

Andrew Mullen Scott

Facebook Livestream Conference Layout

Example

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As a top-ranked GSA Schedule Contract holder, Carahsoft is committed to helping federal, state and local public sector agencies select and implement the best solution at the best

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Citizen Engagement



iNTENSITY Summit

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THIRD ANNUAL CITIZEN ENGAGEMENT SEMINAR

This year's Seminar will build upon the open government conversation, specifically how your agency can surpass citizens' expectations, and connect with them in meaningful and innovative ways. Event speakers include leaders from the Department of the Interior, Education Department, U.S. Army, EPA and state and local practitioners.

If you have not yet registered for the event, simply enter the your information in the fields below to access the livestream.

Name:
Agency/Org:
Email:
Telephone:

Register

If you have already registered for today's event, login by entering your full name in the field below to access the livestream.

Name:
Login

Attendees will also receive an archived recording of today's presentation.

JUNE 6, 2013, GRAND HYATT, WASHINGTON D.C. | FACEBOOK LIVESTREAM

1. Each livestream tab on the Facebook page included filmstrip iconography.
2. Specially written HTML coding creates a form gate for collecting audience information. Pre-promoted livestream registration typically generated 80-120 additional registration. This additional form often produced an additional 20-60 "onsite" lead-gen the day of an event.
3. A fully engaged conference experience page with simultaneous live cam/ presentation videos along with Twitter and agenda deck embeds.

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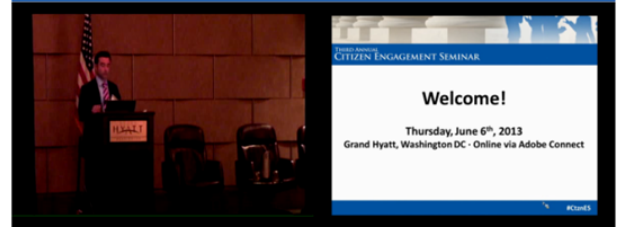
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Citizen Engagement Seminar Join the Conversation at #CtznES

- Carahsoft @jmslye cites a common theme from today's speakers is to take new media based citizen engagement strategies one step at a time. #CtznES
- JeromeAlbendorf Learned a lot at #CtznES today. Feds are behind in social media use, but picking up steam rapidly! Definitely requires younger Fed employees
- jmslye Fun day hosting #CtznES! Great panelists (esp impromptu ones), great perspectives. Thanks @Carahsoft!
- missjames #askfafa office hours is a great idea for focused virtual customer service. #CtznES
- missjames LOVE @NACallahan's display of the process of their #askfafa chats, using google doc again, love seeing the "how" of great ideas. #CtznES
- NAVAC @NACallahan is giving a great presentation on how @FAFSA is using social media. They're really thinking outside the box. #CtznES
- missjames @NACallahan: if you have a leadership uneasy about change, focus on small wins to ease them in. #CtznES
- JustinHerman Its like everyone is there BUT me RT @corinadubois: Great info sharing for #socialgov at Citizen Engagement Seminar. #CtznES
- Carahsoft @iNTENSITY's Peter Coddington cites that there are more than 5 million tweets a day & growing across the world.

3.

Agenda and Speakers

Slide 1

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