
Event Agenda

2025 National Association of Government Web Professionals National Conference

Tuesday, October 14, 2025

- 7:30 AM - 8:15 AM** **Breakfast (for Precon Morning Sessions)**
Location: Confluence Ballroom
- 8:00 AM - 12:00 PM** **AI Innovation in Government: Practical Applications for IT & Communications Professional**
Location: Wynkoop
Speaker: Marcus Townsend
- 8:00 AM - 12:00 PM** **Analytics for the Weary: From Setup to Storytelling with Google Tools**
Location: Wazee
Speakers: Chris Coleman, Dave Seabeck
- 1:00 PM - 5:00 PM** **Just Tell Me What To Do: Building a Blueprint for Digital Accessibility Success Through Policy, Brand, and Clear Guidance**
Location: Wynkoop
Speaker: Abi O'Neal
- 1:00 PM - 5:00 PM** **WordPress "Build A Site" Workshop**
Location: Wazee
Speaker: Ken Smith
- 7:00 PM - 9:00 PM** **Welcome Reception**
Location: Confluence Ballroom
-

Wednesday, October 15, 2025

- 7:30 AM - 9:00 AM** **Breakfast**
Location: Confluence Ballroom
- 9:00 AM - 10:00 AM** **Thriving in a World of Constant Tech Change**
Location: Confluence Ballroom
Speaker: Scott Tolinski
- 10:15 AM - 11:00 AM** **AI Panel: Real-World AI for Local Government: What Works and What Doesn't**
Location: Confluence Ballroom
Speakers: Chris Coleman, Bratton Riley, Parth Shah, Willow Stuart ; Moderators: Debbie Deacy
- 11:15 AM - 12:15 PM** **Redesign Real Talk: How I Took the First Step Toward DOJ Compliance**
Location: Wynkoop
Speaker: Colleen Kilian
- 11:15 AM - 12:15 PM** **No One Likes Your Posts (Yet): Fixing Government Social Media One Pillar at a Time**
Location: Wazee
Speaker: Jamie Le
- 11:15 AM - 12:15 PM** **Empowering Englewood: A User-Centered Approach to Website Optimization**
Location: Blake
Speaker: Lucia Magnuson
- 12:15 PM - 1:15 PM** **Lunch**
Location: Confluence Ballroom
- 1:15 PM - 2:15 PM** **Unlocking PDF Accessibility: From Creation to Compliance**
Location: Wazee
Speaker: Leslie Labrecque

- 1:15 PM - 2:15 PM** **Eyes in the Sky: Creative Drone Use in Local Government**
Location: Blake
Speakers: Jennifer Chapman, Catherine Cronlund
- 1:15 PM - 2:15 PM** **RFPs Worth Writing: How To Connect With the Right Technology Partner During Procurement**
Location: Wynkoop
Speaker: Tim Erickson
- 2:30 PM - 3:30 PM** **No, You Can't Just Use an Overlay: Legal and Practical Truths About Accessibility**
Location: Wynkoop
Speaker: Clarissa Cutrell
- 2:30 PM - 3:30 PM** **From Resident Questions to Website Improvements: What AI is Teaching You and How to Choose the Right Tools**
Location: Wazee
Speaker: Parth Shah
- 2:30 PM - 3:30 PM** **Managing Accessibility for Government Website**
Location: Blake
Speaker: Mitchel Sellers
- 3:30 PM - 4:00 PM** **Break/Visit with Sponsors**
Location: Confluence Ballroom
- 4:00 PM - 5:00 PM** **Navigating Procurement Accessibility: From VPATs to Vendor Credibility**
Location: Wynkoop
Speakers: Aaron Page, Amy Walldorf
- 4:00 PM - 5:00 PM** **Turning User Feedback into Action: AI Insights for Government Websites**
Location: Wazee
Speaker: Chuck Johnston
- 4:00 PM - 5:00 PM** **Making ArcGIS and Other maps ADA accessible with Audiom**
Location: Blake
Speaker: Christopher Toth

Thursday, October 16, 2025

- 7:30 AM - 9:00 AM** **Breakfast**
Location: Confluence Ballroom
- 9:00 AM - 10:00 AM** **Useless Work Sucks the Joy Out of Our Jobs**
Location: Confluence Ballroom
Speaker: Brian Elms
- 10:15 AM - 11:00 AM** **Accessibility Panel: Making Accessibility Real: Challenges, Solutions, and Insights**
Location: Confluence Ballroom
Speakers: Christina Adams, Colleen Kilian, Leslie Labrecque, Abi O'Neal; Moderators: Jennifer Chapman
- 11:15 AM - 12:15 PM** **From Awareness to Action: Building Accessible Government Websites Amid Competing Priorities**
Location: Wynkoop
Speaker: Brenden Elwood
- 11:15 AM - 12:15 PM** **How to Make the Most of Your Newsroom**
Location: Wazee
Speaker: Tim Dodderidge
- 11:15 AM - 12:15 PM** **How to Make Website Data Hygiene Create Great GenAI Chatbots**
Location: Blake
Speakers: Laura Dunwoody, Bratton Riley
- 12:15 PM - 1:15 PM** **Lunch**
Location: Confluence Ballroom

- 1:15 PM - 2:15 PM** **Scaling Benefits Translations with Human-Centered AI**
Location: Wazee
Speakers: Marcie Chin, Crystal Newman
- 1:15 PM - 2:15 PM** **DNN CMS 2025**
Location: Blake
Speaker: Ryan Moore
- 1:15 PM - 2:15 PM** **The "No ADA or AI Zone:" A GovTech Free-for-All**
Location: Wynkoop
Speaker: Ken Smith
- 2:30 PM - 3:30 PM** **Beyond the Code: User Research for Impactful Government Digital Services**
Location: Wynkoop
Speaker: Burgundy James
- 2:30 PM - 3:30 PM** **AI for the Rest of Us: How Small & Medium Local Governments Are Deploying AI Assistants**
Location: Wazee
Speaker: Willow Stuart
- 2:30 PM - 3:30 PM** **Shrinking Budgets: Could Open Source Be the Answer?**
Location: Blake
Speaker: Marcus Townsend
- 3:30 PM - 4:00 PM** **Break/Visit with Sponsors**
Location: Confluence Ballroom
- 4:00 PM - 5:00 PM** **Special Delivery: How a Pizza-Inspired Tracking Tool Made Government Services More Transparent**
Location: Wynkoop
Speakers: Samuel Brennan, Gabriela Dorantes
- 4:00 PM - 5:00 PM** **Simplify Submit AI Creating User-friendly Online Forms**
Location: Wazee
Speaker: Lynn Stuart
- 4:00 PM - 5:00 PM** **Planning Successful Digital Projects**
Location: Blake
Speaker: Joe Crespo
- 5:15 PM - 5:45 PM** **Annual NAGW Members Meeting**
Location: Blake
- 7:00 PM - 10:00 PM** **Pinnacle Awards Banquet Dinner**
Location: The Confluence Ballroom

Friday, October 17, 2025

- 7:30 AM - 9:00 AM** **Breakfast**
Location: Confluence Ballroom
- 9:00 AM - 10:00 AM** **Accessibility in Social Media**
Location: Confluence Ballroom
Speaker: Alexa Heinrich