



**PROGRAMA SUGERIDO PARA VISITANTES DE
MÉXICO Y LATINOAMERICA A LA
*102 CONFERENCIA ANUAL DE ICMA***

ICMA

Leaders at the Core of Better Communities



ASPECTOS GENERALES

1. Los interesados en asistir a la Conferencia desde México y Latinoamérica **deberán pre-registrarse** a través de ICMA México-Latinoamérica (ICMA-ML) al Tel: +52 (33) 3126-5690 o (33) 3126-5691. Si lo prefiere, puede remitir un correo electrónico a informes@icmaml.org
2. Para los asistentes de México y Latinoamérica **aplica un precio especial de inscripción** a la conferencia y es como sigue (en dólares americanos):

FECHA DE INSCRIPCIÓN	AFILIADOS ICMA-ML	NO AFILIADOS
Antes del 8 de septiembre	\$450	\$630
Después del 8 de septiembre	\$750	\$1,195

3. El pago puede hacerse al momento del registro en la sede de la conferencia (Kansas City) o bien a través de ICMA-ML. Si el pago se hace a través de ICMA-ML aplica el IVA respectivo y se entrega factura.
4. La Conferencia es en **inglés**.
5. Cada asistente es responsable de organizar su logística de viaje y cubrir todos los costos respectivos.
6. Para acceder a toda la información de la conferencia tal como [programa completo](#), [hoteles recomendados](#), [organizaciones participantes en feria de exhibiciones](#) y sobre la ciudad de [Kansas City](#) haga clic en cada palabra o bien se pueden consultar en www.icma.org/conference lo cual recomendamos haga.
7. La sede la Conferencia es en el [Centro de Convenciones de Kansas City](#).
8. Personal de ICMA-ML estará en Kansas City para atenderle en español sobre cualquier duda que tenga durante el desarrollo de la Conferencia.



Centro de Convenciones de Kansas City

PROGRAMA SUGERIDO PARA ASISTENTES DE MÉXICO Y LATINOAMÉRICA

DOMINGO 25 DE SEPTIEMBRE

ICMA University Forums: **Got ESP?**

Cupo limitado, se requiere inscribirse al momento de inscripción a la conferencia. No tiene costo adicional.

12:45 PM - 02:45 PM

Leading and managing a community and staff can be an all-consuming challenge. In today's local government, managers must know the difference between leading and managing and how to do both effectively. With significant experience teaching the principles and techniques discussed in the ICMA book *Effective Supervisory Practices*, forum leaders will share their expertise, tips, and strategies to help you bring practical supervisory training to your jurisdiction.

SESSION/MEETING/EVENT: Keynote¹ de Soledad O'Brien

Sunday, September 25, 3–5 p.m.

The Opening General Session of ICMA's 102nd Annual Conference will feature a presentation by award-winning journalist, documentarian, news anchor, producer, and philanthropist Soledad O'Brien. One of the most recognized names in broadcasting, Soledad has reported breaking news from around the globe and has produced highly regarded documentaries on the most important stories facing the world today, including her critically acclaimed series "Black in America" and "Latino in America." She is also chairman of Starfish Media Group, a multiplatform media production and distribution company dedicated to uncovering and producing empowering personal stories that take a look at the challenging and often divisive issues of race, class, wealth, poverty, and opportunity.

SESSION/MEETING/EVENT: Welcoming Reception, a Taste of KC

Sunday, Sept. 25, 5–7 p.m.

Experience the "essence" of Kansas City with the opening of the ICMA Exhibit Hall in the Kansas City Convention Center. Delight in the flavors that make the region famous.

The cost of the reception is included with the conference registration fee. Tickets for complimentary registrants are \$40 for adults and \$30 for youth ages 6–16; children under 6 come for free. Price includes hors d'oeuvres, entertainment, coordination, and gratuities. Visit the Host Desk in the convention center before the party for restaurant information and dinner reservations.

SPECIAL EVENT: International Reception

Sunday, Sept. 25, 9–10 p.m.

Hosted by ICMA International Programs. Gathering of international participants.

¹ Las Keynote son las conferencias magistrales.

LUNES 26 DE SEPTIEMBRE

SESSION/MEETING/EVENT: Keynote de David Brooks

Monday, September 26, 8:30–9:30 a.m.

A keen observer of the American way of life and a savvy analyst of present-day politics and foreign affairs, New York Times columnist and PBS commentator David Brooks has a gift for bringing audiences face-to-face with the spirit of our times with humor, insight, and quiet passion. In his newest book, *The Road to Character*, David explains why selflessness leads to greater success. He tells the story of ten great lives that illustrate how character is developed and how we can all strive to build rich inner lives marked by humility and moral depth, even in a society that emphasizes success and external achievement.

SESSION/MEETING/EVENT: Managing E-Hostility

Monday, Sept. 26, 9:45–10:45 a.m.

As governments offer an increasing number of online forums for citizens to provide feedback to government leaders, they are encountering an increasing amount of feedback that's hostile, obscene, off-topic (e.g., advertisements), etc. This session will highlight case studies and offer best practices for managing e-hostility. Presented by Peak Democracy.

Otra opción a la misma hora, en la primera se ofrecerá la traducción simultánea en caso de que tenga.

SESSION/MEETING/EVENT: Building the Foundation for Resilient Communities

Monday, Sept. 26, 9:45–11 a.m.

How can cities set up systems that will help them adapt, grow, and thrive in the face of chronic stresses and acute shocks? Come learn about some of the tangible steps that cities are taking to ensure a more resilient future for their residents.

SESSION/MEETING/EVENT: How Cities Are Using Technology to Improve Service Delivery

Monday, Sept. 26, 11:15 a.m.–12:15 p.m.

Learn how current technology is going well beyond the old “workflows” model. Modern platforms are uniting in multiple departments to create “organizational processes” that reinforce accountability, achieve predefined outcomes, communicate with customers, and provide managers with predictive data. Presented by ICMA Strategic Partner Plante & Moran, LLC.

Otra opción a la misma hora, en la primera se ofrecerá la traducción simultánea en caso de que tenga.

SESSION/MEETING/EVENT: Using Analytics to Grow Tourism Market Share

Monday, Sept. 26, 11:15 a.m.–12:15 p.m.

For cities to succeed in their tourism marketing efforts, they must take a strategic approach. This session will give you a better understanding of how local governments can successfully recruit visitors by using analytics. Presented by ICMA Strategic Partner Buxton.

SESSION/MEETING/EVENT: Trending in Smart Cities: What Makes a Community “Smart”?

Monday, Sept. 26, 12:45–2 p.m.

We’re hearing a lot about smart cities these days, but what does that involve exactly? In this session, we’ll look at the hot topics, issues, and trends pertaining to smart cities, as well as at the technologies that local governments need to have at the ready to be “smart.”

Otra opción a hora similar, en la primera se ofrecerá la traducción simultánea en caso de que tenga.

SESSION/MEETING/EVENT: Citizen as Sensor: Improving Public Safety through Smartphone Technology

Monday, Sept. 26, 1:45–2:45 p.m.

Police departments are always looking for new ways to engage citizens to improve public safety. Learn how the Miami-Dade police department developed a smartphone app that deputizes its 2.5 million residents, allowing them to report on crimes and share data with Miami’s real-time crime center. Presented by ICMA Strategic Partner Microsoft.

SESSION/MEETING/EVENT: Budget Engagement That Works

Monday, Sept. 26, 2:30–3:40 p.m.

Perhaps there is no bigger decision that elected officials must make than approving the annual budget. To help you get the most out of your budget engagement process, this Mississauga, Ontario, Canada, case study will offer practical strategies for engaging the public, integrating staff into the process, facilitating the conversations that need to happen among staff and the leadership team, ensuring that elected officials have all the right information, and making the process simple and engaging. 10

Otra opción a la misma hora, en la primera se ofrecerá la traducción simultánea en caso de que tenga.

SESSION/MEETING/EVENT: Introducing Innovations to the Organization

Monday, Sept. 26, 2:30–3:40 p.m.

Innovations require buy-in and acceptance from employees in order to be successfully implemented. We’ll break down the strategic planning process for introducing a new innovation and discuss how to create a sense of investment in a new project as it is implemented. 6

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SESSION/MEETING/EVENT: Transparency Practices in the Real World

Monday, Sept. 26, 3–4 p.m.

Financial transparency is a major initiative for thousands of local governments across the country. Transparency breaks down information silos, facilitating data-driven decisions and building trust in government. Learn how to unlock the full potential of transparency by adopting new technologies. Presented by OpenGov.

MARTES 27 DE SEPTIEMBRE

SESSION/MEETING/EVENT: Keynote de Bob Chapman

Tuesday, September 27, 8:30–9:30 a.m.

Bob Chapman imagines a world full of caring work environments in which people can discover and share their gifts and feel a genuine sense of satisfaction for their contributions. In such a world, people leave work each day fulfilled and thus are better spouses, fathers, mothers, sons, daughters, neighbors, and citizens of the world. Bob knows such a world is possible because his commitment to people-centric leadership made it a reality at global capital equipment firm Barry-Wehmiller, where he is chairman and CEO. As detailed in his new book *Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*, Bob shares the story of Barry-Wehmiller's transformation into a thriving people-first organization and provides insight into transforming your own workplace into someplace extraordinary.

SESSION/MEETING/EVENT: Transforming The Moments: How To Improve The Interaction Between Government And Its Constituents.

Tuesday, Sept. 27, 9:45–10:45 a.m.

To effectively serve constituents, governments deem technology to be an essential ingredient. But how do you determine what technology to use and where? This session will analyze classic constituent-government interactions and suggest key technology projects to serve them. Presented by ICMA Strategic Partner OnBase by Hyland.

SESSION/MEETING/EVENT: Building an Ethical Culture

Tuesday, Sept. 27, 11 a.m.–12:15 p.m.

Why create, nurture, and promote an ethical culture in your organization? Because a committed adherence to ethical principles will allow our governments to operate more efficiently and effectively, to attract and retain the best employees, and to earn the "benefit of the doubt" during times of crisis. Learn about practical, comprehensive approaches to implement successful ethics programs. 17

Otra opción a la misma hora, en la primera se ofrecerá la traducción simultánea en caso de que tenga.

SESSION/MEETING/EVENT: Social Media Monitoring for Proactive Policing

Tuesday, Sept. 27, 11 a.m.–noon

Law enforcement is rapidly embracing social media as a powerful new tool in investigating and preventing criminal activity. This session will explore how intelligence developed through effective listening to social media can have a significantly positive impact on police operations. Presented by ICMA Strategic Partner Microsoft.

SESSION/MEETING/EVENT: Rethinking How Small Communities Deliver Services

Tuesday, Sept. 27, 2–3:10 p.m.

Local governments are coping with dwindling resources, including reduced state and federal support. What potential revenue sources are as yet untapped? This session will focus on how small communities create partnerships and collaborate to deliver core services. 3, 4

Otra opción a la misma hora, en la primera se ofrecerá la traducción simultánea en caso de que tenga.

SESSION/MEETING/EVENT: Actionable Data, Actual Results

Tuesday, Sept. 27, 2–3:10 p.m.

Anyone can measure, but few can target that measurement effectively enough to drive real change. Kansas City, Missouri, has implemented a range of initiatives that facilitate data-driven decisions and public engagement. From KCStat to Bloomberg What Works Cities to reimagined citizen surveys and even arts-based data outreach, city staff will discuss how using data has achieved results.

SESSION/MEETING/EVENT: Success and Failure in Implementing Strategic Plans

Tuesday, Sept. 27, 3:30–4:40 p.m.

Panelists will introduce a scholarly overview of what works (and what doesn't) in the implementation of strategic plans. Two practitioners then share their experiences with implementation, discussing successful practices as well as past missteps and the lessons learned. 13

Otra opción a la misma hora, en la primera se ofrecerá la traducción simultánea en caso de que tenga.

SESSION/MEETING/EVENT: Social Media: Telling the Story of Local Government

Tuesday, Sept. 27, 3:30–4:40 p.m.

Social media has revolutionized the way that governments communicate with their constituents and each other. The benefits of social media far outweigh the risks, but local governments need to put some time and thought into creating a social media strategy before embarking on an engagement effort, and they must revisit that strategy as it evolves. 16

SESSION/MEETING/EVENT: KC Live!

Tuesday, Sept. 27, 6:30–10:30 p.m.

This is the place to be on Tuesday night—at the Midwest's premier entertainment destination! An entire city block with two levels of world-class restaurants, taverns, and nightspots, KC Live! is where Kansas City goes to play. Party with your colleagues at the conference's final social celebration—our very own KC Live! Block Party. Dance the night away to live entertainment, and indulge in a "Taste of Kansas City," where area restaurateurs will showcase a sampling of their menus. Experience the heart of the city with an all-access pass to all things KC. KC Live! also features a full concert stage, where the country's premier musicians and bands perform throughout the year.
Cost: Adults, \$35; youth, \$25. Price includes dinner, venue rental, entertainment, production, coordination, and gratuities.

MIERCOLES 28 DE SEPTIEMBRE

SESSION/MEETING/EVENT: Keynote Speaker Vernice Armour

Wednesday, September 28, 8:30–10:30 a.m.

102 Conferencia Anual de ICMA - www.icma.org/conference

ICMA's Celebration of Service to the Profession culminates with an inspiring presentation by "FlyGirl" Vernice Armour. A model of passion, focus, and commitment, Vernice propelled herself from beat cop to combat pilot in a record-breaking three years, becoming the U.S. Marine Corps'—and America's—first African-American female pilot. Describing her warp-speed success as "zero to breakthrough," Vernice shares her philosophy and process to help leaders harness the power of a "breakthrough mentality" to propel their organizations to success through mentoring, leveraging functional and individual diversity for strategic advantage, and creating breakthroughs for teams.

ICMA University Forums: **Creating a Sustainable and Resilient Community**

Cupo limitado, se requiere inscribirse al momento de inscripción a la conferencia. No tiene costo adicional.

10:45 AM - 12:45 PM

Every day, local government leaders are faced with competing priorities. Where does a sustainable, resilient community rank? Empower yourself with a good foundation of sustainability and resiliency knowledge, and see how you can put it to use in your community. Interact with peers grappling with the same issues; learn what our survey research shows; and get connected to relevant networks, resources, and other information that will support you on your quest for a sustainable, resilient community. 2

Nota: Para acceder al programa completo de la 102 Conferencia haga clic [aquí](#). En él encontrará sesiones adicionales a las aquí presentadas así como tours, visitas de campo y otras actividades. Algunas tienen costo adicional.