

# Event Schedule

Governor's Office Social Media Summit, NOV. 5, 2012

	TRACK 1: Using the right tools	TRACK 2: Social media case studies from the trenches	TRACK 3: Communications planning & social government
7:30 - 8:00	Registration, Lobby of DES, 1 <sup>st</sup> floor		
8:00 - 9:15	Welcome, <i>Kris Rietmann, New Media Manager</i> Opening Remarks, <i>Cory Curtis, Governor Gregoire's Communication Director</i> Morning Keynote, <i>Chris Pirillo, Gnomies</i>		
9:15 - 10:30	Workshop Sessions		
	Tips, tricks and tools for managing the Twittersphere <i>Cheryl Bledsoe, Clark Regional Emergency Services Agency</i> <b>Training Center, Classroom 4</b>	Mobile Government: Find Washington's sales tax rates using mobile apps <i>Bart Rydalch, Revenue</i> <b>Conference Room 2208, 2nd floor</b>	A redefined news landscape: How social media has changed the media <i>Rachel La Corte, Associated Press</i> <i>Tiffany Campbell, NPR Boston</i> <i>Evonne Benedict, KING 5</i> <b>Presentation Room, 1st floor</b>
10:30 - 10:45	Break		
10:45 - 12:00	Workshop Sessions		
	GovDelivery: An innovative twist to digital communications <i>Doug Bear, Kitsap County</i> <i>Deb Castle, GovDelivery</i> <i>Jeremy Bertrand, Transportation</i> <b>Conference Room 2208, 2nd floor</b>	Engaging citizens in real-world issues: Budget Gapster 2013 from vision to conception <i>Beth Goldberg, City of Seattle</i> <i>Budget Office</i> <b>Training Center, Classroom 4</b>	What's coming next? Open data in government <i>Tom Jensen, LEAP</i> <i>Saf Rabah, Socrata</i> <i>Wilford Saunders, Washington State Broadband Office</i> <b>Presentation Room, 1st floor</b>
12:00 - 1:15	Lunch		
1:15 - 2:30	Workshop Sessions		
	Twitter chatter: Rules of engagement in an online world <i>Bob Calkins &amp; Guy Gill</i> <i>Washington State Patrol</i> <b>Training Center, Classroom 4</b>	Visual storytelling in the age of YouTube, Flickr and Pinterest <i>Maria Peterson, Corrections</i> <i>Jeremy Bertrand, Transportation</i> <i>Cameron Satterfield &amp; Christine Lange, King County</i> <b>Presentation Room, 1st floor</b>	Social media in crisis communications: Help or hindrance? <i>Ed Troyer</i> <i>Pierce County Sheriff's Dept.</i> <b>Conference Room 2208, 2nd floor</b>
2:30 - 2:45	Break		
2:45 - 4:00	Workshop Sessions		
	Making sense of the blur: Social media policy considerations for state agencies <i>Suzanne Shaw &amp; Sarah Lane, Attorney General's Office</i> <i>Jon Pretty, Enterprise Services</i> <b>Conference Room 2208, 2nd floor</b>	The power of social media tools during an emergency <i>Bryan Flint, Natural Resources</i> <i>Richelle Risdon, Kittitas County Fire #7</i> <i>Pascal Schuback, University of Washington</i> <b>Training Center, Classroom 4</b>	Creating social media content strategy <i>Kristy Bolsinger, PricewaterhouseCoopers LLP</i> <b>Presentation Room, 1st floor</b>
4:00 - 5:00	Networking Roundtable & Closing Remarks, Presentation Room, 1st floor		