

Join us for our newest offering
for marketing professionals!



Join the conversation #ALISummit

Social Media Marketing & Branding Summit:

How To Maximize The Power Of Social Media To Engage
Your Customers, Strengthen Your Brand & Measure Results

April 15-18, 2013 • New York, NY

***** Register by March 7th to Save \$400! *****

WHAT YOU WILL LEARN

Social media for marketing and branding impacts your organization's effectiveness dramatically – now more than ever! Attend this summit to discover actionable tools and breakthrough strategies to help you maximize the power of social media to engage your customers, strengthen your brand and measure results, including:

- **Leveraging** social media to build engagement and increase your customer base
- **Utilize** social media platforms including Facebook, Twitter, LinkedIn and blogs, to manage your organization's reputation
- **Demonstrating** ROI through significant partnerships with social networks including Facebook, Twitter and Foursquare
- **Developing** social media platforms as a customer service tool
- **Building** a successful team to develop your social media focus
- **Leveraging** your social media presence into a positive customer relationship management strategy
- **Developing** an action plan to leverage fast-growing social media platforms
- **Adapting** your customer experience focus to each social media platform
- **Communicating** effectively with your audiences
- **Developing** social media marketing campaigns to reach targeted demographics
- **Creating** a marketing strategy that can adapt to the rapid change that social media presents
- **Leveraging** an extensive presence to actively listen and create conversations with your customer base
- **Identifying** the most effective marketing deployment tactics from the start
- **Building** your brand through social media
- **Determining** the right metrics for your key strategies and deliverables

SUPPORTING ORGANIZATIONS

brandchannel

O'Dwyers



If you get it, share it

SPEAKING ORGANIZATIONS:

Hear practical, real-world advice on how to transform the role of social media for marketing and branding to one that adds value and drives change to achieve results, from leading communications practitioners at these top organizations:

Pepsico (Tropicana Beverages)

Southwest Airlines

IBM

Ancestry.com

Corning Incorporated

Oreck Corporation

New York City Housing Authority

American Airlines

University of Oklahoma

SAP

Royal Caribbean Cruises Ltd.

Avis Budget Group

Reader's Digest Association

Towers Watson

AboutFace Media Inc.

Sinickas Communications, Inc.

Rightpoint

Experiences Unlimited



Presented by:

The Advanced Learning Institute
Your Marketing & Communications
Training Partner Since 1997

Register by March 7th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Wireless internet service will be provided free of charge in all meeting rooms.

WHO WILL ATTEND:

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

Marketing

Corporate & Brand Identity

Corporate Communications

Interactive Media

Brand Development

Electronic Communications

Business Development

Media Relations

Communications Management

Emerging/Digital Media

Community Marketers

Social/New Media

Customer Relations

Change Management

Online Community Managers

Public Relations/Affairs

Global Communications

Strategic Planning

Online, Publication & Web Content

Consumer Communications

Word of Mouth Marketers

And all those interested in maximize the power of social media.

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 marketing evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other communication professionals engaged in the "journey." Join your colleagues now to learn how to use social media to engage your customers, strengthen your brand and measure results.

THE BENEFITS OF ATTENDING THIS CRITICAL EVENT

This conference is a must-attend event for all those who are committed to using social media for marketing and branding to engage their customers, strengthen their brand and measure results. You'll benefit from:

- **16 innovative speakers** at your disposal to share their strategies and experiences in marketing and branding tactics 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 training
- **Several interactive group sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own marketing & communication strategies upon your return to the office
- **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 (April 15 &/or 18) -- 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 social media innovations for marketing and branding from leading practitioners like **IBM, American Airlines, PepsiCo (Tropicana Beverages)** 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 social media marketing and branding initiatives that will ground you in advancing your own strategy
- **The opportunity to gain** insight into the many emerging social media platforms available to determine which works best with your marketing goals
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this summit
- **A formal Certificate of Completion** which documents your training achievement and commitment to professional development
- **Gaining** continuing education hours

Collaborate Using the Summit Wiki:

All attendees will be invited to expand their networks and continue their conversations via the summit 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.

Social Media Marketing & Branding Summit - April 15-18, 2013

Dear Marketing and Branding Colleagues,

Social media – it seems like you can't escape those two words!



Everywhere you turn there's another conference or article – even an Oscar-nominated movie dedicated to the effectiveness of these new social media channels. How can we ensure we use them effectively? Do they replace long-established options like print or is there a natural role to play that complements these tried and true approaches?

Ultimately, our strategic marketing choices come down to knowing our audience and having a clear vision of what we want to accomplish – then making strategic decisions about which marketing tools will help us achieve this.

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

WHY IS THIS A MUST ATTEND EVENT:

At the Advanced Learning Institute's Social Media Marketing and Branding Summit in April, we'll tackle the challenges of creating effective Social Media Marketers strategies using all the available "arrows in our quiver" and address how to ensure these programs engage customers and create value for your organization using the latest research and industry case studies.

Among the many things and practical advice you'll learn at the conference:

- See the importance of two-way communication and the impact you can achieve by conversing with your audience
- Variety is the spice of life – marketers have more options and more reach than ever before – but they also have more competition
- Storytelling isn't just for children – stories connect your audiences to an idea and a vision, and better yet, they enable other people to retell them
- How to target messages effectively so the message cuts through the noise and is heard and understood by your audience
- There are three P's in communication – Processors (i.e. technology of all kinds), Print and People – you can't get it done by just using one
- How to engage your target audience by using their "Heads, Hearts and Hands" and understanding the tricks which marketers use to effectively capture our attention

I look forward to seeing you in New York City! Together, we'll rediscover how to develop social media marketing and branding strategies that inspire your customers, encourage their engagement with your product or services and deliver better business results for your organization.

Sincerely,

Dr. Adam Wootton, Director of New Media and Social Media

TOWERS WATSON

Summit Chairperson

P.S. Make your investment pay off even more by bringing your marketing team!

Register 3 people and get the 4th for FREE! Click here for details or call (773) 695-9400 for more details.

Add to the dialogue! Using #ALISummit, tweet your questions and comments to Angie, the summit producer, prior to the summit @Angie_ALI

A LETTER FROM THE SUMMIT CHAIRPERSON

Social Media Marketing & Branding Summit - April 15-18, 2013

Interactive Pre-Summit Workshops ~ Monday, April 15, 2013

Monday, April 15, 2013

Jump-start your summit 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 social media for marketing and branding that will enhance your understanding of the informative, case study presentations throughout the entire summit.

... Choose **BOTH** for Maximum Value and Learning! ...

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

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

"I Want A Viral Video For My Website"

An Introduction To Developing Engaging Content, Navigating YouTube And Defining Success

Online video content is exploding – over 72 hours of content are uploaded every minute. Everyone wants (and expects) their video to “go viral” – but what exactly does that mean and how realistic is such a demand?

In this workshop, you'll learn practical approaches and tips to developing content that engages your audience and shares your message, creating a personal connection that opens the door to further communication. Case studies will be presented to illustrate how video content was created, implemented, and promoted, demonstrating how in many cases, this content can serve double-duty across multiple distribution channels. She will also share tips and best practices for utilizing YouTube and outline methods to help you define and measure your success.

The presentation will focus on:

- Key items to consider when developing an Online Video Content Strategy
- Best practices for developing compelling content that will engage your audience
- Developing cost effective video content for multiple distribution channels
- Best practices for setting up and maintaining a successful Youtube channel
- Ways to build your community by turning viewers into subscribers
- Creating a phased strategy for developing content and measuring success
- How to increase the chances of making your content “go viral”
- 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.

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

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

Refreshments will be provided during this session.

How To Build An Integrated Digital Marketing Strategy: Social Media, Social Business & Social Networking

If you Bing the phrase "social business", you'll get a variety of search results. One of the first and perhaps oldest results is a Wikipedia entry which describes "social business" as "a non-loss, non-dividend company designed to address a social objective within the highly regulated marketplace of today."

In this session, you will learn what a social business looks like both inside and outside the four walls. In addition, you will:

- Realize and understand the urgency with which your business must grasp the need to connect with your customers on a more engaged level in order to generate deeper, long-term brand loyalty that results in greater long-term profits
- Outline what a successful social strategy looks like for you and your business in your marketplace
- Understand the resources necessary to achieve social business leadership both internally & externally
- Create a roadmap that identifies the people and the steps necessary for success
- Assess, select and use appropriate social media tools to meet your business's needs
- Build an external presence and manage reputation through communities and communications programs
- Implement an effective social media strategy

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

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m. SPEED NETWORKING-WELCOME

Chairperson's Welcome & Speed Networking

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

Dr. Adam Wootton, Director of New Media and Social Media

TOWERS WATSON

Summit Chairperson

9:00 a.m. CHAIRPERSON'S ADDRESS

The Art Of Effective Marketing Communication: How Social Media And Game Mechanics Have Changed The World For Marketers

Engaging customers with communication is a major challenge for many companies. Out on the Internet, social media is changing the way we communicate with friends, colleagues and customers. However, many companies have not been able to use social media to connect with their audience and engage them with their message.

Effectively blending both traditional and social communication and the use of new techniques such as behavioral economics and game mechanics can help companies effectively engage their customers. This session will introduce the topic of social media, explain why it is different and talk about how it can be effectively teamed with game mechanics and behavioral economics to effectively communicate your company's message.

After this engaging presentation you will walk away with a better understanding of the changes social media and game mechanics have for marketing and branding, including how::

- A simple framework for social media can help you devise a strategy for its use
- Using social media can augment traditional campaigns
- The use of game mechanics and behavioral economics can enhance your marketing strategy

Dr. Adam Wootton, Director of New Media and Social Media

TOWERS WATSON

9:40 a.m. CASE STUDY

How To Utilize Social Media Tools To Change The Public's Perception Of Your Organization: Giving A Voice To Citizens, Expanding Your Outreach, And Monitoring Responses

The NYC Housing Authority (NYCHA) is a public housing agency, the largest in North America. With 654,657 New York residents residing in NYCHA's Public Housing and Section 8 Programs, they occupy 13.2% of the city's rental apartments; they comprise almost 8% of New York City's population. To put it in to perspective, NYCHA's population is larger than Atlanta's.

As with many other government agencies, NYCHA is often in the eye of the storm in the media and is often mistrusted by its residents. Residents are from disadvantaged backgrounds; 49.5% are below the poverty line. The building stock is aging, infrastructure renovation budgets are shrinking, and crime stories are abounding in the media. This is an environment where the problems being faced by NYCHA are stories typically portrayed in a negative light within the public media.

This session will give you an understanding of the benefits of being actively engaged in optimizing social media and web presence and monitoring analytics in order to change the overall public perception of your organizations, including:

- How to expand your outreach and bring a creative voice to a population that didn't necessarily have one before
- Benefits of micro-sites to complement your main governmental site
- Writing a new social media policy and revamping your internet policy
- Digital brand monitoring and response

- Providing the right tools to engage your audience

Diane Chehab, Project Manager, Office of the CIO Information Technology Department
NEW YORK CITY HOUSING AUTHORITY

10:10 a.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

10:20 a.m. 

Morning Refreshment & Networking Break

10:30 a.m. GROUP EXERCISE

Brainstorming Session: Your Training Goals

This is your chance to discuss with fellow attendees and speakers what your most pressing social media for marketing and branding concerns are and what solutions you hope to gain during this summit.

11:00 a.m. CASE STUDY

Tracking Your Business Goals Within Social Media: Using Advance Social Analytics And Tools To Monitor, Track And Analyze Your Social Media Marketing Programs

Ancestry.com is the world's largest online resource for family history, with approximately 2 million paying subscribers around the world as of July 2012. Since starting as a publishing company in 1983, they have been a leader in the family history market for over 20 years and have helped pioneer the market for online family history research.

When Ancestry.com decided to measure their social media programs they noticed they were not looking at the soft social metrics (likes, comments, views, impressions, ect) but were looking for a way to show their impact on the company's bottom line. The company c-suite wanted to see the social media channels as an acquisition driver, when the channels were used more for building their community and engagement.

Through Ancestry.com's use of real social media metrics, you will learn strategies to help you prove the value of your social media marketing, including how to:

- Track your business goals within social media
- Provide tracking, analytics and monitoring of social media results to provide c-suite level executives and organizations
- Use advance social analytics to drive bottom line metrics
- Measure and monitor community and engagement
- Use predictive analytics tools
- Use qualitative and quantitative metrics

Nick Cifuentes, Director, Global Social Media
ANCESTRY.COM

11:30 a.m. 

Morning Refreshment & Networking Break

11:40 a.m. CASE STUDY

How To Measure Your Media Relations Efforts On Social Networks

The field of media relations and social media relations measurement has advanced significantly over the past few years. Journalists and bloggers may say that they still prefer to hear from PR pros via e-mail, but they'll also tell you that they are spending more and more of their time on Twitter, Facebook, LinkedIn, Pinterest and blogs. SAP is

continuously trying to find new ways to tie media relations output to their business goals. Thanks to new measurement tools and methods they are now able to create objectives and measure results that relate directly to business goals, which are important to their executives. As such, SAP can report company results on a regular basis and course correct their approach and strategy throughout the year as needed.

Throughout their session SAP will show you how they created a measurement strategy to prove the value of your outreach and trust-building efforts across social media channels.

You'll learn how SAP:

- Created measurable objectives for their outreach to journalists and bloggers on social channels
- Linked their media relations to business objectives, including increased sales, improved reputation or customer satisfaction
- Connected their interactions with journalists and bloggers on Twitter and LinkedIn to real-world results
- Conducted content analysis to measure messaging, sentiment and positioning

Evan Welsh, Director of Global Media Relations

SAP

12:10 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

12:30 p.m.

Lunch On Your Own -- But Not Alone!

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

2:00 p.m. **CASE STUDY**

How To Use Foursquare To Build Your Brand

The Princeton Review ranks the University of Oklahoma (OU) among the best in the nation in terms of academic excellence and cost for students. In 2008, Foursquare contacted OU to be one of the first universities to establish a brand presence on the app. With over 21,000 brand likes and over 100K check-ins, OU has been able to use Foursquare effectively to promote its brand. Before their Foursquare launch, OU used social media to mostly target alumni and prospective students, leaving their current students out of the mix.

During this session, you will learn how to:

- Host a successful social media campaign using Foursquare
- Better connect your target audience to your organization by using the app
- Use the full potential of Foursquare to drive your brand

Cassandra Ketrick, Junior New Media Specialist

UNIVERSITY OF OKLAHOMA

2:30 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

2:35 p.m. **GROUP EXERCISE**

Brainstorming Session: Digest & Prepare

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

3:05 p.m. 

Afternoon Refreshment & Networking Break

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

How To Use Social Media To Communicate Your Organization's Mission And Passion

As Southwest Airlines' greatest asset, their people deliver compassionate, world-class customer service; seek out innovative solutions to enhance the customer experience; and share their time and efforts to make a positive difference. In its 42nd year of service, Dallas-based Southwest Airlines continues to differentiate itself from other low-fare carriers by providing a reliable product with exemplary customer service. Including wholly-owned subsidiary AirTran Airways, Southwest now employs 46,000 People and serves 97 destinations in 41 states, the District of Columbia, the Commonwealth of Puerto Rico, six near-international countries.

Giving back; doing the right thing; being a great corporate citizen. It's easy to say, but harder to do, especially if you haven't engaged your employees. Southwest is doing its part to be a good citizen while underscoring a commitment to the triple bottom line of Performance, People, and Planet.

By learning how Southwest Airlines communicates its sustainability message, engages its employees, and reaches a diverse workforce through various communication channels, you too will be able to:

- Create messages that catch stakeholders' attention.
- Utilize all communication tools Social Media, Public Relations, and Employee Communication
- Speak your Company's language throughout the different social media channels
- Empower your employees to own your Company's citizenship initiatives

Laurel Moffat, Sr. Specialist, Outreach Communications

SOUTHWEST AIRLINES

3:50 p.m. **CASE STUDY**

How To Adapt New Social Media Marketing Strategies Into An Organization Rich With Tradition And History, To Increase Brand Awareness And Boost Business

Headquartered in Nashville, Tennessee, Oreck Corporation is a leading manufacturer in the home care industry, offering a variety of vacuum, air purification, and other cleaning products available to directly to consumers, through hundreds of Oreck Clean Home Centers, and through many leading retailers. Oreck has been in the home care and cleaning business for nearly fifty years and is built on the legacy of David Oreck's focus on quality and innovation.

In a company with such tradition and history, adapting to the changes in the floor care industry was somewhat of a slow process for Oreck, but in the last two years, they have placed a new emphasis on product innovation. With more relevant products in the market came the opportunity for more relevant marketing. The social media program at Oreck was born out of the need to create a new and different relationship with longtime customers as well as to increase brand awareness and attract new consumers.

During this session, you will hear the outside-the-box content brand strategies that helped Oreck connect with their consumers on a personal level. Though the use of Facebook, Twitter and Pinterest, Oreck was able to not only connect more with their consumers, but also drive a unique approach to blogger outreach.

Chelsea Smith, Social Media Specialist

ORECK CORPORATION

4:20 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

4:30 p.m.
Day One Wrap Up

4:40 p.m.
End Of Day One

4:50 p.m. 
Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All summit attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m. 
Dine Around

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

RAVE REVIEWS FROM PAST A.L.I. ATTENDEES:

"My brain is full of great ideas and useful tips. I really appreciate the extra opportunities to speak with the experts one-on-one, and am looking forward to continued online communications."

L. Wilson, Web Designer
BECHTEL

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

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

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

R. Stevens, Director, Learning Technology & Communications
STAPLES, INC.

"Outstanding! One of the most amazing conferences I have attended in a while."

A. Kaszowski, Web Producer
ST. JOSEPH'S HEALTH CARE LONDON

8:00 a.m. 
Continental Breakfast & Networking

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

Adam Wootton, Senior Consultant, New Media and Social Media
TOWERS WATSON
Summit Chairperson

8:35 a.m. **CASE STUDY**
How To Boost Your Brand By Turning Your Forward-Thinking Employees Into Social Superstars

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

At IBM, the IBMer has always been the brand. So it is imperative for them to look for ways to maximize their forward-thinking employees reach, amplification, and engagement in social spaces. To do this, they've developed a coaching and feedback system that helps selected IBMers enhance their 'social brand' in an authentic, credible and confident manner.

During this session, you will learn about the process IBM uses and how it can be incorporated into your own organization's strategy

Kevin Winterfield, Social Systems and Digital Influence
IBM
@kmmwinterfield

9:05 a.m. **CASE STUDY**
Social Media Marketing and Branding Case Study coming soon!

9:35 a.m. **Q & A SESSION**
Idea Exchange: Questions, Feedback, Collaboration

9:45 a.m. 
Morning Refreshment & Networking Break

9:55 a.m. **GROUP EXERCISE**
Brainstorming Session: Monitoring & Analyzing

Whether it's a tweet, Facebook post, or YouTube video – every company is looking to market their brand in a more efficient way with their customers. Discuss and brainstorm with fellow attendees and speakers techniques you've had success with, or concerns you're having, in marketing your company's information to your customers.

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

Case Study Coming Soon!

Abstract coming soon.

Perri O. Blumberg, Assistant Editor

READER'S DIGEST ASSOCIATION

10:55 a.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

11:00 a.m.



Morning Refreshment & Networking Break

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

How To Successfully Use Social Media To Communicate Effectively During A Crisis

Most crisis communication plans include traditional public relations tactics, such as press conferences, press releases and media interviews to get key messages out. But what about social media? In this day and age, social media must be a part of every crisis communications plan

Royal Caribbean regularly utilizes its website, blog, Facebook and Twitter to keep the public and media regularly informed during a situation or incident. Their Social Media Team integrates traditional communication practices as well as social media tactics together in order to handle a crisis successfully and prevent any long-term damage to their brand.

Throughout this session, you will learn how Royal Caribbean has:

- Successfully used social media to communicate with their various audiences
- Adapted seven easy-to-understand steps to successfully using social media in a crisis

Cynthia Martinez, Director, Global Corporate Communications

ROYAL CARIBBEAN CRUISES LTD.

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

How To Use Negative News To Increase Your Facebook Presence And Successfully Manage Your Reputation

In 2012, news broke that traces of a fungicide banned in the U.S. had been found in orange juice imported from Brazil. By coincidence, in November 2011, Tropicana Pure Premium (TPP) had decided to transition to 100% Florida OJ and was in the process of eliminating remaining on-shelf inventory with Brazilian juice it had previously used when the news hit. In a similar situation, most brands would resort to traditional issues management, but Tropicana opted to use the 100% Florida news to engage and grow its Facebook audience, communicating in the process that TPP was 100% Florida OJ.

In this session, you will hear how TPP's campaign was able to:

- Exceed virtually every Facebook benchmark
- Generate more than 60 million total impressions
- Skyrocket engagement with their consumers
- More than double Tropicana's Facebook fan base

Take TPP's experiences back to your own organization and implement new ways of turning negative news into favorable results!

Mike Torres, Senior Director of Communications
PEPSICO (TROPICANA BEVERAGES)

12:10 p.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

12:20 p.m.



Lunch On Your Own -- But Not Alone!

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

2:00 p.m. INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

2:30 p.m. CASE STUDY

How To Utilize Twitter For Customer Service And Brand Engagement

With the advent of social media, travelers have begun to share questions, concerns, praise and complaints about their travel experiences on social networks such as Facebook and Twitter and American Airlines wants to be a part of those conversations. Beginning in 2011, the company began building a social media team to engage in the rapidly-expanding online travel conversation.

American Airlines uses Twitter to provide social customer service and encourage brand engagement. A team of social customer service representatives receives and responds to actionable tweets for eighteen hours each day! Using Twitter, American's social customer service representatives are able to address customer needs quickly and in real-time, on the platform where the company's audience chooses to share.

After laying a robust foundation of social customer service, the company's social marketing team is able to share timely information like company news and travel tips on its Twitter channel, thereby engaging customers in dialogue and solidifying loyal relationships with the brand.

During this session, you will learn how American Airlines has:

- Monitored Twitter for brand mentions
- Developed helpful tools for both listening and responding, as well as knowing when and when not to respond to tweets
- Structured a team for facilitating social customer service
- Used Twitter to build brand advocates

You will leave session with best practices for responding to tweets, tips for developing a Twitter content strategy, Twitter campaign ideas that generate buzz as well as popular types of Twitter content.

Stephanie Scott, Social Media Specialist
AMERICAN AIRLINES

3:00 p.m.



Afternoon Refreshment & Networking Break

3:10 p.m. CASE STUDY

How To Reinvent Your Brand Through A Successful Viral Video Campaign

Corning Incorporated, a 160-year-old glass company, changed the way the world thinks about glass in February 2011 when they launched a viral video. With over 20 million views on YouTube to date, "A Day Made of Glass" portrays Corning's vision for the future of glass technologies and helped to reinvent the Corning brand. The video opened doors to many new customer relationships and business opportunities, and created quite a buzz around the globe.

In this innovative session, you will learn more about how this B2B initiative made a significant, measurable impact.

Specifically, you will learn how Corning:

- Expanded their reach to educational institutions, small businesses, corporations and non-profit organizations to demonstrate how the future of technology can influence the social media landscape
- Depicted the future of their brand via multiple YouTube videos

You will leave this session with new tips for creating buzz around your own brand campaigns.

Lisa A. Burns, Director, Corporate Marketing & Branding

CORNING INCORPORATED

3:40 p.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

3:50 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.

4:10 p.m.

Close Of General Sessions

Expand Your Learning! Attend your choice of hands-on workshops on Thursday, April 18, 2013:

8:30 a.m. to 11:30 a.m.: POST-SUMMIT MORNING WORKSHOP C:

How To Measure The Impact Of Different Customer Communications
(Including Social Media) On Customer Outcomes

12:30 p.m. to 3:30 p.m.: POST-SUMMIT AFTERNOON WORKSHOP D:

How To Gamify Your Marketing Plan To Engage With Customers And Build Your Brand Relationship

Please see the next page for detailed descriptions.

Social Media Marketing & Branding Summit - April 15-18, 2013

Interactive Post-Summit Workshops ~ Thursday, April 18, 2013

Thursday, April 18, 2013

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

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

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

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

How To Measure The Impact Of Different Customer Communications (Including Social Media) On Customer Outcomes

Using multiple communication approaches certainly makes customer communications more effective. However, it also makes it harder to isolate how much impact each element might have — especially the elements for which we are responsible. This small group, interactive workshop will use easily adaptable examples from several companies in different industries that used various research techniques to identify exactly how communications affected business outcomes. Examples also will show how much different elements, such as public relations, ads, collateral and events, contributed to the ultimate results, including ROI calculations.

Some of the techniques to be discussed include:

- Online surveys with sales representatives
- Interviews with high-level client executives around the world responsible for awarding multi-million-dollar contracts
- Pilot studies to measure outcomes in different markets where various campaign elements were used

Specifically, you will learn how to:

- Choose among different research approaches to isolate the impact of different communications on customer outcomes
- Ask the right questions to identify specific types of potential outcomes communications might be having
- Calculate ROI on an entire communication campaign

WORKSHOP LEADER: Angela Sinickas is President of Sinickas Communications, Inc., a consulting firm dedicated to helping organizations achieve business results through focused research and practical solutions.

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

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

How To Gamify Your Marketing Plan To Engage With Customers And Build Your Brand Relationship

Forbes says that just as nearly every brand and marketer now employs social media, soon they will use gamification -- game mechanics to motivate people, engage audiences and solve problems.

For most consumers the 'language of games' – game dynamics, interfaces and interactions – have been with them since childhood. Add the instant community supplied by social networks to this framework for a potent and relevant arena to leverage.

This emerging trend of gamification helps marketers deliver meaningful experiences to customers; in organizational performance, education, self-improvement, social change, and brand relationships.

What does this mean for you and your business? As consumers seek more reward and more engagement from experiences and most long-standing marketing techniques lose effectiveness, brand communications need to be engaging enough so people stay focused on them for a longer period of time. What this requires is that marketers think through the brand experience as a self-led journey.

Specifically, this workshop will show you:

- A riveting big picture view of gaming's impact on our culture
- Integrated, digital gamification campaign case studies from top brands
- Brainstorming to uncover the emotional currency of your brand
- An effective step-by-step framework for turning the 'Elevator Pitch' into the 'Experience Pitch'
- Gamification processes to apply to your own business to engage audiences, change their behavior, and connect them.
- How to plan for the next generation of data-driven consumers

You will apply the power of game messaging and thematic development to your operational reality by:

- Discovering how declarative language creates competitive advantage.
- Learning how people remember and respond to "big themes" more than big ideas
- Inspiring and creating behavioral change one level at a time
- Understanding fun as a tool, not a by-product

WORKSHOP LEADER: Jim Wexler is Founder and President of Experiences Unlimited. Jim is a digital marketing expert and thought leader, helping top companies create digital experiences to deepen engagement, build relationships, and change behavior.

SUMMIT SUPPORTERS:



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

brandchannel. always branding. always on.



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

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

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



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

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

RAVE REVIEWS FROM PAST A.L.I. ATTENDEES:

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

J. Serben, Director, Creative Services
EDWARD JONES

"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now; that I wonder what was really holding us back. This conference helped us solidify our plan."

D. King, Application Support & Web Manager
ATLANTIC HEALTH

"I loved the practical examples. All the speakers were great with real stories to share that I could relate to. The networking was FANTASTIC..."

S. Beelher-Walsh, Brand Manager
MD FINANCIAL

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

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

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

I. Esche, Brand Manager
AAA OF NORTHERN CALIFORNIA

Social Media Marketing & Branding Summit - April 15-18, 2013

ALL SUMMIT SESSIONS WILL BE HELD 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!

Hampton Inn Times Square North

851 Eighth Avenue, New York, NY 10019

T: 212-581-4100

Click here to make an online reservation.

Novotel of New York

226 West 52nd Street, New York, NY 10019

T: 212-315-0100 or 800-221-3185

Reserve Now.

Manhattan at Times Square Hotel (A Starwood Hotel)

790 7th Avenue @ 51st Street, New York, NY 10019

T: 212-581-3300

Reserve Now.

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

Click here to make an online reservation.

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.



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 City, for A.L.I.'s "Social Media Marketing & Branding Summit: How To Maximize The Power Of Social Media To Engage Your Customers, Strengthen Your Brand & Measure Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to New York City, go to <http://www.nycgo.com/>.

Wireless internet service will be provided free of charge in all meeting rooms.

REGISTRATION FEES:

The following are included in your summit registration: attendance, a detailed summit workbook and any additional meeting materials -- including access to the summit 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 March 7	REGULAR Pricing: Register & pay after March 7
Summit Only (April 16 & 17)	\$1,699	\$2,099
Summit (April 16 & 17) Plus One Workshop (April 15 or 18)	\$2,099	\$2,499
Summit (April 16 & 17) Plus Two Workshops (April 15 &/or 18)	\$2,399	\$2,799
Summit (April 16 & 17) Plus Three Workshops (April 15 & 18)	\$2,599	\$2,999
Summit (April 16 & 17) Plus All Four Workshops (April 15 & 18) - ALL ACCESS PASS!	\$2,699 BEST VALUE!	\$3,099
Summit Workbook Only (if not attending)	\$199* + \$20 S&H	

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

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

VENUE & REGISTRATION FEES

**Register by March 7th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
 To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com**

Social Media Marketing & Branding Summit - April 15-18, 2013

A LIMITED NUMBER OF SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This summit provides an excellent opportunity to market your products and services to a targeted marketing audience. Space is limited, so please call Angie at (773) 695-9400 ext 218, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,699! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn summit attendance bonuses as you benchmark with other organizations. For every A.L.I. summit attended, receive a **\$200 discount** off your next A.L.I. training. 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 summit (**before April 1**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the summit or less (**on or after April 1**) 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 A.L.I. ATTENDEES:

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

D. Curtis-Magley, Brand Management Supervisor
UNITED PARCEL SERVICE

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

M. Lewis, Director of Creative and Strategic Development
MINNESOTA DEPARTMENT OF TRANSPORTATION

"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

Social Media Marketing & Branding Summit - April 15-18, 2013

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 summit serves 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 training 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
- Allstate Insurance
- American Electric Power
- American Express
- AstraZeneca Pharmaceuticals
- Alterna Savings
- Atlantic Lottery Corp.
- AT&T
- BellSouth Corporation
- Bloorview Kids Rehab
- Brantford Golf & Country Club
- Capital One Financial Corporation
- Chase Manhattan Bank
- Chrysler
- Cisco Systems, Inc.
- CNW Group
- Cogeco
- Cognos Inc.
- Commonwealth Edison
- Corel Corporation
- Cundari
- Disney
- First USA Bank
- Gateway
- General Motors
- HBS Marketing
- Headline Communications, Inc.
- Hewlett-Packard
- IBM Corporation
- IBM Global Business Svcs.
- Interbrand
- John Deere
- Kimberly-Clark Corporation
- KPMG
- Lockheed Martin
- Mayo Clinic
- McKinley Solutions Exchange
- McMaster University
- Meridian Credit Union
- Microsoft
- Motorola
- Mobile Jam Fest
- Morgan Stanley
- MWV
- Nationwide Insurance
- Natural Resources Canada
- National Semiconductor
- Newmont Mining Corp.
- NL Centre for Health Information
- Pennzoil-Quaker State Company
- PepsiCo
- Pharmacia Corporation
- Polaroid Corporation
- PollStream Inc.
- Prescient Digital Media
- Prudential
- Public Service Commission NL
- Radian6
- R.R. Donnelly & Sons
- Shell Chemicals
- Southwest Airlines
- Sprint Nextel
- Staples
- Starbucks
- State Farm Insurance
- St. Michael's Hospital
- St. Thomas Elgin Gen. Hospital
- Target Corporation
- TD Bank Financial Group
- The Cadillac Fairview Corp. Ltd.
- The Hospital for Sick Children
- Terasen Gas Inc.
- Treasury Board Secretariat
- Thornley Fallis Communications
- Trico Homes
- U.S. Postal Service
- Verizon
- Veterinary Pet Insurance
- Watson Wyatt Worldwide
- Whirlpool Corporation
- World Health Organization

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

Event #0413B1 ©2013 A.L.I., Inc. All rights reserved.

**Register by March 7th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com**



Social Media Marketing & Branding Summit:

How To Maximize The Power Of Social Media To Engage Your Customers, Strengthen Your Brand & Measure Results

April 15-18, 2013 • New York, NY



Registration Form

Please photocopy for group members.

Yes, register me for the April 2013 Social Media Marketing & Branding Summit in New York, NY.

Please check:

E-mail Priority Code: _____ Amount Due: _____

Summit Only

Summit Plus Workshop(s):

Pre-Summit Morning Workshop A: "I Want A Viral Video For My Website"
An Introduction To Developing Engaging Content, Navigating YouTube And Defining Success

Pre-Summit Afternoon Workshop B: How To Build An Integrated Digital Marketing Strategy:
Social Media, Social Business & Social Networking

Post-Summit Morning Workshop C: How To Measure The Impact Of Different Customer
Communications (Including Social Media) On Customer Outcomes

Post-Summit Afternoon Workshop D: How To Gamify Your Marketing Plan To Engage With
Customers And Build Your Brand Relationship

I would like to order a summit workbook only

Please add me to your mailing list to receive future summit notifications

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Registrant's E-mail: _____

Credit Card Holder's Phone: _____

Credit Card Holder's Email: _____

Payment by: Visa MasterCard Amex Diner's Club Discover
 Check/Training Form (payable to Advanced Learning Institute, Inc.)

Card #: _____ Exp. Date: _____

Extra 3-4 digits on front/back of card: _____

Credit Card Billing Address: _____

Signature/Name on credit card: _____

Event #0413B1 • ©2013 A.L.I., Inc. All rights reserved.

REGISTER TODAY! • www.aliconferences.com

Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (630) 568-3956

Mail to: Advanced Learning Institute, 1301 W. 22nd Street, Suite 809 Oak Brook, IL 60523