Business Value
Enterprise Social Network
Governance **ROI**
Productivity

SHAREPOINT for INTERNAL COMMUNICATIONS

How To Integrate The Latest SharePoint Tools To Foster Collaboration, Increase Employee Engagement & Drive Business Results

October 16-18, 2013 • New York, NY

REGISTER BY AUGUST 30TH TO SAVE $400!

WHAT YOU WILL LEARN

Attend this conference to gain valuable knowledge about how to turn your SharePoint Intranet into a social destination where employees can connect, collaborate, and drive organizational performance, by:

- **Using** SharePoint's social and mobile abilities to better engage your employees
- **Developing** a SharePoint governance framework: How to gain control and achieve your business goals
- **Connecting** employees with each other to share ideas and foster solutions
- **Incorporating** the use of SharePoint to automate corporate communications processes and workflows
- **Improving** knowledge management & employee communications through a social intranet: finding a secure, cost effective, user friendly application to add value and increase collaboration
- **Creating** a community of empowered site owners from every department
- **Using** fundamental SharePoint tools to decentralize content ownership
- **Amplifying** your social media ROI using simple techniques
- **Developing** a SharePoint content migration strategy

SUPPORTING ORGANIZATIONS

Coming soon!

Why This Is A Must-Attend Event:

✔ 18+ speakers sharing breakthrough SharePoint strategies to keep your employees engaged and informed

✔ Group roundtable discussions allowing you to brainstorm ideas with your peers on topics of interest to you

✔ The chance to participate in workshops that focus on key issues that matter to you and maximize your training experience and time out of the office

✔ Panel discussions on a variety of topics including SharePoint and the cloud, and how to crawl, walk, run: SharePoint can do so much it is hard to know where to start?

✔ Gain continuing education hours

✔ Content is focused exclusively for Corporate Communications Practitioners

✔ Live Intranet tours from a variety of organizations so you can see it all first-hand

✔ Networking opportunities throughout to connect with your peers across a variety of organizations, including our speakers

YOU WILL BE INSPIRED BY:

You will hear and see **LIVE TOURS**, practical, real-world advice and learn best practices from practitioners at these leading organizations:

The Walt Disney Company

Capital Power

Microsoft

XL Group

New Balance

Pillsbury Winthrop Shaw Pitman LLP

Public Consulting Group

Winrock International

ColdWater Software

Eloquor Consulting, Inc.

Rudnick Consulting

Rightpoint

AboutFace Media Inc.

Tallan, Inc.

non-linear creations

Newmont Mining Corporation

American Eagle Outfitters

The Humane Society of the United States

L'Orèal USA

IKEA

Lincoln Financial Group

General Mills

Presented By:

advanced LEARNING INSTITUTE   Your Communications Training Partner Since 1997

WHO WILL ATTEND:

This conference is a must-attend event for all communicators committed to maximizing the value of their intranets while engaging their employees, integrating social media, and advancing their organization's goals, including:

Intranet Communications

Intranet Strategist

SharePoint Architect

Enterprise Portal Solutions

Internal Communications

Internal Social Platforms

Digital Communications

Corporate Communications

Employee Engagement

Corporate & Brand Identity

Interactive Media

Internal Brand Development

Electronic Communications

Communications Management

Emerging/Digital Media

Social/New Media

Employee Communications

Change Management

Global Communications

Strategic Planning

Online, Publication & Web Content

Training & Development

Organizational Transformation & Development

Human Resources

Web Services & Content

Employee Relations

And all those interested in driving performance through their SharePoint Intranets.

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 SharePoint 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 transform your SharePoint Intranet to engage your employees, drive performance and add value.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all communicators committed to using SharePoint as a powerful business tool while engaging their employees and advancing their organization's goals. You'll benefit from:

- **18+ innovative speakers** your disposal to share their strategies and experiences in using the latest SharePoint 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 (Oct 16th/or 18th) -- 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
- **Roundtable Discussions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office while getting feedback from your peers
- **A comprehensive overview of intranet innovations** from leading practitioners like **Walt Disney,** 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 SharePoint initiatives that will ground you in advancing your organization's own intranet strategy
- **Live demonstrations** and screen shots of some of the leading SharePoint intranets
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **Access to the conference wiki** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

BONUS!!

You will receive a formal Certificate of Completion which documents your training achievement and commitment to continuing professional development.

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Dear Colleagues,

Having spent 7+ years working in intranets, portals and the world of collaboration inside of Microsoft's SharePoint, I'm continuously amazed at the ingenuity of intranet teams and the mad pace of technological change.

rightpoint

Right now it's all about getting the most from social technologies inside the four walls and we need to be able to meet business needs and deliver value with a great intranet, to feel more like a connected company.

How can you stay on top of this challenge? How about learning from those finding success while pushing boundaries?

If you are trying to figure out how to use social technology more effectively, how to manage your intranet more strategically, and how to increase ROI, you need to attend this conference. The small, intimate size, coupled with experienced speakers bringing an interactive approach, means a worthwhile dive into social intranets of all types.

You will hear from several forward-thinking organizations that are integrating social technologies into their intranets with success, using business strategy to drive strategic intranet decisions, and creatively driving more adoption and usage, and building a culture of collaboration, including how:

- **New Balance** implemented best practices to "get more social" with SharePoint 2010 and 3rd party options
- And, you will have the opportunity to see many live intranet tours and examples of SharePoint intranets that are successfully engaging employees and delivering the best ROI

Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s updated conference on "SharePoint" Conference this October in New York, NY. This is your opportunity to hear from leading communicators and organizations that are already integrating new tools and techniques to take your SharePoint to the next level.

I look forward to seeing you at this information-packed event.

Best Regards,

Jeffrey Willinger, Director of Social Computing, Collaboration & Intranets
RIGHTPOINT
Conference Chairperson

P.S. Reserve your spot today to learn how you and your team can better can enhance your existing intranet and propel it to the next level. Register 3 people and get the 4th for FREE! For more information, go to www.aliconferences.com or call (888) 362-7400.

Why Are Advanced Learning Institute Conferences Different?

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

B. Bowman, Director, Corporate Communications & Energy Services
SECO ENERGY

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INTERACTIVE, HANDS-ON WORKSHOPS

Wednesday October 16, 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 better understanding how social media and new technologies can fit into your organization's SharePoint Intranet. These workshops are designed to enhance your understanding of the informative, case study presentations throughout the entire conference.

···· Choose A or B or BOTH Workshops for Maximum Value and Learning ····

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

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

How To Achieve A Successful SharePoint Intranet: 3 Key Must-Have Principles
**** Screenshots/Live Demo *****

Do you find yourself managing a cluttered, transactional intranet that has grown ad-hoc over time and without a clear strategy?

Many companies struggle with this challenge, as often they invest in the latest trendy intranet tools but struggle to gain the desired adoption with employees.

In this hands-on session you will jump-start your conference training by learning the three must-have's in order to achieve a successful SharePoint Intranet, including how to:

- Align your intranet strategy to business objectives
- Create a user-centric intranet
- Selectively invest in internal social media tools that support employees' work needs

WORKSHOP LEADER: Jeff Willinger is the Director of Social Computing, Collaboration & Intranets at Rightpoint and was recently named the top SharePoint person to watch in 2012 and one the most influential social media people in the city of Chicago. He specializes in advising clients on social computing strategies, social intranets and portals, mobile reach vs. reach and increasing employee engagement.

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

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

Refreshments will be provided during this session.

How To Develop A Video Content Strategy For Your Intranet To Drive User Adoption
**** Screenshots Provided *****

You have access to a great internal distribution tool: your Intranet and SharePoint. How do you go about creating compelling content that engages employees while dealing with the issues inherent in an internally controlled distribution channel?

In this workshop, you will be guided through critical concepts that serve as the foundation for developing a content strategy. You'll learn practical approaches and tips to creating content that engages with your audiences, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to ongoing interaction.

Through case study examples, you'll experience common obstacles faced when utilizing an intranet for video content distribution and learn first-hand how these obstacles not only can be overcome, but in some cases, recast as opportunities.

In this compelling, hands-on workshop, you will be shown how to:

- Understand key items and utilize best practices when creating a content strategy
- Develop compelling content that will engage your audience
- Deal with the challenges and benefits presented by inward vs. outward facing distribution
- Address expectations regarding engaging with and sharing video content and "viral views"
- Develop cost effective video content for multiple distribution channels
- Create a phased strategy for developing content, measuring success and achieving acceptance
- How to apply these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc. AboutFace creates short-form, story-driven documentaries for online and social media marketing projects. Their directors are award-winning independent filmmakers whose work has been screened at Sundance, South by Southwest and the Tribeca Film Festival among others. Clients include Sears, Kmart, Wilson, CNH, 3M, Trek, Staples, Florida Tourism, Robert W. Baird, Quad Graphics and Can-Am.

2:30 p.m. to 2:45 p.m. – Afternoon Refreshment Break

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INTERACTIVE, HANDS-ON WORKSHOPS

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

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

How To Make The Most Of SharePoint Content Migration For Your Users & Your Business

Clean, usable content is a must for your shiny, new intranet. That means tackling bad content today. While you improve your content, why use your SharePoint investment to keep it great?

This workshop provides practical approaches for:

- Identifying what gets moved, what to do with it and how to prioritize
- Tips & tools for managing a large content transformation project
- Making content more readable online
- Using usability testing to organize content for users
- Preparing content to leverage SharePoint's term store for taxonomy
- Using SharePoint workflows to manage content evolution

WORKSHOP LEADER: Stacy L. Wilson, ABC is President and Senior Consultant of Eloquor Consulting, Inc. Stacy has more than 22 years of communication experience. In 2001 she launched Eloquor Consulting to help organizations communicate more effectively with employees to improve the bottom line. Some of her clients have including Ocean Spray Cranberries, Pitney Bowes, Xcel Energy, Denver Public Schools, AT&T Broadband, and more.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"Practical advice and information that I can use in my own planning process."
B. Swanson, Manager, Editorial Communications
WENDY'S INTERNATIONAL, INC.

"Lots of really useful information, great contacts - - thanks for putting on such a good conference!"
S. Shoemaker, Director of Employee Communications
AT&T

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AGENDA - DAY 1 - Thursday, October 17, 2013

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.   WELCOME & SPEED NETWORKING
Chairperson's Welcome & Speed Networking
Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

Jeff Willinger, Director of Social Computing, Collaboration & Intranets
RIGHTPOINT
Conference Chairperson

9:00 a.m.   CASE STUDY
Collaboration And SharePoint: What's In It For Me?
   **** Screenshots ****
With New Balance disparate and spread over multiple locations, having functions
including R&D, design, procurement, manufacturing, IT, and distribution all over the world, the need to connect and engage employees is crucial to innovating and knowledge sharing.

In this very social and interactive session, you will learn how to:

- Implement best practices to "get more social" with SharePoint 2010 and the 3rd party options within your organization and drive user adoption
- Understand what SharePoint looks like out of the box with best practices, and what SharePoint could look like
- Build a roadmap to bring collaboration to the enterprise
- Make your intranet easy to use and pretty to look at

Patrick Coglianese, Web Analyst
NEW BALANCE

Jeffrey Willinger, Director of Social Computing, Collaboration & Intranets
RIGHTPOINT
Conference Chairperson

9:30 a.m.   CASE STUDY
Transitioning Successfully From SharePoint 2010 to 2013 and Getting Your Communications Team and Employees on Board
**** Screenshots/Live Demo ****
Walk with Capital Power's communications team on their journey to overcome the challenges of assuming ownership of a just-launched intranet on the SP 2010 platform and transitioning its editors and employees—less than a year later—to the SP 2013 platform.

In this session, you will gain insight and practical advice on how to:

- Gain control of an "ownerless" intranet
- Identify and implementing training and resources
- Determine where to focus for the highest reward when you can't "do it all"
- Assess the must-haves and nice-to-haves
- Bridge the communications gap with IT
- Balance the benefits of the "new" with the challenges of "new"

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AGENDA - DAY 1 - Thursday, October 17, 2013

- Mitigate the impact and disruption to employees and editors

Jennifer DeCunha, Internal and Online Communications Manager
CAPITAL POWER CORPORATION

10:00 a.m. Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

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

10:20 a.m. CASE STUDY
**How To Set Your Strategy And Direction When
Building A SharePoint Platform**

Transforming your intranet is never as easy as it first seems, and Lincoln Financial's current effort is no exception. Learn about their previous intranet (lovingly referred to as "King Tut's Tomb"), how they set their strategy and direction for the new structure, and the methodology they are using to get there. The new intranet will launch in November/December of this year. During this session you will hear some "key learnings", including:

- Where we were the intranet world
- Where we are headed now with the migration to SharePoint
- Why SharePoint?
- How we're doing it – overview of agile

Kate Stickel (L), AVP, Head of Communications
Nicole Hartnett (R), Communications Manager
LINCOLN FINANCIAL GROUP

10:50 a.m. CASE STUDY
**How To Drive Business Values With Your Social Intranet-What
It Means For Communicators**
**** Live Demo ****

You will go behind the scenes to hear how the global retailer IKEA is working with the company's award-winning Intranet and its social networking community, Yammer to drive business results.

In this highly interactive session you will learn how to:

- Create employee engagement
- Support lean business processes
- Drive business value by applying social tools(like Yammer, Jive, or Chatter).

This session will focus on what matters most to communicators: the why, how, and what's needed to create employee engagement, support lean business processes, and drive business value by applying social tools (like Yammer, Jive or Chatter).

Beth Gleba, Digital Workplace, Internal Digital Channels
IKEA

AGENDA - DAY 1 - Thursday, October 17, 2013

11:20 a.m. Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

11:30 a.m. CASE STUDY
How To Rebrand And Rebuild Your Intranet
  **** Live Demo ****

WINROCK INTERNATIONAL

Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources. With over 1000 staff members in more than 60 countries, employee communication is always a challenge. While there is a singular mission, there are multiple methods for achieving it.

Winrock launched a new intranet site, WinShare, in August of 2012. Phase one involved a basic intranet portal with sites for each business unit and staff profiles. Winrock intends to expand the use of SharePoint to better manage projects, proposals and other business processes.

The first major step toward utilizing SharePoint in this manner was the development of the Project Management Resource Center. The Project Management Resource Center is designed to enhance Winrock's project management practices and facilitate management teams' work through the project cycle by establishing procedural and training content and communicating project management standards. The site offers information, tools and links to additional sources tailored to the needs of Winrock's international development teams around the world and in the US.

Through Winrock's process, a live demo, and a report on user feedback, you will learn how to:

- Define the roles and responsibilities in the context of your own organization's policies and expectations
- Provide easy to access content on contractual complexities, financial management requirements, and programmatic and reporting standards
- Help busy project teams to quickly find information they need
- Provide a comprehensive international development project management knowledge base that can be used in employee skills training

Megan Davenport (L), Director of Communications & Public Affairs
Angie Coghlan (R), Communications Technical Implementation Specialist
WINROCK INTERNATIONAL

12:00 p.m. Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

12:05 p.m.
Lunch On Your Own -- But Not Alone!
Join a group of your colleagues for a themed lunch with an informal discussion surrounding a SharePoint hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing SharePoint concerns.

1:35 p.m. INTERACTIVE PANEL
Moving To SharePoint 2013 In The Office 365 Cloud:
What Corporate Communicators Need To Know
If you're thinking about upgrading to SharePoint 2013 - on-premise or in Microsoft's Office 365 Cloud, this panel discussion will cover all the bases.

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AGENDA - DAY 1 - Thursday, October 17, 2013

Lead by Portal and collaboration expert Michael Rudnick, the session will look at what's new in SharePoint 2013, and how companies from large, global organizations to mid-sized US-based operations are using SharePoint in The Cloud. You will learn about the benefits of moving to SharePoint 2013 and the differences between the on-prem and cloud versions.

This panel will cover topics for communication and content managers, not developers. Bring your questions to this audience-driven discussion about the latest use of SharePoint in the Cloud.

Moderator:

Michael Rudnick, Consultant
LOGICAL DESIGN SOLUTIONS

Panelists:

Sanjeev Nair, SharePoint Architect, Microsoft

More Panelists To Be Announced Shortly

2:15 p.m.
Afternoon Refreshment & Networking Break

2:30 p.m.   GROUP EXERCISE

Digest Session: Taking Advantage Of Multi-Dimensional Communication Opportunities

Thinking back to the presentations you've heard, and your personal experience's, discuss with your fellow attendee's and speakers an example of the most successful integration of new media into your intranet that you've experienced. What tools did you use? How did you integrate them into your Intranet successfully? Provide any tips and tricks you found along the way.

3:00 p.m.   CASE STUDY

SharePoint 2007 To SharePoint 2010: How To Survive The Transition Process While Delivering Business Benefits
**** Screenshots ****

Hear the journey this over 700 employee law firm took when they decided to rewrite their corporate intranet from SharePoint 2007 to SharePoint 2010, and created an award-winning intranet in the process. Throughout this process, Pillsbury faced many common challenges including inflexible functionality, style difficulties, and working effectively with their vendor. Learn from Pillsbury's journey and apply their lessons learned to your own intranet projects including practical advice for:

- Choosing the right consultant for your organization
- Managing the project effectively with an extremely aggressive timeline
- Taking ownership and defining key roles and responsibility
- Branding SharePoint
- Reproducing functionality in various SharePoint versions
- Getting it all done despite lack of experience

We completed our SharePoint 2010 rewrite with the help of eSentio and launched our new Intranet at the end of 2011. At ILTA (International Legal Technology Association), Pillsbury was awarded the SharePoint Innovator Award for 2012 for the Intranet.

Ken Healy, Intranet, Extranet Development Manager
PILLSBURY WINTHROP SHAW PITMAN LLP

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AGENDA - DAY 1 - Thursday, October 17, 2013

3:30 p.m. CASE STUDY

Leveraging Content Strategy And Employee Engagement To Create A Intranet That Looks And Feels Editorial, Exciting And Modern
**** Screenshots ****

Intranets are often viewed as simple repositories for files, utilities, and work tools. Or worse – boring. In a world where content is king, you need to lead with creative and engaging material to capture an audience with less and less time on their hands to browse. To create buzz internally and to win the attention and respect of employees and leaders alike, its time to start treating intranets with an editorial eye. By creating original content and empowering employees to contribute content, you can create conversation, engagement, and a modern intranet where people actually want to spend time.

In this session, you will learn how to:

- Create a content factory / editorial calendar
- Empower employees as contributors and ambassadors for your site
- Leverage branded series, contests, and calls to action to increase your impact
- Motivate leaders as readers, contributors and commenters… and get their buy in!
- Define and execute a Blog strategy that's right for your audience
- Implement visual engagement and enhancement strategies within the boundaries of SharePoint
- Leverage community tools- like, comment, share, and Chatter

Plus… touch on:

- Going mobile: the first steps to creating an effective mobile content strategy to support your mobile initiatives

Cara Kamenev, Director of Internal Corporate Communications
L'ORÈAL USA

4:00 p.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

4:10 p.m. CASE STUDY

How To Transform A Traditional Corporate Intranet Into A Branded, SharePoint/Social Network Driven By Employee & Customer Content
**** Screenshots ****

Teen retailer, American Eagle Outfitters (AEO), had a need to refresh its intranet to be as collaborative, topical and social as its employees and customers. This session will explore the challenges of changing from a traditional corporate intranet to a branded, SharePoint/Social network driven by content from employees and customers.

Through the experiences of AEO's Intranet journey, you will hear strategies, processes, and practical advice for successfully transforming your own Intranet into a social collaboration tool.

Specifically, you will learn:

- How to Recruit and Leverage SharePoint Ambassadors
- Strategies for Assembling the Best Transformation Team To Ensure Success
- Key Steps for Creating a Content-Rich, Social Media-Based Intranet
- How to Successfully Manage SharePoint Integration: Wins and Losses

Richard Borden, Director – Internal Communications
AMERICAN EAGLE OUTFITTERS, INC.

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4:40 p.m.   Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

4:45 p.m.
End Of Day One Wrap Up

Jeff Willinger, Director of Social Computing, Collaboration & Intranets
RIGHTPOINT
Conference Chairperson

5:00 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!

7:00 p.m.
Dine Around
Sign up during the day for dinner with a group. Take advantage of New York City's fine dining while you continue to network with your colleagues.

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AGENDA - DAY 2 - Friday, October 18, 2013

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m. **CASE STUDY**

Governance, Not just A Buzz Word: Lessons Learned Over 10 Years of SharePoint at General Mills

WGeneral Mills has been an adopter of SharePoint from version one of the product, and has 10+ years of experience defining SharePoint's role within General Mills. With this maturity the environment has been adopted by the organization as the ECM, collaboration and search platform of choice. With over 30,000 sites spanning multiple versions of SharePoint, General Mills has been forced to clearly define processes and best practices around its service offering and governance of the SharePoint platform.

In this session, you will learn Best Practices spanning the various phases of a SharePoint deployment project including:

- Governance Processes
- Taxonomy and Feature Deployments
- User Self Service and Creating "Fences"
- External Access
- Enterprise Records Management
- Stage Gating Custom Solutions

Scott Yokiel, Staff Consultant
GENERAL MILLS

9:15 a.m. **CASE STUDY**

Spreading The Magic: Using SharePoint as a Platform to Effectively Leverage Mobile Solutions
 **** Live Demo/Screenshots ****

Come and find out how the world's leader in family entertainment applies its "Four Keys" quality standards to many internal operations in the growing mobile space. You will learn the story of the magnitude of the Disney environment, it's complexity, the internal user expectations and some of the challenges faced while spanning three continents with multi-lingual and multi-cultural requirements.

Find out how Disney sprinkled a touch of pixie dust on their infrastructure to use SharePoint as a platform supporting mobile field auditing needs in both technical and non-technical environments. You will also learn how Disney simplified communication between leaders and their Cast Member teams in this same environment.

Through Disney's experiences, you will learn:

- How to simplify communication between leaders and employee teams
- How to leverage SharePoint 2010 as a platform, and mobile solutions that leverage Apple's IOS, Android, and Windows devices
- How to enable internal teams to provide that special behind the scenes "magic" to make your own customer experiences so memorable

Shawn Boling, Knowledge Management Strategist
WALT DISNEY

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AGENDA - DAY 2 - Friday, October 18, 2013

9:45 a.m.   Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

9:55 a.m.
Morning Refreshment & Networking Break

10:00 a.m.   CASE STUDY
How To Govern The People/Process Side Of SharePoint
**** Screenshots ****

Knowing who does what and establishing good policy, guidelines and strategy is crucial to getting the most out of SharePoint. Many SharePoint implementations fail because of a lack of good governance. Good governance starts with the people and processes that support your intranet. Learn what other organizations are doing to:

- Connect intranet strategy to the business
- Identify, formalize and measure the right roles
- Integrate the right policy and guidelines
- Measure overall and business-specific ROI

Stacy Wilson, ABC President
ELOQUOR CONSULTING

Jeannine Moran, Global Senior Director, HR Technology & Services,
NEWMONT MINING CORPORATION

10:30 a.m.   CASE STUDY
The Bottom Line: Calculating The Value Of Your Intranet To Your Organization
**** Screenshots ****

Creating something of value is the ultimate goal of your business—and your intranet. To prove its value, you may already be tracking some useful metrics (site traffic, number of files uploaded, adoption rates). But can you prove its value in dollars? Site analytics are useful, but they only tell part of the story. This is where a set of value metrics comes in handy. What about doing a cost savings analysis comparing email to the intranet? Knowing which questions to ask your Accounting team (and other key stakeholders, such as IT) can yield surprisingly simple answers and provide new metrics to gage and quantify the value of your efforts to your organization.

Our goal is to define a set of tools and formulas to help you appraise the value of your intranet—and help you to advocate for resources accordingly. In this session, you'll learn how to:

- Strategize a set of simple metrics, using both site analytics and auditing tactics
- Utilize a cost of labor metric
- Assess cost savings associated with different technologies (email vs. intranet)
- Assign value to your business processes (manual vs. automated, for example)

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- Use surveys to support value assumptions
- Use metrics to support budget requests

Gail Berrigan, Director, Organizational Communications, Human Capital & Development
THE HUMANE SOCIETY OF THE UNITED STATES

11:00 a.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

11:10 a.m.

Morning Refreshment & Networking Break

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

How To Identify The Key Pillars Of Successful Information Architecture To Develop A Collaborative And Innovative Intranet

**** Screenshots/Live Demo ****

Join XL Group plc and Tallan as we discuss the key drivers to a highly productive intranet with the best practices in Find-ability and Collaboration.

For years, XL had an intranet where employees still could not find what they were looking for. They needed an intranet focused on simplicity, clarity and efficiency. Their new intuitive intranet, XL World, provides the power tools they need to get relevant information more quickly while also streamlining new business strategies.

In this session you will learn how XL used SharePoint and enterprise search to drive productivity, user adoption, and solve some key stakeholder pain points such as how to"

- Find people based on their expertise
- Access relevant information quickly and easily
- Collaborate with people across geographic boundaries on multiple devices
- Search large amounts of content through intuitive organization
- Implement all of this in an unobtrusive, simple yet effective user interface

Reddy Kadasani, SharePoint Practice Director
TALLAN, INC.

Rich Williams, Vice President Web and Portal Services
XL GROUP PLC

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11:45 a.m.   INTERACTIVE PANEL

Crawl, Walk, Run: SharePoint Can Do SO Much It Is Hard To Know Where To Start?

You will wrap up your SharePoint conference experience by building your own roadmap based on your business and technical requirements. Furthermore, you will leave with ideas to help you get started and move forward to make your plan actionable.

Moderator:

Shannon Ryan, President & CEO
NON-LINEAR CREATIONS

12:25 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.

Jeff Willinger, Director of Social Computing, Collaboration & Intranets
RIGHTPOINT
Conference Chairperson

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INTERACTIVE, HANDS-ON WORKSHOPS

INTERACTIVE WORKSHOP

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

1:30 p.m. to 4:00 p.m. – POST-CONFERENCE WORKSHOP D

Refreshments will be provided during this session.

How To Use SharePoint In A Hybrid Scenario (A Mix Of On-Premise And In The Cloud)

During this workshop, you will see how a real-life organization used SharePoint 2013 and Office 365 to create a network across multiple locations. Through this example, you will learn how a hybrid between On-Premise and Online can help companies to provide services to all subsidiaries or establishments, and improving in the same time, employee adoption and engagement.

You will also learn some of the capabilities of SharePoint Online in Office 365 to organize and present communication internally and externally, to connect all employees groups to share knowledge and ideas using social network and communities.

In this interactive session, we'll also cover new functionality in O365 SharePoint 2013 Online that is specific to hybrid search deployments that integrate both On-Premise and Online SharePoint 2013 search environments. We will see how Project Server features delivered now in O365 can be very useful to easily manage your project tasks and keep a close eye on the activity level of projects in which you are involved in, even if these projects are small.

By the end of this workshop you will learn how to:

- Implement Office 365 and On-Premise licensing model and opportunities
- Use Online and On-Premise social network to connect users
- Build Intra and Extra Network communities
- Propose and federate search in a global private "Google"
- Use Project Server on Office 365 for little projects

WORKSHOP LEADER: Nicolas Georgeault is the SharePoint Senior Architect-SharePoint MVP At PublicConsultingGroup.com.

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VENUE & REGISTRATION FEES

ALL CONFERENCE SESSIONS WILL TAKE PLACE AT THE:

AMA Executive Conference Center
1601 Broadway, New York, NY 10019 (At 48th Street near Times Square. Entrance is on 48th Street.)
Phone: 212-903-8060 | Customer Service: 877-566-9441

The AMA Executive Conference Center has negotiated preferred rates at the following hotels based upon availability.
Be sure to mention that you are an AMA conference attendee to secure your reservation and preferred rates.

Click on the following link: http://www.amanet.org/exec_conf_cntr/new_york/hotels.htm or contact the hotels below directly. *Note: We recommend that reservations be made early, as the number of rooms at preferred rates is limited and don't forget to mention you are attending a conference at the AMA Conference Center for the special rates!*

Crowne Plaza Times Square Manhattan (connected to the AMA Conference Center, where the conference sessions are being held) 1605 Broadway, New York, NY 10019 T: 212-977-4000 or 800-243-6969	**Hampton Inn Times Square North** 851 Eighth Avenue, New York, NY 10019 T: 212-581-4100
	Novotel of New York 226 West 52nd Street, New York, NY 10019 T: 212-315-0100 or 800-221-3185
Belvedere Hotel 319 West 48th Street, New York, NY 10036 T: 212-245-7000 or 888-468-3558 Type **AMA** for the Promo code. Click here to make an online reservation.	**Sheraton New York Times Square Hotel** 811 7th Avenue 53rd Street, New York, NY 10019 T: 212-581-1000

The AMA Executive Conference Center is conveniently located in the heart of New York's world-famous Times Square. It is centrally located near historic tourist attractions such as Carnegie Hall, Lincoln Center, and Madison Square Garden. Airport access is just 6 miles away at La Guardia Airport (LGA), 12 miles away at Newark Liberty International Airport (EWR) and 13 miles away at John F. Kennedy International Airport (JFK). To view detailed ground transportation options (taxi cab, bus, subway & car rental) go to: http://www.amanet.org/exec_conf_cntr/new_york/around_ny.htm.

Join us in New York, NY for A.L.I.'s newest forum: "SharePoint For Internal Communications", and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to New York City visit: http://www.nycgo.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 with payment by Aug. 30th**	**Regular Pricing: Register with payment after Aug. 30th**
Conference Only (October 17-18)	$1,699	$2,099
Conference (October 17-18) **Plus One** Workshop (October 16 or 18)	$2,099	$2,499
Conference (October 17-18) **Plus Two** Workshops (October 16 &/or 18)	$2,399	$2,799
Conference (October 17-18) **Plus Three** Workshops (October 16 & 18)	$2,599	$2,999
Conference (October 17-18) **Plus All Four** Workshops (October 16 & 18) -- **ALL ACCESS PASS**	**$2,699 BEST VALUE!**	$3,099
Conference Materials (if not attending)	$249	

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.

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DISCOUNTS & POLICIES

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.

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Earn conference attendance bonuses as you benchmark with other organizations. As a past A.L.I. conference attendee, receive a $200 discount off your next A.L.I. conference.

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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 2nd)** 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 2nd)** 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:

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MD FINANCIAL

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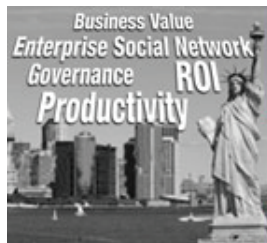
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