



Open Government & Innovations Conference

MAY 4–5, 2010
THE GRAND HYATT HOTEL
WASHINGTON, DC



The 2010 OGI Conference is the one and only event that will leave you with a better understanding of how to achieve your agency's mission and create transparency.

You'll hear from visionaries, your peers in the government, and leaders from industry – and network in the vibrant community at OGI 2010.

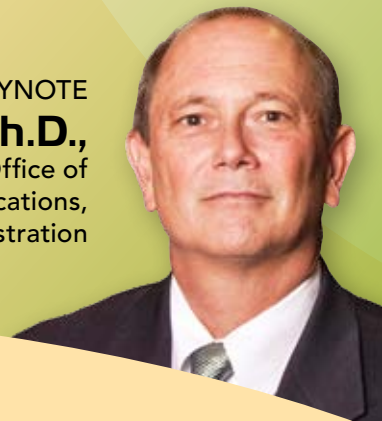
REGISTER NOW:
www.ogiconference.com



EXHIBITION KEYNOTE

Cory Ondrejka,
Fellow, Network Culture Project,
USC Annenberg; Co-Creator, Second Life

CLOSING LUNCHEON KEYNOTE
David McClure, Ph.D.,
Associate Administrator, Office of
Citizen Services and Communications,
General Services Administration



Produced By:



Supported By:





Open Government & Innovations Conference

MAY 4–5, 2010
THE GRAND HYATT HOTEL
WASHINGTON, DC

EXHIBITION KEYNOTE



Cory Ondrejka

Fellow, Network Culture Project, USC Annenberg;
Co-Creator, Second Life

Cory Ondrejka is the Co-Creator of Second Life, where he architected the core code and hired the team responsible for Second Life's growth to over 12 million residents. The ecosystems he helped create led directly to the success of Second Life, as well as the ongoing use of Second Life as a platform for music, education, and business. Before Linden Lab, Ondrejka traveled an eclectic path from the US Naval Academy and nuclear power to defense contracting and video game development.

More recently, he served as Executive Vice President of Global Digital Marketing and Senior Vice President of Digital Strategy for EMI Music, and was a visiting professor at the Annenberg School for Communication at the University of Southern California where he taught a course on online communities and coordinated the MacArthur-grant driving research for the Public Diplomacy and Network Culture Project.

Exhibition Keynote Open to ALL Attendees

The Exhibition will be held jointly with the Cloud Computing and Knowledge Management conference - maximizing your time and giving you the opportunity to meet with more leading technology vendors.

SEE LEADING VENDORS SUCH AS:

DIAMOND:



FOUNDING:



HOST:



SPONSOR:





CONFERENCE KEYNOTE

OPEN TO CONFERENCE ATTENDEES ONLY



David L. McClure, Ph.D.

Associate Administrator
Office of Citizen Services and Communications
General Services Administration

David McClure was appointed as the Associate Administrator of the Office of Citizen Services and Communications (OCS/C) in the General Services Administration on August 26, 2009. The Office of Citizen Services fosters public engagement by using innovative technologies to connect citizens to government information and services. As part of this effort, OCSC runs the award-winning USA.gov, the official website of the federal government. His office is rapidly becoming a leader in the use of new media and Web 2.0 technologies to bring government to citizens and citizens to government. Through its websites, call centers, publications, and other programs, OCSC facilitates more than 200 million citizen touchpoints a year. OCSC is also facilitating government-wide capabilities to support the President's Open Government Directive, such as idea management and challenge solutions. In addition, McClure is involved in implementing

OMB's government-wide cloud computing strategy via Apps.gov and other avenues.

McClure most recently served as the managing vice president for Gartner Inc.'s Government research team. There, he managed the global government research agenda and analyst support and was lead researcher on government information technology management practices. McClure also served on the Obama-Biden Transformation, Innovation, and Government Reform Transition Team, which examined federal agency IT plans and status for the incoming administration.

Before working at Gartner, McClure served as vice president for e-government and technology at the Council for Excellence in Government. Previously, McClure had an 18-year career with the Government Accountability Office, where he conducted wide-ranging IT management reviews in almost all major Cabinet departments and agencies. He was instrumental in starting and creating GAO's "best practice" guidance for IT investment and capital planning, IT security, IT performance management, and IT architecture. He also served as ex-officio member of the Federal Chief Information Officer Council from its inception in 1996 through 2001.

McClure provided key input on major federal government IT reform legislation, such as the Clinger-Cohen Act of 1996 that created federal government CIOs and IT business case requirements, and the e-Government Act of 2002. He is a three-time winner of Federal Computer Week's "Top Federal 100" (1998, 2001, and 2004) for impact on government IT directions and improvements. Because of notable impact on government management reforms, he was elected as a Fellow in the National Academy of Public Administration in 2009. He also serves as a Member of the Commissioner's Future Systems Technology Advisory Panel at the Social Security Administration.

McClure received his Bachelor of Arts degree and a master's in political science from the University of Texas, and a doctorate in public policy from the University of North Texas. He also completed post-graduate work in IT management at Harvard and George Washington universities.



CONFERENCE - TUESDAY, MAY 4

11:00 A.M. – NOON

CULTURE SHOCK:

Transforming the Culture to Further the Mission

Major initiatives always introduce an element of change to an organization. Change is tough; reducing the pain requires preventive “medicine” and developing a plan that relates to the business process and includes the people is just part of the prescription. This panel will bring together experts who’ve mastered the art of change management. Attendees will learn:

- How to quantify success with a three-pronged approach of message, media and practice
- How to identify and navigate the most likely roadblocks BEFORE you get there
- How to assemble and structure an effective transition team, and the crucial role of leadership
- How successful culture change initiatives in disciplines like KM can inform those currently undertaking open government innovations

1:30 – 2:30 P.M.

POLICY & PROCESS:

Creating Social Media Policies That Really Enable Open Government & Innovation

The promise of Web 2.0 and social media is that every stakeholder, internal and external, can become engaged and help an agency achieve its mission. But all of this engagement requires solid policy and formalized processes. How can policy be an enabler rather than a bureaucratic hindrance? The panel will discuss:

- How to craft a Web 2.0 policy that enables open government and innovation
- Best practices for processes
- Case studies from agencies who’ve successfully drafted and implemented policies and processes



CREATE.



COLLABORATE.



PARTICIPATE.



2:45 – 3:45 P.M.

CRISIS RESPONSE 2.0:

The Haiti Earthquake and Beyond

Thanks to social media, citizen engagement has transformed crisis response approaches and made significant impact in on-the-ground first response efforts. This session will look at the emergence of the CrisisCommons, a self-governing grass roots organization which has held over 40 CrisisCamps in 6 countries to produce or aid in the production of a myriad of applications and projects which directly aided the Haiti crisis. Attendees will:

- Learn about the dynamics of successful partnerships between government, inter-government and NGOs to collaborate with CrisisCommons
- The historical development of the tool set and procedures, which were in place long before the Haitian quake
- How technology allowed near-immediate mobilization of relief efforts once news of the Haiti earthquake broke
- Lessons learned and best practices to implement to be poised to respond rapidly the next time a crisis breaks

4:00 – 5:00 P.M.

Keynote Address - To Be Announced

LUNCHEON - WEDNESDAY, MAY 5

8:30 – 9:15 A.M.

RULES OF ENGAGEMENT:

What Government Agencies Can Learn about Citizen Engagement from Successful Private-Sector

Customer Engagement Effective citizen engagement is one of the pillars of open government. For many government agencies citizen engagement is a new concept. Government agencies, however, don't need to start from scratch. There tried and true methods, case studies and lessons to be learned from cutting-edge private sector organizations that have written the rules of engagement. Learn how their experiences can inform your planning:

- What private sector companies have learned about engaging their customers
- How to quantify the success of engagement initiatives
- Best practices for engaging internal stakeholders
- Why citizen engagement is essential to successfully achieving missions and objectives

Expo-only passes are **FREE** for government employees. **Register Now!**



PHOTOS FROM OGI 2009



TRACK I – POLICY

SESSION I-1

A SOCIAL MEDIA BLUEPRINT: USING SOCIAL MEDIA TO FURTHER MISSION

Social media is all the rage, and with the White House's issuance of the Open Government Directive, the time is ripe for federal agencies to utilize these tools to improve government effectiveness and strengthen public trust in government. Used effectively, social media tools can strengthen the values that the Directive seeks to further - transparency, participation, and collaboration. However, ineffective use of social media can be distracting, time-consuming and counterproductive for agencies. How can agencies use social media tools effectively to further their missions, gain efficiencies and show success? Attendees to this lively and interactive session will collaboratively develop a blueprint for effective, strategic utilization of social media.

SESSION I-2

MEASURING GOV. 2.0: UNDERSTANDING WHAT METRICS MATTER

The amount of data available is increasing exponentially. Many of the methods for gathering and sharing these vast amounts of data are new to most agencies. Yet to successfully achieve open government goals and further an agency's mission, meaningful metrics are crucial. This session will examine:

- What are the right metrics to measure success?
- What are the tools and techniques for tracking the metrics your agency decided upon?
- How should data be interpreted, shared, and used to further the agency's mission?

SESSION I-3

ETHICAL DILEMMAS: ETHICS, TRUST AND REPUTATION MANAGEMENT

Government agencies with sensitive data are being encouraged to open up, encourage collaboration, and engage citizens. Using social networks and collaborative technologies is a natural fit for achieving these objectives. But a successful social network ecosystem depends upon a foundation of mutual trust and ethical participation. This session will examine:

- Issues of ethics and trust in digital communities
- The safeguards that are in place in the most popular communities
- How reputation management motivates ethical behavior

SEE WHAT YOUR PEERS SAID ABOUT OGI 2009:

nothing quite like #ogi

What a great conference!
Good content, great speakers,
great crowd.

So happy I was able to
attend #ogi! Thank you to
all of the fabulous speakers!

Energized by #ogi,
Great speakers & topics.



FOLLOW US
ON TWITTER:
@OGICONFERENCE



Open Government & Innovations Conference

MAY 4–5, 2010
THE GRAND HYATT HOTEL
WASHINGTON, DC

SESSION I-4 **IMPLEMENTING WEB 2.0 IN THE U.S.** **GOVERNMENT**

Wednesday, May 5 3:00 – 4:00 p.m.
Implementing Web 2.0 in the U.S. Government
Implementing social technologies in the government requires senior leadership buy-in and endorsement of the tools in daily operations, organizational discipline, and a methodology based on trusted identity and community architectures and protocols. This session will examine how the movement to Web 2.0 technologies to enhance an agency's mission is as challenging as the evolution to personal computers with word processing software and networked email was over two decades ago. After attending this session—selected for inclusion in this program by garnering the highest number of votes on Twitter—participants will be able to:

- Define the role of executive leadership in social networking implementations
- Describe how trusted identity and community architectures and protocols are used during implementation
- Recognize and engage cultural and institutional barriers to change
- Set goals for risk mitigation strategies for Web 2.0 Implementation

TRACK 2 - CULTURE

SESSION 2-1 **A COLLABORATIVE MODEL FOR** **INNOVATION: VIRTUAL USA**

Virtual USA (vUSA) is a practitioner-driven Department of Homeland Security initiative that aims to establish a cost-effective nationwide capability to significantly improve information sharing and decision-making during both emergencies and day-to-day operations. Based on current and emerging technologies, vUSA integrates existing information sharing frameworks and technologies to enable collaboration at all levels of government and provide critical context for information – thereby making such information actionable. This panel will:

- Provide an update on the dynamic regional

partnerships (13 states, 26 % of the nation)

- Share lessons learned and best practices, as well as challenges and opportunities, in both the technical and operational contexts discovered in the two ongoing regional information sharing pilots.
- How this information sharing pilot is transforming the way the emergency management and response (EMR) community does business and significantly improving their mission effectiveness
- How vUSA serves as a national model for collaboration and improved business processes for government at all levels

SESSION 2-2 **CASE STUDY: HOW BETTERBUY** **ENGAGES CITIZENS ON PROCUREMENT** **DECISIONS**

Technology is changing every aspect of our lives, including markedly improving our ability to communicate and solve problems. Social media technologies enable dynamic, interactive and open information-sharing and collaboration of those with common interests. Employed effectively, collaborative technology can be a game changer for federal acquisition.

The BetterBuy Project, one such example, is a platform that enables the public to submit, comment and vote on ideas to make the federal acquisition process more open, collaborative and transparent. This initiative was launched through a partnership between GSA, the American Council for Technology/Industry Advisory Council and the National Academy for Public Administration. GSA has piloted several of the submitted ideas on procurement, including instituting a wiki for collaborative requirements development, Twitter for procurement status updates, and webstreaming for interactive government/industry information sharing and gathering sessions. During this session, panel members will discuss the challenges and results of using collaborative technologies to further the process. Attendees will learn about:

- Process for selecting and applying specific collaborative technologies suited to each acquisition
- Cultural and process change management impacts and challenges



Open Government & Innovations Conference

MAY 4–5, 2010
THE GRAND HYATT HOTEL
WASHINGTON, DC

- Federal acquisition regulatory and legal considerations
- How to measure success

SESSION 2-3 **ENGAGING INTERNAL CUSTOMERS**

Most of the discussion about successful engagement focuses on external customers – how companies can engage customers, how government agencies can engage citizens. Yet for a successful cultural shift to openness, transparency and collaboration, and to achieve the mission, agencies need to think about how best to engage their own internal teams and stakeholders, from getting buy-in for new initiatives from top leadership, to getting participation and cooperation from the employees who will need to actually execute these initiatives. Attendees and panelists will discuss:

- Tools and technologies that facilitate intra-agency communication
- Tips for engaging up and down, across the organization
- Strategies for making internal customers feel empowered to achieve the agency's mission

SESSION 2-4 **IS THAT EVEN LEGAL?: SOCIAL MEDIA, OPEN GOVERNMENT, AND LEGAL CONSIDERATIONS**

A key component of any agency's social media policy is making sure privacy and usage guidelines are legal. Yet, in many organizations, the legal department is reticent to get involved because there are so many gray areas. Social networking has blurred the lines between employees' personal and professional networks, and those distinctions may soon disappear altogether. This session will examine:

- Understanding legal implications of collaborative social networks for government agencies with sensitive data
- Implementing privacy policies and legal guidelines while still embracing collaboration and transparency

TRACK 3 - TECHNOLOGY

SESSION 3-1 **INTERAGENCY COLLABORATION: A VLER CASE STUDY**

The Department of Defense, Veterans Affairs, and Interagency Program Office are working together to enhance data sharing/interoperability of health information and implement Virtual Lifetime Electronic Record (VLER) capabilities to improve quality of care for all service members and veterans. This session will help attendees to understand:

- What electronic information is shared between DoD and VA, and how it supports health care delivery and continuity of care
- How DoD, VA, and IPO are working together to enhance data sharing and interoperability of electronic health information
- The benefits of and plans for implementing Virtual Lifetime Electronic Record (VLER) capabilities

SESSION 3-2 **OPEN, YET SECURE: THE OPEN GOVERNMENT PARADOX?**

The Open Government Directive mandates transparency, but for most agencies, security is of paramount importance. Is secure, open government an oxymoron, or is it possible to strike a balance and achieve transparency and collaboration while protecting sensitive information? This session will examine:

- How to balance the tension between transparency and privacy
- Setting reasonable parameters for exploring the potential of social networks, digital communities and online gaming while maintaining control over who shares what information with whom
- Awareness of and interaction with security settings and pitfalls on publicly-available social networks which are out of an agency's control



SESSION 3-3

OPEN SOURCE FOR OPEN GOVERNMENT

The principle behind open source software projects – that collaboration and transparency foster innovation – mirrors the aims of the Open Government Directive. But the same set of challenges is also present, including security concerns. This session will examine why open source technologies can complement and support open government initiatives and ways to overcome the challenges. The session will cover:

- Security concerns in open source environments
- The need for standardization
- Case examples from the DoD Free & Open Source Standards (DFOSS)

SESSION 3-4

THE OPEN GOVERNMENT TOOLKIT: NEW TECHNOLOGIES FOR A NEW KIND OF GOVERNMENT

As government agencies move toward transparency and collaboration, they'll need to think differently about the tools and technologies they use to gather and share data and to communicate internally and externally. Crowdsourcing technologies, social media networks, and cloud computing will all be game changers. In this session, a panel of experts will discuss:

- The tools and technologies agencies need right now, as well as what's on the horizon.



EXHIBITION KEYNOTE

Open and Agile: Accelerating Change and Institutional Incompetence

Speaker **Cory Ondrejka**

Date Tuesday, May 4, 2010

Time 9:00 A.M. - 10:00 A.M.

DESCRIPTION:

The first decade of the 21st century has been a period of rapid change across media, technology, telecommunications, and education. The next decade is going to move even faster and undoubtedly questions will arise such as:

- How can government institutions avoid irrelevance as the rest of the world builds on the increasing power and connections available to them?
- What lessons from product development need to be applied more broadly in our connected world?

CLOSING LUNCHEON KEYNOTE

Open Up: How KM is Key to Increased Openness, Transparency and Collaboration in Government

Speaker **David McClure**

Date Wednesday, May 5, 2010

Time 11:45 A.M. - 1:30 P.M.

DESCRIPTION:

The discipline of knowledge management is imperative to mastering the principles of openness set out by the Open Government Directive. In his keynote address, McClure will demonstrate how KM enables open government, including:

- Achieving transparency and defining performance metrics using data warehouses, dashboard and business intelligence
- The KM tools, including social media portals, that enable participation
- How KM communities of practice enable collaboration



**REGISTER
NOW FOR OGI!**

**Save \$100 when you
Register Before April 30th!**



**FREE Expo passes for
government employees!**

REGISTER AT:
www.ogiconference.com
USE DISCOUNT CODE: OGIB