

# gov 2.0 boot camp

*save the date*

Tuesday April 14th and  
Wednesday April 15th, 2009

Government 2.0 Boot Camp  
A workshop sponsored by  
Information International Associates  
Crowne Plaza Hotel  
401 W. Summit Hill Drive  
Knoxville, TN 37902

In today's competitive environment, the management of content through emerging technology is your competitive advantage. This one and a half day event will provide a forum for program managers, technology managers, and public affairs professionals to discuss the use of new strategies for enhancing program effectiveness through the use of web 2.0 technologies.

This workshop is targeted for public sector participants from the Southeast to encourage networking and collaboration within the region. Web 2.0 implementation in publically operated systems has great potential to enhance program effectiveness in public sectors. This conference is designed to clarify the policies and strategies needed to manage 2.0 technologies in the public sector. Attendees will discuss issues related to implementation and see examples of successful implementation.

Public agencies are moving beyond just providing government products and services online and are now actively engaging the public and key stakeholders and delivering services via whatever electronic media is most convenient to constituents. Enhance your users' experience without compromising security principles and get the latest recommended practices and strategies for incorporating rich media, mobile media, and social media, as well as video elements and geographic targeting in your program while managing within existing budgetary constraints.

Session highlights are:

- Web 2.0 & Government, Where are we today?  
What are the drivers?
- Agencies Leading the Way – What have they learned? What are the barriers?
- Outreach for the 21st Century: Viral Marketing for Government
- Managing Scientific and Technical Information in a Web 2.0 World

To access the  
preliminary program  
and registration information, go to:  
<http://www.iiaweb.com>  
Check back frequently for updates.

***Mark your calendar now for this special event!***

For more information, contact Franciel A. Linares, Director of Information Management and Technology, at 865-298-1226 or [falinares@iiaweb.com](mailto:falinares@iiaweb.com); or Kathryn Holloway, Government 2.0 Boot Camp Technical Support, at 865-298-1234 or [kholloway@iiaweb.com](mailto:kholloway@iiaweb.com).



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