

Don't Miss The 11TH Updated Strategic Internal Communications Conference Packed With Proven Strategies To Help You Deliver Strategic Value To Your Organization



STRATEGIC INTERNAL COMMUNICATIONS



How To Engage Employees, Drive Change And Add Bottom-Line Value By Leveraging Social & Traditional Channels

November 13 - 15, 2013 • Toronto

REGISTER BY SEPTEMBER 27TH TO SAVE \$400!

WHAT YOU WILL LEARN

If you're responsible for engaging employees and fostering collaboration through strategic internal communications, then join your colleagues to learn how to maximize your effectiveness, enhance your internal communications strategies and achieve your organizational goals, by:

- **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 to a diverse audience
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **Measuring** the effectiveness and Return on Investment (ROI) for communication
- **Incorporating** social media technologies into your existing communications plans to maximize results and cultivate a more engaged workforce
- **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 messages 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 to drive change and engagement
- **Involving** the right partners (Communications, HR, Marketing, Operations, etc.) across your organization to engage employees and drive results
- **Using** leadership communication to build employee trust and engagement
- **Utilizing** internal communications as a catalyst for culture and leadership transformation in a mission-driven organization
- **Connecting** employees across a global, diverse organization
- **Getting** a seat at the table

Hear Practical Advice From:

Real-World Organizations 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:

RBC

American Express Canada

Philips Healthcare

Meridian Credit Union

OfficeMax Grand & Toy

Strategy2Communications

Echo Communications Inc.

APEX Public Relations Inc.

Speak Up Communications

non-linear creations

MMM Group Limited

Jim Shaffer Group

Igloo Software

BASF Canada

Genome Alberta

U.S. Department of Veterans Affairs

Conservation Halton

Prescient Digital Media

EXP Global

IBM

**Join our LinkedIn Group
Internal Communications Best Practices**

Follow us on Twitter #IntComms

Presented By:

**advanced LEARNING
INSTITUTE**
connect, collaborate, and learn

**Register by September 27th 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**

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
Corporate Responsibility
Human Resources
Executive Communities
Enterprise Communities

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 change and add value. You'll benefit from:

- **17+ 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 -- 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 **Royal Bank of Canada, American Express, Philips Healthcare, OfficeMax Grand & Toy**, 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.

Why Our Conferences Are Different

We build in dedicated time for attendees to benchmark with each other and share personal experiences. You will leave refreshed, with lots of new industry contacts, and new innovative ideas for your own Internal Communication Strategies!

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Dear Communication Colleagues,

Social media, new media technologies, sophisticated metrics, communication planning templates, traditional communication techniques. Communicators today have more tools at their disposal than ever before that can help their organizations engage employees, positively impact stakeholders, and deliver bottom-line results.

But what's the best way to harness these tools in the most efficient fashion? How can communicators wield them in a way that influences top executives and gets them a seat at the management table? And how can they manage their resources in a way that clearly adds value, drives organizational performance and provides a superior return on investment?

If you don't know the answers to these questions, you may be putting your career in limbo and your department's future in jeopardy. Research has shown that corporate executives want their communicators to be influential partners. They expect their help in achieving business goals and objectives in a timely fashion. And they want them to bring a high level of business knowledge and communication expertise to the table.

We'll discuss these issues, learn about the various tools at our disposal to address them, and examine how we can use them in a manner that will earn the respect of senior executives, get you a seat at the management table, and demonstrate a measureable return on investment.

In particular, we'll examine:

- What senior leaders want and expect from their communications people
- The skills and abilities you need to influence management to win their trust
- Aligning and translating organizational strategy into effective and persuasive communications for each of your stakeholder groups
- The importance of understanding two-way communication – this means everyone's opinion can find a forum. Does this change how and what we communicate – and can we control messages
- The involvement the right partners: (Communications, HR, Marketing, Operations, etc.) across your organization to engage employees and drive results

As someone who has worked with some of the world's largest companies as both a corporate executive and senior consultant, I can't think of a better way for communicators to improve their communications insight, knowledge and effectiveness than by attending A.L.I.'s Strategic Internal Communications Conference: How To Engage Employees, Drive Change, And Add Bottom-Line Value By Leveraging Social & Traditional Media, this November in Toronto.

You can register today by calling the conference hotline at 1-888-362-7400, or register online, to hear from fellow professionals practicing successful communication strategies.

I look forward to seeing old friends and meeting new ones this November in Toronto and engaging all of you in some vibrant discussion and debate. I am confident we will all leave the conference with a renewed sense of purpose. And that we will take away valuable lessons on how we can become the business partners and trusted advisors that senior management want us to be, and deliver the type of excellent communication that will engage employees, positively impact our stakeholders, and drive bottom-line business performance...

You will also hear first hand from companies and how:

- The Royal Bank of Canada Achieved record employee engagement results engaging 80,000 employees globally
- Philips Healthcare Successfully got executives to create robust and innovative executive internal communications campaigns
- American Express Built an internal brand to motivate employees, develop a positive culture and create a winning organization
- OfficeMax Grand & Toy Used their SharePoint platform to drive engagement and empower their associates to perform at their best – while driving business efficiencies

Sincerely,



David Moorcroft, Principal, Co-founder
STRATEGY2COMMUNICATIONS

David Moorcroft is an award-winning communicator who has worked as a senior corporate executive and a consultant with multi-national companies for the past 35 years. He is currently President and a founding partner of Strategy2Communications Inc.

**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 1-888-362-7400 for more details.**

*"Lots of insight and inspiration to take back to the office.
It is very comforting to see we aren't the only ones looking for answers."*

Wednesday November 13, 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 ALL FOUR for Maximum Value and Learning!

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

Registration and continental breakfast will begin at 7:45 a.m. for the morning workshop attendees.

How To Give Value Or Give Notice: Creating The Value-Added Communication Functions

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

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

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

Specifically, you will learn about:

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

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

10:30 a.m. to 10:45 a.m. – Morning Refreshment & Networking Break

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

Refreshments will be provided during this session.

How To Engage And Inspire Employees Into Action Through Strategic Internal 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
- Create employee “superfans” that attack company goals with conviction

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.

1:15 p.m. to 2:00 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. to 4:30 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP C

Refreshments will be provided during this session.

How To Drive Change Through Strategic Internal Communications While Building Your Organization's Reputation And Engaging Employees

If the global recession has reminded business leaders of anything, it's the realization of how valuable and vulnerable their reputations really are. A key driver to protecting and building reputations, particularly during tumultuous times, is earning the trust and loyalty of employees and gaining competitive advantage.

This interactive workshop will reveal proven best practices from a Canadian study conducted with over 100 CEOs and communications leaders from some of the country's largest and most successful organizations.

You will leave this session equipped with lessons learned on how your organization can apply these best practices, including how to:

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

WORKSHOP LEADER: Heath Applebaum, ABC, MCM, Heath Applebaum is the Owner and Principal Consultant for Echo Communications Inc. A global award-winning communications professional with more than 17 years of experience, Heath collaborates with C-suite executives and communications teams across North America to build employee engagement and reputation management strategies and programs.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"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

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

E. Bowie, Public Relations Coordinator

SKATE CANADA

General Sessions - Day One, Nov. 14, 2013

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

CHAIRPERSON'S WELCOME

Chairperson's Welcome & Speed Networking

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



David Moorcroft, Principal, Co-founder
STRATEGY2COMMUNICATIONS
Conference Chairperson



9:00 a.m.

CASE STUDY

How To Engage Your Employees So That Their Behavior Represents Your Values, Mission, Brand And Business Strategy, And Measure Your Level Of Employee Engagement

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 organizations 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 measure how engaged your own employees are. They too play an instrumental role in driving ROI. 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 behaviors
3. Celebrated successes aligned to the brand
4. Created two-way communications programs
5. Managed and measured employee engagement



Scott Windsor, Vice President, Corporate Communications
MERIDIAN CREDIT UNION



9:30 a.m.

CASE STUDY

Leveraging Technologies To Meet Your Internal 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 messages 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



Take a step back to the basics of communication and use this session to help spark some imagination and creativity at the same time.



Mike Spear, Director of Corporate Communications
GENOME ALBERTA

14 + internal communications case studies in 1 1/2 days!

10:00 a.m. **Q & A SESSION**
Questions, Feedback, and Collaboration

10:10 a.m. 
Morning Refreshment & Networking Break

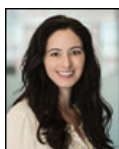
10:30 a.m. **CASE STUDY**
Building Your Internal Brand To Motivate Employees, Develop A Positive Culture And Create A Winning Organization

Canada has been one of the fastest growth markets for American Express' international business. It's no coincidence that the company also ranks high in its internal employee engagement scores and has received external recognition as one of the best employers in the country.

American Express Canada places strong emphasis on building employee engagement and runs a robust employee communication program that considers its own people as a key target audience.

During this session, you will hear about the strategies and tactics that have helped build a winning organization at AMEX Canada. In addition, you will gain valuable insight into:

- Building employee engagement, commitment and motivation using a focused internal communications program built around your core brand philosophy
- Applying the principals used in building your external brand to developing a clear proposition for internal audiences that supports the development of a positive culture and winning organization



Jolene Sonshine, Manager, Public Affairs & Communications
AMERICAN EXPRESS CANADA

11:00 a.m. **CASE STUDY**
Executives Go Digital -- Surefire Strategies That Motivate Company Leaders To Participate In Your Electronic Internal Communications Initiatives

Company leaders are integral to internal communications. And so is digital media. However, internal communications pros need proper tactics, tools, training, timing, and insight into the mind of the boss to successfully bring together company leaders and digital media -- and help executives skillfully and enthusiastically enter the electronic age.

Digital media has made the jump from frivolous, fleeting, social media for the Millennial Facebook Generation to an accountable, lasting, business platform that's required for every executive's communications arsenal.

In this session, you will learn strategies and tools that will help you show busy executives what's in it for them, i.e., efficient, hard-hitting, and even some free-of-cost platforms for imparting strategy and vision, for reaching employees globally, and even for high-touch employee recognition.

We'll discuss simple, compelling, and measurable tactics for converting doubters, the time-pressed, and the hesitant with effective tailored programs that enable them get the word out more pervasively, timely, and clearly than via traditional channels alone -- and enjoy the experience to boot.

Take this opportunity to learn universal applicable experiences of robust and successful executive digital internal



communications campaigns, including how to:

- Demonstrate return on investment: How digital media is worth executives' time and energy
- Determine the right software for the job depending on your own digital-media fluency, your budget, your audience (and the digital media silver bullet)
- Engage, motivate and address inherent human need for status, recognition, prestige, and attention: Social media + a professional setting = ideal venue for employees to gain respect of the boss (and for the boss to gain respect of employees)
- Establish a brand that employees want to "follow"; maintaining a consistent, authentic executive voice; encouraging employee and executive two-way dialogue via electronic media
- Improve, monitor, measure, and refine the effectiveness of your digital communications



Nicole Rutledge, Digital Executive Communications Specialist
PHILIPS HEALTHCARE

11:30 a.m. Q & A SESSION

Questions, Feedback, and Collaboration

11:40 a.m. GROUP EXERCISE

Internal Communications Challenges and Solutions: Benchmark With Your Peers

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. We will address the group's list of issues and questions throughout the conference. All participants will be encouraged to contribute to the discussions.

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.

1:45 p.m. CASE STUDY

How To Tell If You Hit The Jackpot With Your Employee Engagement Campaign

RBC is one of the most respected banks in the world, one of the 'Best Workplaces in Canada' and is considered one of "Canada's Greenest Employers." The company launched its flagship donations program, the RBC Blue Water Project, in 2007 and hosts an annual "Blue Water Day" to engage 80,000 employees globally in the cause.

In 2013, RBC Blue Water Day achieved record employee engagement results, thanks to a creative campaign concept, clear goal-setting, and a robust employee communication program, with measurement embedded into almost every tactic.

During this session, you will get a behind-the-scenes look at how you can achieve this milestone, including how to:

- Engage an integrated working team from across the organization for maximum impact
- Craft 'tiered' communications and toolkits for easier buy-in
- Borrow social media tricks to enhance your data-collection process;
- Prove that employees 'got' your message



Lynn Patterson, Director, Corporate Responsibility
RBC





2:15 p.m. **CASE STUDY**

How To Engage Employees to Accomplish Strategic Goals

Tired of job expectations and standards of success being all about how busy we are?

Hear about some innovative research into many employee surveys that reveals what really drives engagement and productivity.

See how a focus on the “vital few accelerators” has significant impact on enhancing employee morale and encouraging more discretionary effort to accomplish the organization’s strategic goals. Now, our time-oppressed workforce can edit their “To-Do” lists to retain only those activities that create positive energy by recognizing and appreciating what is working (success), which produces greater engagement and momentum for change; ultimately achieving “breakthrough” increases in organizational results.

During this session, you will learn how to:

- Use an appreciative inquiry-based approach to new and ongoing work
- Drive outcomes of employee engagement and leadership effectiveness
- Apply the “vital few accelerators” on-the-job to accomplish strategic goals



Jim Trinka, PhD, Executive Director, *Leading EDGE*
U.S. DEPARTMENT OF VETERANS AFFAIRS

Networking lunches, group discussions, and a reception to connect you with industry peers.

2:45 p.m. **Q & A SESSION**

Questions, Feedback, Collaboration

2:55 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m. **GROUP EXERCISE**

Internal Communications Challenges & Solutions: Benchmark With Your Peers

This is a follow up exercise to discuss with fellow attendees and speakers what your most pressing internal communication concerns are and find solutions to common problems. We will address the group’s list of issues and questions throughout the conference. All participants will be encouraged to contribute to the discussions.

3:45 p.m. **CASE STUDY**

Is Your Communications and Collaboration Platform Delivering Real Business Value?

Intranets have been the backbone of information and knowledge sharing for years. Lately they've even evolved into enablers of communication and collaboration. But are they doing the job they should?

This session will focus on understanding what the gold standard for intranets should be and how intranet owners can overcome many common challenges.

You will learn ideas to help you determine:

1. Is the money that you're spending on your communications platform delivering real business value?
2. Is your intranet truly a place where employees go to get work done and find the people and information that they need? Is it one that they would miss desperately if they join another organization?



3. What constitutes success for your intranet?
4. What role is the intranet 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 to help employees connect and collaborate. 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

4:15 p.m. **Q & A SESSION**
Questions, Feedback, Collaboration

4:25 p.m. **INTERACTIVE PANEL**
INTERNAL COMMUNICATIONS: Ask The Experts Panel

Don't miss this opportunity to get expert advice on your most pressing issues. Several of today's speakers will be on hand for a lively discussion and debate of today's hot topics and biggest challenges.

5:00 p.m.
End Of Day One

5:15 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 connecting, collaborating, and learning. Don't miss this chance to benchmark new ideas over complimentary drinks!

7:00 p.m. 
Dine Around

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

Learning best practices with an opportunity
to get advice on your specific challenges



8:00 a.m.
Continental Breakfast & Networking

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



David Moorcroft, Principal, Co-founder
STRATEGY2COMMUNICATIONS
Conference Chairperson

8:40 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?

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.

9:10 a.m. **CASE STUDY**
Creating Communications Strategies and Approaches to Build Engagement And Drive A Culture Change Across A Diverse Stakeholder Group



The introduction and effective implementation of strategic corporate initiatives often require a significant change in an organization's culture, and culture changes cannot be mandated or forced.

MMM Group Limited, a 2,000-person consulting firm, recently unveiled a dynamic new strategic plan and new mission, vision, and values. As MMM team members comprise many different disciplines and are located in locations across Canada, it was important that communications and engagement initiatives spoke to them directly – addressing their specific concerns and ensuring that they felt a part of the changes and were engaged around the changing corporate culture.

During this session you will hear about the range of approaches and initiatives MMM Group used to ensure that diverse internal stakeholder groups embraced the culture changes to proudly live the brand.

You will gain insight into how to:

- Ensure that the concerns and motivators of various diverse stakeholder groups are understood, and that

Strategic Internal Communications - Nov. 13-15, 2013

General Sessions - Day Two, Nov. 15, 2013

- that understanding is used to develop appropriate communications strategies that address them
- Develop creative communications tools and programs that reach internal stakeholders in the ways that speak to them most directly
- Introduce outlets that allow passionate brand messengers to share their pride in the organization and showcase their contributions



Cathy Spark, Director, Marketing and Communications
MMM GROUP LIMITED

Shifting your internal communications from a cost center to a highly valued driver of business performance

9:40 a.m. **Q & A SESSION** Questions, Feedback, Collaboration

9:50 a.m. **CASE STUDY** Creating Chemistry With eTV –Employee Television To Engage And Connect Employees Across A Global Organization



With almost 113,000 employees worldwide and close to 385 global production sites, BASF is the world's leading chemical company. Its products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life.

The company's size and breath create numerous opportunities but it also generates challenges - BASF, like many companies, is constantly seeking new ways to leverage its global know-how by engaging and connecting employees working across the country and around the world.

In 2011, BASF Canada developed and piloted eTV, an employee video blog available on site LCD screens and the company intranet. Employees from across the country were invited to introduce themselves, discuss the importance of safety and share ideas for making BASF better. Despite skepticism that employees may be unwilling to step in front of the camera, the pilot experienced tremendous success, with over 25% of the Canadian workforce recording videos in less than three months.

In this session, you will hear the grassroots strategy behind eTV, the tactical development and the benefits the organization has derived from introducing this new communications medium, including how to:

- Cultivate an internal community across a global organization
- Innovate the way your company communicates
- Foster employee visibility and enhance your organization's entrepreneurial culture



Oleta LaRush, Communications Manager
BASF CANADA

10:20 a.m. Morning Refreshment & Networking Break

10:30 a.m. **CASE STUDY** How To Use Social Media To Be Authentic And Engaging, Both Internally And Externally: Having A Flexible Style Within A Rigid Framework



Nestled in an increasingly urban setting – Canada's official fastest growing city – Conservation Halton treads the line between a government regulatory agency and a community organization focused on recreational activities, conservation, and education. They're never more than a tweet, "like," or follow away.

Conservation Halton is an environmental agency responsible for flood control, environmental planning, forest management, ecological monitoring, education, and recreation. Their stakeholders are varied, and their staff is just

as diverse. Furthermore, they encourage their staff to become official social media contributors as well as brand ambassadors, with some explicit guidelines and policies of course.

Much like the environment they strive to conserve for people, what good is social media without those very people? So how does Conservation Halton make the conversations rich and the digital experiences of their fans and followers worthwhile?

The modest answer is as follows: by being authentic, responsive, and by making an effort to be a part of the conversation, rather than just managing the conversation. They do this by engaging their staff to contribute to social media content – it is internal communications with a twist!

During this session, you will learn how to apply 5 social media objectives to your own programs, including how to:

1. Lend authenticity to social media content by nurturing the writer within us all
2. Show off wins, peer-to-peer, by using public-facing social media to internally demonstrate staff talent and breadth of skills within the organization, and encourage others to do the same
3. Enhance collaboration by temporarily breaking down inter and intra-departmental silos
4. Encourage personal brand management for both staff, career-development and organizational recruitment
5. Boost morale by overcoming the fear of negativity on social media, and focusing instead on the level of public engagement and enthusiasm, i.e. people aren't just pleased with the organization; they are pleased with YOUR efforts



Hassaan Basit, Director, Communications and Marketing
CONSERVATION HALTON

11:00 a.m.

CASE STUDY

Benchmarking your Intranet: How social is your business?

Today, the tools we use at home are starting to disrupt traditional work practices and technologies, including how we think about the corporate intranet.

According to Prescient Digital Media, a leading web and intranet consulting firm, 71% of organizations have at least one social tool available to some or all employees. The most popular being instant messaging, blogs, discussion forums, wikis, and user commenting. But while the data suggests we are maturing in our adoption of social, satisfaction rates vary greatly. Many organizations still suffer from sub-par intranets with poor usability, governance, and continual problems regarding content and search.

In this session, you will:

- Learn from Prescient's Global Intranet Study (and more than 650 organizations) on the prevalence and extent of social technology usage
- Discover the barriers preventing organizations from implementing a social intranet effectively and the 10 steps you can take to address them
- Hear how NII Holdings (formerly Nextel International) rebuilt their intranet and transformed their business using social, mobile and cloud technologies



Andrew Dixon, Senior Vice President
IGLOO SOFTWARE



Adam Wasserman, Senior Consultant
PRESCIENT DIGITAL MEDIA



11:30 a.m. **Q & A SESSION**
Questions, Feedback, Collaboration

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



Leveraging Internal Communications Technology and Strategies To Drive Associate Engagement, Efficiency and Performance Across A Diverse Audience

In a recent survey of our associates, 88% felt that internal communications has improved or significantly improved over the course of the last 12 months. Internal communication at OfficeMax Grand & Toy is complex because some of our associates are “connected” through emails and access to our intranet while others have limited access to computers and emails or in some areas none at all. The complexity of connecting with such a diverse audience has led us to take a multifaceted approach to deliver internal communications.

Just over two years ago, we rolled out SharePoint as the communication and collaboration platform for OfficeMax Grand & Toy. The initial implementation focused on using the technology to deliver a dynamic corporate intranet. As the implementation has evolved we are now leveraging the flexibility and power of the SharePoint environment to develop “solutions” to address business efficiencies, share best practice, drive engagement and empower our associates to perform at their best.

During this session, you will hear about the technology, the strategies and tactics that have helped us to achieve significant improvements in internal communications. In addition, you will gain valuable insight into how to:

- Leverage the features of the SharePoint platform to create collaborative portals that enable business units and teams to deliver a higher level of customer service internally and externally
- Use content such as in-house videos to communicate results and train associates nationally
- Use tools such as streaming video webcasts to communicate and update our associates nationally on key corporate strategies and objectives



Lil Sawyer, Internal Communications Manager
OFFICEMAX GRAND & TOY

12:10 p.m. **CASE STUDY**
**Communications As A Change and Strategy Enabler:
How You Can Get A Seat At The Table To Help Your Organization
Grow And Your Career Thrive**

Communicating business strategy and major change is at the core of the value we provide as communications professionals. Yet, many of us are not at the table to help our organizations improve this critical communication need. As a result, many organizations continue to fail to connect their business strategies with the jobs on the front line that are so critical to implementing it.

Why has it been so difficult to help our organizations communicate strategy and change? How can we change the way we do business to claim our place at the strategy table?

Through a case study of a major Canadian energy supplier, you will hear how traditional communications was not doing the job on its own. It found successful communication to drive strategy and effective change was driven by leadership signals and business actions. Formal communication – CEO letters, online magazines and social media – were needed to reinforce these signals.



Strategic Internal Communications - Nov. 13-15, 2013

General Sessions - Day Two, Nov. 15, 2013

This session will show you the shifting importance and role of communications inside organizations and how it is increasingly relied upon to help drive successful change and strategy execution. It also provides useful tips on how to build your skills to help you transition your role within your company from tactical implementer to change and business strategy enabler.

You'll learn how to:

- Position and use communication as a mechanism at the foundation of business strategy and alignment
- Mobilize organizational leadership signals as a powerful communication medium driving business change
- Identify and use your personal strengths to deliver unprecedented strategic value to your organization



Chris G. Anderson, Principal, Co-founder
STRATEGY 2 COMMUNICATIONS

12:40 p.m. **Q & A SESSION**
Your Opportunity To Ask Questions

12:50 p.m.
**Chairperson's Recap: Key Takeaways And What To Do
When You Get Back To The Office**

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



David Moorcroft, Principal, Co-founder
STRATEGY2COMMUNICATIONS
Conference Chairperson

1:00 p.m.
Close of General Sessions



2:00 p.m to 4:30 p.m.
Complete your training experience with Post-Training Workshop D!

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

**How To Integrate Social Media Into Your Internal Communications Strategy:
A Step-By-Step Process To Achieve Your Organization's Objectives**

Friday, November 15, 2013

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

Refreshments will be provided during this session.

How To Integrate Social Media Into Your Internal Communications Strategy: A Step-By-Step Process To Achieve Your Organization's Objectives

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
- Discover the exciting promises as well as the challenges of using Web 2.0 tools

WORKSHOP LEADER: Carmine Porco, Social Media Practice Lead at Accenture, Canada, has over 18 years of experience in the areas of Internet consulting, IT management, and software development.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

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

S. Mackie, Internal Communications Specialist
SCOUTS CANADA

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

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

ABOUT OUR CONFERENCE SUPPORTERS:



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/>.



Founded in 1970, the **International Association of Business Communicators (IABC)** provides a professional network of more than 14,794 business communication professionals in more than 70 countries, operating within more than 100 chapters around the world.

Members worldwide -- in every industry both within the public and nonprofit sectors -- have leveraged their resources in advancing their careers and meeting organizational objectives by delivering value through improving business performance via effective communications.

IABC/Toronto is the largest chapter of the association with more than 1,700 members. The chapter provides access to products, services, activities and networking opportunities in Toronto and around the world -- helping people and organizations achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other communication disciplines.

For more information, please go to: <http://toronto.iabc.com/>.



The Canadian Public Relations Society (CPRS) is a national organization that represents the profession of public relations through the establishment and maintenance of high professional, education and ethical standards. CPRS Toronto is one of 16 local member societies within the national Canadian Public Relations Society. The Toronto society represents more than 350 public relations professional from agencies, corporation, government, non-profit groups and other Toronto-based organizations, and nearly 300 students from colleges and universities.

For more information, visit <http://www.cprstoronto.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:

Hilton Toronto

145 Richmond Street West
Toronto, ON M5H 2L2
Tel: 416-869-3456

Book your Online Reservation Now!

For the conference, a limited number of rooms have been set aside at a group rate of \$199 per night. Please call the hotel by October 13, 2013 and mention group code "Advanced Learning Institute." We recommend reservations be made early.

The Hilton Toronto hotel in downtown Toronto, Ontario, Canada is close to Toronto Union station and only 40 minutes from Pearson International Airport (YYZ), this Toronto hotel is connected to the Toronto PATH system, making getting around easy. The 17 miles of connecting tunnel not only ensures easy access around the city but is home to the world's largest underground shopping space, offering over 1,200 outlets.

Highlights

- Superbly located downtown Toronto hotel, connected to PATH system
- Walking distance to the CN Tower and all things to do in downtown Toronto
- Canadian-inspired cuisine at Tundra, sizzling steaks at onsite Ruth's Chris Steak House



Photo courtesy of Tourism Toronto

Join us in Toronto for A.L.I.'s 11th forum on "Strategic Internal Communications Conference: How To Engage Employees, Drive Change And Add Bottom-Line Value By Leveraging Social & Traditional Channels" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Toronto, please visit 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.

Group Discount: Register 3 colleagues and the 4th is FREE!	EARLYBIRD Pricing: Register & Pay by September 27	REGULAR Pricing: Register & Pay after September 27
Conference Only (Nov. 14 & 15)	\$1,699 CAD	\$2,099 CAD
Conference (Nov. 14 & 15) Plus One Workshop (Nov. 13 or 15)	\$2,099 CAD	\$2,499 CAD
Conference (Nov. 14 & 15) Plus Two Workshops (Nov. 13 &/or 15)	\$2,399 CAD	\$2,799 CAD
Conference (Nov. 14 & 15) Plus Three Workshops (Nov. 13 &/or 15)	\$2,599 CAD	\$2,999 CAD
Conference (Nov. 14 & 15) Plus All Four Workshops (Nov. 13 & 15) ALL ACCESS PASS!	\$2,699 CAD BEST VALUE!	\$3,099 CAD
Conference Materials (if not attending)	\$249	

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/. 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 Angie at (773) 695-9400 ext 222, 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 October 30**) 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 October 30**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our 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
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- Alterna Savings
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- 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
- Travel Manitoba
- Treasury Board Secretariat
- Trico Homes
- UNICEF Canada
- University of Guelph-Humber
- University of Regina
- University of Waterloo
- Veterinary Pet Insurance
- Walkerton Clean Water Centre
- Watson Wyatt Worldwide
- World Health Organization

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Registration Form

Please photocopy for group members.

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

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 - Pre-Conference Workshop B:** How To Engage And Inspire Employees Into Action Through Strategic Internal Communications
 - Pre-Conference Workshop C:** How To Drive Change Through Strategic Internal Communications While Building Your Organization's Reputation & Engaging Employees
 - Post-Conference Workshop D:** How To Integrate Social Media Into Your Internal Communications Strategy: A Step-By-Step Process To Achieve Your Organization's Objectives
- I would like to order a conference materials
- Please add me to your mailing list to receive future conference notifications

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