



AGENDA

InTTENSITY 2nd Annual Federal Social Media Summit

Last year's event focused on social media's advantageous role in aiding the federal government to measure and track issues regarding societal disputes, natural disasters, and public sentiment, as well as gaining an understanding of both domestic and international populations.

Join us for the 2nd Annual InTTENSITY Federal Social Media Summit as we take on tough topics centered around social media's impact on politics, emergency preparedness, social engagement, and citizen privacy rights. Specific examples will include how social media can be used in real-time by first responders, and how the Obama campaign used a combination of big data and conversational social media to win the election.

Attend this event to hear from several government and industry thought leaders, including Jim Dear, Senior Principal Staff at MITRE, who will touch on using social media to speed up emergency response times, and Richard Marshall, former NSA legislative liaison, who will discuss policy legalities of social media privacy.

Agenda

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| 7:30am-8:15am | Registration and Breakfast |
| 8:15am-8:45am | Obama Campaign - How Social Media Was Used to Win the Populace |
| 8:45am-9:30am | Panel Discussion - Broadcast vs. Conversational Use of Social Media |
| 9:30am-9:45am | Break |
| 9:45am-10:15am | Utilizing Social Media to Speed Up Response Times |
| 10:15am-10:45am | Analyzing Public Sentiment in the Aggregate |
| 10:45am-11:30am | Privacy Rights and Concerns of Citizens |

