

Hear practical advice, learn best practices, collaborate with your peers ... Register Today!

Strategic INTERNAL COMMUNICATIONS

**How To Drive EMPLOYEE ENGAGEMENT,
Foster COLLABORATION & Maximize
ROI Through Your VIDEO, SOCIAL
& TRADITIONAL Content**

July 22-24, 2013 • The University of Chicago's Gleacher Center, Chicago

REGISTER BY MAY 31ST TO SAVE \$400!

WHAT YOU WILL LEARN

If you're responsible for engaging employees and fostering collaboration through video, social & traditional content streams, then join your colleagues to learn how to maximize your effectiveness, create effective content with a well-aligned strategy that will enhance your internal communications and content strategies and achieve your organizational goals, by:

- **Setting** up guidelines and policies and working to create a governance plan that won't overwhelm
- **Shifting** efforts towards effective collaboration & social business
- **Investing** your time in creating value-added content that is not only effective, but can be used for multiple purposes
- **Creating** useful & engaging content for employee newsletters, social networks, executive announcements, blogs, videos, email, and more
- **Improving** search capabilities to allow employees more time to consume content and less time pursue it
- **Organizing** content, information governance structure & responsibilities
- **Empowering** your employees to create their own content keeping your intranet fresh and updated
- **Sharpening** your content for today's websites and mobile apps
- **Embracing** governance and ensuring that your governance plans are meeting your business requirements & best practices
- **Developing** a multi-channel internal content strategy that will be relevant with your employees, brand, and organizational goals
- **Incorporating** cost-effective video content (and blogging) across multiple distribution channels

Why This Is A Must-Attend Event:

- ✓ 16+ speakers sharing breakthrough strategies to engage employees, foster collaboration & maximize ROI through effective video, social media & traditional content
- ✓ Brainstorm sessions turning you from attendee to participant by discussing practical solutions to your most pressing internal communications challenges
- ✓ Optional workshops that allow you to customize your training and maximize your time out of the office
- ✓ Gain continuing education hours
- ✓ Examples of winning content from leading organizations

Learn And Network With Your Peers:
Hear practical, real-world advice and learn best practices on how to craft compelling content to take employee engagement to new heights and drive business results, from practitioners at these leading organizations:

Northwestern Memorial Hospital

non-linear creations inc.

Pacific Gas & Electric Company

OSF Saint Francis Medical Center

Noven Pharmaceuticals, Inc.

Wudang Research Association

Sinickas Communications, Inc.

Eloquor Consulting, Inc.

Rightpoint

AboutFace Media Inc.

Molex Incorporated

HospitalPortal.Net

Olmsted Medical Center

Cisco Systems

Thomson Reuters

Elsevier

Presented By:

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LinkedIn

**Internal Communications
Best Practices**

Register by May 31st to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

WHO WILL ATTEND:

This conference is a must-attend event for all communicators committed to engaging with a multi-channel, multi-device, multi-lingual, audience with timely, consistent and relevant content:

Intranet Communications

Content Management

Internal Communications

Corporate Communications

Employee Engagement

Corporate & Brand Identity

Interactive Media

Internal Brand Development

Digital Communications

Social/New Media

Strategic Planning

Online, Publication & Web Content

Web Manager

Employee Relations

Knowledge Management

Taxonomist

User Experience Specialist

Collaboration

Enterprise Community Management

And all those who produce, develop, edit, publish, manage, or analyze internal content!

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several organizations are making dramatic strides in developing a multi-channel internal communications strategy that will be relevant to their employees, their brand, and their organizational goals. The periodic sharing of these experiences and "best practices" is an important element in this communications evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other communication professionals engaged in the "journey." Join your colleagues now to learn how to create content through multiple channels that will engage your employees, drive performance and maximize your ROI.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all communicators committed to building an effective internal communications strategy, creating a user-friendly governance plan, and aligning content across multiple channels. You'll benefit from:

- **16+ innovative speakers** at your disposal to share their strategies and experiences in creating effective content using new, digital and traditional communication tools that are already proven to work
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups (July 22nd &/or July 24th) you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **Brainstorm sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own internal communication strategies upon your return to the office
- **A comprehensive overview of internal content strategies** from leading practitioners like **Pacific Gas & Electric Company, Noven Pharmaceuticals, Inc., Thomson Reuters** and many more
- **Acquiring new knowledge** to help transform your communications and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading communications initiatives that will ground you in advancing your organization's own internal content strategy
- **The opportunity to learn** how to use new social media and digital tools to revolutionize your content, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Access to the digital conference workspace** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool as well as obtain electronic copies of presentation materials

Digital Workspace Available To All Conference Attendees!

All attendees will be invited to expand their network and continue the conversation in the conference workspace --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool as well as obtain electronic copies of presentation materials.

Dear Communications Colleagues,



The communications role has never been more important than it is today. Daunting security challenges, elevated public scrutiny, increased emphasis on employee performance, and the heightened need to attract and retain, qualified employees -- all these factors make strong internal communications programs critical to your organizations success. The foundation for this success – content! You are now required to deliver the right content, to the right people, through the right channels at all times.

On July 22-24, 2013, the Advanced Learning Institute (A.L.I.) invites you to attend their updated conference focusing on "Building An Internal Content Strategy." If you are an internal communications manager or have the responsibility for crafting, editing, publishing, delivering, or analyzing content, this important professional development conference is one you can't afford to miss!

HOW WILL THIS CONFERENCE HELP YOU & YOUR ORGANIZATION?

At this conference, you will hear, firsthand, how organizations and practitioners like yourself have built a successful and powerful internal content strategy, including how the:

- **Cisco Systems** simplified the language used in their content in order to increase employee engagement both online and offline
- **OSF Saint Francis Medical Center** fostered positive employee satisfaction and improved their overall employee morale through content
- **eBay** built, managed, and measured one integrated social network created for employees through the use of SharePoint

Nationwide communications experts will share best practices and lessons learned through case study presentations and interactive workshops, including what has already worked (and not worked) in real-life situations.

You'll leave this conference with new ideas to address your most pressing challenges including creating a user-friendly governance plan, using social media tools and video to enhance your traditional content, delivering timely and accurate content and eliciting useful employee feedback. There will also be plenty of time for informal networking and exploring ways of applying what you have learned on the job.

Call the conference hotline at 888-362-7400 to attend A.L.I.'s conference on "Strategic Internal Communications: How To Drive EMPLOYEE ENGAGEMENT, Foster COLLABORATION & Maximize ROI Through Your VIDEO, SOCIAL & TRADITIONAL Content" this July in Chicago, IL.

I look forward to a dynamic and worthwhile conference and hope to see you there.

Denise Mckee, COO
ABOUTFACE MEDIA INC.
Conference Chairperson
@AboutFaceMedia

P.S. Reserve your spot today to learn how you and your team can better manage your internal communications that result in maximized engagement and collaboration. Register 3 people and get the 4th for FREE! For more information, click here or call (888) 362-7400.

Why Are Advanced Learning Institute Conferences Different?

Through numerous networking opportunities with your colleagues, you'll leave with many new industry contacts, peer advice and help with your job and career!

"I loved the practical examples. All the speakers were great with real stories to share that I could relate to. The networking was FANTASTIC..."

S. Beelher-Walsh, Brand Manager

MD FINANCIAL

Strategic INTERNAL COMMUNICATIONS - July 22-24, 2013

Interactive Pre-Conference Workshops ~ July 22, 2013

Monday, July 22, 2013

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to better understanding how to build an internal communications strategy that is not only effective, but can be used for multiple purposes. These workshops are designed to enhance your understanding of the informative, case study presentations throughout the remainder of the conference.

... Choose A, B, C or ALL 3 for Maximum Value and Learning ...

8:00 a.m. to 10:30 a.m. – PRE-CONFERENCE MORNING WORKSHOP **A**

Registration and continental breakfast will begin at 7:30 a.m. for the morning workshop attendees.

How To Develop Engaging Content For Your Internal Communications Strategy: Overcoming Common Obstacles & Practical Solutions

Once you've chosen your communication tools, it's the content that truly makes it all come together. It's an ongoing commitment, but when executed well, pays big dividends and is well worth the time and effort.

Internal communications is an especially tough road to travel with seemingly impassable obstacles. You have access to great internal distribution tools, but how do you go about creating compelling content that engages employees while dealing with the issues inherent in an internally controlled distribution channel?

In this workshop, you will be guided through critical concepts that serve as the foundation for developing a content strategy. You'll learn practical approaches and tips for creating content that engages with your audiences, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to ongoing interaction.

Through case study examples, you'll experience common obstacles faced when developing internal communications content and learn, first-hand, how these obstacles not only can be overcome, but in some cases, can be recast as opportunities.

In this compelling, hands-on workshop, you will be shown how to:

- Understand key items and utilize best practices when creating a content strategy
- Develop compelling content that will engage your audience
- Deal with the challenges and benefits presented by inward vs. outward facing distribution
- Address expectations regarding engaging with and sharing video content and "viral views"
- Develop cost effective video content for multiple distribution channels
- Create a phased strategy for developing content, measuring success and achieving acceptance
- How to apply these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc. AboutFace creates short-form, story-driven documentaries for online and social media marketing projects. @AboutFaceMedia

10:30 a.m. to 10:45 a.m. – Break

10:45 a.m. to 1:15 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

How To Transform And Migrate Your Intranet Content To Meet The Needs Of Your Updated Intranet And Its Users

Moving over ugly, unusable content to your shiny new intranet won't ensure use and adoption. If you want your new intranet to meet user needs into the future, you've got to tackle bad content today. Transform it into content that works great on the web and integrates with your platform.

This workshop will provide you with practical approaches for:

- Identifying what gets moved, what to do with it and how to prioritize it
- Rethinking what content you provide and how you deliver it
- Managing a large intranet content transformation effort
- Integrating usability testing and records management
- Tackling taxonomy and tagging in your implementation
- Rewriting and editing to make the content work well on the web

WORKSHOP LEADER: Stacy L. Wilson, ABC is President and Senior Consultant of Eloquor Consulting, Inc. Stacy has more than 22 years of communication experience. @stacylwilson

1:15 p.m. to 2:00 p.m. – Afternoon stretch break / lunch on your own

2:00 p.m. to 4:30 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP C

Refreshments will be provided during this session.

How To Link Your Communication To Your Business Strategy And Measure Its Impact: A Step-By-Step Process

The good thing about measuring electronic communications is that, to some extent, they measure themselves—visitors, page views. It's hard to connect our work with business results unless we plan our communication strategies from the beginning to help deliver those results. This workshop will give you an easy-to-follow, step-by-step process to connect communication to business goals—and then prove the value of the communication.

Specifically in this session, you will learn the difference between communicating a business strategy and communicating in a way that fulfills the strategy—sometimes without even mentioning the strategy itself. You will also be provided with a step-by-step process for engaging your executive management in communication planning in a way that feels like other, logical business processes they are comfortable with, including:

- Determining which stakeholder groups are most important in helping to achieve a particular goal
- Identifying the ideal behaviors for each stakeholder group to reach the goal
- Discovering through informal research which knowledge and attitude messages are contributing to the current (incorrect) behaviors and which messages would better motivate the ideal behaviors
- Choosing the best channels for the ideal knowledge and attitude messages
- Setting measurable objectives for the messages and channels
- Developing measures that will connect your communications with achievement of the ideal behaviors and organizational goals in terms of a return on investment

WORKSHOP LEADER: Angela Sinickas is President of Sinickas Communications, Inc., a consulting firm dedicated to helping organizations achieve business results through focused research and practical solutions. An award-winning organizational communicator since 1974, she has been measuring the effectiveness of communication since 1981. @sinickasa

Rave Reviews From Past Sinickas Communications, Inc. Sessions:

"She was the best presenter of the whole conference. Very, very good information and covered depth of subject."

"Very good. There was a great deal of information provided that can be used immediately in my workplace."

"Fantastic—this will change my approach to planning and measuring immediately!"



Join the conversation #intcomms



Internal Communications
Best Practices

"I wish he had more time!"

General Sessions - Day One - July 23, 2013

8:00 a.m.
Registration & Continental Breakfast



8:30 a.m. **SPEED NETWORKING-WELCOME**
Chairperson's Welcome & Speed Networking

This fun and fast-paced forum is designed to provide you with a unique and fun opportunity to share your goals for this conference while getting to know your fellow conference attendees and their most pressing concerns.

Denise McKee, COO
ABOUTFACE MEDIA INC.
Conference Chairperson
@AboutFaceMedia

9:00 a.m. **CASE STUDY**
Ensuring Success With A Social Intranet: How To Connect With Employees, Foster Discussions & Harness The Power Of The Hub

Leaders and communicators are effectively sparking conversation and connecting employees with each other, management and the information they need to work more effectively. These conversations include, but aren't limited to, executive blogging, fostering discussions, voicing concerns, and addressing business issues.

This session will provide you with specific examples about how your communicators and leaders alike can be successful on a social intranet, including:

- How executive blogging will allow you to connect with your employees in a more personal way and to lay out your vision for the future of the business
- Fostering discussions so your employees can make their opinions heard and have an exchange on how the issues impacts your business
- Connecting employees with each other to share ideas and foster solutions
- Harnessing the power of The Hub to solve business problems by using community and crowdsourcing methods to extend live events, and expose more people to great content

Edward Ford, Enterprise Community Manager
THOMSON REUTERS

9:30 a.m. **CASE STUDY**
Learn How Simplified Language Will Increase Your Employee Engagement Through Improved Readability And Collaboration

Cisco Systems, an IT company with over 60,000 employees, has asked employees to simplify their language and speak in a voice that is distinctively "one" as a company. Within four months of starting this monumental effort, 200 people were trained and actively using the new language guidelines to create content. Leading executives were speaking in more simple and relevant terms at conferences, in email and at internal events. And the momentum continues.

The Brand Language Program was initiated as a result of feedback from employees. They were confused. We realized corporate speak is everywhere, and it isn't harmless. It was alienating our employees and affecting our company culture.

To avoid common pitfalls of corporate speak, Cisco Systems made the decision to change their language. They focused on creating simpler content with a voice uniquely the company's own. During this though provoking session you will learn how you, too, can simplify the language in your content strategy to better collaborate with and engage your employees, including how to:

- Increase employee engagement both online and offline
- Double your internal communications readability

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- Deliver on your core brand promise
- Communicate your unique value to your reader
- Enable clearer understanding and more effective collaboration
- Sharpen content for SEO and SEM
- Provide writing guidelines for all of your content creators
- Validate your position with customers and partners, globally

Michael Lenz, Director, Brand Experience Design
CISCO SYSTEMS

10:00 a.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

10:10 a.m.

Morning Refreshment & Networking Break

10:20 a.m. **GROUP EXERCISE**

Group Round-Table Discussion: Content Decision-Making And Analytics

The key to building a successful internal content strategy is delivering the right content, in the right format, to the right place, at the right time. With the amount of content you're developing and delivering and the number of channels you're delivering it through, how can one ever know if they're succeeding?

During this time discuss with your fellow attendees and pick the brains of your conference speakers to decide what content measurement methods and tools should you be applying in order measure the performance of your content.

10:50 a.m. **INTERACTIVE PANEL**

How To Create, Manage, And Enforce A User-Friendly Governance Plan That Doesn't Overwhelm

An effective governance plan in place will be a key to success in building your internal content strategy; Who updates what; When are updates made; Under what conditions are updates made; What limits exist in updated content; Is there a Content Management System in place; and so on.

This panel of experts with over 30 years of experience in governance is prepared to answer your most pressing questions, provide you with tips & techniques to apply, and help you create a governance plan that will take your internal content strategy to the next level.

Moderator:

Stacy Wilson, ABC, President
ELOQUOR CONSULTING, INC.
@stacylwilson

Panelists:

Terri Morgan, President & CEO
WUDANG RESEARCH ASSOCIATION

Angie Jensen, Technical Communications Specialist
OLMSTED MEDICAL CENTER

More Panelists To Be Announced Shortly

11:30 a.m.

Refreshment & Networking Break

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11:40 a.m. **CASE STUDY**

Document Management Boot Camp: Best Practices For Governance, Organization, Searchability, And Security

Even with the remarkable technology available today, organizations large and small across industries struggle with Document Management. Olmsted Medical Center (OMC) has been recognized with two Web Health Awards and one eHealthcare Leadership Award for their intranet, OMC Connect. OMC's system includes 160 clinicians and over 1,100 staff who provide healthcare services at 17 locations including clinics and a Level IV trauma hospital in and around Rochester, MN. OMC has been able to develop a robust internal governance and sponsorship for its intranet including an internal Core Optimization Team with numerous workgroup representing specific departments and initiatives.

This session will share from the trenches techniques and pitfalls to avoid in crafting your organization's Document Management strategy including complex options around governance and implementation will be discussed along with pros and cons of each approach. You will leave this session with real-world screenshots and key considerations to shape an approach that will match your organization's requirements, including:

- Version management
- Review/Update notifications
- Security configuration
- Workflow considerations
- Accountability
- Reliability in our BYOD world

Angie Jensen, Technical Communications/Portal Administrator

OLMSTED MEDICAL CENTER

@OMCRochesterMN

Chris Heintl, Solutions Consultant and Director of Client Services

HOSPITALPORTAL.NET

@HospitalPortal

12:10 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

12:15 p.m. 

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing content concerns.

1:45 p.m. **CASE STUDY**

How To Foster Positive Employee Satisfaction And Improve Employee Morale Effectively Through Your Content

Employees are being asked to do more with less and to get it all done within their work shift – a real employee morale buster. As communicators, we face the challenge of capturing enough employee interest to break through the hectic schedules long enough for our messages to be read. How can we create employee engagement if we can't gain our audience's attention long enough to scan our morale boosting articles or event promotions? How do we get them to see break room posters if they are so busy they aren't taking breaks?

At OSF Saint Francis Medical Center, a level 3 trauma center that employs a staff of 6,000, we approach internal communications with an inclusive attitude. By including employees within our communication campaigns, we've increased employee awareness (new initiatives or events), improved our employee satisfaction scores (communication focused questions on our employee opinion survey), and gained more timely compliance with policies (such as vaccinations).

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Not only do we solicit employee input for organizational issues through intranet discussion boards, but we recruit staff to be the stars for the communication campaigns that promote the solutions.

This session will provide you with insight into how you can improve employee morale (and get staff buy-in) by incorporating employees into the internal campaign communications, including how to:

- Offer employees a showcase for their talents and correlate these into your organizational goals
- Build anticipation around campaign communications by including diversity of staff
- Use simple interactive intranet features to entertain staff while providing an educational message
- Provide a toolkit for your managers and staff to recognize individual and team achievements

Kristin Johnson, Internal Communications Specialist
OSF SAINT FRANCIS MEDICAL CENTER

2:15 p.m. **CASE STUDY** **Internal Communications Case-Study Coming Soon**

Bonita Brodt, APR, Director of Communications
NORTHWESTERN MEMORIAL HOSPITAL

2:45 p.m. **Q & A SESSION** **Idea Exchange: Questions, Feedback, Collaboration**

2:55 p.m. **Afternoon Refreshment & Networking Break**

3:05 p.m. **GROUP EXERCISE** **Group Round-Table Discussion: Tips & Techniques To Plan, Organize, And Write Content For Today's Sites And Apps**

In today's business environment where the majority of your employees have gone mobile and social media has become a major marketing channel -- your content now competes in a chaos of available sites and apps. This brainstorm session will give you an opportunity to discuss with your conference peers tips and techniques to plan, organize, and write content that will succeed on big screens and small screens in limited characters.

3:35 p.m. **CASE STUDY** **How To Harness Organizational Content To Maximize Your Communication Impact: Identify, Create, Plan, Manage, & Measure**

It's been estimated that the amount of information in the world is doubling every 2 years, and if you work in internal communications, you'll probably feel like you're producing most of it!

Market changes, organizational restructurings, mergers & acquisitions, business strategy and results: there's never a shortage of something to talk about, write about or film, but there is a limit to our time. We often end up focusing solely on content, to the detriment of other value-added activities.

Luckily, in any organization, there are far more sources of content than we might think. By discovering who is already producing content for other purposes and leveraging it as part of a business-wide content strategy, you can transform your communications while freeing up time to invest in building relationships and fostering collaboration and engagement.

Elsevier, a global information solutions company with 7,000 employees, pulled together key stakeholders from across the business to create a content machine that is transforming the way they communicate internally and externally.

In this session, you will hear how to invest your time in creating value-added content that is not only effective, but can be used for multiple purposes, including how to:

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- Identify your content champions
- Create a content strategy that is aligned to business drivers, and get buy-in from key stakeholders
- Plan and manage content to continually reinforce key messages, and measure the impact

Liz Smith, VP, Global Internal Communications

ELSEVIER

4:05 p.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

4:10 p.m.

More "How To's" To Help You Get The Work Done: Day One Wrap Up

Need to dive deeper into specific topics? Want more details? Here's your chance! Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement and discuss what topics you want to hear covered tomorrow.

Denise McKee, COO

ABOUTFACE MEDIA INC.

Conference Chairperson

4:30 p.m.

End Of Day One

4:45 p.m. 

Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

7:00 p.m. 

Dine Around

Sign up during the day for dinner with a group. Take advantage of Chicago's fine dining while you continue to network with your colleagues.

General Sessions - Day Two - July 24, 2013

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation: How To Share Success, Show Progress And Give (And Get) Credit Where Credit Is Due

Your Division, Department or Company is doing great things. You're meeting or exceeding goals, making inroads and adding significant value to the overall effort. The problem is, no one knows it but you. How do you share your story in a way that does not come off as self-serving, lecturing, or – worst of all – boring?

This informative session will provide you with the need-to-know tools in order to showcase your success, inform others about your progress and how to credit others who are excelling, including:

- How to best frame your story to appeal to your target audience
- Getting the most "bang for your buck" – how to utilize your content across multiple distribution channels
- Processes to develop an ongoing content strategy that keeps your stories fresh and relevant

Denise McKee, COO

ABOUTFACE MEDIA INC.

Conference Chairperson

9:10 a.m.

CASE STUDY

How To Make Sense Of A Multi-Channel Approach: Initiate The Conversation, Quantify The Challenge And Engage Your Audience To Uncover The Needs Of Your Organization

Pacific Gas and Electric Company (PG&E) is a regulated utility serving customers across 70,000 square miles of California. Reaching employees throughout the service territory is critical but challenging. The utility industry is evolving and embracing new technology in the office as well as in the field. Multiple communication channels are needed to reach a highly mobile workforce.

PG&E utilized available tools (i.e. Sharepoint 2007) combined with creative pilots (Yammer, Video Signage, Show N'Share) to assess the opportunities, challenges and impact of digital communications on a diverse, field based workforce.

This session will explore challenges involved in the search for a balanced multi-channel approach, including how to:

- Build credibility and to establish governance that creates a balance between your social media advocates and the business process focus of your company
- Use a Yammer pilot to jumpstart your social media experience
- Impact your overall content strategy with multi-channel portfolios
- Begin to make technology simple while uncovering the highest priorities of employees and leaders alike

Laurel Castiglione, Senior Manager – Digital Communication Strategy

PACIFIC GAS & ELECTRIC COMPANY

9:40 a.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

9:50 a.m.



Morning Refreshment & Networking Break

10:00 a.m. **CASE STUDY**

Responsive Content Design - Desktop, Tablet, or Phone

The Wudang Research Association was founded in 1996 as a specialty publishing company. Our first publication was our web site, wudang.com. It was one of the first English and Chinese dual-language sites on the internet. Over the years, we have continually adapted to changing technologies. Our content strategy, however, has remained the same - ensure our global audience can access our site on whatever device they have.

Managing content in one language takes skill and craftsmanship. Your message and presentation have to be crafted for the audience and the enterprise, files have to be managed, and keeping things fresh is a constant struggle. What do you need to manage content in more than one language? On multiple devices?

Delivering responsive pages in multiple languages can be simplified by adopting a clear editorial strategy and using a good content management system. This forward-thinking presentation will provide you with tips for creating a comprehensive content management strategy, including:

- Defining your content delivery strategy
- Ensuring accessibility for all visitors on any device
- Choosing your tools
- Handling cultural issues for internal teams and external visitors
- Support and management of remote teams

Terri Morgan, President & CEO

WUDANG RESEARCH ASSOCIATION

10:30 a.m. **INTERACTIVE PANEL**

The Pros And Cons Of The Content Management Systems Available To You

This panel session compiled of vendor experts will discuss how to choose the right CMS for your needs. This session will provide you with reviews of the best CMS's discovered, as well as recommendations on which CMS to avoid.

Panelists:

Shannon Ryan, CEO

NON-LINEAR CREATIONS INC.

Jeff Willinger, Director of Collaboration, Social Computing and Intranets

RIGHTPOINT

More Panelists To Be Announced Shortly

See Page 18 For Details On Participating In This Special Vendor Panel

11:10 a.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

11:20 a.m. 

Refreshment & Networking Break

11:30 a.m. **CASE STUDY**

How To Leverage Your Business Area Experts To Improve Corporate Wide Communications, Collaboration, And Engagement

Noven Pharmaceuticals, Inc., is a specialty pharmaceutical company with industry-leading transdermal expertise. A company with over 650 employees working in facilities located in: Miami, FL; New York, NY; and Carlsbad, CA, and in sales force territories located across the US. Noven is using its intranet to connect all sites and all employees to each other. With the launch of their corporate intranet, Noven's governance team developed a working formula for value-added content by leveraging business area experts.

This session will provide you with tips & tools for the development of content governance that leverages business area experts to improve corporate wide communication, collaboration and engagement, including how to:

- Engage and encourage your business area experts to own and develop content
- Develop content governance for the maintenance of the process
- Train and support your business area experts to maintain growth and content development

Annette Balboa, Business Solutions Analyst, II
NOVEN PHARMACEUTICALS, INC.

12:00 p.m. **CASE STUDY**

How to Re-Purpose, Re-Package, And Re-Use Engaging Content To Recognize Your High-Performance Employees

The Molex Corporate Communications team faced a daunting challenge: communicate a new employee recognition program to multiple audiences, in multiple regions, and in multiple languages!

This session will provide you with the tools you need to deliver a consistent message by re-purposing, re-packaging and re-using your content across different forms of media including an executive blog, online newsletter, intranet site, employee meetings and video programs. You will walk away with new ideas of how to re-purpose your content to reinforce your values and improve employee engagement, including:

- Proven methods to help you deliver engaging content to a global audience
- Successful ways to use different forms of media to deliver a consistent message
- Cost-effective communication practices that won't break your budget

Susan Armitage, Vice President Corporate Communications
Glen Capek, Multimedia Manager
Andrew Veach, Senior Communications Specialist
MOLEX INCORPORATED

12:30 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

12:40 p.m.

Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

Denise McKee, COO
ABOUTFACE MEDIA INC.
Conference Chairperson

12:50 p.m.
Close Of General Sessions

Complete your conference experience with Post-Conference Workshop D!

1:30 p.m to 4:00 p.m.

Take the information you gained from the general sessions and focus on your individual needs and applications. You will leave this hands-on workshop inspired and ready to embark on your own social media journey.

**The “How-To’s” Of Designing Structured Content:
How To Create Content To Spur Discussion, Identify Gaps, Align Your Employees,
And Resolve Issues**

Content is on your desktop, in print, flooding your inbox, and bombarding your mobile. Companies are struggling to engage with a multi-channel, multi-device, multi-lingual workforce with timely, consistent and relevant content. As a solution many of us deploy numerous tactical solutions to repurpose content from one channel to another. Or we use responsive design to just-in-time deal with content on the target device.

But how does structured content happen? How do you create content once that can be published everywhere? Where do you start? What do you need? Who needs to be involved? How much effort do you need to invest?

Designers, technologists, and editors need to align in order to create structured content. You must create models that communicate a shared understanding of the content requirements, to align the design vision with the editorial needs, convey them in a tech-ready form, and bring your strategy for structured content to life.

In this workshop you will learn how to create content models that will spur discussion, identify gaps, align teams, resolve issues, and ultimately design reusable content that can be used everywhere.

WORKSHOP LEADER: Jeff Willinger is the Director of Social Computing, Collaboration and Intranets at Rightpoint and was recently named the top SharePoint person to watch in 2012 and one the most influential social media people in the city of Chicago. He specializes in advising clients on social computing strategies, social intranets and portals, mobile reach vs. reach and increasing employee engagement.

TESTIMONIALS FROM PAST RIGHTPOINT SESSIONS:

"Entertaining and relevant material."

"I wish he had more time!"

Wednesday, July 24, 2013

Wrap up your conference experience with a hands-on workshop that will leave you inspired and ready to embark on your own internal communications journey!

Sign up for this post-conference workshop and receive one in-office training on a future date of your choice.

1:30 p.m. to 4:00 p.m. – POST-CONFERENCE WORKSHOP **D**

Afternoon refreshments will be provided.

**The “How-To’s” Of Designing Structured Content:
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TESTIMONIALS FROM PAST RIGHTPOINT SESSIONS:

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CONFERENCE SUPPORTERS:



Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

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For more information: <http://www.odwyerpr.com>

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"Really great combination of very diverse presentations covering a wide range of topics."

M. Mourato Gordo, Senior Management Officer

UNITED NATIONS

"Practical advice and information that I can use in my own planning process."

B. Swanson, Manager, Editorial Communications

WENDY'S INTERNATIONAL, INC.

"Lots of really useful information, great contacts - - thanks for putting on such a good conference!"

S. Shoemaker, Director of Employee Communications

AT&T

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

University of Chicago Gleacher Center
450 N. Cityfront Plaza Drive
Chicago, IL 60611

Built to meet the demanding requirements of the top-ranked University of Chicago Booth School of Business, the Gleacher Center offers an outstanding corporate environment for learning and the exchange of ideas. Located just steps from North Michigan Avenue, their six-story, 50,000-square-foot venue was meant to foster the interaction of people and ideas. To learn more about the Center, get directions/maps, & find out about area attractions, visit their website at: <http://www.gleachercenter.com/about/>.

Wireless internet service will be provided free of charge in all meeting rooms.

SLEEPING ROOMS WILL BE HELD 2 BLOCKS AWAY AT THE:

InterContinental Chicago Magnificent Mile Hotel

505 N. Michigan Avenue
Chicago, IL 60611
Hotel Phone: (312) 944-4100
Reservations: (800) 628-2112
<http://www.icchicagohotel.com/>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the reduced rate of \$199/night. Please call the hotel as soon as possible to help ensure this rate & mention the "Advanced Learning Institute Communications Conference".** We recommend that reservations be made early as rates are subject to availability.

The InterContinental Chicago Magnificent Mile Hotel is located at the gateway to Chicago's famed Magnificent Mile -- the best destination in downtown Chicago for shopping, dining and entertainment. Airport access is located 12 miles away at Chicago Midway International Airport (MDW) and 16 miles away at Chicago O'Hare International Airport (ORD).



Join us in Chicago, IL, for A.L.I.'s "Strategic Internal Communications: How To Drive EMPLOYEE ENGAGEMENT, Foster COLLABORATION & Maximize ROI Through Your VIDEO, SOCIAL & TRADITIONAL Content" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to Chicago, IL please go to: <http://www.explorechicago.org/>.

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials -- including access to the conference wiki (includes electronic copies of presentation materials and ongoing networking with attendees), continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by May 31st	Regular Pricing: Register with payment after May 31st
Conference Only (July 23 & 24)	\$1,699	\$2,099
Conference (July 23 & 24) Plus One Workshop (July 22 or 24)	\$2,099	\$2,499
Conference (July 23 & 24) Plus Two Workshops (July 22 &/or 24)	\$2,399	\$2,799
Conference (July 23 & 24) Plus Three Workshops (July 22 &/or 24)	\$2,599	\$2,999
Conference (July 23 & 24) Plus All Four Workshops (July 22 & 24) -- ALL ACCESS PASS	\$2,699 BEST VALUE!	\$3,099
Conference Workbook Only (if not attending)	\$199* + \$20 S&H	

*IL residents will be charged 9.25% sales tax on workbook orders.

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications audience. For a limited time we will be running a special offer that will include an exhibit table as well as the opportunity to participate in the July 23rd Vendor Panel Debate. Space is limited, so please call Erin at (773) 695-9400 ext. 216, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,699! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. PAST ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. As a past A.L.I. conference attendee, receive a \$200 discount off your next A.L.I. conference.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (**before July 8th**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (**on or after July 8th**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"This conference was incredibly timely for me and covered exactly the content that I needed."

R. Stevens, Director, Learning Technology & Communications

STAPLES, INC.

"Outstanding! One of the most amazing conferences I have attended in a while."

A. Kaszowski, Web Producer

ST. JOSEPH'S HEALTH CARE LONDON

ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Communications · Brand Management · Human Resources · Social Media
Strategic Planning · Healthcare · Technology · Marketing
Performance Measurement · Government · Biometrics · Pharmaceuticals**

WE GUARANTEE RESULTS:

Since 1997, the Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

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- Pfizer
- Nationwide Insurance
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- Chrysler
- Allstate Insurance
- Capital One Financial Corporation
- American Heart Association
- State Farm Insurance
- American Express
- Disney
- IBM Corporation
- Mayo Clinic
- U.S. Department of Defense
- John Deere
- PepsiCo
- Shell Chemicals
- Verizon
- Microsoft
- Lockheed Martin
- Southwest Airlines
- Northwestern Mutual
- American Cancer Society
- Tasty Catering
- Pennzoil-Quaker State Company
- Kaiser Permanente
- Target Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- AT&T
- AstraZeneca Pharmaceuticals
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- Sprint
- Merck
- Mars Chocolate North America
- General Motors
- American Red Cross
- Morgan Stanley
- Starbucks
- Chase Manhattan Bank
- Dean Foods Company

Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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Strategic INTERNAL COMMUNICATIONS
*How To Drive EMPLOYEE ENGAGEMENT,
Foster COLLABORATION & Maximize
ROI Through Your VIDEO, SOCIAL
& TRADITIONAL Content*

July 22-24, 2013 • The University of Chicago's Gleacher Center, Chicago

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the July 2013 Internal Content Strategy Conference in Chicago.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Conference Only
- Conference Plus Workshop(s):
 - Pre-Conference Workshop A:** How To Develop Engaging Content For Your Internal Communications Strategy: Overcoming Common Obstacles And Practical Solutions
 - Pre-Conference Workshop B:** How To Transform And Migrate Your Intranet Content To Meet The Needs Of Your Updated Intranet And Its Users
 - Pre-Conference Workshop C:** How To Link Your Communication To Your Business Strategy And Measure Its Impact: A Step-By-Step Process
 - Post-Conference Workshop D:** The "How-To's" Of Designing Structured Content: How To Create Content To Spur Discussion, Identify Gaps, Align Your Employees, And Resolve Issues
- I would like to order a conference workbook only (if not attending the conference)
- Please add me to your mailing list to receive future conference notifications

Name: _____

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