



THE 2010

Government Performance Summit[★]

MAY 10-12, 2010
ARLINGTON, VA

How Leadership, Measurement and a Motivated Workforce Drive Results

[EXHIBITOR PROSPECTUS]

PAST SPEAKERS



JO ANNE BARNHART
Commissioner
 United States
 Social Security
 Administration



ELAINE CHAO
Secretary
 United States
 Department
 of Education



CLAY JOHNSON
*Deputy Director for
 Management*
 Office of
 Management and
 Budget



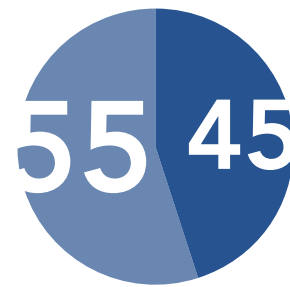
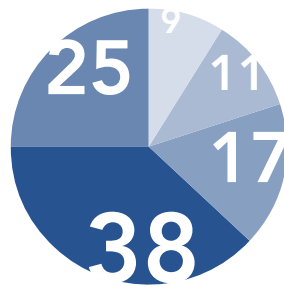
RON SANDERS
*Chief Human
 Capital Officer*
 United States
 Department
 of Defense



ROBERT SHEA
*Assistant Deputy
 Director for
 Management,*
 White House Office
 of Management and
 Budget



LAWRENCE GROSS
*Chief Information
 Officer*
 United States
 Department
 of Energy



[AUDIENCE DEMOGRAPHICS]

Political Appointees	9%	Federal Citizen	55%
CxO-Political	11%	Federal Defense	45%
CxO-Career	17%		
Directors/Program Managers	38%		
Deputy Directors/Analysts	25%		

[TARGET AUDIENCE]

- | | |
|------------------------|------------------------|
| Senior Executives | Auditors/OIG Personnel |
| Program Managers | Financial Analysts |
| Human Capital Officers | Public Affairs Chiefs |
| Management Analysts | Contract Officers |
| Budget Analysts | Directors |
| Strategic Planners | Deputy Directors |
| Accountants | |

[COVERING THE LATEST INNOVATIONS IN]

- OMB Guidelines on Program Management
- Performance Management Systems
- Financial Management
- Human Capital Management and Leadership
- Project Management Excellence
- Collecting and Reporting Performance
- Financial and Operational Systems Integration
- Taxpayer Transparency

PAST SPONSORS



The Federal Long Term Care Insurance Program™



[SPONSORSHIP PACKAGES]



"PREMIER" TRACK SPONSOR

One Platinum: \$45,000

One Gold: \$35,000

- Platinum sponsor listed as Premier Sponsor on all marketing materials, first choice of sponsored items
- Chair and moderate sponsored track
- 1-2 speaking sessions as available within sponsored track (sessions modifiable)
- Table Top 20'x20' on days one and two
- Logo and link on all promotional material and website
- 2 full-page 4-color advertisements in event guide
- Prominent logo positioning on track and session signage
- One-time use of pre- and post-event attendee lists
- 4 complimentary attendance passes



EXHIBIT BOOTH SPONSOR:

\$5,000

- Table Top 10'x10' on days one and two
- Logo and link on all promotional material and website
- 1 full-page 4-color advertisement in event guide
- Logo presented on session signage
- One-time use of post-event attendee list



ADDITIONAL OPTIONS

Limited to only 1 sponsor per event.
Please contact Meredith Mason for details.

- Tote Bag Sponsor: \$8,000
- Lanyard Sponsor: \$5,000
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- Breakfast Sponsor: \$6,000



ASK THE EXPERT SESSION SPONSOR

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- 1 Ask the Expert speaking session as available (session modifiable)
- Table Top 10'x10' on days one and two
- Logo and link on all promotional material and website
- 1 full-page 4-color advertisement in event guide
- Logo presented on session signage
- One-time use of pre-and post-event attendee lists
- 2 complimentary attendance passes

For more information or to get started, please contact Meredith Mason at 202-739-9707 or Meredith.Mason@PerformanceInstitute.org



Booz | Allen | Hamilton



[AGENDA AT A GLANCE]

DAY ONE: MONDAY, MAY 10, 2010

7:00	Registration and Continental Breakfast	
8:00	KEYNOTE ADDRESS: Setting New Priorities: The Five Core Principles of the Obama Performance Management System	
9:00	Performance Information: Using Performance Goals and Measures to Set Priorities, Monitor Progress and Diagnose Problems	
10:00	Exhibit Hall and Refreshments	
	TRACK A Performance for Emerging Leaders: Measuring and Managing for Results	TRACK B Performance for the Experienced Manager: Going Beyond Metrics
10:30	Identifying and Engaging Stakeholders in the Performance Management Process	Developing a Usable Set of Performance Metrics to Evaluate Program Performance
12:00	Lunch Break	
1:00	Clarifying the Strategy, Vision and Mission of Your Program	Integrating Performance Measures with Your Programs Budget
2:00	Analyzing the Strengths, Weaknesses, Opportunities and Threats Facing Your Program	Achieving and Maintaining Data Integrity
3:00	Exhibit Hall and Refreshments	
3:30	Creating Outcome-Based Performance Metrics	Predictive Analytics: Getting More from Your Data
4:30	Networking Reception	

DAY TWO: TUESDAY, MAY 11, 2010

7:00	Registration and Continental Breakfast		
8:00	KEYNOTE ADDRESS: Where Transparency Meets Engagement: Using Measures and Accountability to Develop a Motivated Workforce		
	TRACK C: Program Performance	TRACK D: People Performance	ASK THE EXPERT
9:00	Linking Agency Strategic Goals and Measurements to Units, Programs and Individuals	Assessing Workforce Competencies, Skill Gaps and Meeting Future Requirements	SHOW ME THE MEASURES: Is Your Agency Developing the Most Relevant and Meaningful Performance Measures?
10:00	Exhibit Hall and Refreshments		
10:30	Using Program Evaluations to Create Real Improvement in Federal Programs	Improving Engagement through Strategic Onboarding	PERFORMANCE REPORTING: How does my Program Apply Key Performance Management Principles and Practices?
12:00	Lunch Break		
	TRACK E: Budget Management	TRACK F: Citizen Transparency	ASK THE EXPERT
1:00	Learn How to Plan, Track and Analyze Your Program's Budget	Engaging the Public, Congress and the Workforce in Your Performance Management System	PERFORMANCE-BASED BUDGETING: How Does My Agency Develop the Framework for Tying Budget Requests to Performance?
2:00	Using Performance-Based Reporting to Integrate Cost and Performance:	Integrating Performance Measures and Community Indicators to Enhance Governance, Citizen Engagement and Results	EMPLOYEE ENGAGEMENT: How Do I Motivate and Cultivate Leaders within my Agency?
3:00	Exhibit Hall and Refreshments		
3:30	Increase Performance Management with Driver-Based Budgeting	Developing Your Agency's Vision for Transparency and Open Government	WORKFORCE ANALYTICS: How Do I Ensure that My Workforce is Prepared for Future Responsibilities
4:30	Day Two Adjourns		

GET STARTED TODAY.

Please contact Meredith Mason at 202-739-9707 or Meredith.Mason@PerformanceInstitute.org

We always find the speakers engaging, the venue comfortable and the quality of the attendees high. I also want to acknowledge that you guys go the extra mile in making us feel welcome and not just a vendor. It is greatly appreciated.

JONATHAN BECHER, VICE PRESIDENT, SAP STRATEGY EXECUTION