

Don't Miss This Updated Conference Packed With Proven Strategies  
To Help You Bring Your Strategy & Brand To Life!

# Performance-Driven EMPLOYEE & BRAND ENGAGEMENT

How To Use Social Media & Traditional Internal Communications  
To Engage Employees, Deliver On Your Brand Promise,  
Add Value & Drive Bottom-Line Results

August 5-7, 2013 • Philadelphia, PA

REGISTER BY JUNE 14<sup>TH</sup> TO SAVE \$400!

## WHAT YOU WILL LEARN

Employee & brand engagement has a direct impact on your organization's bottom line. Attend this conference to learn actionable tools and breakthrough strategies to help you leverage the power of social media and traditional communications to build and maintain stronger engagement, inspire employees and create workforce behaviors that deliver a consistent and positive message, including:

- **Involving** your entire organization in the development of an authentic, inspiring and compelling story
- **Using** social media to further employee & brand engagement
- **Aligning** corporate, product and internal brands
- **Driving** success with the right corporate culture
- **Using** internal branding as a core strategy to deliver value to clients and consumers
- **Building** a powerful and engaging global workforce through the assimilation of your employees & leaders
- **Delivering** a consistent, accurate and positive brand experience
- **Inspiring** and enabling a rapidly-growing workforce to promote the brand promise
- **Encouraging** employees to "live the brand" and removing traditions and obstacles that are hindering delivery of the brand promise
- **Measuring** the effectiveness of your employee engagement strategy and maximizing the ROI
- **Engaging** senior leadership to ensure they are modeling focused brand messages and leading the charge
- **Enabling** a smarter workforce through a social business adoption strategy that makes social business a part of your culture

## PRESENTED BY



## SUPPORTING ORGANIZATIONS

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Internal Communications  
Best Practices

## SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on using social media and traditional internal communications to engage employees to deliver your brand promise and drive bottom-line results from practitioners at these leading organizations, including:

JetBlue Airways

Domino's Pizza

Scripps Networks Interactive, Inc.

Cabela's Incorporated

Exelis

Visiting Nurse Service of New York

MGM Grand Hotel & Casino

Genesis Healthcare

ConAgra Foods

Nationwide Children's Hospital

IBM Global Business Services

Bridge Consulting

The Storybranding Group

Inward Strategic Consulting

Jim Shaffer Group

HOME

Rightpoint

North Shore-LIJ Health System

Register by June 14th 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](http://www.aliconferences.com)

## WHO WILL ATTEND:

This conference has been researched with and designed for Directors, Managers, Vice Presidents, Specialists, Officers, Leaders and Consultants involved in:

Employee Communications

Employee Engagement

Corporate & Brand Identity

Corporate Communications

Internal Communications

Brand Development

Electronic Communications

Business Development

Workplace Engagement

Communications Management

Interactive Media

Social/New Media

Change Management

Marketing

Public Relations/Affairs

Global Communications

Strategic Planning

Online, Publication & Web Content

Training & Development

Organizational Transformation  
& Development

Human Resources

And all those interested in engaging their employees, driving performance, maximizing their communications and getting a seat at the table.

## Collaborate Using the Conference Wiki

All attendees will be invited to expand their networks and continue their conversations via the conference wiki --- an online tool providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event

## WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several organizations are making dramatic strides in developing successful employee & brand engagement strategies 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 use social media & traditional internal communications to engage employees to deliver your brand promise & drive bottom-line results.

## BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all those who are committed to improving employee & brand engagement. You'll benefit from:

- **17 innovative speakers** at your disposal to share their strategies and experiences in employee & brand engagement fundamentals that are already proven to work
- **Over 20 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 (**August 5 &/or 7**) -- 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 employee & brand engagement strategies upon your return to the office
- **A comprehensive overview** of employee & brand engagement innovations from leading practitioners like **Domino's Pizza, MGM Grand Hotel & Casino, Cabela's, Genesis Healthcare**, and many more
- **Acquiring new knowledge** to help transform your engagement strategies and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading engagement initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to revolutionize your communications, 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

Dear Communication, Marketing & HR Executives,



In this challenging economic climate, it is critical for organizations to stay focused on achieving their business objectives and ensuring their brand is differentiated in the marketplace and brought to life within the organization.

According to The Conference Board, employee understanding of the business strategy, and the associated brand, and how the employees' work contributes to company performance is one of the top drivers of engagement. Yet almost two-thirds of all employees are 33% as productive as they could be because they don't understand what they are being asked to do.

**Today's professional strategic communicators can play a critical role in bringing the brand to life internally so that employees understand specifically how they can contribute to achieve personal and organizational success.** Through establishing a line of sight and inspiring people through the purpose of their work, employees can become brand ambassadors, who promote the value of your organizations and the services or products you provide.

**This is the focus of the Performance-Driven Employee & Brand Engagement Conference, August 5-7, 2013 in Philadelphia. This information-packed conference will feature a mix of thought leaders and seasoned practitioners who will share their successes and lessons learned, with an emphasis on harnessing the power of social media and other innovative communication channels to drive employee engagement.**

By attending this conference, you will hear proven strategies, firsthand, from leading organizations, on how to bring your brand to life within your organization and inspire your employees to become brand ambassadors, including how:

- **Domino's Pizza** uses their award-winning intranet to change their corporate culture, engage team members & improve the business' bottom line
- **MGM Grand Hotel & Casino** engages their employees through a dynamic text messaging initiative
- **Scripps Networks Interactive, Inc.** creates strong employee engagement amongst their individual brands & educates employees to cultivate the enterprise brand

Attend "Performance-Driven Employee & Brand Engagement: How To Use Social Media & Traditional Internal Communications To Engage Employees, Deliver On Your Brand Promise, Add Value & Drive Bottom-Line Results" August 5-7, 2013, and learn valuable insights from the first-hand experience of your peers and their partners.

Register today by calling our conference hotline at 773-695-9400, or register online, to hear from fellow professionals practicing successful communication strategies. There has never been a time when we've had so many ways to communicate with each other – the challenge is making sure we make the best use of the options available to us.

Chris Gay, Principal  
**BRIDGE CONSULTING**  
Conference Chairperson

**P.S. Make your investment pay off even more by bringing your communications team!  
Register 3 people and get the 4th for FREE! Click here for details or call (773) 695-9400 for more details.**

## 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!

# Performance-Driven EMPLOYEE & BRAND ENGAGEMENT - August 5-7, 2013

## Interactive Pre-Conference Workshops ~ August 5, 2013

### Monday, August 5, 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 mastering employee & brand engagement that will enhance your understanding of the informative, case study presentations throughout the entire conference.

.... Choose ALL FOUR for Maximum Value and Learning ....

#### 8:30 a.m. to 11:00 a.m. – PRE-CONFERENCE WORKSHOP **A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

##### **Give Value Or Give Notice: Creating The Value-Added Communication Function**

*"Being able to go to your CEO and say 'our communication improved revenues by 23 percent or we saved \$1 million and I can prove it' buys you a lot because you're adding."* - Terry Simpson, Director of Internal Communication, FedEx Express

Every communication function -- every department and function in the modern organization -- is searching for ways to add more value. To many it's a matter of survival.

In this lively and interactive workshop, you will learn what top communication pros are doing to shift their communication departments away from traditional cost centers to performance-driving value centers that create big-time improvements in quality, service, costs, speed, safety and more. All with big returns!

Specifically, you will learn about:

- The new mindset and approach that's required to move from a cost center to a value creator
- A step-by-step process to safely transform your function to one that's highly-valued for its quantifiable contributions to the organization
- How to measure your current ROI and identify ways you can at least triple it
- Ways to conduct a comprehensive, business-focused assessment of your communication function and processes throughout your organization
- How to get low value work off your plate and more high value work onto your plate
- A proven process for enlisting your leadership team's support for this new business-like approach to managing communication—starting with your CEO
- Ways to tighten your working relationship with other staff functions like HR and Finance
- How to create demand from line management because you're putting money in their pockets
- Ten specific steps you can take to start the reinvention today
- How others have used the above tools to dramatically advance their careers and enlarge their paychecks

**WORKSHOP LEADER: Jim leads the Jim Shaffer Group, a team of seasoned advisors to leaders of organizations who want to improve performance through better strategy execution.** Jim Shaffer is an internationally recognized consultant, speaker and author on improving business performance, including helping guide lean six sigma transformations.

#### **Testimonials From Past Jim Shaffer Sessions:**

*"Succinct. Great to hear a presentation that was so tied to bottom line."*

*"Whether communicators know it or not, our profession is in the middle of a significant transformation."*

*This approach has provided a clear path to how I can help the company deliver sustainable, measurable financial results – and change what leaders expect from a communication organization."*

*To call this work game-changing for me personally and professionally would be an understatement."*

*"Good content. Proven results. Helpful ideas. Great examples!"*

#### 11:00 a.m. to 12:00 p.m. – Afternoon break/lunch on your own

#### 12:00 p.m. to 2:30 p.m. – PRE-CONFERENCE WORKSHOP **B**

Refreshments will be provided during this session.

##### **A Step-By-Step Framework For Implementing New Internal Branding Processes**

This hands-on workshop will teach you how your organization can take advantage of new ideas in internal branding planning that yield stronger employee engagement and commitment that ultimately saves time, money and effectiveness. The benefits of using these new approaches are: more enthusiastic employees, greater understanding of the company's vision, improved commitment and new employee behavior that supports the company's goals.

Specifically, this workshop will show you:

# Performance-Driven EMPLOYEE & BRAND ENGAGEMENT - August 5-7, 2013

## Interactive Pre-Conference Workshops ~ August 5, 2013

- An effective step-by-step framework for effective internal branding that covers the theory, messaging, tactical planning, program management and measurement processes to track results and impact
- The process of creating a message architecture and experiential tactical plan—message architecture is the process of building a comprehensive internal message that is clear and understood, relevant and personal, and suggests the right behavior one should adopt
- How to make internal branding effective to your audience in a meaningful way by understanding the importance of tactical resonance and message relevance
- How to create a message matrix--understanding the value of communicating the right message, to the right audience, at the right time
- Methods for tactical planning and group brainstorming that yield greater employee participation and internal buy-in that are fun and engaging
- Criteria and methods for measuring results

**WORKSHOP LEADER: Allan Steinmetz is the Founder & CEO of Inward Strategic Consulting.** Allan has over 30 years experience in strategy, marketing management, advertising and communications, having worked for some of the world's most respected advertising and management consulting firms.

### Testimonials From Past Allan Steinmetz Sessions:

*"This workshop helped me see the light at the end of a (very dark) tunnel."*

*"Comprehensive, but great!"*

*"Very practical and useful!"*

*"This was an outstanding workshop – totally worth participating in this!"*

## 2:45 p.m. to 5:15 p.m. – PRE-CONFERENCE WORKSHOP **C**

Refreshments will be provided during this session.

### Engaging Employees In Your Brand Strategy For Performance-Driven Results

In these turbulent times, it is more critical than ever to ensure that employees clearly understand the brand and the associated business strategy, how it relates to the larger marketplace and what they can do to help achieve results.

To ensure that everyone is aligned with your brand priorities, communication needs to be focused and reinforced, leaders and managers should be aligned and engaged in communicating about the strategy, desired behaviors must be clearly defined and reinforced, and communication methods must “break through the clutter” to gain employee mindshare.

Through discussion of best practices and case studies, you will learn ways to engage employees to deliver on the brand strategy by:

- Ensuring that employees understand the marketplace context for the brand and business strategy
- Using unique methods to develop clear and concise messages that resonate with employees
- Clearly articulating and reinforcing the desired culture and the associated behaviors
- Defining and supporting the leaders’ role in engaging employees in the brand
- Identifying and meeting the unique needs of various employee groups
- Using creative ways to energize employees and truly engage them in the strategy

**WORKSHOP LEADER: Chris Gay, ABC, is Co-Founder & Principal of Bridge Consulting,** a network of engagement and communication professionals who provide full-service solutions to organizations of all sizes, industries and geographic locations.

### Testimonials From Past Chris Gay Sessions:

*"One of the best sessions of the conference."*

*"Useful information with tactical strategies to use!"*

*"I liked the case study and breakout elements."*

*"So many questions stirred up. Great paradigm!"*



Join the conversation #intcomms



Internal Communications  
Best Practices

## General Sessions - Day One - Tuesday, August 6, 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.

Chris Gay, Principal  
**BRIDGE CONSULTING**  
Conference Chairperson



9:00 a.m. **CHAIRPERSON'S ADDRESS**

### Top 10 Trends In Employee Communication And Engagement

In this eye-opening session, we're counting down the top 10 trends in connecting employees with the brand to deliver business results. The increasing pace of change—technological, demographic, economic and cultural—requires new approaches to employee communication and engagement. In addition, we'll explore what's new, what works, and how to navigate the "latest and greatest" approaches to seize the right opportunities for your organization.

Through best-practice examples and thought-provoking discussion, we'll examine a range of trending topics, including:

- Creating purpose-driven communication to establish a clear line of sight between employees and the brand
- Employing new forms of messaging to deliver simplified, integrated and meaningful communication that cuts through the clutter
- Aligning your organization's culture with the brand using a measured approach that builds sustained behavior change
- Harnessing the power of social media to foster business-focused, authentic internal communication and collaboration

Whether your efforts are in need of a minor update or a major makeover, this Top 10 Trends session will help you determine your next steps.

Chris Gay, Principal  
**BRIDGE CONSULTING**

9:45 a.m. **CASE STUDY & LIVE DEMO**



### Changing Culture Through Your Intranet

Do you have an intranet that no one visits? Is it used to post static news but never have a two-way conversation or receive feedback from team members?

In this session, you will be taken through the journey of Domino's award-winning intranet site, LIVE. You will learn how Domino's engages store-level team members in two-way discussions and uses employee feedback to improve the business' bottom line. In addition, you will hear how Domino's keeps franchisees and store team members informed on what's next for the company and how the culture changed through their intranet site.

Specifically, this session will highlight how to:

- Use your intranet to motivate team members to take action
- Tell stories digitally to change beliefs
- Keep employees aligned and focused on what's important in the short- and long-term
- Encourage team members to discuss problems and identify solutions

- Use your intranet to change culture

You will leave this session armed with new strategies to incorporate into your own organization's intranet!

Stacie Barrett, Manager, Internal Communications

**DOMINO'S PIZZA**

### 10:15 a.m. **Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

### 10:25 a.m.

**Morning Refreshment & Networking Break**

### 10:35 a.m. **CASE STUDY**

#### **Inspiring And Engaging Employees With Recognition To Improve And Strengthen Their Connection With Your Brand: A Proven Program For Success**

What is it that employees crave from their employer? What can make an employee treat a customer as a friend and engage others with brand enthusiasm rather than brand apathy? What can motivate a marginal employee to be a superstar? How can you kick-start your company toward the benefits of an engaged team? How can you deliver consistent company and brand messaging to all employees? The answer - by adapting current mediums and technology so that your company can connect with your employees so they connect better with your customers!

This session will answer all of those critical questions and more. Program concept, funding, implementation, user feedback, maintenance and much more will be covered and discussed, including:

- Understanding how to engage employees with knowledge of basic human nature (needs)
- Defining standards, goals and resources for managing the system
- Options to support and supplement content to meet your employee engagement goals
- Gaining leadership commitment
- Learning about common mistakes and opportunities missed
- Planning for the content monster and resources to help you prepare
- Discovering untapped external resources for content management with employees and customers

There are few tangible and measureable factors for recognizing and acknowledging employees.

It boils down to quality of life for employees -- happy employees mean happy customers!

Marlon Giese, Retail Communication Manager

**CABELA'S INCORPORATED**

### 11:05 a.m. **CASE STUDY**



#### **Energizing Leaders To Inspire A Values-Driven Culture**

At Genesis HealthCare, LLC, they don't produce widgets or gadgets. As one of the nation's largest skilled nursing and rehabilitation therapy providers, they care for their patients and they care for their caregivers. "People" is what their business is all about.

The focus on people first, through a values-driven lens, has created an environment where employees not only feel good about the work they do and the folks they work alongside, but it also helps employees feel good about themselves. This is what sets apart their culture of values and excellence.

How do you energize leaders to inspire this values-driven culture? By providing them with the programs and the tools that give them rich experiences in connecting with their frontline. A senior executive frequently rallies leaders across their organization by saying, "When you focus on your people first, all the numbers will follow."

This session will share key takeaways of the programs, tools and experiences that have made this statement become

# Performance-Driven EMPLOYEE & BRAND ENGAGEMENT - August 5-7, 2013

## General Sessions - Day One - Tuesday, August 6, 2013

real for Genesis and its leaders as they were included amongst The Achievers 50 Most Engaged Work Places in 2012, including learning about:

- The Genesis Employee Foundation: a 501(c)3 charitable organization established to assist Genesis employees through unforeseen hardships
- Genesis Core Values and The Promises: embracing these behaviors from hiring and orientation to performance evaluations and ongoing recognition
- The People Plan: a continual strategic improvement process for building engagement
- The Genesis Living Well Program: a wellness program that helps employees live a healthier, more satisfying life

Victoria Valton, MA, Senior Director of Employee Engagement

**GENESIS HEALTHCARE**

**11:45 a.m. Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

**11:50 a.m. CASE STUDY**

**How To Drive Employee Engagement, Foster Collaboration & Maximize ROI Through Your Video Content**

The birth of YouTube changed the corporate video business overnight and as a result, using video in your organization will never be the same again.

All over the globe, individuals were downloading and sharing home videos, on all sorts of topics, some slick and sophisticated, but most downright amateurish, and quirky.

This, plus the popularity of reality TV and the availability of reasonably-priced HDTV video camera, created a revolution in the video industry.

In this rapidly-changing world, your audience no longer responds in the same way to top down “state of the union” style videos -- they are looking for truth. And productions that are believable, real, and down to earth, that involves them, will inspire people to believe and to take action.

This lively session will explore video best practices including a recent example from HOME client JetBlue:

- How to be more inspiring in your video communications
- How to get the best out of your ever-shrinking communication budgets
- Ten top tips for better productions

Sebastian White, Manager Executive Communications

**JETBLUE AIRWAYS**

&

Carol Whitworth, Founder and constant source of inspiration & innovation

**HOME**

**12:20 p.m. Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

**12:30 p.m.**



**Lunch On Your Own -- But Not Alone!**

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



2:00 p.m. **NON-PROFIT CASE STUDY**



### **Mining Your Organization's Past & Present To Transmit Culture & Core Values & Foster Employee Recognition While Increasing Engagement**

Corporations are people, as the Supreme Court has ruled – and just as every person has a “past,” every organization has a creation story of its own. This session will show how, if engagingly told, the tale of your organization’s genesis, as well as ongoing stories about your employees, can be told to inculcate your culture and core values and to build recognition, going forward.

Take, for example, the Visiting Nurse Service of New York, the nation’s largest nonprofit home and community-based health care system, with a workforce of 18,000+. Its clinicians make more than 2.3 million visits yearly. Yet VNSNY was founded in 1893 by two young volunteers. A 26-year-old nurse and her former classmate rented a tenement on Manhattan’s Lower East Side – at that time, the world’s most crowded slum -- to meet the community’s healthcare needs. A compelling tale and the creation myths of many organizations are just as intriguing, if dramatically told.

This session will demonstrate how to leverage your organization’s creation tale and ongoing stories about your staff to reinforce organizational culture and core values and build recognition, including how to:

- Draft feature articles for publication on your intranet, corporate website, and/or in organizational newsletters or as external media pitches. Such stories inspire your workforce by touting core values, as demonstrated in the organization’s “creation story.”
- Make a brief documentary film about your “creation story” and how it speaks to the organization’s culture and values, to screen at orientation, stream on your intranet, corporate website, and post on YouTube
- Connect with museums or historical societies to collaborate on an exhibit that tells an inspiring story about the genesis of your organization. (At VNSNY, this has meant two exhibitions at NYC museums in 2012, featuring historical artifacts), or, simply create your own exhibit, at your corporate headquarters
- Collect and leverage stories about current staff members who exemplify core values through their actions
- Draw upon these stories to develop media placements (internal and external) and draft award nominations that bring internal and external recognition to your staff and organization

In addition to reinforcing culture, core values and boosting recognition, such efforts may also be linked to rising levels of employee engagement, as measured in employee satisfaction surveys.

Susan Rita Ruel, PhD, Communications Manager/HR

**VISITING NURSE SERVICE OF NEW YORK**

2:30 p.m. **CASE STUDY**

### **How To Use Text Messaging To Engage A Large & Diverse Workforce While Measuring The Results**

The MGM Grand Hotel and Casino employs more than 8,500 employees in six divisions. The creation of MGMNOW, a text messaging initiative based on how this large hotel interacts with its guests, was designed to reach and engage effectively with its diverse internal audience.

In this session, you will learn about the implementation of MGMNOW and how employee subscribers are the first to hear of events, free ticket offers and giveaways, and how word-of-mouth was used to increase subscribers within the first year.

You will also learn about the components of this ongoing, forward-thinking employee engagement program, including:

- Goal setting, timing and amount of text messages sent within a time frame
- Use of print promotions for the launch
- Message development – the decision to keep messages positive, short and timely
- The results

Jenny M. Titus, Director of Employee Programs and Communications

**MGM GRAND HOTEL & CASINO**

3:30 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

3:40 p.m. 

Afternoon Refreshment & Networking Break

3:50 p.m. **GROUP EXERCISE**

**Brainstorming Session: Taking Advantage Of Multi-Channel Communication Opportunities**

You've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow attendees and speakers an example of the most successful integration of new or traditional media you're using to engage with your employees.

4:20 p.m. **CASE STUDY**

**Intranet 2.0: How To Recognize & Utilize The Power Of The Social Web In Your Enterprise Portal To Build Employee & Brand Engagement**

Social media can turn the traditional enterprise portal upside down. Rather than continuing to push content to employees and wondering why it is not being read, forward-thinking communication departments are beginning to adopt the "Upside-Down Enterprise Portal" approach.

This new approach, adopted by Cardone Industries, a Philadelphia-based provider of new and remanufactured aftermarket auto parts and products, recognizes the power of the social web where thousands of information curators are sharing information with their colleagues through Twitter, Facebook, and LinkedIn. The way of the emerging "citizen editor" can be applied to the corporate intranet as a means to share content relevant to the employee masses.

This session will lay out a model for the next generation social intranet environment and share approaches to make it truly social through advanced sharing and the broad range of capabilities.

You will learn how you too can implement an enterprise collaboration solution in this fun and thought-provoking session.

Jeff Willinger, Director of Social Computing, Collaboration & Intranets

**RIGHTPOINT**

4:40 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

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!

6:30 p.m. 

**Dine Around**

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

## General Sessions - Day Two - Wednesday, August 7, 2013

8:00 a.m.  
**Continental Breakfast & Networking**

8:30 a.m.  
**Chairperson's Opening Of Day Two**

Chris Gay, Principal  
**BRIDGE CONSULTING**  
Conference Chairperson

8:35 a.m. **CASE STUDY**

### **Simplifying Your Communication Using The Latest Social Media Tools To Transform Your Internal Communication Function To Increase Its Impact On Delivering Business Results**

ConAgra Foods' internal communication (IC) function is in the midst of a major transformation that will better position it to drive improved business results and add more measurable value to the company. The IC function has stripped out time and cost-depleting work of little value so it can focus its efforts on helping the company connect employees directly to the financial and operating strategies of the business.

As a result, the IC function has helped strengthen leaders' communication skills, and increased the effectiveness and impact of communication channels in engagement and behavior change.

During this innovative session, you will learn how the new IC function can:

- Simplify the communication experience for employees: reducing the number of communication channels and migrating to an Enterprise Social Networking approach using Yammer
- Foster two-way communication and executive visibility: leveraging social media to drive immediate conversations around real business issues and harness the power of crowdsourcing and ideation. Leaders empower employees through their blogs, online chats and real-time recognition.
- Improve leadership communication competence: incorporating communication expectations into performance and employee engagement measures by delivering highly-interactive leader town halls using Yammer, and engage leaders in a private social group with "Smart Talk" resources to help them improve conversations with their teams
- Generate real-time news and information: adapting ConAgra Foods' communication practices to align with how employees get information every day in their personal lives—customized and in real time

Susan Christensen, Senior Director, Communication & External Relations  
Erin Grotts, Communications Professional - Twitter: @eringrotts  
Sue Christensen, Senior Director, Communication & External Relations

**CONAGRA FOODS**

9:05 a.m. **CASE STUDY**

### **How To Create Strong Employee Engagement Among Your Individual Brands & Educate Employee To Cultivate The Enterprise Brand**

Scripps Networks Interactive is the leader in lifestyle media in the home, food, travel and entertainment categories. Delivering content across a host of media platforms, their brands – flagship among them HGTV and Food Network – connect with viewers to provide relevant ideas, information and solutions every day, everywhere. Through its corporate social responsibility and diversity and inclusion efforts, Scripps is committed to making a positive difference for those they come into contact with every day.

Like many corporate entities made up of strong individual brands coupled with rapid growth, Scripps was struggling to create strong engagement among employees outside of the core brands for which they work, as well as educate employees to cultivate broad enterprise understanding. They had wide gulfs of awareness and empathy along with

# Performance-Driven EMPLOYEE & BRAND ENGAGEMENT - August 5-7, 2013

## General Sessions - Day Two - Wednesday, August 7, 2013

siloes thinking and action. What they didn't have was consensus on what the brand was and how to direct employee engagement. In response, the Employee Engagement team came up with a multi-tiered brand infusion program to change that.

In this session, you will learn in detail on how they concepted, built, launched and tracked the success of several of their key programs, including the: Food Network Kitchen Cafeteria and activities; HGTV Home Studio indoor and outdoor design work and activities; & brand engagement activities including Cupcake Wars, Design Star, Scripps Got Talent and "the Insider" contest.

These initiatives have helped decrease recruiting time, increase retention, increase enterprise understanding scores and created a lot of great memories, and is sure to leave you inspired!

Jerilyn Bliss, Vice President of Corporate Communications

**SCRIPPS NETWORKS INTERACTIVE, INC.**

**9:35 a.m. Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

**9:45 a.m.**



**Morning Refreshment & Networking Break**

**9:55 a.m. GROUP EXERCISE**

**Brainstorming Session: Engaging 21st Century Employees**

Discuss what tools you are using in your organization successfully to inform and include your employees in the day-to-day tasks of your organization. Share common obstacles you have overcome in getting your employees involved.

**10:25 a.m. CASE STUDY**

**Inspiring And Connecting Your Employees To Your Employer Brand: How To Build A Full Platform Of Social Media Tools To Engage, Inform & Align Employees To The Organization**

As one of the largest US health system's with 46,000 employees, 16 hospitals and 400 physician practices across metro New York, North Shore-LIJ is a talent magnet for a diverse range of front-line employees - from physicians, to nurses, administrative professionals and every support associate in between. With more than 8,000 new hires joining the company annually, the majority of whom are Gen Y "Millennials", there's a unique opportunity to connect employees to the organization's mission, vision, values and purpose and engage them as brand ambassadors from the very beginning.

But, as with most large organizations, the onboarding and management of new employees is laborious and doesn't lend itself to a very engaging experience. With the belief that everyone from a potential candidate to a seasoned employee should be actively engaged with the employer brand, vision and values, and have an outlet to connect with the company, North Shore-LIJ built a full platform of social tools to engage, inform and align employees to the organization - even before they start working.

In this session, geared towards any communicator involved in Employee Communications, you will learn how to use practical tools to engage new hires through social media and storytelling, specifically:

- Why it's so important to connect with employees early, and often
- How to leverage digital and social tools on a budget
- Tricks to making homegrown communications impactful, such as videos and blogs
- Strategies to help motivate resistant stakeholders to invest in social media
- How to leverage internal "champions" to boost social media engagement

Ally Bunin, AVP, Internal Communications

**NORTH SHORE-LIJ HEALTH SYSTEM**

10:55 a.m. **CASE STUDY**

### How To Enable A Smarter Workforce Through A Social Business Adoption Strategy

According to Gartner, 80% of social business efforts will not achieve intended benefits through 2015. Companies that fail at implementing a successful social business strategy do not typically fail for lack of implementing technology, but they do fail because of cultural issues. This means that the leaders of social business initiatives need to shift their emphasis away from deciding which technology to implement. Instead, they should focus on identifying how social initiatives will improve work practices for both individual contributors and managers. They need a detailed understanding of social networks: how people are currently working, who they work with and what their needs are.

We are social beings by nature but to change the culture in an organization, employees need to learn how to use the new tools gradually or they may not learn how to use them at all. Employees will not use something unless there is a clear and real benefit to them.

Organizations must develop a social media strategy that gradually introduces social media practices into daily practices. From creating social business vision to appointing social champion and recruiting social ambassadors, organizations must have an adoption strategy that makes social business part of the culture.

Key takeaways from this session will include how to:

- Transform a workforce under immense change to embrace a new way of communications and create social connection
- Use a social business framework to build trust in a changing workforce
- Understand the challenges of changing a culture to embrace social connections
- Implement social communications themes to engage your workforce

Michael Anton, Communications and Social Media Consultant

**IBM GLOBAL BUSINESS SERVICES**

11:25 a.m. **Q & A SESSION**

### Idea Exchange: Questions, Feedback, Collaboration

11:35 a.m. **CASE STUDY**

### Strategy Shouldn't Be Shelved: How To Engage Your Employees And Bring Your Strategy To Life

If your employees can rattle off your organization's vision, that's great, but do they know how it's going to be achieved? Today's leaders realize that even the strongest of strategic plans are dependent on employee execution. So how can we, as communications professionals, bring business strategy to life? In a word, storytelling. While the format of a strategic plan may be in slides and bullets, there is a narrative behind the charts that guided its creation. Our job is to ensure that narrative emerges from the pages and is used to engage employees.

After Exelis, a Fortune 500 defense and aerospace company, spun off from ITT Corporation at the end of 2011, they were at a critical juncture when they needed to engage employees and ensure they understood where the company was going and how they could help get the company there. Specifically, the Electronic Systems Division has a very diverse portfolio, including jammers, radars and satellite communications systems, and this diversity—coupled with significant leadership changes in 2012—left employees struggling with understanding their direction and how they fit into the future.

To help assert the leadership of the new division president and provide the direction employees were hungry for, they distilled the 100+ page strategic plan to one, two-sided "Strategy Snapshot" and created several tools to support it. Before the start of this initiative, only 35% of employees were familiar with the strategy, and since the introduction of the Strategy Snapshot, 95% of employees said they found the piece helpful in understanding the Division's capabilities and goals/strategies.

During this session, you will hear the story of how Exelis brought their strategy to life, including:

- Questions your communications should answer
- Tips on communicating strategy
- How one size doesn't fit all

# Performance-Driven EMPLOYEE & BRAND ENGAGEMENT - August 5-7, 2013

## General Sessions - Day Two - Wednesday, August 7, 2013

- Which audiences can benefit beyond employees
- Engaging employees in the front end as well at the back end of strategy

Courtney Reynolds, Director, Communications  
**EXELIS (Electronic Systems Division)**

### 12:05 p.m. **CASE STUDY**

#### **How To Align Your Employee Engagement Strategy With Your Organization's External Brand**

Nationwide Children's Hospital is recognized by U.S. News & World Report as one of "America's Best Children's Hospitals." They are committed to extending their brand of "Everything Matters" to the way they communicate with and engage their employees.

During this session, you will hear about the strategies and tactics that have helped build a winning employee engagement program at Nationwide Children's Hospital. In addition, you will gain valuable insight into how to:

- Conduct a comprehensive communication audit, including an in-depth look at the needs of your diversified audience segments
- Develop a holistic message and channel strategy, with a focus on storytelling and customization for various work environments
- Define a holistic, yet personalized, executive communication strategy to increase leadership visibility and enrich employee engagement
- Engage employees in a new strategic framework designed to further organizational growth and national acclaim, while recognizing the employees that are critical to that success

Daryl Barker, Marketing & Public Relations Manager  
**NATIONWIDE CHILDREN'S HOSPITAL**

Chris Gay, Principal  
**BRIDGE CONSULTING**

### 12:35 p.m. **Q & A SESSION**

#### **Idea Exchange: Questions, Feedback, Collaboration**

### 12:45 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.

Chris Gay, Principal  
**BRIDGE CONSULTING**  
Conference Chairperson

### 1:00 p.m.

#### **Close Of General Sessions**

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#### **COMPLETE YOUR CONFERENCE EXPERIENCE WITH POST-CONFERENCE WORKSHOP D!**

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!

### **2:00 p.m. to 4:30 p.m. – POST-CONFERENCE WORKSHOP D**

Refreshments will be provided during this session.

## How To Build A Compelling Internal Branding Strategy, Develop More Effective Messaging And Motivate Your People To Deliver On Your Organization's Brand Promise

"What makes this organization tick?" Few questions are more important to answer when it comes to engaging employees in brand promise delivery--or in developing internal communications and messaging that works to motivate people most effectively.

That question, and many more, will be explored throughout this interactive workshop, which will introduce you to the most effective building blocks of any internal branding or communications program—an understanding of organizational culture and how it can be used to shape truly powerful employee engagement initiatives and messaging to support them.

During this session, you'll learn new techniques and participate in applied exercises to help you assess any organizational culture and determine what really matters most when it comes to engaging people in any group. You'll find out how to develop and customize effective messages that work inside your own unique organization; and, you'll learn the best ways to build employee allegiance and buy-in as you develop a communications strategy.

Ultimately, this comprehensive workshop will help you:

1. Quickly define your own organization's internal communications style and the best ways to get attention within it
2. Align your internal branding and communications programs with key employee motivators
3. Define the group strengths and values that are most critical to brand promise delivery
4. Discover the most important "secret" to internal branding and messaging success

**WORKSHOP LEADER: Cindy Atlee is a Partner at The Storybranding Group**, where she helps clients develop authentic brands and communications strategies that align internal stakeholders meaning with external target audience motivation.

### TESTIMONIALS FROM PAST CINDY ATLEE SESSIONS:

*"Excellent presenter!"*

*"Good & relatable take-aways."*

*"Relevant & interesting."*

### RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

*"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."*

S. Russ, Director of Internal Communications  
**THE READER'S DIGEST ASSOCIATION, INC.**

*"A great selection of topics and presenters. An excellent utilization of time!"*

J. Sanchez, Director of Corporate Communication  
**U.S. SUGAR CORPORATION**

*"Very great content. Thank you!"*

K. Follman, Manager, Internal Communications  
**CON-WAY FREIGHT**





# CONFERENCE SUPPORTERS:

**brandchannel** 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.

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

## RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

*"I really like how this conference has variety in presentations. Some case studies and some best practices/success tips give a good variation to keep us engaged throughout."*

S. McBride, Public Affairs Specialist

**U.S. ARMY CORPS OF ENGINEERS**

*"I've been to many conferences and presented at a number of them. The A.L.I. summit was exceptional. Great content and organization. I'd definitely recommend this experience to others. It's a great value."*

B. Bowman, Director, Corporate Communications & Energy Services

**SECO ENERGY**

*"This conference was the most engaging I've ever attended. What an incredible group of speakers!"*

G. Groomes, Director of Field Communications

**TRANSAMERICA**

*"Amazing case histories – the results of the companies who have come in the past and have presented again demonstrate the value of the conference."*

J. Serben, Director, Creative Services

**EDWARD JONES**

*"I got a lot of value from hearing the issues and solutions addressed at other companies."*

D. Curtis-Magley, Brand Management Supervisor

**UPS**

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Loews Philadelphia Hotel

1200 Market Street  
Philadelphia, PA 19107  
Reservations: 1-888-575-6397  
Hotel Phone: 215-231-7238  
<http://www.loewshotels.com/Philadelphia-Hotel>

For the conference, a limited number of rooms have been reserved at the reduced rate of \$179/night. You may click on this link to go directly to the hotel page for our event: <http://www.loewshotels.com/en/Philadelphia-Hotel/GroupPages/ALI080713>. Alternatively, you may call to make your reservations and be sure to mention you are attending the Employee & Brand Engagement Conference (Advanced Learning Institute). We recommend that reservations be made early as rates are subject to availability.



Photo by J. Fusco for GPTMC

Loews Philadelphia Hotel is a 4 Diamond Hotel located in the heart of Philadelphia with breathtaking views of the Philadelphia skyline. The hotel is steps from shopping and dining and only 20 minutes from the Philadelphia International Airport (PHL). Complimentary internet access is available in all meeting and sleeping rooms.

Join us in Philadelphia for A.L.I.'s 4th forum on "Performance-Driven Employee & Brand Engagement: Using Social Media & Traditional Internal Communications To Engage Employees, Deliver On Your Brand Promise, Add Value & Drive Bottom-Line Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Philadelphia, please visit <http://www.visitphilly.com/>.

## 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.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by June 14th</b>	<b>Regular Pricing: Register with payment after June 14th</b>
<b>Conference Only</b> (Aug. 6 & 7)	\$1,699	\$2,099
<b>Conference</b> (Aug. 6 & 7) <b>Plus One Workshop</b> (Aug. 5 or 7)	\$2,099	\$2,499
<b>Conference</b> (Aug. 6 & 7) <b>Plus Two Workshops</b> (Aug. 5 &/or 7)	\$2,399	\$2,799
<b>Conference</b> (Aug. 6 & 7) <b>Plus Three Workshops</b> (Aug. 5 &/or 7)	\$2,599	\$2,999
<b>Conference</b> (Aug. 6 & 7) <b>Plus All Four Workshops</b> (Aug. 5 & 7) -- <b>ALL ACCESS PASS</b>	<b>\$2,699 BEST VALUE!</b>	\$3,099
<b>Conference Materials Only</b> (if not attending)	\$199* + \$20 S&H	

\*IL residents will be charged 9.75% 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.*

## RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

*"I am a big fan of your conferences. This is my second one and I look forward to future offerings."*

I. Esche, Brand Manager

**AAA OF NORTHERN CALIFORNIA**

*"Each session had several tidbits and nuggets that were very relevant. I have several actionable ideas I will bring back to my organization."*

C. Riggs, Director, Corporate Communications

**STRATOS GLOBAL**

## 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 Dallas at (773) 695-9400 ext 220, 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 22**) 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 22**) 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 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.**

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

S. Shoemaker, Director of Employee Communications  
**AT&T**

## 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:

- Northwestern Memorial Hospital
- Pfizer
- Nationwide Insurance
- Prudential
- 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
- Whirlpool Corporation
- 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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# Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the Aug. 2013 Employee & Brand Engagement Conference in Philadelphia.

### Please check:

E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Workshop A:** Give Value Or Give Notice: Creating The Value-Added Communication Function
  - Pre-Conference Workshop B:** A Step-By-Step Framework For Implementing New Internal Branding Processes
  - Pre-Conference Workshop C:** Engaging Employees In Your Brand Strategy For Performance-Driven Results
  - Post-Conference Workshop D:** How To Build A Compelling Internal Branding Strategy, Develop More Effective Messaging And Motivate Your People To Deliver On Your Organization's Brand Promise
- 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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Extra 3-4 digits on front/back of card: \_\_\_\_\_

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Signature/Name on credit card: \_\_\_\_\_

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