for the 2004 National Summit on Government Communication Strategy
- ☐ Yes! Register me for one pre-summit workshop (Circle One: A or B)
- ☐ Yes! Register me for both pre-summit workshops
- ☐ Call me. I am interested in a special group discount for my team.

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Hosted By The Performance Institute
In Association With
WIDMEYER COMMUNICATIONS
IABC WASHINGTON

February 10-12, 2004
Hilton Crystal City • Arlington, Va.
www.performanceweb.org



Government Communications Summit

2004

Improving Program Performance with Strategic Internal and External Communication Planning

Ensure that Everyone at Your Agency is On-Message

Ensure that Everyone at Your Agency is On-Message



2004

Government Communications Summit

Improving Program Performance with Strategic Internal and External Communication Planning

Message Development - Message Deployment - Crisis Communication - Internal Communication

PLUS! Avoid the Top Ten Reporter Tricks, Lures, and Traps!

Gain Credibility: Achieve Your Agency Objectives

Harness the Logic Model to develop and implement a comprehensive strategic communications plan and achieve program objectives

Breaking through the Clutter: Finding a Communications Vehicle that Works for You

Make use of the most effective techniques and strategies for crafting and delivering public information to ensure that your message is not just conveyed... but heard

Rules of the Trade: Winning Over the Media and the Public

Develop the skills, techniques and partnerships that will help you deliver your message more successfully to the media and to the public

Staying On-Message: Expecting the Unexpected

Prepare for emergency situations with internal and external strategies that ensure your organization is able to respond quickly and capably in a crisis

February 10-12, 2004

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NAGC

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WIDMEYER COMMUNICATION



Use Effective Messages and Outreach Activities to Achieve Results!

Integrate Your Agency's External and Internal Communications

ESTABLISH
Effective Media Relations to Deliver Your Message and Information Accurately

ASSESS
the Quality and Effectiveness of Existing Communication Processes to Determine the Return on Your Agency's Communication Activities

CREATE
Awareness, Understanding, and Acceptance by Internal Audiences

PREPARE
for, Respond to, and Prevent Crisis Situations Within Your Agency

IDENTIFY
Your Most Cost Effective Vehicle for Message Deployment

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WIDMEYER COMMUNICATIONS

Dear Government Communicator:

"Every year we say, 'This will be the year of marketing!' We have great intentions, but somehow it just never happens."

Sound familiar? It's one of the most familiar frustrations in government public affairs and human resource departments. You know you need marketing -- agency literature, advertising, mailing, public relations, a new web site -- but it never seems to get done!

Given the constantly changing environment in which you communicate, you need to equip yourself with the tools and techniques needed to advance your agency's mission and ensure coordinated communications among management and staff. The 2004 Government Communications Summit will explore innovations and strategies that will help the public information officer and the government communicator get their messages conveyed and get them heard!

Deliver a Focused Message to a Targeted Audience

Messages must be targeted at the correct audiences using cost-effective vehicles. This requires the use of a broad array of intermediaries, in addition to the news media. Emerge from this conference with the tools to break through the clutter of information and deliver your message to the media and to the public.

Value-Based Message Development and Deployment

For years, savvy public relations firms have used "values" to develop messages that resonate with target audiences in the private sector. And yet in government, developing and implementing effective messages has often been downplayed or totally overlooked. This conference will assist you in analyzing the values of your target audience and develop values-based messages that will hit home.

Is Your Agency Prepared for the Unthinkable?

Use this hands-on application session to help prepare a comprehensive plan for responding to crisis situations and ensuring that your agency is prepared for a sudden flow of media attention.

I hope that you'll join us at the 2004 Government Communications Summit as communicators from throughout the government gather to explore new standards of excellence. I expect that space will be limited for this event, so be sure to sign up soon to ensure your agency is well represented. You can register by calling 703-894-0481 or by visiting us online at www.performanceweb.org.

I look forward to seeing you in February!

Sincerely,

Tara Shuert
Director, Center for Communication Strategy
The Performance Institute



Ensure Your Agency's Message Gets Through When the Camera is on You!

2004 Government Communications Summit

February 10-12, 2004 • Hilton Crystal City Hotel • Arlington, Va.

Agenda

Pre-Conference Workshops: February 10, 2004		
8:30	Registration and Continental Breakfast	
9:00	Workshop A: Seven Steps and 10 Golden Rules for Dealing with the Media	
12:00	Luncheon	
1:00	Workshop B: Developing a Comprehensive Strategic Communications Plan	
4:00	Adjourn	

Day One: February 11, 2004		
8:00	Continental Breakfast	
8:30	Keynote Address: Thinking Strategically... Communicating Clearly in Times of Rapid Response	
9:30	Leadership Panel: The State of Practice in Government Communication	
10:45	Break	
11:00	Knowing Your Target Audience	
12:00	Luncheon Keynote Address: What the Media Wants... What the Media Needs	
1:15	Track A: Message Development-Communication Strategies Public Information Campaigns & Collaborative Partnerships	Track B: Message Deployment-Communication Tools & Techniques Innovations in Federal Government Web Design
2:15	Break	
2:30	Track A: Message Development-Communication Strategies Application Session: Achieving Program Goals	Track B: Message Deployment-Communication Tools & Techniques Application Session: Pre-Deferred Messages
4:30	Adjourn	

Day Two: February 12, 2004		
8:00		
8:30		
9:30		
10:30		
10:45		
12:00		
1:15	Track C: Crisis Communications Emergency Situations: Disseminating Information to the Public	Track D: External Communications Developing the Relationship Between Marketing and Communications
2:15		
2:30	Track C: Crisis Communications Application Session: Effective Communications Plans	Track D: External Communications Application Session: Managing Change and Cultural Resistance
4:30		

Craft and Execute Effective Strategic Communication Plans

Agenda and Speaking Faculty

PRE-SUMMIT WORKSHOPS: FEBRUARY 10, 2004

8:30 Registration and Continental Breakfast

9:00 Workshop A: Seven Steps and 10 Golden Rules for Dealing with the Media

The print and broadcast media present enormous opportunity to convey your message to the right audience, which is why the development and integration of media relations strategies into broader communications plans is a vital skill for government communicators. As challenging as it is to translate media strategy into reality, most important is generating fair, positive coverage of your agency and building the credibility of your media relations officers as credible sources of information. This workshop will examine a practical approach to training your spokespeople to deliver powerful messages through the news media. Also, discover how to defeat the top 10 reporter tricks, lures, and traps.

***Curtis Carey**, Public Affairs Director, Minerals Management Service*

12:00 Luncheon

1:00 Workshop B: Developing a Comprehensive Strategic Communications Plan

In today's 24/7 news environment, communications activities far too often focus on getting out a press release or hosting a press conference with little or insufficient attention paid to first developing a strong, coordinated, proactive communications plan. Yet it's the planning process that can be a major factor in achieving communications success. This interactive session will involve participants in developing a comprehensive strategic communications plan that will contribute to your agency's mission.

***Michael C. Sheward, APR**, Executive Director, National Association of Government Communicators and President, Marketing Communication Strategies*

4:00 Adjourn

DAY ONE: FEBRUARY 11, 2004

8:00 Continental Breakfast

8:30 Keynote: Thinking Strategically… Communicating Clearly in Times of Rapid Response

There will be a crisis! If you choose to work in communications then eventually you will have to communicate about a real crisis situation. And for everyone involved, especially you, it will be a frustrating, perplexing and a confusing experience. In government, developing and implementing effective crisis communications has often been downplayed or totally overlooked. Addressing the unique needs of government agencies, listen as the Director of Public Affairs at FEMA discusses how to adequately prepare for and understand the essentials of crisis communications.

***Chad Kolton**, Public Affairs Division Director, FEMA**

9:30 Break

9:40 Leadership Panel: The State of Practice in Government Communications

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 in web development, communications planning, and writing techniques. Bring your questions and be prepared to join in the discussion!

***Raymond Elman**, Principal, Cambria Consulting*
***Bob Reisner**, Consultant, Cambria Consulting*
***E.J. "Terry" Kahn III**, Consultant, Cambria Consulting*

10:45 Break

The Government Performance Logic Model



Design a Message that Resonates with Your Audience

11:00 Knowing Your Target Audience

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

Wayne Shelor, President, National Information Officers Association

12:00 Luncheon Keynote: What the Media Wants…What the Media Needs

Anticipating what the reporters who cover your agency need when they call your office is the most time-tested strategy for successful media relations. From knowing what questions they will ask, to having the right information at your fingertips, effective preparation will translate directly to improved credibility and will contribute to more fair and positive coverage of your agency.

Warren Carmichael, President, Virginia Government Communicators

1:15 Track A: Message Development-Communication Strategies

Public Information Campaigns & Collaborative Partnerships

Your future success rests on the messages and partnerships that your agency develops today. Moreover, cultivating and maintaining support for an agency program requires time, resources, and collaboration. Learn how to cultivate partnerships in order to increase your pool of resources to ensure a more effective outreach campaign.

*Pat Wood, Office of FirstGov, General Services Administration**

Track B: Message Deployment-Communication Tools & Techniques

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 and innovative, emerging technologies to reach and serve their external audiences.

Raymond Elman, Principal, Cambria Consulting

2:15 Break

Is EVERYONE at Your Agency On-Message?

2:30 Track A: Message Development-Communication Strategies

Application Session: Achieving Program Goals

Logic Model:

- Link the outcomes of your integrated communications plan to your agency's overall strategic plan
- Evaluate the relationship between communications strategies and the desired end outcomes

Values Based Communication:

- Analyze the values of your target audience and develop value based messages

Public Judgment Scale

- Take into account the "Seven Stages of Coming to Public Judgment" to resonate with the public

Felipe Monroig, Director of External Affairs, The Performance Institute

Track B: Message Deployment-Communication Tools & Techniques

Application Session: Pre-Deferred Messages

Grassroots Communication

- Produce meaningful relationships with policy makers, opinion shapers, and the general public
- Make certain that your agency, or platform will be recognized as a credible source of information

Media

- Develop relationships, protocols, and identify the most likely outlets for your agency to work with, and deliver well-crafted information

Web/E-mail

- Develop practical strategies for integrating technology in agency communication plans enabling you to reach a greater audience

Jennifer Jacobs, Partner, Coronado Communications; Senior Fellow, The Performance Institute

The Seven Stages of Coming to Public Judgment



DAY TWO: FEBRUARY 12, 2004

8:00 Continental Breakfast

8:30 The Communication Strategies that Launched the FTC National "Do Not Call" Registry

The integrated marketing campaign to inform the American public of the government's "Do Not Call" registry is being called the most successful consumer service launch ever by the federal government. Within 24 hours of its debut, the web site became the most-visited site on the Web and achieved a nation-wide awareness rating of nearly 75 percent. Hear as the team who crafted the strategy and executed the Do Not Call campaign discuss how they pulled it off.

***Len Johnson**, President and CEO, JDG Communications, Inc.*
***Nathaniel Wood**, Assistant Director Consumer & Business Education, Federal Trade Commission*

9:30 Breaking Through the Clutter and Rising Above the Background Noise

Are you worried that your agency's message is getting lost in a sea of soundbytes? Are your key publics preempted from even hearing your message? This session will utilize best-practice strategies and techniques to help you develop strong messages, to ensure that your message reaches your target audience, grabs their attention and motivates them.

***Michael C. Sheward, APR**, Executive Director, National Association of Government Communicators and President, Marketing Communication Strategies*

10:30 Break

10:45 Measuring Your Communication Initiatives: A Toolbox for Success

Communication 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. Learn how and when a communications audit is appropriate and how the results can impact your agency.

***Lisa Binzel**, Vice President, Delahaye Media Link*

12:00 Luncheon Dialogue: Exchange of Best Practice, Lessons Learned and Helpful Hints

Participate in and provide your thoughts and suggestions on navigating the tricky and ever-changing world of media and public relations. This session is your opportunity to voice concerns, raise questions, suggest solutions, and exchange ideas with your colleagues from across the government.

*Moderated by: **Tara Shuert**, Director, Center for Communication Strategy, The Performance Institute*

1:15 Track A: Crisis Communications

Emergency Situations—Disseminating Information to the Public

People often fail to communicate effectively during a public heath scare or a hostile situation due to a lack of clear communication goals and key messages to support them. In risk communications situations there is a constant tension between providing accurate information and providing information accurately. Learn how to deal with the public when handling a crisis.

***Lucy Caldwell**, Virginia Regional Public Information Officer, Virginia Department of Health*

Track B: Internal Communications

Best Practice Panel: Developing the Relationship between Marketing and Communications

Communication with colleagues in different departments is no longer just a matter of having good working relationships...it is a business imperative. With a focus on behavioral skills and promoting cooperation in the workplace, this session will show you how to develop "win-win" cross-functional relationships that lead to organizational effectiveness.

***George Selby**, Senior Marketing Specialist, U.S. Census Bureau*

2:15 Break

2:30 Track A: Crisis Communications

Application Session: Effective Communications Plans -- Preparing for the Unthinkable

Developing the Plan

- Develop a strategy to convey initial messages in order to prompt appropriate public response after crisis situations
- Ensure that your agency is prepared to coordinate communication efforts

Understanding and Working with the Media

- Assess the environment into which you are introducing information
- Anticipate media attention and develop creative ways to identify with them and the public

***Scott Ward**, Vice President, Widmeyer Communications*
***Tim Tinker**, Widmeyer Communications*

Make Sure Your Message Reaches the Right Audience

Track B: Internal Communications

Application Session: Managing Change and Cultural Resistance

Developing the Plan

- Discover critical techniques for anticipating and managing reaction
- Diagnose employee resistance and create a successful action plan for personal and professional advancement during change

Managing Cultural Resistance

- Learn how to anticipate and prepare for change
- Involve partners and "users" throughout the process to test the validity of each approach

Kathy McShea, President, Emerald Strategies, Inc.

4:30 Adjourn

Who Should Attend this Year's 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

Get Your Work Recognized!

The National Association of Government Communicators (NAGC) is now accepting entries in the 2003 Blue Pencil & Gold Screen Awards competition, recognizing outstanding government communication projects and their producers.

Submissions are to be communications work produced by or for a government organization between September 1, 2002 and September 30, 2003. There's bound to be a place for your work with 46 categories in the Blue Pencil area for print materials and another 26 categories in the Gold Screen section for audio, video, multimedia and broadcast materials.

Entries can be submitted by NAGC members and non-members, government communications employees, or individuals or public relations agencies who do communications work under contract to government groups.

All awards entries must be postmarked or date-stamped by December 15, 2003. For information about entry fees, categories and submitting your entries, please download the awards brochure at www.nagc.com!

Don't miss your opportunity for recognition!

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 James Lewis at 703-894-0481 or e-mail him at lewis@performanceweb.org



Summit Venue

The 2004 Government Communications Summit will be hosted at the Hilton Crystal City in Arlington, Virginia, just footsteps from Reagan National Airport and five minutes from the heart of Washington, D.C. A limited number of rooms have been reserved at the hotel for Summit delegates at a discounted rate of $150. Please call the Hilton directly at the phone number provided below to make your reservation and be sure to ask for the Performance Institute conference rate, but do so by January 19, 2004 to ensure availability.

Hilton Crystal City
2399 Jefferson Davis Highway
Arlington, VA 22202
703-418-6800
www.hilton.com

Tuition

The tuition rates for attending the 2004 Government Communications Summit are:

Summit:	$1095
Each Workshop:	$395

Group Discounts

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

Exhibit and Sponsorship Opportunities

To learn more about the exhibit and sponsorship opportunities at the 2004 Government Communications Summit and other Performance Institute educational seminars and conferences, please contact Dana DeMilio at 703-894-0481 or demilio@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.