



# STRATEGIC INTERNAL COMMUNICATIONS

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



March 19 - 22, 2013 • Toronto

REGISTER BY JANUARY 25<sup>TH</sup> TO SAVE \$400!

## KEY TAKE AWAYS

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** strategic internal communication to communicate radical change and achieve business results
- **Leveraging** technologies, and your Intranet, to provide the correct information efficiently
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **Incorporating** social media technologies into your existing communications plans to maximize results
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees
- **Seeing** the importance of two-way communication and the impact you can achieve by conversing with your audience
- **Focusing** your message to cut through the clutter and deliver your key message effectively
- **Implementing** an employee engagement campaign as a business asset to positively affect the bottom line
- **Developing** an effective social media strategy
- **Identifying** internal champions across multiple departments and company functions

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

- ✓ 14+ speakers sharing breakthrough strategies to keep your employees engaged and informed
- ✓ Digest sessions turning you from attendee to participant by sharing your own challenges and lessons learned
- ✓ Optional workshops that take your training experience to the next level
- ✓ Gain continuing education hours
- ✓ Certificate of Completion

## SUPPORTING ORGANIZATIONS



brandchannel

Presented by:



Advanced Learning Institute  
Your Communications  
Training Partner Since 1997

### SPEAKING ORGANIZATIONS:

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:

Best Buy Canada

Meridian Credit Union

Sobeys

Aon Hewitt

Genome Alberta

Mary Washington Healthcare

Conservation Halton

APEX Public Relations, Inc.

non-linear creations, inc.

TemboSocial

The Media Partners, LLC

Roots Canada Ltd.

Speak Up Communications

Echo Communications

IBM

BASF Corporation

Register by January 25th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!  
To Register, Call 773-695-9400 or 888-362-7400 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:

**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.

## 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.

## THE COMPETITIVE ADVANTAGE YOU'LL GAIN FROM ATTENDING THIS CRITICAL EVENT

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:

- **14 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 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 -- 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
- **A comprehensive overview** of internal communications innovations from leading practitioners like the **Meridian Credit Union, Sobeys, Best Buy Canada, APEX Public Relations**, 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
- **The opportunity to learn** how to use new social media tools to revolutionize your employee 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

### **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.**



Dear Communication Colleagues,

Social media – it seems like you can't escape these two words! Everywhere you turn there's another conference or article focusing on another new media channel we should know about. But where to start? And if we have started, how to ensure we using social media effectively? With diverse audiences ranging from Boomers and "Gen X" through to "Gen C" – the constantly connected generation! – **how can we balance long-established print and face-to-face options with the plethora of social media channels?**

**Like other sound business decisions, it comes down to making strategic choices about which communication tools will help you achieve your objectives.**

Of course, that's easy to say and often quite difficult to do. We're beset with pressures to do more with less, become experts on the latest trends, and get our information out everywhere: on time, on budget and on message. So it's a good thing communicators are generally a social bunch - we can seek out similar professionals and industry colleagues to learn from their experience - getting insight on the strategies that were really effective and/or avoiding the pitfalls they've uncovered the hard way!

At A.L.I.'s 11th "Strategic Internal Communications" conference in Toronto, we'll tackle the challenges of creating effective communication strategies today when sound bites rule and everyone can be a content creator. We'll explore how to engage employees with corporate programs and objectives and leverage the opportunities for real-time dialogue, champions and critics that social media creates.

Among the many things you'll examine at the conference:

- Today's communication really is two-way – and that means everyone's opinion can find a forum. Does this change how and what we communicate – and can we control messages?
- Audience segmentation and social media – targeting messages effectively for a multi-channel audience.
- More communication options and more reach than ever before – but this also means more competition for "brain space"; how to ensure we make our information stand out for its intended audience.
- Storytelling in e-space – how stories connect your audiences to an idea or a vision, and enable people to retell them, regardless of channel.

Attend "Strategic Internal Communications: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value" March 19-22, 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.

We look forward to seeing you in Toronto! Together, we'll explore the "undiscovered country" of social media - and take away valuable lessons on how we can make it our own and use it deliver inspiring communication programs and encourage engagement and dialogue with our internal stakeholders. That's a win/win outcome for communication practitioners and the businesses objectives we support and drive.

Sincerely,

Jacqueline Taggart, Vice President

**AON HEWITT**

**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 Our Conferences Are 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!**

# Strategic Internal Communications - March 19-22, 2013

## Interactive Pre-Conference Workshops - Mar. 19, 2012



### Tuesday, March 19, 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 strategies that will enhance your understanding of the informative, case study presentations throughout the entire conference.

.... Choose A or B or BOTH 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.

##### Creating Employee Super Fans That Attack Company Goals With Conviction Using Both Social Media And Traditional Communications

There are some basics to communication psychology that every leader needs to know. Individuals have at their core a set of values and beliefs from which they build rules and expectations and then an environment. As a communicator, you as the employer/manager face one of two scenarios:

- Either your employees are already united by their underlying values and beliefs (you simply need to find out what those are)

**OR**

- You as the communicator need to research and create a unifying set of values and beliefs that will unite your team

If you are a leader working off a false understanding of your staff, you may be missing your true super fans and the key to growth. You will leave this session equipped with lessons learned on how your organization can:

- Identify and cultivate these authentic employees
- Inspire employees into action
- Communicate effectively with purpose, strategy, vocabulary, and technology

**WORKSHOP LEADER: Juliana Trichilo Cina, MA, is the President of Speak Up Communications** and is the Coach, Trainer and Marketing professional behind The Success Formula and JTCina.com. She believes that broken conversations riddle business operations, marketing and our personal lives. Using the psychology of communication, persuasion and influence, she is working to inspire successful and authentic conversations. Communicating effectively involves purpose, strategy, vocabulary, technology and much more. Juliana brings together the elements needed for success in business and personal rapport building through communications.

#### 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 Integrate Social Media Into Your Internal Communications Strategy: A Step-By-Step Process

The social media phenomenon has gathered a significant amount of momentum over the last few years. Just about everyone wants to rollout social media, but not everyone understands how to do so most effectively and how it can significantly enhance the internal communications within an organization.

Does the brave new world of social media and Web 2.0 excite as well as concern you and your organization? Given the runaway popularity of Twitter, Mashups, Facebook, blogs, and many other web-based forms of communications and networking, perhaps you have been wondering about the possibilities and the risks for your organization?

Join this interactive workshop and learn proven ways of identifying the right technologies, or social media platforms, like Yammer, Google docs, Jive, Igloo, and Newsgator to achieve your organization's strategic objectives. In addition, you will:

- Learn how 1400+ organizations from all around the world are using Intranet 2.0 tools. A Social Intranet Study (sponsored by IABC Research Foundation) will be shared and will give you an exclusive look into how and to what extent organizations of all sizes are using social media on their intranet. The global perspective of the survey, will allow you to develop a new understanding and appreciation for intranet 2.0 tools that is difficult to attain elsewhere
- Review case study examples of blogs, wikis and other social media tools from IBM, Cisco, Sony, Siemens, and others
- Gain knowledge from lessons learned and get key recommendations for undertaking an Intranet 2.0 and internal branding initiative
- Dispel the confusion and discover the exciting promises as well as the challenges of using Web 2.0 tools

**WORKSHOP LEADER: Carmine Porco, Associate Partner at IBM,** has over 18 years of experience in the areas of Internet consulting, IT management, and software development.

INTERACTIVE, HANDS-ON WORKSHOPS





## General Sessions - Day One, March 20, 2013

8:00 a.m.

### Registration & Continental Breakfast

8:30 a.m.

#### CHAIRPERSON'S WELCOME

### Chairperson's Welcome & Speed Networking

Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

Jacqueline Taggart, Vice President

**AON HEWITT**

9:15 a.m.

#### CHAIRPERSON'S ADDRESS

### Like Janus Astride Two Worlds – Communicators Today Must Be Both Original And Transitional – How Can We Use New And Familiar Media To Get Our Messages Out Effectively?

Communicating with employees in 2012 is challenging. Multiple messages and distractions compete for your employees' attention. Traditional communication channels don't appear to engage the majority of employees – yet many of today's practitioners didn't grow up in the online world and feel like they're in "catch-up" mode with their target audience. How to be successful doing what we know how to do (and care about deeply!) while working with the training wheels on?

This opening session will highlight the challenges facing communicators today and look at how we can leverage a strategic mix of new and traditional media to be successful while we work hard to stay abreast of trending tools.

We'll look at:

- Life on the e-list - how the changing communication landscape affects both our communication abilities and our audience expectations
- Balancing "getting it perfect" with "getting it out" as social media timelines = right now
- Overcoming fear of the unknown/uncontrollable and winning internal support for social media channels
- Three things you can do this year to "get your feet wet" in the social media pool

Jacqueline Taggart, Vice President

**AON HEWITT**

9:45 a.m.

#### Q & A SESSION

### Your Opportunity To Ask Questions

9:50 a.m.

#### CASE STUDY

### Driving Internal Message Alignment & The Case For Radical New Transparency

With so much media and external messaging driving a brand's reputation and identity, it's easy for internal stakeholders to be confused about an organizations overall stability or plans to sustain momentum and grow.

Best Buy Canada and Future Shop believe that no effective external message can successfully be delivered unless there is internal awareness and alignment first. At a time when most companies are looking to "lock up" their communications or corporate data, Future Shop and Best Buy Canada are exploring a different approach: unlock your people, engage them on their terms and provide a radical new transparency model that is both inclusive and informative to seek alignment across the company.

In this session, you will see the state of internal communications in Corporate Canada and how more frequent communications to employees does not improve alignment, but rather, more transparency in communications instead.

You'll hear case study examples of new communications strategies, tools and tactics Best Buy Canada is using to create more alignment with employees through a radical new approach to transparency as initiated from the very top by the President and COO of the organization.

Christopher Ian Bennett, Director Corporate Communications

**BEST BUY CANADA**

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

R. Stevens, Director, Learning  
Technology & Communications

**STAPLES, INC.**

# Strategic Internal Communications - March 19-22, 2013

## General Sessions - Day One, March 20, 2013



**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**  
**Leveraging Technologies To Meet Your Communications Goals**

Reduce, reuse and recycle isn't just a mantra for going green. Integrated technologies and communications tools will make it easier to get your communications job done efficiently and maintain your message throughout.

Online media can be used to engage staff, stakeholders, and even politicians who are already online and can be merged with your print tools and even your electronic media campaigns. All it takes is a little creativity.

In this session, you'll hear some ideas and tips to bring creativity and energy to your internal communications and link it to your external tools, such as:

- Selecting the right online tools for your organization and for the message at hand
- Making efficient use of your content



Mike Spear, Director of Corporate Communications  
**GENOME ALBERTA**

**11:45 a.m. Q & A SESSION**  
**Your Opportunity To Ask Questions**

**11:50 a.m. CASE STUDY**  
**How To Use Social Media To Engage Your Employees**

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 104 years. It is a company steeped in tradition and heritage, with strong roots in Atlantic Canada, where it all began.

So what happens when one department wants to shake things up - to use social media to engage employees, and push the envelope? Employees get engaged, customers get involved and it's a total 'Like'-fest!

Sobeys Atlantic held its 2012 Awards Gala in May in Halifax - in the past, it has typically been an event held within the four walls of the Gala location. However, in 2011, five stores were invited to participate through video conference. Still wanting to engage employees further and with a broader reach across the region, in 2012, all 83 stores in the region were invited to participate. Stores planned parties, invited customers and competed in contests for the most 'Likes' by posting photos and messages on a Facebook page created specifically for the event.

During this session, you will learn how to overcome the struggles of introducing new social media concepts into your organization and how to use social media to engage your employees.



Shauna Selig, Manager Communications & Corporate Affairs  
**SOBEYS**

*"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**

AGENDA - DAY 1 - Wednesday, March 20

# Strategic Internal Communications - March 19-22, 2013

## General Sessions - Day One, March 20, 2013

AGENDA - DAY 1 - Wednesday, March 20



**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 and speakers 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**  
**Is Your SharePoint Intranet Driving Corporate Value?**

Intranets have been the backbone of information and knowledge sharing for years, but are they doing the job they should? This session will focus on understanding what the gold standard for intranets should be and how intranets can overcome their current challenges.

1. "Is the money that you're spending on your website delivering results to your business objective?"
2. "Is your intranet truly a place where employees go to get work done, find the people and information that they need one that they would miss desperately if they join another organization?"
3. What constitutes success for your intranet?
4. What role is SharePoint playing with other organizations to transform culture and business process and help drive efficiency across large organizations?

In this successful case study example, you will hear the innovative approach to intranet strategy and governance that was taken at exp. Global. You will walk away with new insights by applying their intranet building process and final product to your own strategy.

Doug Caldwell, CIO  
**EXP GLOBAL**



Shannon Ryan, President and CEO  
**NON-LINEAR CREATIONS, INC.**

*"(The conference was) terrific, informative, interactive, relaxed, and had great conversations. I would recommend."*

S. Mackie, Internal Communications Specialist  
**SCOUTS CANADA**

**3:00 p.m.** **Q & A SESSION**  
**Your Opportunity To Ask Questions**

**3:05 p.m.**   
**Afternoon Refreshment & Networking Break**

**3:25 p.m.** **CASE STUDY**  
**Telling The Story To Inform And Engage Your Team**

For a company with a dispersed presence in North America – 130 stores, head office, design center, manufacturing facilities and a large distribution/warehouse operations center – Roots Canada attaches great importance to keeping all its employees on the same page. Vital to the brand's success is updating its staff regularly in a lively, informative manner about the ever-evolving world of Roots.

# Strategic Internal Communications - March 19-22, 2013

## General Sessions - Day One, March 20, 2013



As a high-profile company with not only compelling products but also a rich culture and a strong involvement in the community, Roots takes pride in its heritage, diverse activities and many achievements. To nurture a winning spirit and sense of belonging among its staff, Roots uses various channels for creative company-wide communication. One of the most effective vehicles has proven to be a colour magazine, produced in-house and sent to every employee. Since it was created in 2005, it has greatly strengthened the sense of community among Roots staff in addition to other spin-off benefits.

**During this session, you will learn about the components that go into each issue, why it's proven so effective and how the same rudiments behind it can be applied to any business or organization.**

Robert Sarner, Director of Communication and Public Affairs  
**ROOTS CANADA, LTD.**

**3:55 p.m. Q & A SESSION**  
**Your Opportunity To Ask Questions**

**4:00 p.m. GROUP EXERCISE**  
**Digest Session: 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 training speakers and fellow attendees to gain feedback and ideas for improvement of your internal communication plans.

**4:30 p.m.**  
**Day One Wrap Up**  
Jacqueline Taggart, Vice President  
**AON HEWITT**

**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 Toronto's fine dining while you continue to network with your colleagues.

### **RAVE REVIEW FROM PAST STRATEGIC INTERNAL COMMUNICATIONS CONFERENCE ATTENDEE:**

*"The conference provided a good variety of examples and perspectives. I took away a lot that I could act on immediately. My job just got so much more exciting!"*

AGENDA - DAY 1 - Wednesday, March 20



## General Sessions - Day Two, March 21, 2013

8:00 a.m.

### Continental Breakfast & Networking

8:30 a.m.

### Chairperson's Opening Of Day Two

Jacqueline Taggart, Vice President

**AON HEWITT**

8:35 a.m.

#### CASE STUDY

### How To Engage Your Employees So That Their Behaviour Represents Your Values, Mission, Brand And Business Strategy

Creating an authentic brand goes beyond developing a catchy tagline or eye-catching logo. An effective brand encapsulates an organization's mission, vision and customer promise. Employees can be your organization's best brand advocate yet many marketers ignore leveraging this powerful marketing resource.

In this session, you will hear how Meridian, Ontario's largest credit union, successfully fostered a highly-engaged and enthusiastic workforce that not only advocates the brand but lives it with every customer interaction.

More importantly in this session, you will hear how to outline how engaged your own employees so that they too play an instrumental part in driving business success. Since its creation in 2005, Meridian has aggressively grown its assets under management from \$3 to \$12 billion. Employee brand ambassadors were the secret ingredient that fueled this industry leading growth.

During this interactive session, you will learn how Meridian took five essential steps in creating an award-winning employee brand ambassador program, including how they:

1. Created a brand voice
2. Defined brand behaviours
3. Celebrated successes aligned to the brand
4. Created two-way communications programs
5. Managed employee engagement



Scott Windsor, Vice President, Corporate Communications

**MERIDIAN CREDIT UNION**

9:05 a.m.

#### Q & A SESSION

### Your Opportunity To Ask Questions

9:10 a.m.

#### CASE STUDY

### Why Should You Give A Tweet About How You Communicate With Your Staff? How To Integrate Social Media Tools With Your Traditional Communications To Reach Your Employees More Efficiently & Effectively

APEX PR has been successfully implementing social media strategies for their roster of blue-chip clients since the advent of Web 2.0 and increasingly, those programs have included an employee engagement element. Yet, they were not "walking the talk" regarding their own employee communications program. They were stuck in the habit of using their "tried and true" communication tools, such as weekly staff meetings and intranet updates, thinking that these were more in keeping with their 25-person agency culture. But were they?

# Strategic Internal Communications - March 19-22, 2013

## General Sessions - Day Two, March 21, 2013



In this session, you'll hear how APEX PR took a long hard look at how (and what) they were communicating, what new and surprising social networking sources their staff were intuitively using to communicate with each other, and how we they could integrate the traditional with the digital to cultivate a more engaged and motivated staff that delivered on their bottom line expectations (an extra bonus!).

This interactive session will also delve into how they made their culture even better, what worked and what bombed.

Finally, you will learn about the value of:

- Empowering your staff to introduce new social media tools into internal communications systems
- Encouraging social media skill development that can benefit the bottom line
- Teaching old dogs new tricks without the pain



Linda Andross, President  
**APEX PUBLIC RELATIONS INC.**

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

G. Grooms, Director of Field Communications

**TRANSAMERICA**

**9:40 a.m. Q & A SESSION**

**Your Opportunity To Ask Questions**

**9:45 a.m.**



**Morning Refreshment & Networking Break**

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

**Digest Session: Discuss & 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 company information to your employees.

**10:40 a.m. CASE STUDY**

**How To Engage Employees Throughout Your Entire Organization**

BASF Corporate Communications designed and launched the "We create chemistry" World Tour to build a shared baseline of understanding. In late 2011, BASF rolled-out its updated long-term global strategy, "We create chemistry." Citing BASF's global footprint, vast product portfolio and broad range of expertise, the strategy holds that the company is uniquely positioned to provide, through collaborative innovation, the functionalized chemistry innovations to sustainably feed, power, move, house and keep well a growing world population.

In this session, you will get a behind-the-scenes understanding of BASF's the empirical impetus behind the tour, the strategic objectives, tactical development, execution as well as the measurement of results.

In this session, you will learn the strategies and tactics that were put in place to educate, engage, and inspire everyone about the "We create chemistry" World Tour. Specifically, you'll get an inside look at how BASF:

- Drove revenues and increased profitability
- Aligned 100,000 employees on six continents
- Drove culture change
- Built executive engagement that increased employee engagement

Robin C. Rotenberg, VP, Corporate Communications and Chief Communications Officer

**BASF CORPORATION**

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

**Your Opportunity To Ask Questions**

# Strategic Internal Communications - March 19-22, 2013

## General Sessions - Day Two, March 21, 2013

AGENDA - DAY 2 - Thursday, March 21



11:15 a.m.

### CASE STUDY

#### How To Develop A Social Media Plan And Craft An Engaging Narrative To Achieve Your Strategic Communication 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 and how to create a narrative around your posts
- How to overcome the fear of negativity on social media platforms



Hassaan Basit, Director Communications  
**CONSERVATION HALTON**

*"Timely and topical – all the presentations provided complimentary perspectives on social media."*

M. Hudson, Sr. Communications Executive  
**PUBLIC HEALTH AGENCY OF CANADA**

11:45 a.m.

### Q & A SESSION

#### Your Opportunity To Ask Questions

11:50 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.

12:20 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.

### INTERACTIVE PANEL DISCUSSION

#### Current Trends And What's Next In Internal Communications

**Social media, mobile, Intranet 3.0, employee engagement and now gaming!** Join our expert speakers for this fascinating discussion and debate about the hottest trends in internal communications, what you need to do to prepare for the challenges ahead, and what's coming next. How will the latest trends impact the traditional tools in the communicator's toolbox? Don't miss this chance to hear about the latest trends in internal communications and how they may shape your own future communication strategies.

#### Panelists:



Steven Green, Founder & President  
**TEMBOSOCIAL**



Shannon Ryan, President & CEO  
**NON-LINEAR CREATIONS, INC.**

Jacqueline Taggart, Vice President  
**AON HEWITT**

*"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**

2:50 p.m.

### Q & A SESSION

#### Your Opportunity To Ask Questions

2:55 p.m.



#### Stretch Break

3:00 p.m.

### CASE STUDY

#### How To Incorporate An Intranet Radio Station Into Your Toolkit For Improved Communications

Mary Washington Healthcare (MWHC) has launched the first-ever radio station dedicated to its internal stakeholders. This includes employees, physicians and new potential recruits. MWHC Radio is available via the internet at work, at home and on smart phones and is hosted on the organization's internet site. All content can be managed in house while the agency manages the modified play clock.

MWHC has grown from a central campus, where its tertiary care hospital is located, to a multiple campus. This growth occurred rapidly, creating a gap in communications and in culture.

After attending this session, you will be able to:

- Assess your organizational culture and communication needs to strategically consider internet radio as an effective communication channel
- Develop an internet radio strategy and platform



# Strategic Internal Communications - March 19-22, 2013

## General Sessions - Day Two, March 21, 2013



- Recognize the benefits of internet radio to garner senior leadership support



Kathleen Allenbaugh, Director of Communications  
**MARY WASHINGTON HEALTHCARE**



Katherine Kammer, Managing Partner  
**THE MEDIA PARTNERS, LLC**

**3:30 p.m.** **Q & A SESSION**  
**Your Opportunity To Ask Questions**

**3:35 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.

**4:00 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.

Jacqueline Taggart, Vice President  
**AON HEWITT**

**4:15 p.m.**  
**Close Of General Sessions**

AGENDA - DAY 2 - Thursday, March 21



### Friday, March 22, 2013

.... Choose C or D or BOTH for Maximum Value and Learning! ....

#### 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 Engage Employees With Dynamic Communication For Improved Message Delivery**

Employees have an uncanny ability for tuning out even the most well-crafted corporate communications, thwarting the best efforts of internal brand managers, HR and management. Winning the battle against your workplace's daily information avalanche requires a fresh approach to reignite the spark of engagement. This workshop will enable you to cut through the communication clutter with radically new and traditional tried-and-true strategies.

You'll learn how to help your organization:

- Walk a mile in associates' shoes and discover what they respond to
- Discontinue what's not working (no matter how firmly entrenched)
- Replace ineffective communication techniques with ones that work
- Reinforce your internal brand
- Build a stronger sense of community in your workplace
- Launch sure-fire strategies to ensure "message received"

Real-life case studies from organizations known for dynamic communication will also provide a wealth of techniques you can use immediately to help your messages get the attention they deserve.

**WORKSHOP LEADERS:** Katharine Kammer is a Managing Partner with The Media Partners, LLC, who taps in to her many years in sales, marketing and advertising to help clients hone their message and brand recognition through those channels, as well as public relations, social media and internal communications.

Shawn Sloan, a Managing Partner with The Media Partners, LLC, has specialized for three decades in media, creative and production, and executive management, knowledge he uses to assist clients in recognizing, harnessing and directing their communication talents for optimal results.

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

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

Refreshments will be provided during this session.

##### **Navigating Employee Engagement Through Troubled Waters:**

##### **How Internal Communications Leaders Can Drive Results And Protect Their Organization's Most Valuable Asset**

If the global recession has reminded business leaders of anything, it's the realization of how valuable and vulnerable their reputations really are. Earning the trust and loyalty of employees during these challenging times is a key driver in reputation building and serves as a distinct competitive advantage.

This captivating workshop will share insights from a study that surveyed over 100 CEOs and communications leaders from some of North America's largest and most successful organizations. The results point to some compelling risks and exciting opportunities for strategic internal communicators.

You will leave this session equipped with lessons learned on how your organization can:

- Earn the trust and loyalty of employees through strategic communications
- Lead change management communications during tumultuous times
- Break down silos to improve collaboration and innovation
- Build your organization's brand and reputation from the inside out
- Leverage social media internally to transform employees into reputation ambassadors
- Understand and deliver on CEO expectations

**WORKSHOP LEADER:** Heath Applebaum, ABC, MCM, is the Owner and Principal Consultant at Echo Communications, a strategic communications consulting firm. He is an international award-winning communications professional with more than 15 years of internal and external communications experience working with executives to build internal engagement and reputational resiliency. Heath is also a graduate level public relations instructor, having taught at McMaster University and Humber College. Heath holds a Master's Degree in Communication Management from McMaster University's DeGroot School of Business.

# ABOUT OUR CONFERENCE SUPPORTERS:



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

brandchannel. always branding. always on.



**Backbone Magazine** is a broad-based business magazine that focuses on technology for business executives who need to stay up to date. It provides a tangible tool to enhance productivity and agility in the changing economy of Canada. It is the only magazine in Canada with this focus that reaches a large senior business executive audience.

For more information, please go to: <http://www.backbonemag.com/>.

## RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

*"The conference met my expectations and took away the 'mystique' of social media."*

K. Barsoum, Promotion & Education Coordinator

**REGION OF WATERLOO, ONTARIO**

*"All the speakers were excellent. I learned something new from each one. The participants were excellent as well - fully engaged, shared experiences, etc. The best conference I have ever attended."*

A. Wesch, Head, Internal Communications

**DEPARTMENT OF NATIONAL DEFENCE, GOVERNMENT OF CANADA**

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

B. Swanson, Manager, Editorial Communications

**WENDY'S INTERNATIONAL, INC.**

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Fairmont Royal York Hotel

100 Front Street W  
 Toronto, ON M5J1E3  
 Reservations: (800) 663-7229 or (800) 441-1414  
 Hotel Phone: (416) 368-2511  
<http://www.fairmont.com/royal-york-toronto/>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the reduced rate of \$195/night. Please call the hotel no later than February 19, 2013 to help ensure this rate and mention "Strategic Internal Communications."** We recommend that reservations be made early as rates are subject to availability.

Toronto is a city that has grown up around this grand landmark - The Fairmont Royal York luxury hotel. Just steps away from their famous doors in the heart of Canada's largest metropolis, is an exciting mix of activities and attractions that will leave you exhilarated. From the theater, entertainment and financial districts, to shopping, sightseeing, and world-class sports facilities, The Fairmont Royal York hotel truly is "at the center of it all" in Toronto. The Fairmont Royal York is conveniently located across the street from Union Train Station. Pearson International Airport (YYZ) is located 32 km/20 miles from the hotel and 3 km/2 miles (which includes a free ferry ride) from Toronto City Centre Airport (YTZ) located on Toronto Island.



Photo courtesy of Tourism Toronto

**If you are a Fairmont President's Club (FPC) member, you will be given complimentary local/800 calls as well as complimentary in-room internet access. If you would like to become a FPC member, enrollment is free. Go to <https://www.fairmont.com/fpc> for more information & to sign up.**

Join us in Toronto for A.L.I.'s 11th forum on "Strategic Internal Communications conference: 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 Toronto, please visit [www.SeeTorontoNow.com](http://www.SeeTorontoNow.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, 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 &amp; Pay by January 25</b>	<b>REGULAR Pricing: Register &amp; Pay by January 25</b>
Conference Only (Mar. 20 & 21)	\$1,699 CAD	\$2,099 CAD
Conference (Mar. 20 & 21) Plus <b>One</b> Workshop (Mar. 19 or 22)	\$2,099 CAD	\$2,499 CAD
Conference (Mar. 20 & 21) Plus <b>Two</b> Workshops (Mar. 19 &/or 22)	\$2,399 CAD	\$2,799 CAD
Conference (Mar. 20 & 21) Plus <b>Three</b> Workshops (Mar. 19 & 22)	\$2,599 CAD	\$2,999 CAD
Conference (Mar. 20 & 21) Plus <b>All Four</b> Workshops (Mar. 19 & 22) <b>ALL ACCESS PASS!</b>	<b>\$2,699 CAD BEST VALUE!</b>	\$3,099 CAD
Conference Workbook Only (if not attending)	\$199* + \$30 S&H	

\*IL residents will be charged 9.75% sales tax on workbook orders.

**Please add 13% HST to all prices above (A.L.I.'s GST #884005323RT0001).**

**Credit card transactions will be processed in U.S. dollars determined by rates at [www.bankofcanada.ca/](http://www.bankofcanada.ca/). The final charges will vary slightly from those above due to variances in exchange rates.**

**Payment is due no later than two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card, training form, or purchase order hold will be taken to ensure your space.**





## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications audience. Space is limited, so please call Dallas at (773) 695-9400 x220, 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 March 5) 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 March 5) 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 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**

*"All my skepticism towards blogs is now gone. I got a lot of great ideas from the workshops and discussions."*

J. Goldstein, Senior Manager of Web Strategy

**INFORMATICA CORPORATION**

*"Once again, this conference filled my pockets with ideas to take back and implement. What a stellar array of movers and shakers - thank you for sharing the knowledge!"*

M. Lewis, Director of Creative and Strategic Development

**MINNESOTA DEPARTMENT OF TRANSPORTATION**

*"Overall, I really enjoyed it and I will take a lot of it back to my company."*

E. Bowie, Public Relations Coordinator

**SKATE CANADA**

*"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:

- Agricorp
- Air Canada Jazz
- Alterna Savings
- American Express Canada Inc.
- Atlantic Lottery Corp.
- Bloorview Kids Rehab
- Brantford Golf & Country Club
- Canada Post Corporation
- Canada Revenue Agency
- Canadian Blood Services
- Canadian Food Inspection Agency
- Canadian Public Relations Society
- Canadian Women in Communications
- City of London, Ontario
- City of Moncton, NB
- City of Vaughan, Ontario
- CNW Group
- Cogeco
- Cognos Inc.
- Corel Corporation
- Council of Ontario Universities
- Cundari
- DDB Canada
- Delta Hotels
- digitalOttawa
- Enterprise Saskatchewan
- Fisheries & Oceans Canada
- Government of Nunavut
- HBS Marketing
- Headline Communications, Inc.
- Health Canada
- Health Quality Council of Alberta
- Hill & Knowlton Canada
- HR & Skills Development Canada
- Hydro Ottawa
- Hydro-Quebec
- IBM Global Business Svcs.
- Infrastructure Ontario
- Intel Canada
- Interbrand
- KPMG
- Legislative Assembly of Ontario
- Loto Quebec
- Maple Leaf Sports + Entertain.
- McKinley Solutions Exchange
- McMaster University
- Meridian Credit Union
- Microsoft Canada
- Mobile Jam Fest
- MTV Canada
- MWV
- Natural Resources Canada
- Newmont Mining Corp.
- NL Centre for Health Information
- Nokia Canada
- Ontario Lottery & Gaming Corp.
- Ontario Media Development Corp.
- Ontario Ministry of Education
- Ontario Ministry of Labour
- Ontario Municipal Affairs & Housing
- Ontario Tourism Marketing
- PollStream Inc.
- Prescient Digital Media
- Public Health Agency of Canada
- Public Service Commission NL
- Quebec's Casinos Inc.
- Radian6
- Region of Waterloo, Ontario
- Scouts Canada
- Service New Brunswick
- SK Indian Gaming Authority
- Skate Canada
- St. Michael's Hospital
- St. Thomas Elgin Gen. Hospital
- SYNEX Canada Limited
- TD Bank Financial Group
- TD Canada Trust
- Terasen Gas Inc.
- The Cadillac Fairview Corp. Ltd.
- The Hospital for Sick Children
- The Much MTV Group
- Thornley Fallis Communications
- Toronto Rehab
- Transport Canada
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- Treasury Board Secretariat
- Trico Homes
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- University of Guelph-Humber
- University of Regina
- University of Waterloo
- Veterinary Pet Insurance
- Walkerton Clean Water Centre
- Watson Wyatt Worldwide
- World Health Organization

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

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# STRATEGIC INTERNAL COMMUNICATIONS

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



March 19 - 22, 2013 • Toronto

## Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the Mar. 2013 Strategic Internal Communications Conference in Toronto.

### Please check:

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

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Workshop A:** Creating Employee Super Fans That Attack Company Goals With Conviction Using Both Social Media And Traditional Communications
  - Pre-Conference Workshop B:** How To Integrate Social Media Into Your Internal Communications Strategy: A Step By Step Process
  - Post-Conference Workshop C:** How To Engage Employees With Dynamic Communication For Improved Message Delivery
  - Post-Conference Workshop D:** Navigating Employee Engagement Through Troubled Waters: How Internal Communications Leaders Can Drive Results And Protect Their Organization's Most Valuable Asset
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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

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

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

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City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

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