



Innovations in **EMPLOYEE** COMMUNICATION

*Navigating the New Frontiers in Employee Communication and Social Media:
Strategy, Implementation & Measurement to Deliver Results*

October 1 - 3, 2013 • DePaul University, Chicago, IL

Host University:



Produced in association:



******* Register by August 15th to Save \$400! *******
Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 – or – (773) 695-9400

KEY HIGHLIGHTS

Are you ready to navigate the new frontiers in employee communication?

DePaul University, IABC Chicago and Advanced Learning Institute is pleased to collaborate and present to you the latest trends and issues in employee communication strategy, implementation and measurement at the 2013 Innovations in Employee Communication Conference and Workshops.

Communicators should engage with employees to determine what motivates them, what worries them, and what's on their minds. Tailor key messages to the relevant issues and concerns of your employees. Find ways to make the messages meaningful and actionable to employees. Deliver those messages in a manner that promotes trust and confidence. Then see if it worked.

Join us as senior employee communication executives and leading consultants reveal how to create a strategic employee communication plan that delivers results. Moreover, you will discover how top organizations develop communication strategies under a variety of business conditions.

During this conference and workshops on October 1-3, you will learn best practices from leading employee communications practitioners, including strategies for:

- Communicating your organization's goals and strategy
- Building credibility and trust through employee communication
- Living the brand promise internally
- Developing and implementing your employee communication program
- Improving workforce engagement and commitment
- Communicating the organization's reputation, employment brand and values
- Overcoming today's challenges through effective employee communication
- Employee Communication Measurement: Aligning organizational success through communication metrics
- Engaging Employees in New and Different Ways
- Socializing Your Employee Communication
- What's Next? Communicating to a Diverse Workforce

Register by August 15th 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

Connect, collaborate & learn from:

- Rhonda Rathje, Director, Global Associate Communications, **WalMart**
- Jessie Fenske, Public Affairs Specialist, **Mayo Clinic**
- Jim Warda, Senior Communications Manager, **Walgreens**
- Karen Horn, Vice President, Corporate and Employee Commitment, **BMC Software**
- Charles Boesel, Director, US M&A Advisory Practice, **PWC**
- Chris Gay, Principal, **Bridge Consulting**
- Bruce Moorhouse, Owner, **Moorhouse Consulting** (formerly 3M and University of MN)
- Linda Kingman, Managing Director and David Wright, Senior Vice President, **Insidedge**
- Ken Groh, President, **Groh Communications**
- Brad Trask, Consultant, **Gagen MacDonald**
- Jill LaNouette, Vice President, Communications, Public Affairs, **Cardinal Health**
- Lonnie Ross, Manager, Publications & Employee Communications, **DTE Energy**
- Ron Culp, Instructor and Professional Director of MA Program, **DePaul University**
- Kelly Richmond Pope, Associate Professor, **DePaul University**
- Susan Hodges, Communications Manager, **Caterpillar Inc.**
- Robert Donohoe, Director, Global Internal Communications, **Honeywell**
- Howard Karesh, APR, Director Internal Communications **Exelon**
- And more!

WHY YOU MUST ATTEND THIS LEADING CONFERENCE FOR INTERNAL COMMUNICATIONS:

Here is your opportunity to master the key strategies in employee communication management, apply the knowledge of proven experts to your business problems, and compare the views of leading business thinkers. Moreover, you will hear and speak with top employee communication executives during the sessions and in intimate optional workshop groups.

We look forward to seeing you at DePaul University in Chicago on October 1-3.

If you are responsible for employee communication, organizational change, or human resources this conference and workshops are for you. Bring your toughest problems and see how our panel of experts would solve them. You'll be in the company of other employee communication executives. Register today.

Innovations In Employee Communication - Oct. 1 - 3, 2013

Interactive Pre-Conference Workshops ~ October 1, 2013

Tuesday, October 1, 2013

Fine tune your employee communications plans by attending your choice of these optional, hands-on, interactive workshops – designed to help you focus on special topics of interest.

.... Choose A or B or BOTH!

8:30 a.m. to 11:30 a.m. – PRE-CONFERENCE WORKSHOP **A**

How to Position Your Employee Communications Function As A Critical Leadership Role Within Your Organization - To Add Value and Drive Key Metrics

Only about 60% of an organization's potential is realized. During this interactive workshop, you'll learn about a revolutionary, new approach to internal communications that will dramatically increase your organization's performance. Developed, researched and implemented over a number of years, this new methodology puts internal communications into a dynamic and critical leadership role.

In this hand-on session, you will learn strategies and processes to re-invent your own internal communications processes, including:

- New insights about how organizations really work
- How to create world-class performance using the latest internal communication methods
- How to improve important metrics such as customer turnover, gross margin, ROI etc.
- How to make Internal Communications a critical function in your organization and get a seat at the table

Don't miss this innovative and fast moving workshop that showcases a new approach to Employee Communications in the organization.



Bruce Moorhouse, Owner

MOORHOUSE CONSULTING

And former Manager, Corporate Communications, **3M** and Adjunct Professor of Communication at **UNIVERSITY OF MINNESOTA**

12:00 p.m. to 1:00 p.m. – Lunch

1:00 p.m. to 4:00 p.m. – PRE-CONFERENCE WORKSHOP **B**

How To Execute Your Business Strategy with Engaged Employees and Aligned Leaders

The commitment of employees and leaders at all levels of your organization can make the difference in successfully executing your business or brand strategy. You want to ensure that leaders are prepared to commit to and model the strategy and employees understand the strategy so they know how they can contribute to the organization's success on their jobs each day. Ultimately, you want to win the head, hearts and hands of everyone in your organization so you are all working toward the common goal of marketplace success.

Through best practices, stories from other organizations, and an interactive case study, in this workshop you will learn to:

- Align your leaders in ways that ensure they understand the importance of engaging employees and are well-prepared to execute their role in the process
- Simplify your message and make it understandable, meaningful and memorable
- Articulate clear, actionable behaviors that can drive action planning at the team and individual level
- Identify and meet the needs of various stakeholder groups (different work environments, generations, cultures, etc.)
- Use highly creative ways to energize employees, build pride and truly engage them in the strategy



Chris Gay, Principal

BRIDGE CONSULTING

8:00 a.m. – 8:30 a.m.

Registration, Continental Breakfast & Networking

8:30 a.m. – 9:00 a.m.

Welcome & Speed Networking: Connect With Your Colleagues

Meet other employee communicators in this fun and fast-paced forum designed to provide you with an opportunity to share your goals for this conference while getting to know your fellow conference attendees and their most pressing concerns.



Lee Hornick
Program Director

ADVANCED LEARNING INSTITUTE

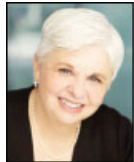
9:00 a.m. – 9:45 a.m.

Communicating your Organization's Goals And Strategy Effectively To Achieve Business Objectives

Your ability to achieve business objectives depends on how well you engage, align, and motivate your employees. Effective dialogue with employees directly impacts your bottom-line performance, driving such objectives as productivity, quality, safety, customer loyalty, employee retention, and outperforming the competition.

During this session, you will gain insights into setting realistic goals and creating a strategy that works within your own organization, including practical advice for:

- Developing a cross-functional communication strategy
- Influencing attitudes and behaviors through open and credible communication
- Deploying the strategy that motivates employees



Karen Horn
Vice President, Corporate and Employee Commitment

BMC SOFTWARE

9:45 a.m. – 10:30 a.m.

Building Credibility and Trust Through Employee Communication

Many companies suffer from a disconnect between what they say and what they do.

They use the phrase, "Our people are our greatest asset!" but, at the same time, they establish employee policies that can be seen as takeaways, and restrictive to creativity and entrepreneurial thinking. Such a disconnect results in low employee morale, poor customer service and high levels of turnover.

Companies that truly value their employees demonstrate their high regard by treating their employees like adults, like valued business partners, and at the same level as they treat their customers. So, how can employee communicators bridge the credibility gap?

Well, if your company is in the midst of a crisis of confidence, it won't be easy – because building trust takes time and a strategy. But it can be done. This session starts with success stories from our panelists on how to build credibility within your organization. Then it becomes interactive. Be sure to bring your successes, frustrations and ideas because the purpose of this session is to share and discuss with both the panelists and the audience.



Ken Groh
President
GROH COMMUNICATIONS



Howard Karesh, APR, Director Internal Communications
EXELON



Jim Warda
Senior Communications Manager
WALGREENS

10:30 a.m. – 10:45 a.m.



Networking & Refreshment Break

10:45 a.m. – 11:30 a.m.

Living the Brand Promise Internally: How to Consistently Deliver Your Brand Through Your Employees

Employees often constitute the heart and soul of a company. Particularly in services businesses, it's people who ultimately deliver your brand promise. During this session, you will learn how to:

- Give your brand a voice
- Roll out your brand promise to employees
- Set expectations
- Identify brand leaders
- Evaluate and monitor
- Reward and recognize employees



Brad Trask
Consultant

GAGEN MACDONALD

11:30 a.m. – 12:15 p.m.

Developing & Implementing Your Employee Communication Program in the M&A Environment, and Driving Change

Communicators are critical to making change happen. Communicators have the opportunity to play a leadership role in the process. But this can only happen when communicators understand the components of the change process and synchronize their thinking and activities to that process.

- During this session, you will gain new insights into:
- Accessing the needs of your corporate culture
- Positioning your corporate culture during a merger and acquisition
- Harnessing the creativity of your workforce



Charles Boesel
Director, PwC US M&A Advisory Practice

PWC

Anne Luetzow, Manager, Mergers & Acquisitions, Human Capital

PWC

12:15 p.m. – 1:15 p.m.



Networking Lunch

1:15 p.m. – 2:00 p.m.

Improving Workforce Engagement and Commitment with Internal News Delivery

Internal news is not most employees' first priority. However, when done right, internal news is a powerful tool in improving workforce engagement and commitment. Mayo Clinic recently reengineered internal news delivery and will share what it learned about using internal news to engage employees.

During this session you will learn:

- How to discover what employees find compelling

- How to determine what channels to use to reach employees
- How to use social media to engage employees
- How to create compelling content and make the important interesting



Jessie Fenske
Public Affairs Specialist
MAYO CLINIC

2:00 p.m. – 2:45 p.m.

Communicating Your Organization's Reputation, Employment Brand and Values

Organizations face many competitive challenges in today's dramatically different business environment. To build acceptance and understanding from employees, you need to motivate and nurture relationships.

During this session, you will discover how to influence behaviors and attitudes and shape your organization's reputation using the latest innovations in employee communications that are working, including strategies for:

- Building trust and credibility
- Aligning communication to the corporate culture
- Gaining buy-in from employees



Lonnie Ross
Manager, Internal Communications
DTE ENERGY

2013 IABC Gold Quill Award for Employee Communication

2:45 p.m. – 3:00 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m. – 3:30 p.m.

Group Round-Table Discussions on Overcoming Common Obstacles in Employee Communications: Connect, Collaborate and Learn from your Fellow Conference Attendees

Need to dive deeper into specific topics? Want more details? Here's your chance! The group will identify common key challenges in employee communications and you'll choose which discussion group you'd like to join to share best practices, idea and experiences. Learn from other internal communicators from a variety of organizations and get feedback and ideas for improvement of your own plans.

3:30 p.m. – 4:15 p.m.

Overcoming Today's Challenges Through Effective Employee Communication

Learn, firsthand, from this Fortune 500 "Best Places to Work" award winner!

Cardinal Health works across the broad healthcare spectrum to help make healthcare more cost-effective. To do that requires inclusion. They strive to reflect the diversity of the industry, customers and the communities they serve. And they must create an environment where all employees can work together with confidence and trust; an environment where no matter what their background, employees will be supported to do their best work.

Innovations In Employee Communication - Oct. 1 - 3, 2013

General Sessions - Day One - October 2, 2013

During this session, you will hear the secrets behind this award-winning organization's success. You'll learn:

- How to communicate to employees to get results
- Critical elements of any employee communications program that drives employee commitment, trust and bottom-line results
- Strategies for aligning communications to a workforce of more than 30,000 people worldwide



Jill LaNouette
Vice President, Communications, Public Affairs
CARDINAL HEALTH

4:15 p.m. – 5:00 p.m.

Extreme makeover: How the Federal Reserve Bank of Chicago changed its (Pin) Stripes

Face it: now that social media is here, the rules of Corporate Communications are changing faster than Madonna sheds personas. As new generations enter the workforce, it's evolve or die. But what if you work for a pinstriped institution steeped in old school ways? In this unique case study, you'll learn how the Federal Reserve Bank of Chicago, an institution beholden to pillars and eagles, turned their communication model upside-down by embracing multi-media and Madison Avenue inspired advertising techniques to capture the hearts and minds of their employees

In this session, you'll learn:

- Wage sizzling branding campaigns to "sell" your company's mission
- Write zippy content employees actually enjoy reading
- Inject new life into your town halls and other employee forums
- Infiltrate the employee underground with blogs and social group
- Measure outputs, outcomes and business results

Lynn Benjamin, Manager, Internal Communications

FEDERAL RESERVE BANK OF CHICAGO

Karan Chandler, Assistant VP, Internal Communication

FEDERAL RESERVE BANK OF CHICAGO

5:00 p.m. – 6:00 p.m.



Networking Reception: Please Join Us!

Join your colleagues for a complimentary networking reception with students from DePaul University IABC student chapter, IABC Chicago board members, speakers and fellow attendees.

Innovations In Employee Communication - Oct. 1 - 3, 2013

General Sessions - Day Two - October 3, 2013

8:30 a.m. – 9:00 a.m.



Continental Breakfast & Networking

9:00 a.m. – 10:00 a.m.

Engaging Employees in New and Different Ways

The impact of enterprise intranets and social media channels has changed the way we communicate to employees. During this interactive session, a panel of top employee communication executives will discuss how to:

- Communicate your vision and values
- Integrate your strategic communication planning into a long-term commitment
- Build a healthy corporate culture
- Develop organizational trust and productivity through communication
- Use your intranet and social media channels
- Align your employee communication strategy within a changing organization
- Reinforce the behavior and motivation to influence leadership

Moderator:



Lee Hornick
Program Director
ADVANCED LEARNING INSTITUTE

Panelists:



Kelly Richmond Pope
Associate Professor
DePAUL UNIVERSITY



Susan Hodges
Communications Manager
CATERPILLAR INC.



Ron Culp
Instructor and Professional Director of MA Program
DePAUL UNIVERSITY



Margie K. Nellas
Organizational Development Supervisor
CATERPILLAR INC.

10:00 a.m. – 10:15 a.m.



Networking & Refreshment Break

10:15 a.m. – 11:00 a.m.

Socializing Your Employee Communication

With all of the new media tools at your disposal, organizations have more opportunities and face more challenges in engaging their employees than ever before. Engaged employees are valuable, as they care more about their company and are more likely to see their work as an investment rather than simply a "job." During this session, you will gain new insights into social media strategies that work.



Rhonda Rathje
Director, Global Associate Communications
WALMART

11:00 a.m. – 11:45 a.m.

What's Next? Communicating Change to a Diverse Workforce

Making a solid case for the change is critical for the change to have a lasting effect. Cynical stakeholders who have seen change initiatives fail in the past are likely to avoid risks associated with change. They become roadblocks when new change initiatives are broached. During this session, you will discover new ways to influence behaviors and attitudes of employees in a variety of situations.



Robert Donohoe
Director, Global Internal Communications
HONEYWELL

11:45 a.m. – 12:00 p.m.

Conference General Sessions Wrap Up: 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.

Wrap up your conference experience by learning best practices and strategies for measuring that really matters in employee communications. You'll leave with new ideas to help you better manage and measure your own effectiveness.

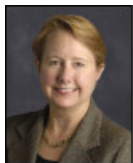
1:00 p.m. to 4:00 p.m.

POST-CONFERENCE WORKSHOP C

Outputs and Outcomes: Measuring What Really Matters in a Digital World

Never before have organizations been subjected to such rapid change and to so many market pressures. Along with positive business results, change can frequently have negative effects, including lowered morale and productivity. During this workshop, you will gain valuable insight into managing employee communication through measurement.

During this interactive wrap up workshop, you'll have the opportunity to discuss your own measurement challenges and questions to help you on the path to success.



Linda Kingman
Managing Director
INSIDEDGE



David Wright
Senior Vice President
INSIDEDGE

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

DePaul University Campus Center

1 E. Jackson Blvd.,
Chicago, IL 60604

<http://www.depaul.edu/campus-maps/buildings/Pages/depaul-center.aspx>

The DePaul Center is the anchor of DePaul's Chicago Loop campus. The 11-floor facility is located at the corner of Jackson and State Streets. It is approximately 20 miles from O'Hare International Airport and 12 miles from Midway Airport. Area Map: <http://goo.gl/maps/SOHkj>

DePaul University has negotiated preferred rates at the Club Quarters Hotel, located just 3 blocks from the DePaul Meeting Center. Current preferred rates range from \$156-\$184 per night, subject to availability.

Club Quarters, Central Loop

111 West Adams Street
Chicago, IL 60603

Hotel Phone: (312) 214-6400

http://www.clubquarters.com/loc_chicago.php

To make a reservation, please call the hotel directly at (312) 214-6400 and ask for the Gold Status Member rate for "DePaul University." Alternatively, you may book online at http://www.clubquarters.com/loc_chicago.php and input DEPAUL UNIVERSITY as the loyalty code.

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 all conference materials), continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	EARLYBIRD Pricing: Register & pay by August 15th	REGULAR Pricing: Register & pay after August 15th
Conference Only (Oct. 2-3)	\$1,699	\$2,099
Conference (Oct. 2-3) Plus One Workshop (Oct. 1 or 3)	\$2,099	\$2,499
Conference (Oct. 2-3) Plus Two Workshops (Oct. 1 &/or 3)	\$2,399	\$2,799
Conference (Oct. 2-3) Plus Three Workshops (Oct. 1 & 3)	\$2,599 BEST VALUE!	\$2,999
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 training. If payment has not been received two weeks before the conference, a credit-card hold, conference 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. 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 is 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 training (before Sept. 16th) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the training or less (on or after Sept. 16th) 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.

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 trainings serve a broad range of specialized industries and functions, including:

Government · Communications · Performance Measurement · Strategic Planning
Social Media · Health Care · Brand Management · Marketing · Biometrics · Human Resources · Technology

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 training 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:

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Fairfax County Government
- Department of Transportation
- CDC
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
- Army
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA
- City of Las Vegas, NV
- City of Chicago, IL
- Department of Justice
- FBI
- U.S. Government Printing Office
- Commonwealth of Virginia
- Smithsonian Institution
- Department of Energy
- Social Security Administration
- Department of Defense
- NASA
- City of Scottsdale, Arizona
- House of Representatives
- State of Iowa
- NIST
- Washington State
- Maricopa County, AZ
- Department of Health and Human Services
- National Academy of Public Administration
- Department of Education
- Department of Agriculture
- City of Overland Park, Kansas
- Louisiana Department of State and Civil Service
- Department of the Treasury
- Homeland Security
- San Diego Airport, California
- Air Force
- Nashville and Davidson County, TN
- Court Services and Offender Supervision Agency
- Peace Corps
- FEMA
- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
- Office of the Governor, Washington
- American Institutes for Research
- USAID
- NOAA
- American Society for Microbiology
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- Small Business Administration

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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Registration Form

Please photocopy for group members.

☐ Yes, register me for the Oct. 2013 Innovations in Employee Communications Conference in Chicago, IL.

E-mail Priority Code: _____ Amount Due: _____

Please check:

- ☐ Conference Only
- ☐ Conference Plus Workshop(s):
 - ☐ Pre-Conference Workshop A: How to Position Your Employee Communications Function As A Critical Leadership Role Within Your Organization - To Add Value and Drive Key Metrics
 - ☐ Pre-Conference Workshop B: How To Execute Your Business Strategy with Engaged Employees and Aligned Leaders
 - ☐ Post-Conference Workshop C: Outputs and Outcomes: Measuring What Really Matters in a Digital World
- ☐ I would like to order a conference workbook only
- ☐ Please add me to your mailing list to receive future conference notifications

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Card #: _____ Exp. Date: _____

Extra 3-4 digits on front/back of card: _____

Credit Card Billing Address: _____

Signature/Name on credit card: _____

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Mail to: Advanced Learning Institute, 1301 W. 22nd Street, Suite 809 Oak Brook, IL 60523