

Don't Miss The 10<sup>TH</sup> Updated Program Packed With Proven Strategies To Help You Revitalize Your Internal Communications -- A 2-Day Strategic Communications Forum You Can't Pass Up!

January 28-31, 2013 • Las Vegas

# STRATEGIC INTERNAL COMMUNICATIONS



How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value

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

## WHAT YOU WILL LEARN

Strategic internal communications impacts your organization's effectiveness dramatically – now more than ever! Attend this conference to discover actionable tools and breakthrough strategies to help you leverage the power of social media and traditional communications to forge stronger employee engagement, drive bottom-line results, and prove your worth, including:

- **Motivating** and engaging employees in your business strategy for performance-driven results
- **Using** gaming, social and traditional media to educate employees and drive engagement
- **Building** the business case for adding social media into your existing communications plans
- **Using** strategic internal communications to communicate radical change and achieve business results
- **Developing** a tighter focus on the metrics that matter to your employees and the business
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **Using** the latest technologies to engage hard to reach employees
- **Strategically integrating** social media technologies into your existing communications plans to maximize results -- getting buy in and setting guidelines

## SUPPORTING ORGANIZATIONS

IABC INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

LAS VEGAS



If you get it, share it

brandchannel

O'Dwyer's

### Why This Is A Must-Attend Event:

- ✓ 17 of your peers sharing best practices, practical advice and breakthrough strategies to keep your employees engaged
- ✓ Interactive group discussions and several networking opportunities that turn you from attendee to participant by sharing your own challenges and lessons learned
- ✓ Optional hands-on, workshops allowing you to focus on specialized topics that matter to you and take your experience to the next level
- ✓ Gain continuing education hours

**YOU WILL BE INSPIRED BY:**  
Hear practical, real-world advice on how to transform the role of internal communications to one that adds value and drives change to achieve results, from leading communications practitioners at these top organizations:

Reader's Digest Association

The Humane Society  
of the United States

IBM

Canandaigua National Bank

Aviat Networks

Winston & Strawn LLP

Conservation Halton, Ontario

Tasty Catering

NewPage Corporation

Arizona Public Service Co.

Virginia Mason Medical Center

OptumRx

Entre Computer Services

Bonfire Communications

Rightpoint

Counterintuity, LLC

Sinickas Communications, Inc.

Presented by:



The Advanced Learning Institute  
Your Communications  
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Register by December 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)

# Strategic Internal Communications - January 28 - 31, 2013

## WHO WILL ATTEND:

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

Internal Communications

Employee Engagement

Corporate & Brand Identity

Corporate Communications

Interactive Media

Brand Development

Electronic Communications

Business Development

Media Relations

Communications Management

Emerging/Digital Media

Social/New Media

Employee Communications

Change Management

Intranet Communications

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 and driving performance.



Join the discussion on twitter with #INTCOMM

## WHY IS THIS A CAN'T MISS EVENT?

Several organizations are making dramatic strides in developing approaches and systems that work for them. 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 strategic communication to engage employees, drive performance and add value.

## BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all those who are committed to using strategic internal communications to engage their employees, drive performance and add value. You'll benefit from:

- **18 innovative speakers** at your disposal to share their strategies and experiences in using social media 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 (Jan. 28 &/or 31) -- 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
- **Several interactive group sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **A comprehensive overview** of of internal communications innovations from leading practitioners like **Virginia Mason Medical Center, Reader's Digest Association, The Humane Society of the United States** 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 internal communications initiatives that will ground you in advancing your own strategy
- **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 conference wiki** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

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To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)

## Dear Communications Colleagues,

In this cost-focused, value-centric business economy, nobody is safe from the profound scrutiny surrounding overhead and cost centers in the enterprise. As professional strategic communicators, it's essential that we deliver value everyday.



Our ability to get things done is under consistent scrutiny, and nobody cares how many artifacts we've produced. We need quantitative and quantitative proof that we add meaning to our fellow employees, our shareholders and our current and prospective customers. Or better yet - all of the above.

This is the focus of the Advanced Learning Institute's 10th updated Strategic Internal Communications Conference. Within the evolving worlds of social media and traditional media, and given the growing expectations of both employee and customers, there is no better time than now to learn from leading thinkers and fellow colleagues about how to position your work.

Our program will focus on the issue of value and the roles of communications and employee engagement. We will learn about cutting-edge models and methodologies and hear about some of the best case studies in our industry. We will have the opportunity to experience award-winning creative work and ask questions of our speakers as well as of one another- and yes, we will have fun throughout the entire event.

By attending this year's conference, you will learn how to:

- Develop an internal brand that employees can bring to life
- Use social media as a catalyst for corporate imperatives
- Engage your organization in the essence of your brand purpose and promise
- Integrate new and traditional communication tools into a holistic communications campaign
- Develop a brand that will inspire action from new employees and sustain participation from all others

### **Leading organizations will share proven strategies and tools on how to revitalize your internal communications, including how:**

- **Reader's Digest Association** cut cost through the use of the latest technology
- **Arizona Public Service Co.** engaged its company's leaders in the communication process
- **IBM** has created a globally collaborative employee culture both internally and externally

Attend "Strategic Internal Communications: How To Use Social Media & Traditional Communications Tools To Engage Employees, Drive Performance & Add Value" and get refreshed and re-tooled for your company. Register today by calling our conference hotline at 773-695-9400 or register here online.

Regards,

Preston Lewis, Co-founder & Director

**BONFIRE COMMUNICATIONS**

Conference Chairperson

P.S. Make your investment pay off even more by bringing your communications team! Send 4 people for the price of 3! Call (773) 695-9400 or click here to register today.

**Add to the dialogue! Using #INTCOMM, tweet your questions and comments to Angie, the conference producer, prior to the conference @Angie\_ALI**

# Strategic Internal Communications - January 28 - 31, 2013

## Interactive Pre-Conference Workshops ~ January 28, 2013

### Monday, January 28, 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 strategic internal communications that will enhance your understanding of the informative, case study presentations throughout the entire conference.

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

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

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

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

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.** ([www.sinicom.com](http://www.sinicom.com)), a consulting firm dedicated to helping organizations achieve business results through focused diagnostics and practical solutions.

#### 11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

#### 12:30 p.m. to 3:30 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

##### How To Master Engagement Within Your Organization: An Audience-Centric Approach To Building Strategic Communication Campaigns

Communicators can produce more effective employee communications by developing a deeper understanding of their audiences. In this engaging workshop, you will walk away with a unique methodology for building strategic communication campaigns.

The Bonfire audience-centric approach employs a collaborative mapping technique that harnesses the collective insight of your communication and design teams. It has resulted in successful enterprise-wide programs for companies such as Gap Inc., General Electric, Wells Fargo, Starbucks, Oracle, and Genentech.

In this comprehensive and hands-on workshop, you will leave with tools for:

- Selecting and integrating new technology into your organization's culture, based on specific learning styles and audience concerns
- Utilizing the basics of the six-lens, audience-centric communication planning methodology
- Integrating thinking models from change management, learning and communications design
- Discovering new ways of identifying and meeting the needs and preferences of your audiences and stakeholders
- Building multi-dimensional campaigns that sustain mindshare and momentum, and change attitudes and behavior to meet business objectives

**WORKSHOP LEADERS: Preston Lewis is Co-founder & Director at Bonfire Communications.** An expert in branding, employee engagement and strategic internal communications, Preston is an energetic and creative leader intimately involved with all aspects of the Bonfire business.

**Matt Herlihy is Director of Strategy at Bonfire Communications.** For nearly two decades, Matt has devoted his professional life to the intersection of brand and storytelling, helping companies change conversations and drive people to action.

**8:00 a.m.**

### Registration & Continental Breakfast

**8:30 a.m.**

#### WELCOME & SPEED NETWORKING

### Chairperson's Welcome & Speed Networking

Meet your fellow conference attendees in this fun and fast-paced forum that will kick start your networking throughout the conference!

Preston Lewis, Co-Founder & Director

#### BONFIRE COMMUNICATIONS

@bonfirepreston

*Preston is an expert in branding, employee engagement and strategic internal communications, Preston is an energetic and creative leader intimately involved with all aspects of the Bonfire business. As an active participant in current projects and responsible for nurturing new relationships, Preston consistently demonstrates the core values that steer each Bonfire project to success. His current and past clients are some of the most reputable companies in the world including Starbucks, Roche/Genentech, General Electric, Harrah's Entertainment, salesforce.com and HP.*

**9:15 a.m.**

#### CASE STUDY

### Enabling Employees To Effectively Converse And Collaborate In The Digital Age - And Reap The Benefits For Your Organization

There's a digital conversation going on right now. All over the globe, individuals are sharing information, expertise, making decisions, building relationships, and more, without even leaving their seats. Sentiment and knowledge are being created around topics that could have a direct impact on your business. Are you out there? Are you part of the conversation? Are your employees? Are your competitors' employees?!

In today's digital world, the employee and the relationships and conversations that employee has in the digital space is defining the brand. Because of this, we need to ensure that our employees have the tools they need to reach out so that they can effectively participate in it: from conversing about topics they are experts in, to relationship building, to globally collaborating on projects with other employees, partners, clients, peers, and the general public. The more digitally active your employees are both inside and outside your company, the more current, credible and responsive your company will be viewed.

Using examples from IBM, you will learn lessons on how to:

- Enable employees to build and share their expertise inside and outside the company
- Generate, aggregate and promote social conversations of interest to your company
- Create a globally collaborative employee culture both internally and externally

Kevin Winterfield, Social Systems and Digital Influence

#### IBM

@kmwinterfield

**9:45 a.m.**

#### Q & A SESSION

### Your Opportunity To Ask Questions

**9:50 a.m.**

#### INTERNATIONAL CASE STUDY

### How To Develop A Social Media Plan To Achieve Your Strategic Goals: Objectives, Tactics And Success Measures

Conservation Halton isn't your parent's government agency. Nestled in an increasingly urban setting – Canada's official fastest growing city – they tow the line between a government regulatory body and a community organization focused on recreational activities and public engagement. They're never more than a tweet, "like," follow, pin, tag, reblog or check-in away. Like the environment itself, what good is social media without the people that make the conversations rich and the experiences worthwhile?

Conservation Halton is an environmental agency responsible for flood control, environmental planning, forest management, ecological monitoring, education, and recreation. They do everything from issuing building permits to operating Ontario's fifth busiest ski and snowboard centre. Their stakeholders are varied, and their staff is just as diverse. From engineers and ecologists to educators and administrators, they encourage their staff to become official social media contributors as well as unofficial brand ambassadors, with some explicit guidelines of course.

While their foray into social media has been cautious, it was never without a clear plan – several plans in fact. It's all about having a flexible style within a rigid framework. As Facebook and Twitter became popular destinations for brands to showcase themselves and engage their customers in image-building, they took a strategic approach, complete with objectives, tactics and success measures.

You will leave this session with new ideas to integrate social media into your traditional communications, including:

- How social media is relevant to every organization
- The benefits of social media, even when your employees are not able to access it at work
- How to get started on Facebook
- How to overcome the fear of negativity on social media platforms

Hassaan Basit, Director Communications

**CONSERVATION HALTON, ONTARIO**

@Sci\_Comms

@Ch\_Comm

**10:20 a.m. Q & A SESSION**

**Your Opportunity To Ask Questions**

**10:25 a.m.** 

**Morning Refreshment & Networking Break**

**10:45 a.m. GROUP EXERCISE**

**Digest Session: Your Training Goals**

This is your chance to discuss with fellow attendees and speakers what your most pressing internal communication concerns are and what solutions you hope to gain during this training.

**11:15 a.m. CASE STUDY**

**How Utilizing The Right Mix Of Technologies Can Keep Your Employees Motivated And In Step With Your Organization's Business Objectives**

New technologies and web services continue to provide bountiful tools for today's savvy communicator. From newsletters, intranets and email, to social media, mobile apps and digital signage, you're never at a loss for tools of the trade. But more than just having new tools, successfully demonstrating how these tools can support and drive upper management's business goals will ensure your program's overall success and keep employees more informed.

Situated in upstate New York, the Canandaigua National Bank has 500 employees at 30 locations. A key strategic objective for the bank is to maintain a strong corporate culture by undertaking a bi-annual employee survey and improve on low scoring themes. During one review, internal communications scored lower than expected. As a result, company officials began exploring additional tools that could be used to improve internal communications. While the bank utilized traditional tools such as a corporate intranet and e-mail, executives were looking to find a new way to more effectively engage their employees and create a greater sense of internal community. To meet this challenge, the IT department spearheaded a new technology for desktop messaging (think Digital Signage for the desktop) that revolutionized how employees keep connected. Now employees start their day by viewing high-impact desktop messages from HR, marketing, training, and IT. Complementing the banks' existing internal communication technologies, this new interactive desktop solution has emerged as the employees' preferred method of internal communication.

In this session, you will gain insights on how integrating an enterprise-wide, interactive desktop messaging system with existing communication tools can keep your employees more up-to-date on business objectives, training programs, new marketing initiatives, benefits communications, compliance, and more.

Sandra Roberts, Senior Vice President Information Technology

**CANANDAIGUA NATIONAL BANK**

Will Smith, Vice President

**ESCREENZ**

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

**Your Opportunity To Ask Questions**

**11:50 a.m. NON-PROFIT CASE STUDY**

**How To Translate Successful External Communication Strategies To Create Successful Internal Communication Programs**

The Humane Society of the United States (The HSUS) is the nation's largest animal protection organization. With more than 600 employees, the organization relies on a network of staff—in the field, in local offices, in sanctuaries and animal care centers around the country, and in their area headquarters—to cover hundreds of different issues every day.

Despite the organization's sophistication with social media—mobilizing grassroots support on social networks has been instrumental in achieving campaign victories, and last year the organization reached a milestone of 1 million fans on Facebook—internal communications haven't kept up the pace. That's changing now that an increasing number of staff work remotely and the organization is engaging a growing number of volunteers, donors, and ambassadors—both groups and individuals—at the local level to drive advocacy efforts and leverage the expertise of The HSUS to make a greater impact.

Throughout this session, The HSUS will share how they approached enrollment in their intranet (and other tools for collaboration) across a loosely-affiliated physical and social environment and culture that relies on peer-to-peer communications. In addition, you will hear about the results of ideas they tested after attending a similar Advanced Learning Institute conference in August 2012, including:

- Using social media to enable and share employee expertise
- Measuring and reporting the effectiveness of internal communications
- Conducting knowledge tests and creating focus groups for research
- Matching tools with user adoption rates to find winning combinations
- Engaging organizational leaders in change efforts
- Using two-way communication to address information gaps and redefine your strategy
- Bridging internal and external communications

Gail Berrigan, Director, Organizational Communications

**THE HUMANE SOCIETY OF THE UNITED STATES**

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

**Your Opportunity To Ask Questions**

**12:25 p.m.**



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

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

**2:00 p.m. GROUP EXERCISE**

**Digest Session: Connect The Content**

You've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow training attendees what social media & traditional communication tools you're using to communicate with your employees and where you have found the most success.

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

### How To Strengthen Engagement By Connecting Management To Your Organization's Communications Processes

The Arizona Public Service Co. (APS), an investor-owned utility company with almost 7,000 employees and more than one million customers, is striving to increase leaders' capabilities and accountability in the employee communications process. The company is working to formalize cascade processes and develop a communications skills curriculum for managers. With a large group of "unwired" leaders and frontline employees in their plants and out in the field, APS communications strategies and tools must account for the varying needs and preferences of different populations..

In this session, learn how Arizona Public Service Co. (APS) is:

- Created organization-wide benchmarks for communications effectiveness
- Implemented communications plans that double as contracts in service and partnership
- Developed strategies for leadership participation and accountability
- Established agreed-on reporting mechanisms to share results

Jenna Rowell, Internal Communications Manager

**ARIZONA PUBLIC SERVICE CO.**

**3:00 p.m. Q & A SESSION**

### Your Opportunity To Ask Questions

**3:05 p.m.**



### Afternoon Refreshment & Networking Break

**3:20 p.m. CASE STUDY**

### How To Use Social Media To Connect Employees To Your Organization's Strategic Vision In A Widely- Dispersed Company

Aviat Networks is a leader in wireless transmission solutions. Over the last two years, the company has undergone a significant restructuring program. With 1,000 employees residing in over 30 countries, keeping the team aligned with the strategic vision of the company was a big challenge.

Leveraging the power of social networks can make your communications more engaging and develop the brand ambassador that lives inside of every employee. There are almost 1 billion people on Facebook, over 500 million on Twitter, and chances are, your employees are already active users. Social media can be a powerful vehicle for change in your organization. The communications you create connect your teams with the vision and strategy of your organization. It's a big job and you don't have to go it alone.

In this session, you will learn how to:

- Choose your destination, and recognize that getting there is half the story
- Build connections and partnerships across organizations and around the world
- Select the right vehicles for the journey
- Leverage the content all around you
- Listen, measure, analyze, adjust, repeat

Jennifer Graybeal, Internal and Leadership Communications

**AVIAT NETWORKS**

**3:50 p.m. Q & A SESSION**

### Your Opportunity To Ask Questions



**3:55 p.m. CASE STUDY**

### How To Communicate Effectively With Your Employees Whether They Embrace Or Reject Social Media

“My employees won’t use, yet alone embrace social media. They are scattered all over the country and all have different levels of either computer expertise or technology ignorance.” How do you reach out to a broad range of employees from tech-savvy executives and managers to employees on the production floor with limited access to computers?

Without turning its back on its traditional livelihood, NewPage, the nation’s largest producer of printing and specialty papers, incorporates social media components into their communication efforts with a combination of print, broadcast and digital communications. They have a robust Intranet and are also using a unique and exclusive NewPage group page on LinkedIn as another avenue of communications with their employees as well as Twitter, Facebook and Yammer. Whether it’s communicating about company news, product introductions, benefit updates or even weather emergencies, they work closely with their HR, legal, operations, marketing and business excellence groups, as well as the NewPage Senior Leadership Team, to identify the most effective ways to reach out to employees throughout their entire organization.

During this session, you will learn from NewPage’s experiences on how you, too, can:

- Connect your employees through numerous digital tools
- Create a “Working Without Walls” environment and mentality to encourage employees to access information from any location or device.
- Combine traditional communications with the newest trends to encourage employees to have an ongoing dialogue up, down and across organization.
- Align and engage employees with your brand strategy and empower them to consistently deliver and live your key messages and embrace your culture through two-way communications.

Jamie Kenny, Manager, Internal Communications

**NEWPAGE CORPORATION**

**4:25 p.m. Q & A SESSION**

### Your Opportunity To Ask Questions

**4:30 p.m. GROUP EXERCISE**

### Digest & Prepare

Need to dive deeper into specific topics? Want more details? Here's your chance!! Discuss with the group what topics you hope to hear more about tomorrow and what questions you have that are still unanswered. Use the expertise of your conference speakers and fellow attendees to gain feedback and ideas for improvement of your internal communication plans.

**5:00 p.m.**

### End Of Day One

**5:10 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 Las Vegas’ fine dining while you continue to network with your colleagues.

8:00 a.m.



### Continental Breakfast & Networking

8:30 a.m.

#### CHAIRPERSON'S ADDRESS

### Chairperson's Opening Of Day Two and Presentation: Harnessing The Power Of Co-Creation: How Leading Organizations Are Using Crowdsourcing And Emerging Media To Engage Employees Enterprise-Wide

One of the most powerful catalysts to engagement is the process of involving employees in the generation of ideas that address an organization's most pressing challenges. By opening up these important conversations, individuals feel a part of—rather than on the sidelines of—the true game of business.

During this session, you will hear methods for how to drive co-creation efforts within your company to engage employees at all levels. Case studies will be used to lead you through a series of pointed inquiries, facilitating breakthrough thinking and leading to significant improvements in both employee engagement and leadership support.

Some of the many things that you will learn during this informative session are how to:

- Position communications as a catalyst for co-creation
- Build a holistic engagement strategy, supported by multi-disciplinary communications
- Use emerging crowd-sourcing technologies to drive engagement efforts

Preston Lewis, Co-Founder & Director

**BONFIRE COMMUNICATIONS**

@bonfirepreston

9:10 a.m.

#### Q & A SESSION

### Your Opportunity To Ask Questions

9:15 a.m.

#### CASE STUDY

### Engage Or Entangle? How To Link Communications Objectives That Result In Employee Entanglement

The financial unrest in the past four years has led to later retirement. There are now four generations active in the workplace. And when all is said and done, the current workforce is the least engaged in history.

How does an organization successfully communicate with: four generations, a workforce that has Millennials as the most populous generation and women as the most populous gender? Will an economic recovery lead to high turnover in firms with disengaged workers? Why do managers like engaged workers and leaders like entangled staff?

The answers are critical for workforce/organization alignment and can be solved with effective communication tools.

Targeted for communications professionals, human resource professionals and leaders, this session will help you to:

- Clarify the damage of unengaged staff
- Define the productive and profitable difference between engaged and entangled staff
- Reveal methods of entanglement used by several award-winning employee centric organizations
- Illustrate communication instruments that speak from staff to staff



Tom Walter, CEO & Founding Partner

**TASTY CATERING**

9:45 a.m. **Q & A SESSION**

### Your Opportunity To Ask Questions

9:50 a.m. 

### Morning Refreshment & Networking Break

10:05 a.m. **GROUP EXERCISE**

### Digest Session: Discuss And Brainstorm

Whether it's a weekly update, emergency broadcast, or contest – every organization is looking to communicate in a more efficient way with their employees. Discuss and brainstorm with fellow attendees and speakers techniques you've had success with, or concerns you're having, in communicating key information to your employees.

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

### How Social Media Can Drive Cultural Transformation And Help Manage Organizational Change

Facebook, Twitter, virtual meetings, video conferencing, and many other collaboration and social media platforms are an integral part of people's day-to-day activities. As these platforms continue to find their way into enterprise communications and management strategies, many companies continue to struggle with the implementation of such initiatives.

There is a challenge in designing and creating a targeted marketing strategy; it's not about being present and engaged on every available outlet or gauging success on the number of followers, but finding the appropriate outlets tailored to niche or broad interests. Social media has allowed Winston & Strawn to:

- Embrace the "Winston" story and tell it to everyone;
- Encourage brand reinforcement;
- Share updates across time zones;
- Understand those outside of their home/HQ office; and
- Drive messaging across borders, offices and environments

In this session, you will explore how social and collaboration tools can provide a powerful platform to help your company successfully drive cultural transformation and manage large-scale change, specifically focusing on:

- Building a collaborative culture
- Establishing a more effective two-way conversation with your team
- Creating engaging learning experiences
- Improving employee involvement and contribution
- Keeping employees motivated and on task

Katy von Treskow, Senior Marketing Manager, Digital Media

**WINSTON & STRAWN LLP**

11:05 a.m. **Q & A SESSION**

### Your Opportunity To Ask Questions

11:10 a.m. **CASE STUDY**

### How To Engage Leadership And Employees And Cut Costs Through The Use Of The Latest Technology

As the world is becoming more technology based, companies are starting to embrace the ways they can communicate with their employees via new platforms. Using the iPad is one example of how to harness the technology era in the workplace. The Reader's Digest Association, Inc. (RDA) is a global multi-platform media and direct marketing company that educates, entertains and connects audiences around the world. The company and its employees are dedicat-

ed to providing customers with the inspiration, ideas and tools that simplify and enrich their lives on whichever platform they prefer. With 27 leading brands, including the master brands Reader's Digest, Taste of Home and The Family Handyman, the company reaches more than 145 million consumers. Within the past year, Reader's Digest magazine has expanded content to all digital forms, becoming the #1-selling magazine on the Amazon Kindle, and a top seller on the Apple iPad and Barnes & Noble's Nook.

In this session, you will learn how RDA energized their global leadership team by using the iPad to communicate the company's strategic goals and digital transformation objectives at the annual management conference.

After this energized session, you will gain a better understanding about:

- How to use the iPad to deliver meeting materials that are interactive, fun and emblematic of Web 2.0 tools
- Ideas to engage leadership in new ways of thinking about the business
- Ways to reduce meeting costs and provide a superior communication experience

Susan Fraysse Russ, Vice President of Global Communications

**READER'S DIGEST ASSOCIATION**

@readersdigest

**11:40 a.m. Q & A SESSION**

**Your Opportunity To Ask Questions**

**11:45 a.m. GROUP EXERCISE**

**Digest 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.

**12:15 p.m.** 

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

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

**1:50 p.m. INTERACTIVE SESSION**

**Group Exercise: Brainstorm Solutions And New Ideas You Can Use**

Interact and discuss solutions to your internal communications challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own internal communications initiatives.

**2:20 p.m. CASE STUDY**

**Raising Employee Engagement During Challenging Times**

Everyone knows the engagement levels of employees can be tied directly to their company's profit or loss margins. The higher the engagement, in most cases, the higher the profit. Research from Towers Watson and many others support this trend.

Astute leaders understand it is important to keep engagement high in their workforce. But how, in the face of aggressive business goals, downsizing and restructuring, can a communications and human capital department – given the goal to raise employee engagement by year's end - make this happen?

In this engaging session, you will hear how OptumRx, a \$20B health care organization, was able to:

- Choose communication topics that mattered to employees
- Found their CEO's strengths and the best communications process for him

- Made sure that communications were viewed by front line employees
- Gathered their feedback, shared metrics and measured their success
- You will leave this session armed with new tips and techniques for your own engagement strategies.

Jerry O'Brien, Director, Internal Communications

**OPTUMRX**

**2:50 p.m. Q & A SESSION**

**Your Opportunity To Ask Questions**

**2:55 p.m.**



**Afternoon Refreshment & Networking Break**

**3:05 p.m. CASE STUDY**

**How To Use Games And Social Media To Educate Employees And Drive Engagement**

Established in 1920, Virginia Mason began as an 80-bed hospital with six physician offices. The founders' vision was to provide a single place where patients could receive comprehensive medical care, a "one-stop shopping" place for virtually any medical problem or need.

Over the years, staff at Virginia Mason Medical Center thought their goal communications were typical and dull. Through the use of staff focus groups, the medical center realized they wanted a "fun" and simple way to learn about the annual goals and keep track of how the center was doing towards achieving those goals. The Communications Team decided to create a series of games and a goals dashboard as the key components of their campaign to educate staff.

Learn how Virginia Mason Medical Center launched an innovative communications campaign to drive engagement and performance:

- Using games as a way to educate their staff about the center's annual goals
- Developing a simple, visual dashboard that lets employees track corporate progress against goals
- Leveraging managers to boost engagement levels during the campaign
- Measuring the effectiveness of the campaign in reaching employees

In a recent survey, 99% of participating staff told the Communications Team that they learned more about the organization's goals as a result of the campaign!

Joe Rothrock, Senior Communications Manager

**VIRGINIA MASON MEDICAL CENTER**

**3:35 p.m. Q & A SESSION**

**Your Opportunity To Ask Questions**

**3:40 p.m. GROUP EXERCISE**

**Digest Session: Key Takeaways And What To Do When You Get Back To The Office**

Discuss with fellow attendees and speakers what you will do when you get back to the office.

**4:10 p.m.**

### **Chairperson's Recap**

We'll recap the highlights of the past two days and send you home equipped with new tips and tools you can start incorporating into your communalization plan immediately.

Preston Lewis, Co-Founder & Director

**BONFIRE COMMUNICATIONS**

@bonfirepreston

**4:30 p.m.**

### **Close of General Sessions**

## **Maximize Your Training!**

Choose From Four Workshops For Ultimate Value And Learning!

Sign up for your choice of these highly-interactive and practical workshops to focus on your individual needs:

**Thursday, January 31, 2013:**

### **Post-Conference Morning Workshop C:**

8:30 a.m. – 11:30 a.m.:

How To Develop A Narrative That Increases Brand Awareness And Brand Loyalty

### **Post-Conference Afternoon Workshop D:**

12: 30 p.m. – 3: 30 p.m.:

How To Integrate The Latest Social Media Tools And Technologies Into Your Internal Communications To Foster Better Employee Collaboration And Brand Engagement

## **RAVE REVIEWS FROM PAST COMMUNICATIONS 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**

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

D. Curtis-Magley, Brand Management Supervisor

**UNITED PARCEL SERVICE**

# Strategic Internal Communications - January 28 - 31, 2013

## Interactive Post-Conference Workshops ~ January 31, 2013

### Thursday, January 31, 2013

These workshops are designed to take your conference experience to the next level. Post-conference workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

#### 8:30 a.m. to 11:30 a.m. – POST-CONFERENCE MORNING WORKSHOP **C**

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

##### How To Develop A Narrative That Increases Brand Awareness And Brand Loyalty

Your story is unique. There's no other organization like yours. You have your own identity, your own mission, your own habits and practices and beliefs. Your own story. And stories are what people are truly interested in. How you talk about yourself helps you communicate the value of what you do to people who are interested.

In this workshop, you will learn how to achieve big success by distilling your corporate identity into specific messaging and editorial points, i.e., "stories," and then use social media tools to spread them. Employing techniques based upon both classical drama and the journalism practice of asking "Who, what, where, when, why and how?", you will be able to develop a narrative that increases brand awareness and brand loyalty.

In this interactive workshop, using famous historical cases (such as? Spell them out here) as groundwork for work examples, you will learn how to:

- Form your corporate message into a compelling narrative
- Develop an editorial calendar suitable for social media
- Expand your message internally and externally
- Communicate value and increase brand loyalty
- Demonstrate results

**WORKSHOP LEADER:** Lee Wochner is the CEO & Creative Strategist of Counterintuity, LLC, a creative marketing agency in Burbank, CA established in 2004 and with clients across the U.S. and in Canada and South America.

#### 11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

#### 12:30 p.m. to 3:30 p.m. – POST-CONFERENCE AFTERNOON WORKSHOP **D**

Refreshments will be provided during this session.

##### How To Integrate The Latest Social Media Tools And Technologies Into Your Internal Communications To Foster Better Employee Collaboration And Brand Engagement

Social media has received a significant amount of support over the last few years and as a result, almost every organization wants to rollout social media accounts. Few organizations, however, understand how to do so to significantly enhance the internal communications within their organization.

Using best practices as a benchmark for your own future efforts, you will learn how leading organizations are moving forward today with enterprise-wide collaboration and how you can implement their solutions in a fun and thought-provoking way.

You will learn what you can do to turn your organization into a social one using collaboration. You will leave with real take-aways that you can implement within your own organization. Specifically, you will leave this high-energy workshop with answers to the following key questions:

- What are the common goals, approaches, and tools when rolling out an enterprise-wide communications effort?
- Why is now the time to move your organization forward with Enterprise 2.0?
- How can you get started?
- How can you overcome the most common reasons given to delay efforts?
- How do you drive a successful collaboration and measure its value?

**WORKSHOP LEADER:** Jeff Willinger is the Director of Collaboration, Social Computing and Intranets at Righpoint; as well as the President of the Chicago Chapter of the Social Media Club. Jeff advises his clients on the social aspects of web solutions. This includes social computing strategies, social intranets and portals, and increasing employee engagement.

# CONFERENCE SUPPORTERS:



**The International Association of Business Communicators/Las Vegas (IABC/Las Vegas)** is the statewide chapter of IABC, an international network of professionals engaged in strategic business communication management. The goal of IABC/Las Vegas is to promote ethical standards of conduct; offer members career, professional, and leadership opportunities; and foster an atmosphere of support, growth, and community involvement.

Founded in 1978, IABC/Las Vegas has earned international recognition as Outstanding Small Chapter of the Year in 1997 and 2000. It was also named International Chapter of the Year in 1997. In 2008, IABC/Las Vegas received Chapter Management Awards for Leadership Development, Membership Marketing, Professional Development, Student Involvement, and Branding.

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



**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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**Social Media Club** is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

For more information, please go to <http://www.socialmediacub.org/>



**O'Dwyer's** is the trusted source for those seeking the inside news of public relations. In fact, Jack O'Dwyer's Newsletter is recognized as "the bible of PR" by the New York Times. O'Dwyer's has been covering the field for 44 years through the weekly newsletter, monthly magazine, directories, guides and website. Fiercely independent, O'Dwyer's continue to provide news, analysis and commentary not found on any other PR website or in any other PR publication.

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

## RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

*"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**



# Strategic Internal Communications - January 28 - 31, 2013

## ALL CONFERENCE SESSIONS WILL TAKE PLACE AT THE:

**Bally's Las Vegas Hotel**  
 3645 South Las Vegas Blvd.  
 Las Vegas, NV 89109  
 T: (877) 603-4390  
<http://www.ballyslasvegas.com>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at a reduced room rate of \$89/night. Call (800) 358-8777 & mention code "SBSIC3 or Strategic Internal Communications" to secure the special rate or go online at: <https://www.totalrewards.com/hotel-reservations/main/?propCode=BLV&groupCode=SBSIC3>. Please make your reservation by January 18, 2013 to ensure this special rate.**



Join us in Las Vegas for A.L.I.'s 10th forum on "Strategic Internal Communications: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Las Vegas, please visit <http://www.visitlasvegas.com/vegas/index.jsp>

## 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, 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 Dec. 14th</b>	<b>Regular Pricing: Register with payment after Dec. 14th</b>
<b>Conference Only</b> (Jan. 29 & 30)	\$1,699	\$2,099
<b>Conference</b> (Jan. 29 & 30) <b>Plus One Workshop</b> (Jan. 28 or 31)	\$2,099	\$2,499
<b>Conference</b> (Jan. 29 & 30) <b>Plus Two Workshops</b> (Jan. 28 &/or 31)	\$2,399	\$2,799
<b>Conference</b> (Jan. 29 & 30) <b>Plus Three Workshops</b> (Jan. 28 & 31)	\$2,599	\$2,999
<b>Conference</b> (Jan. 29 & 30) <b>Plus All Four Workshops</b> (Jan. 28 & 31) -- <b>ALL ACCESS PASS</b>	<b>\$2,699 BEST VALUE!</b>	\$3,099
<b>Conference Workbook 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.*

VENUE & REGISTRATION FEES

## 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 Angie at (773) 695-9400 ext 218, 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. FREQUENT ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a **\$200 discount** off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

## 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 January 14**) 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 January 14**) 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:

*"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**

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

J. Sanchez, Director of Corporate Communication

**U.S. SUGAR CORPORATION**

## 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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- Nationwide Insurance
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- Allstate Insurance
- Capital One Financial Corporation
- American Heart Association
- State Farm Insurance
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- Disney
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- Mayo Clinic
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- John Deere
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- Shell Chemicals
- Verizon
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- Southwest Airlines
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- American Cancer Society
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- Kaiser Permanente
- Target Corporation
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- Merck
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- General Motors
- American Red Cross
- Morgan Stanley
- Starbucks
- Chase Manhattan Bank
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***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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January 28-31, 2013 • Las Vegas

# STRATEGIC INTERNAL COMMUNICATIONS



How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value

## Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the Jan. '13 Strategic Internal Communications conference in Las Vegas.

**Please check:**

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

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Morning Workshop A: How To Link Your Communication To Your Business Strategy And Measure Its Impact: A Step-By-Step Process
  - Pre-Conference Afternoon Workshop B: How To Master Engagement Within Your Organization: An Audience-Centric Approach To Building Strategic Communication Campaigns
  - Post-Conference Morning Workshop C: How To Develop A Narrative That Increases Brand Awareness And Brand Loyalty
  - Post-Conference Afternoon Workshop D: How To Integrate The Latest Social Media Tools And Technologies Into Your Internal Communications To Foster Better Employee Collaboration And Brand Engagement
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

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