



EXPERIENCE MAKERS GOVERNMENT FORUM

Virtual event on Tuesday, June 15, 2021
8:00 AM PT | 11:00 AM ET



Continuing Professional Education credits offered at Adobe Experience Makers Government Forum

Meet us at [Adobe Experience Makers Government Forum](#) (EMGF) for fresh inspiration. Learn from top government officials as well as communications and technology experts from Adobe and reimagine the citizen experience. Our focus is on Digital Experiences That Put People First. We are also offering Continuing Professional Education (CPE) credits at this year's EMGF event. You can select from any of the 16 available sessions organized into four tracks: Department of Defense, Federal, National Security, and State and Local.

Agenda

June 15, 2021	11:00 – 11:10 am ET	8:00 – 8:10 am PT	Welcome
	11:10 – 11:25 am ET	8:10 – 8:25 am PT	Fireside Chat
	11:25 – 11:50 am ET	8:25 – 8:50 am PT	Global Customer Panel
	11:50 – 11:55 am ET	8:50 – 8:55 am PT	Track Introductions
	12:00 – 12:30 pm ET	9:00 – 9:30 am PT	Session
	12:30 – 12:45 pm ET	9:30 – 9:45 am PT	Networking Break
	12:45 – 1:15 pm ET	9:45 – 10:15 am PT	Session
	1:15 – 1:30 pm ET	10:15 – 10:30 am PT	Networking Break
	1:30 – 2:00 pm ET	10:30 – 11:00 am PT	Session
	2:00 – 2:15 pm ET	11:00 – 11:15 am PT	Networking Break
	2:15 – 2:45 pm ET	11:15 – 11:45 am PT	Session
	2:45 – 3:00 pm ET	11:45 – 12:00 pm PT	Networking Break

CPE Sessions

To obtain CPE credits, attendees must join a minimum of two 30-minute sessions. The first two sessions are worth 1.2 CPE credits.

Each additional 30-minute session offers .6 credit.*

The CPE sessions will include trends, thought leadership topics, and the practicalities of utilizing the latest innovations and finding the newest efficiencies. In addition to the CPE credits earned for each session, participants will receive an Adobe Experience Makers Government Forum Certificate.

*CPE credits are not offered for the Fireside Chat or Global Customer Panel.

The following table includes more details about the tracks and sessions available at the Adobe Experience Makers Government Forum on June 15, 2021.

Track	#	LEVEL	Name	Description	Objectives
Track #1 - Federal	Session 1-A	Intermediate	Solutions and approaches to improve employee engagement	An agile, efficient, and engaged workforce is required to meet changing customer needs during a pandemic. Join federal leaders as they examine how the workforce experience matters and how technology can enable teams to be connected, productive, and focused on the agency's mission.	<ul style="list-style-type: none"> Learn how to engage your workforce to meet changing customer needs Understand ways to move faster while adapting to changing policies and citizen needs Understand why subpar employee experiences lead to low employee engagement, which can impact the delivery of critical services
	Session 1-B	Intermediate	Crawl—walk—run: First steps to digital resiliency	Federal leaders will discuss the benefits of digital forms and electronic signatures in government and share their experience working with a partner to build a proof of concept before fully committing resources and budget to a technology project. Hear what they gained by starting small and scaling up.	<ul style="list-style-type: none"> Learn how to improve manual processes with digital forms using a pilot project Discover ways to secure important user feedback to improve processes and technology iteratively Understand how others have worked with partners to build a proof of concept before committing resources
	Session 1-C	Intermediate	Reimagining processes: Renewed focus on the mission	The rush to move to remote work highlighted inefficiencies in processes, which are opportunities to deliver faster on our mission. Explore how digital documents, modern forms, and electronic signatures can be built into everyday processes and integrated into existing platforms to improve the speed, security, and quality of service delivery.	<ul style="list-style-type: none"> Learn how digital processes have created a better employment environment in the last year Understand how electronic workflows can improve processes Learn ways employees have focused on mission-critical goals by removing paper-based, low-value administrative tasks like printing and scanning
	Session 1-D	Intermediate	Meeting website visitor needs with personalized content	Serving your residents and visitors with website self-service options is both less expensive and more convenient than answering incoming requests through a call center. This session will showcase a scenario where a federal department personalized their website for non-North American visitors to reduce a surge in call center volume.	<ul style="list-style-type: none"> Understand the benefits of website self-service options Learn steps to pinpoint issues and test solutions to reroute visitors through personalized website forms based on their location Understand how combining A/B testing and personalization can improve service delivery

Track	#	LEVEL	Name	Description	Objectives
Track #2 – Department of Defense (DoD)	Session 2-A	Intermediate	Digital solutions to support service careers, from recruitment to retirement	Digital solutions make it easier to support the full life cycle of a service member's career journey. Explore how the military can "build back better," creating mobile-first, digital-first experiences for employees and citizens.	<ul style="list-style-type: none"> • Learn how military branches are modernizing their recruiting, onboarding, and career advancement processes • Discover how employee approval processes can be managed from a central dashboard • Understand how digital solutions can enhance the employee experience through all phases of their military career
	Session 2-B	Intermediate	NexGen recruiting: How to connect with recruits through innovative IT	The audience you are searching for expects every digital experience to be intuitive and seamless from beginning to end. Learn how Marines.com is reaching recruits with interactive, engaging mobile experiences across the web. Insights enable them to improve their targeting and messaging to attract and retain the best, most qualified candidates.	<ul style="list-style-type: none"> • Determine how to create compelling messaging in the correct channels for modern recruiting • Learn how digital workflows are used to track the progress of recruits • Understand how to improve messaging for better recruiting
	Session 2-C	Intermediate	Creating simulated and digital training experiences	Military service members and civilians have been performing their work remotely, making it challenging to travel the world for mission-critical training. Industry experts will share how military agencies worldwide are rapidly advancing training techniques with high-quality 3D design workflows, training materials, and simulation scenarios.	<ul style="list-style-type: none"> • Learn how the military is using digital tools to speed training • Understand advanced digital training techniques being used • Learn how digital documents and electronic signatures are helping processes continue to move forward
	Session 2-D	Intermediate	Access the digital tools you need for the DoD	With DoD employees scattered across the globe, service members and civilian employees need a way to communicate easily and securely. Discover the innovative ways Adobe solutions have helped military branches drive efficiency and modernize operations to achieve their mission.	<ul style="list-style-type: none"> • Learn how to remove technology barriers for the armed forces to reduce costs and simplify software acquisition • Understand how other agencies have used digital tools successfully • Learn tips for quick user adoption

Track	#	LEVEL	Name	Description	Objectives
Track #3 – National Security	Session 3-A	Intermediate	Creative solutions for greater insights in decision making	Decision-makers need information to help them understand complex topics. National security communications teams use infographics, animated simulations, motion graphics, interactive video, and 3D to deliver engaging content with the necessary context. Learn how to create engaging content experiences that provide greater decision-making insights.	<ul style="list-style-type: none"> • Explore various content options to help decision-makers understand complex topics • Learn how technology can help deliver engaging content with the necessary context • Understand how created content can be certified and protected
	Session 3-B	Intermediate	Digital asset management: Curate information, create content, and collaborate securely	Walkthrough workflows that show new ways to collaborate quickly and securely, create consistency across organizational assets, and streamline your content processes—from creation to delivery—for experiences that engage both your internal and external audiences.	<ul style="list-style-type: none"> • Learn new ways to create digital content and deliver remarkable experiences • Understand how federal law enforcement and intelligence community leaders share content • Know the best ways to streamline your processes with better workflows
	Session 3-C	Intermediate	Creating smooth digital enrollment and onboarding processes	Many agencies find that manual processes are hampering their efforts to move forward with time-sensitive and mission-critical projects. Explore the use of digital forms, data capture, and e-signatures to streamline onboarding at scale, reducing cost, increasing employee efficiency, and improving the speed of service delivery.	<ul style="list-style-type: none"> • Learn why fully digitizing essential operations for enrollment and onboarding are now imperative • Understand how other agencies have started modernizing their forms and workflows • Understand the digital onboarding process
	Session 3-D	Intermediate	Adopting a Zero Trust architecture in government	To accelerate digital transformation, traditional perimeter-style security architecture needs to be rethought. Learn ideas for how government organizations can begin to adopt an integrated Zero Trust architecture approach through Trusted Internet Connections (TIC) 3.0, Continuous Diagnostics and Monitoring (CDM), and other DoD initiatives.	<ul style="list-style-type: none"> • Understand how Zero Trust is used to decouple network access from application and data access • Learn tips to gain better control over access layers regardless of where customers are located • Learn how to secure the workforce further, enhance protection for apps and data, and safeguard supply chain information

Track	#	LEVEL	Name	Description	Objectives
Track #4 – State and Local	Session 4-A	Intermediate	The makings of a digital capitol	During the pandemic, local government websites and call centers were flooded with inquiries. The departments who fared best already had digital communications in place and could continue operations in a remote work environment. Explore the different ways that digital-first capabilities and personalized digital communications are strengthening communities.	<ul style="list-style-type: none"> • Learn about paperless digital transformation and what it can do for you • Explore how personalized digital communication can help you create a great place to live, work, and visit • Learn ways to create convenient and efficient online hubs for residents
	Session 4-B	Intermediate	Centralizing government projects and assets under one platform	With the current digital-first environment, planning for and safeguarding government continuity demands a new level of prioritization. Learn through specific use cases how a state standardized its judicial processes and how integrations with other systems make it easy to deliver efficient, streamlined customer-facing services and manage internal projects.	<ul style="list-style-type: none"> • Understand how to achieve levels of productivity necessary for government continuity despite working remotely • Learn ways to use technology to connect work experiences across all government functions • Explore ways others have standardized processes and integrated systems to provide services
	Session 4-C	Intermediate	Delivering services through the digital front door	When residents need vital social services like food assistance, they need answers quickly. During COVID-19, this functionality became crucial for maintaining continuity and minimizing disruptions. Learn fresh ideas and practical tips for transforming online services with a more personalized approach.	<ul style="list-style-type: none"> • Understand what residents expect when a crisis occurs • Understand how to deliver great customer experiences through an agile, user-centric design website framework • Understand how having access to real-time, relevant data gives insights to prioritize improvements
	Session 4-D	Intermediate	Keeping the wheels of justice moving on a digital track	To support the mission and avoid increasing case backlogs, our justice system needs to keep moving forward without interruption. Learn about technology options to keep the wheels of justice on track for your community.	<ul style="list-style-type: none"> • Understand how digital document workflows can support court hearings, witness depositions, warrants, and cases • Learn how legal proceedings can be conducted online through video conferencing and virtual courtrooms • Explore ways electronic signatures can be used to deliver legally binding decisions for law enforcement agencies

Registration for CPE is not required if you are already registered for Adobe Experience Makers Government Forum. To register, go to [Adobe Experience Makers Government Forum](#).

The following applies to each CPE session:

- Delivery method: Group internet-based
- Participants will earn 1.2 credits for each of the first two sessions and .6 credit for all others
- Attendance will be verified through an online tool; participate in all checkpoints to receive credit
- Field of study: Information technology
- Prerequisites: None
- Advanced preparation: None
- For more information regarding concern resolution for CPE-certified classes offered here, please email AdobeCPE@GovBizResults.com

Refund Policy - Government Business Results, LLC does not charge participants for CPE credits or certificates, therefore refunds are not applicable.

Questions or concerns about the CPE certificate process should be address to AdobeCPE@GovBizResults.com. Please be advised that, by supplying your contact information, you authorize Government Business Results (GBR) to contact you with personalized communications about continuing professional education (CPE). Please review our [Privacy Policy](#) for more details.

Email AdobeCPE@GovBizResults.com to opt-out of communications at any time.

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