



EXPERIENCE MAKERS GOVERNMENT FORUM

Browse through keynotes and sessions to make the best of your experience.

Tuesday, June 15, 2021

11:00AM EST	Welcome and opening remarks
11:10AM EST	Customer fireside chat
11:25AM EST	Global customer panel
11:50AM EST	Track introductions
11:55AM EST	5 minute break
12:00–2:45PM EST	Sessions and networking

*Agenda subject to change

11:00AM EST		
	Opening welcome message	Shantanu Narayen
11:10AM EST		
	Customer fireside chat	Anil Chakravarthy, Donna Morris
11:25AM EST		
	Global customer panel	Suzette Kent, Peter Alexander, Dave Zvenyach
11:50AM EST		
	Tracks introductions	Bill Donellan
11:55AM EST		
	5 minute break	
12:00PM EST		
	Solutions and approaches to improve employee engagement	Meeting the changing and growing customer needs during a pandemic and beyond requires an agile, efficient, and engaged workforce. With no time to waste, agencies need to move faster, while adapting to changing policies and citizen needs. Leaders must find ways to create an engaged, collaborative, connected, and highly productive workforce. Subpar employee experiences lead to low employee engagement and can ripple through agencies impacting the delivery of critical services and information to customers when they're needed most. Join federal leaders as they discuss how the workforce experience matters and ways that technology can enable teams to be connected, productive, and focused on the agency's mission.
	Digital solutions to support service careers, from recruitment to retirement	Digital solutions are making it easier to support the full life cycle of a service member's career journey. Learn how military branches are modernizing their recruiting, onboarding, and career advancement processes. Multi-step approval processes, from the vetting of new contractors to approving leave time, can all be easily managed from a central dashboard. Digital solutions can enhance the employee experience through every phase of a military career. Paperless processes and distributed content-creation capabilities enable service members to collaborate and communicate securely from anywhere in the world. Explore how the military can "build back better," creating mobile-first, digital-first experiences for employees and citizens. focused on the agency's mission.
	Creative solutions for greater insights in decision making	Decision makers need information. To help them get a deep understanding of complex topics, national security communications teams are using infographics, animated simulations, motion graphics, interactive video, and 3D to deliver engaging content with the necessary context. For national security content creators in particular, once this content is created, it needs to be certified and protected in a consistent document experience. Join this session to learn how to create engaging content experiences that provide greater decision making insights.
	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. But even for everyday processes, being able to personalize digital communications at scale can help you create a great place to live, work, and visit. When the City of

Sacramento set its sights on becoming the best managed city in America, paperless digital transformation was at the heart of their vision. They created online hubs for residents to conduct city business, like paying taxes and applying for licenses. This initiative was well received by residents, who loved the convenience and the efficient use of taxpayer dollars. Building on this success, the city revamped their newsletter program, creating personalized emails that became a vital line of communication during the pandemic. Join this session to explore the different ways that digital-first capabilities and personalized digital communications are strengthening communities.

12:30PM EST

Networking Break

12:45PM EST

Crawl—walk—run: First steps to digital resiliency

While nearly every manual process could be improved with digital forms and electronic signatures, starting with a smaller pilot project can help you reduce risk, prove value early, and protect your budget. Using agile methodologies, you're able to iteratively improve your processes and technology, securing important user feedback as you go. Federal leaders will discuss the benefits of digital forms and electronic signatures in government and share their experience of 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.

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. Modern recruiting requires finding your audience in the channels they use most and creating compelling messaging. Learn how digital workflows are used to track progress of new recruits from initial contact through basic training. In this session, you'll learn how Marines.com is reaching recruits with interactive, engaging mobile experiences across the web. Insights enable them to continually improve their targeting and messaging to attract and retain the best, most qualified candidates.

Digital asset management: Curate information, create content, and collaborate securely

For content creators supporting the national security community, come learn about new ways to create digital content and deliver remarkable experiences. Federal law enforcement and intelligence community leaders will share best practices around creating, storing, and distributing a wide variety of content like photos, video, and web assets. We'll walk through 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.

Centralizing government projects and assets under one platform

With the current environment of digital first now, planning for and safeguarding government continuity demands a new level of prioritization. With employees and contractors working remotely, running a patchwork of disconnected project management and asset management systems makes it difficult to manage all the moving parts. To achieve the levels of improved efficient productivity necessary for smooth government continuity, organizational leaders need to automate processes, centralize communications, resources, and connect work experiences across all government functions. Join us to learn through specific use cases how a state standardized their judicial processes and how integrations with other systems make it easy to deliver efficient, streamlined customer-facing services, as well as manage internal projects.

1:15PM EST

Networking Break

1:30PM EST

Reimagining processes: Renewed focus on the mission

The mission hasn't changed, but our methods have. The rush to move to remote work highlighted inefficiencies in our processes, which are really opportunities to deliver faster on our mission. The past year taught us that digital processes can create a better employment environment. Electronic workflows can cut six or more steps from a paper-based process — plus provide a clear audit trail and shared insight. By removing low-value administrative tasks like printing, emailing, and scanning, employees have more time to do valuable, high-impact work that creates employee well-being and supports our mission-critical goals. Our visitors, the public, and employees are all better served. In this session, 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.

Creating simulated and digital training experiences

Military service members and civilians have been performing their work in remote locations across the world even before the pandemic. Thus, making it a challenge to travel across the world for mission-critical training. With this in mind, the military has been taking advantage of simulated and digital tools to help speed learnings in conjunction with live training tools in order to help increase skills. In this session, industry experts will share how military agencies across the world are rapidly advancing training techniques with high-quality 3D design workflows, training materials, and simulation scenarios. They're using digital documents and electronic signatures to help service members keep processes moving forward, no matter where in the world they're stationed.

Creating smooth digital enrollment and onboarding processes

Many agencies are finding that their efforts to move forward with time-sensitive and mission-critical projects are being hampered by manual processes. For example, program managers can email onboarding documents to contractors, but the PDFs still have to be printed, signed, scanned, and returned. The imperative to fully digitize essential operations like enrollment and onboarding processes has never been greater. Agencies have started modernizing their forms and creating digital workflows to manage communications from first touch to enrollment. In this session, you'll learn what's possible with digital workflows. We'll walk through a scenario showing how fast it can be to onboard contractors and how easy it is to track multiple approval processes with digital dashboards. Join this session to 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.

Delivering services through the digital front door

When residents need vital social services like food assistance, they need answers quickly. After being presented with options that fit their needs, they expect to be able to apply online and receive relevant cross-channel digital communications following up on their application. During COVID-19, this functionality became crucial for maintaining continuity and minimizing disruptions for service recipients. Learn how Adobe gives local agencies the foundation to deliver great customer experiences through an agile, user-centric design website framework. The ease of design helps the communications team keep content current. Having access to real-time, relevant data gives the team insights to prioritize improvements to align with visitor needs. The Los Angeles Department of Public Social Services will talk about using organizational change management to move to a modern platform. You'll leave this session with fresh ideas and practical tips for transforming online services with a more personalized approach.

2:00PM EST

Networking Break

2:15PM EST

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. In this session, we'll showcase a scenario where a federal department personalized their website for non-North American visitors in order to reduce a surge in call center volume. Learn the steps they took to pinpoint the issue, test possible solutions, and reroute visitors through personalized website forms based on their location. Industry experts will share other use cases and how the combination of A/B testing and personalization can improve your service delivery experience.

Access the digital tools you need for the DoD

With Department of Defense (DoD) employees scattered across the globe, service members and civilian employees need a way to communicate easily and securely. Using licensing exclusively available to most DoD agencies, multiple Adobe solutions can be made available to employees under one simplified agreement. This approach helps our armed forces remove technology barriers, reduce licensing costs, and simplify software acquisition. Government and industry experts will share their stories, successful use cases, and tips for quick user adoption. Discover the innovative ways Adobe solutions have helped military branches drive efficiency and modernize operations to achieve their mission.

Adopting a Zero Trust architecture in Government

Over the last year, many government organizations have accelerated their digital transformation, moving business and services environments beyond the traditional defined security perimeter. As a result, the traditional perimeter-style security architecture needs to be rethought. This has given rise to new defense-in-depth architectures, like Zero Trust, that decouple network access from application and data access, allowing you to gain better control over each layer regardless of where your customers or users reside. In this session, we'll discuss how to further secure the workforce, enhance protection for apps and data (for example, high-value assets, personally identifiable information, etc.), and safeguard supply chain information. We'll share 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 Department of Defense (DoD) initiatives.

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. Court hearings, witness depositions, warrants, and actual cases can all be supported by digital document workflows. For example, many legal proceedings can be conducted online through video conferencing and virtual courtrooms. When paired with electronic signatures, law enforcement agencies (including police, courts, and corrections) are able to deliver legally binding decisions. Authors can track the approval progress in real-time. In this session, you'll learn about technology options to keep the wheels of justice on track for your community.

2:45PM EST

Networking Break