

AUGUST 22ND SUMMIT AND EXPO

EVENT OVERVIEW AND LOGISTICS

Leadership Summit

Where: USDA HQ, Jefferson Auditorium

When: Thursday, August 22nd, 2019

Time: 10:00 AM – 12:15 PM

Who: All SES, political appointees, GS-15s, and CX Champions will be invited to attend in person, in an overflow room, or via live stream.

Purpose: To understand the future of modernization and improvement efforts at USDA; highlight success stories; update USDA leadership on ongoing activities; and encourage leaders to embed the sharing of best practices in their organizations and motivate their employees to suggest and implement new improvement initiatives.

Employee Expo

Where: USDA HQ, Whitten Patio

When: Thursday, August 22nd, 2019

Time: 12:30 PM – 4:00 PM

Who: All USDA National Capital Region employees; invited members of the press, Office of American Innovation, and GSA. A video/webinar will be produced in conjunction with the event that will be available to all USDA employees highlighting same information presented at the Expo.

Purpose: To showcase modernization and improvement projects and outcomes; provide examples and inspiration for customer experience efforts; and call employees to action by becoming involved in these efforts or taking on similar initiatives in their home agencies.

Promotional materials forthcoming.

EXPO PROPOSALS

You are invited to propose a booth(s) for the Expo on behalf of your agency / office / mission area. The proposal should be for a project currently underway or recently completed. It may be associated with a CX Improvement Plan (CXIP), but this is not required. The project should showcase advances in customer experience of any kind, including but not limited to streamlining processes, improving listening mechanisms, and actions taken as a direct result of customer feedback. You may submit more than one proposal if desired.

To submit a proposal, please submit the following information to Lula Wallace (lula.wallace@usda.gov), cc: Lianne Hibbert (lianne.l.hibbert@usda.gov) by no later than July 3rd:

Proposal Title: Name of your project

Project Summary: 3-5 sentences describing the project and the outcome (or expected outcome if not yet fully implemented)

Please discuss with your leadership prior to submitting; we will assume proposals we receive have been cleared within your agency / office / mission area. Your leadership (at minimum, the Chiefs of Staff) should be aware of this Expo.

OCX will select the proposals that will be presented at the Expo based on number received, diversity of project topics, and space available. Once the proposals are selected, we will provide detailed guidance on what should be presented at your booth. However, a few things to keep in mind include:

- Booths will primarily focus on the project/product and its outcome/expected outcome.
- You will have creative liberty with what/how you'd like to present, but you will have the opportunity to print at least one poster for display.
- At least one person is expected to staff the booth at all times during the Expo. Someone will also need to be available to set-up.

We will notify you of proposals selected for presentation on or before July 10th. You will be provided additional guidelines for your booths as well as a survey of booth material and A/V needs at that time.

TENTATIVE EXPO SCHEDULE

12:30 - 12:45 PM	Check-In for Press, Invited Guests
1:00	Press Conference (107-A)
	1:04 Opening Remarks: <i>Secretary Perdue</i>
	1:09 Overview of CoEs: <i>Gary Washington</i>
	1:12 Overview of Customer Experience, the Expo: <i>Johanna Sindall</i>
1:15	Exclusive Expo Press Tour with Secretary Perdue, OAI, and GSA Leaders
1:25	Press only returns to 107-A
	1:30 Questions from Media: <i>Gary Washington and Johanna Sindall</i>
	1:40 Press Conference ends; media escorted out of the building
1:30	Expo Opens to USDA Employees
4:00	Expo Closes