



April 27, 2017

Holiday Inn Airport Conference Center, Des Moines

Agenda

9:00 am - 9:30 am	Registration (Iowa Foyer)
9:30 am - 9:45 am	Welcome – Bill Peterson, ISAC Executive Director (Iowa A)
9:45 am - 11:30 am	Keynote Presentation – Jeff Tobe (Iowa A) Coloring Outside the Lines: Being Innovative while being Inundated
11:30 am - 12:15 pm	Lunch (Courtyard)
<u>Breakout Sessions</u>	
12:15 pm - 1:15 pm	Jeff Tobe (Iowa A) Let's Get Engaged! Innovation = Engagement
12:15 pm - 1:15 pm	How Local Government Can Use Social Media to Spread a Message and Build Trust – Drew Harden, President and Co-Founder, Blue Compass (Iowa BC) Organizations that effectively communicate via social media have the ability to greatly influence and build trust with their audiences. This session will share how you can more effectively reach your audience through proven social media practices that don't require a big budget. Attendees will leave with clear, actionable ways to provide better content for their audience, boost engagement on platforms like Facebook, Twitter and Instagram, and drive more traffic to their website.
12:15 pm - 1:15 pm	Broadband: What Rural Local Government Officials Need to Know – Broadband USA (Iowa DE) Learn the importance of broadband programs designed to help counties accelerate broadband deployment, deepen broadband adoption, strengthen local policies, and advance local priorities.
1:15 pm - 1:30 pm	Break
1:30 pm - 3:00 pm	Managing IT – Panel Discussion (Iowa A) This moderated panel discussion will allow for individuals from varied backgrounds to discuss managing information technology. Topics include personnel, hardware, outsourcing vs. insourcing, websites, software, building a technology foundation and much more. This casual discussion will allow time for comments and questions from attendees.
3:00 pm – 3:15 pm	Break
3:15 pm - 4:00 pm	Solutions for Local Governments (Iowa A) Led by the County Strategic Technology Advisory Resource (CoSTAR), this session will allow for the group to use what they've learned to create action plans to take home.