

Join Your Colleagues In Chicago -- A Communications Conference You Can't Afford To Miss,  
Packed With Strategies And Tools You Can Apply Immediately!

# EMPLOYEE ENGAGEMENT

Using Social Media And Traditional  
Communications To Drive Engagement  
And Deliver Bottom Line Results



AUGUST 1 - 4, 2011 • UNIVERSITY OF CHICAGO  
GLEACHER CENTER - DOWNTOWN CHICAGO

Register by June 9<sup>th</sup>  
to Save \$400!

## STRATEGIES TO INSPIRE AND DRIVE YOUR EMPLOYEES:

Employee engagement has a direct impact on your organization's bottom line and causes you thrive during change. Attend this conference to learn actionable tools and breakthrough strategies to help you leverage the power of social media and traditional communications to build and maintain stronger employee engagement and drive bottom-line results, including:

- **Motivating** and engaging employees in your business strategy for performance-driven results
- **Using** leadership communication to build employee trust, inspiration, and engagement
- **Defining** the productive and profitable difference between engaged and entangled staff
- **Identifying** and meeting the unique needs of various employee groups and a dispersed workforce
- **Using** strategic employee communication to communicate radical change and create a high-performance environment
- **Building** the business case for adding social media into your existing communication plans
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **Raising** awareness and excitement about your organization by engaging key stakeholders
- **Incorporating** social media tools into your existing communications plans to manage your reputation, build your internal brand and maximize results
- **Creating** content that utilizes new tools such as Facebook Groups to communicate with your audience where they're spending their time
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees
- **Focusing** your messages to cut through the clutter and deliver your key messages effectively
- **Aligning** your current workforce and gain employee mindshare to your business goals
- **Achieving** high growth, innovation, retention, customer support, brand reputation and quality through your people

## SUPPORTING ORGANIZATIONS



brandchannel

Presented by:



Advanced Learning Institute  
Your Communications  
Training Partner Since 1997

**SPEAKING ORGANIZATIONS:**  
Hear practical tools, techniques and real-world  
advice to drive employee engagement from:

IBM

ScottsMiracle-Gro

Nationwide

NetApp

Jim Shaffer Group

New Belgium Brewing Co.

BBVA Compass

U.S. Mint

Tasty Catering

Molex, Incorporated

Intouch Solutions

MSL Atlanta

Siegel+Gale

Towers Watson

Sinickas Communications

Bridge Consulting

AboutFace Media Inc.

RightPoint

Register by June 9th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!  
To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)

# EMPLOYEE ENGAGEMENT - AUGUST 1 - 4, 2011

## WHO WILL ATTEND:

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

Employee Engagement

Employee Communications

Internal Communications

Workplace Engagement

Corporate & Brand Identity

Corporate Communications

Community Management

Interactive Media

Brand Development

Brand Communications

Online, Publication & Web Content

Training & Development

Organizational Transformation  
& Development

Human Resources

Electronic Communications

Business Development

Media Relations

Communications Management

Emerging/Digital Media

Social/New Media

Change Management

Intranet Communications

Public Relations/Affairs

Global Communication

Strategic Planning

And all those interested in engaging their employees, driving performance, maximizing their communications, and getting a seat at the table.

## WHY IS THIS EVENT ONE YOU CAN'T MISS?

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 employee-focused 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 employee engagement professionals engaged in the "journey." Join your colleagues now to learn how to use a variety of social media and traditional tools to drive employee engagement and deliver bottom line results.

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

This conference is a must-attend event for all those who are committed to engaging their employees to deliver bottom line results in their organization. You'll benefit from:

- **23 innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional communication tools to engage their employees that are already proven to work
- **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview** of employee engagement innovations from leading practitioners like **Tasty Catering, BBVA Compass, Nationwide, NetApp**, 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 employee engagement initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media and traditional communications tools to revolutionize your employee communications, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

**All attendees will be invited to expand their network and continue the conversation in 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.**



## Dear Communications Professional,

Employee engagement is all about harnessing discretionary effort from your workforce in support of company goals, objectives and initiatives. With it, an organization knows no boundaries. Without it, apathy begins to chip away at employee morale, forcing the organization to spend precious resources digging its way out of a hole instead of on enhancing competitiveness.

Now more than ever, organizations are being challenged to stay competitive by an overwhelming array of forces. For communications professionals, we have an opportunity to rise up to this challenge by providing sophisticated, strategic advice, counsel and support that informs and improves decision-making, operational execution and corporate reputation – both internally and externally. To accomplish this, it's essential that we recalibrate our mindset and approach and deliver on the promise of employee engagement through strategic internal communication.

When it comes down to it, no one cares about our communications outputs: websites, town halls, sophisticated intranets and cutting-edge mobile strategies. It's all about the outcomes – growth, innovation, retention, customer support, brand reputation, and quality. We have to prove that internal communication can deliver the employee engagement needed to drive the organization forward.

### **In short, it's up to us to transform our workforces from tired and bored to inspired and on-board!**

This is the focus of the **Advanced Learning Institute's Employee Engagement Conference**, August 1-4, 2011, in Chicago. As the business landscape continues to shift and new employee and customer expectations take shape, our approach to communication -- and to measuring its impact -- must evolve if we are to remain vital business partners within our organizations. **There's no better time than now to learn from leading thinkers and fellow colleagues about how to revitalize your work and reenergize your approach.**

This conference will feature a mix of thought leaders and seasoned practitioners – from both corporate and agency environments -- who will share their ideas, innovations and lessons learned in driving employee communication and engagement. We will learn about cutting-edge strategies and channels, especially in the area of social media, and hear about some of the best case studies within our discipline. We'll have the opportunity to review creative work and ask questions of our speakers and, most importantly, one another.

By attending this conference, you will hear proven, real-world strategies from communications professionals at leading organizations on how to engage your employees, including how:

- **IBM** is enabling employees to build and share their expertise inside and outside the company
- **U.S. Mint** is successfully raising awareness and excitement in their organization by engaging key stakeholders
- **ScottsMiracle-Gro** is increasing associates' focus on the consumer through The Vine, its new internal social network

Register today online or call the conference hotline at 888-362-7400 to attend A.L.I.'s conference on "Employee Engagement" this August in Chicago. Don't miss this great opportunity to network with your peers, review best practice case studies and learn more about how to engage your employees.

I look forward to seeing you at this fast-paced, must-attend event for internal communicators!

Sincerely,

Jason Anthoine, APR, Senior Vice President, Brand and Talent

**MSL ATLANTA**

Conference Chairperson

**P.S. Make your investment pay off even more by bringing your communications team! Register 3 people and get the 4th for FREE! Click here for details or call (773) 695-9400 for more details.**

### **Testimonials from Past Sessions by Jason Anthoine:**

*"Great speaker."*

*"Really appreciated the "hard" data, and the emphasis on actual results & detailed plans."*

*"Great strategic insight."*

*"Perfect fit for my particular issues."*

A LETTER FROM THE CONFERENCE CHAIRPERSON

## Monday, August 1, 2011

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering specific strategies that will 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 MORNING WORKSHOP **A**

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

#### **“I’ve Chosen My Communication Tools, Now What?” How To Develop And Implement Compelling Content For Your Internal Communications Strategy To Drive Employee Engagement**

You’ve narrowed down the tools you want to use for your internal communications plan – that’s a great first step. Now, how do you go about creating content to utilize those tools effectively?

In this workshop, you will be guided to greater understand the ins and outs of creating compelling content for use in your internal communications. You’ll learn practical approaches and tips to developing content that grabs the attention of your audience, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to further communication. Case studies will be presented to illustrate how video content was created and implemented for internal communications purposes, and demonstrate how in some cases, this content can serve double-duty as an outward-facing strategy.

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

- Key items to consider when creating a content strategy
- Best practices for developing content
- How to create content that utilizes new tools such as Facebook Groups to communicate with your audience where they’re spending their time
- How to implement video content in a wide range of internal communication approaches: from emails and newsletters to online magazines and beyond
- How to apply these approaches to your specific content needs

**WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc.** AboutFace is a content marketing agency that creates short form documentary videos for their clients, and then optimizes that content for use within social media.

### 11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

### 1:00 p.m. to 4:00 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP **B**

#### **Engaging Employees In The Business Strategy For Performance-Driven Results**

In these turbulent times, it is more critical than ever to ensure that employees clearly understand the business strategy, how it relates to the larger marketplace and what they can do to help achieve results. To ensure that everyone is aligned with the business priorities, communication needs to be focused and reinforced, leaders and managers should be aligned and engaged in communicating about the strategy, desired behaviors must be clearly defined and reinforced, and communication methods must “break through the clutter” to gain employee mindshare.

Through discussion of best practices and case studies, you will learn ways to engage your employees to deliver on the strategy, by:

- Ensuring that employees understand the marketplace context for the business strategy
- Developing clear and concise messages that resonate with employees
- Clearly articulating and reinforcing the desired culture and behaviors
- Defining and supporting the leaders' role in communicating about the business
- Identifying and meeting the unique needs of various employee groups
- Using creative ways to energize employees and truly engage them in the strategy

**WORKSHOP LEADER: Chris Gay, ABC, is a Co-Founder of Bridge Consulting,** a network of engagement and communication professionals who provide full-service solutions to organizations of all sizes, industries and geographic locations.

Thursday, August 4, 2011

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

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

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

### How To Build The Business Case And Demonstrate The ROI Of Your Social Media Programs That Will Capture Your Employee's Attention And Drive Change

Social media has been growing at incredible pace. Companies are driving engagement with their customers and their employees using social techniques. They are able to receive rapid feedback, use engaging viral marketing techniques and build their brand both internally and externally.

However, many companies still struggle to build an effective business case to engage their senior leadership and secure the budget and the resources to make a social media initiative practical.

After hearing great ideas for the use of social media at the conference, you will be ready to take them to the implementation level. Senior leadership buy-in will be critical to achieve your goals for social media. In this workshop, you will learn a methodology for building a business case to use social media and you will create a customized business case framework for your organization.

In this practical and engaging workshop, you will:

- Learn the secrets of a winning business case
- Develop a template for building a business case for your organization
- Understand the risks in a social media project and how to mitigate them
- Determine the road map for achieving buy-in and securing resources and budget

**WORKSHOP LEADERS:** Dana Hurley, a Consultant with Towers Watson, specializes in developing and implementing communication strategies that capture employees' attention and drive behavioral change. She works on a wide range of projects that promote physical and financial wellness, launch benefit changes, shape performance management programs and transform how work gets done within HR.

## 11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

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

### Linking Communication Measurement To Business Goals: How To Communicate In A Way That Fulfills Your Organization's Strategy

Executives usually ask for one of two types of help from communicators: to create a communication tool or to increase awareness/understanding of a topic. This session will help you get beyond communicating just for awareness or understanding of broad organizational messages, to communicating more specifically and concretely to deliver business results by measurably influencing your audience's behaviors.

You will learn the difference between communicating about a business strategy, like engagement and communicating in a way that fulfills the strategy—sometimes without even mentioning the strategy itself. It also provides a step-by-step process for engaging your executive management in communication planning in a way that feels like other, logical business processes they are comfortable doing.

This timely and powerful workshop will help you:

- Determine which stakeholder groups are most important in helping to achieve a particular goal, like engagement
- Identify the ideal behaviors for each stakeholder group to reach the goal
- Discover through informal research which knowledge and attitude messages are contributing to the current (incorrect) non-engaged behaviors and which messages would better motivate the ideal behaviors
- Choose the best channels for the ideal knowledge and attitude messages
- Set measurable objectives for the messages and channels
- Conduct measurements that will connect your communications with achievement of the ideal behaviors and organizational goals

**WORKSHOP LEADER:** Angela Sinickas is President of Sinickas Communications, Inc. ([www.sinicom.com](http://www.sinicom.com)), a consulting firm dedicated to helping organizations achieve business results through focused diagnostics and practical solutions.

## GENERAL SESSIONS, DAY 1 ~ TUESDAY, AUGUST 2

**8:00 a.m.**

### **Registration & Continental Breakfast**

**8:30 a.m.**

### **Chairperson's Welcome & Opening Remarks**

Jason Anthoine, APR, Senior Vice President, Brand and Talent

**MSL ATLANTA**



**8:40 a.m.**

#### **CASE STUDY**

### **Engage Or Entangle?**

### **How To Link Communications Objectives That Result In Employee Entanglement**

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

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

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

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

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

Tom Walter, CEO & Founding Partner

**TASTY CATERING**

**9:30 a.m.**

#### **CASE STUDY**

### **How To Engage Employees On Day One To Align Your Workforce To Your Business Goals**

It's no secret that an effective onboarding program gets employees engaged, primed and ready to help your organization reach its goals, while increasing their productivity and speed to contribution. But, it's also no secret that onboarding usually falls in the lap of the HR function. So what role do communicators play in this process?

At Molex, it's an important one. Responsible for more than 35,000 employees around the globe that help make more than 100,000 products, the Molex corporate communications team was faced with the task of getting newly-hired employees ready to work for their company. It seemed simple: introduce their company's leaders, teach their business and manufacturing processes, share their culture and values and describe their rich, 73-year history—in under one hour, no PowerPoint, in multiple languages—on day one.

In this presentation and demonstration, the Molex corporate communications team will show you how to:

- Engage employees the moment they walk through the door
- Develop an interactive learning module that places emphasis on learning

- Create a consistent message that your HR professionals can deliver
- Re-educate and align your current workforce to your business goals
- Transform a static, 20th century presentation into a dynamic program for the 21st century

Andrew Veach, Corporate Communications Writer  
Susan Armitage, Senior Director, Employee Communications & Public Relations  
Glen Capek, Manager, Video & Multimedia  
**MOLEX, INCORPORATED**

**10:20 a.m.**

## **Break-Out Blitz! Network And Discuss Employee Engagement Challenges With Your Fellow Conference Attendees**

This session will open the conversation by connecting you with other conference participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

**10:50 a.m.**

## **Morning Refreshment & Networking Break**

**11:20 a.m.**

### **CASE STUDY**

## **How To Leverage The Latest Social Media Tools To Drive Employee Engagement Across Your Organization**

Most organizations find it difficult to communicate, collaborate, or even share ideas or best practices. Most companies have very specific goals that they are trying to accomplish to foster innovation and improve communication. To overcome these challenges, they are attempting to leverage social media tools to engage their employees.

You will walk through case studies of introducing social media into various organizations and hear about the challenges and solutions they discovered along the way, including:

- What they developed and why
- How they learned about their own culture and discovered that it's not what they thought they knew
- That culture is culture whether you like it or not

Finally, we will outline how they used collaboration tools to change the way they do business and highlight what worked, what didn't, and how your organization can take hold of what they discovered and apply it to your own emerging social media strategy.

Jeff Willinger, Director of Social Computing  
**RIGHTPOINT**

**12:10 p.m.**

### **CASE STUDY**

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

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

In today's digital world, the employee and the relationships and conversations that employee has in the digital

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

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

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

Kevin Winterfield, Social Systems and Digital Influence

**IBM**

**1:00 p.m.**

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

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing employee engagement concerns.

**2:30 p.m.**

### **CASE STUDY**

### **The Power Of Values, Choice, Transparency, Idea Sharing, And Innovation Through Social Media And Employee-Driven Strategic Planning**

New Belgium Brewing Company was often said to be born from a bike seat. Before the company's start, an aspiring young home brewer rode his mountain bike with "fat tires" through European villages famous for beer, and soon, his first brewed creations were crafted in his basement.

From there, the company's owners created what is now an alternatively-empowered, employee-owned, and very successful beer brand, which resulted into a fun-filled, story-telling, sustainable business model that is founded on a strong value system that the New Belgium Brewery coworkers live by to connect, collaborate, and engage in company culture, community, strategic planning, project management, and beyond.

This session will demonstrate how to use and explore social media in the workplace to ensure that there are multiple avenues for your employees to use their voice and instigate change and innovation. In this session, you will take away lessons learned from this growing corporation on how important it is to implement a communications plan. Specifically, you will learn how to:

- Create a path for your employees, allowing them to engage with one another
- Be an active part of your company's overall success
- Design a corporate culture that contributes to the success of your team

When you let your employees be a part of your company's story, you might be surprised what can happen!

Tye Eyden, Communications Coordinator

**NEW BELGIUM BREWING CO.**

**3:20 p.m.**

### **Afternoon Refreshment & Networking Break**



**3:35 p.m. CASE STUDY**

## **Staying 'Intouch' With Associates: How To Connect To A Rapidly Growing Workforce And Value Their Belonging To Drive High Performance And Results**

Intouch Solutions is a leader in digital integration for pharmaceutical marketing. They have the ability to bring awareness of the brand to consumers through websites, e-mail content streams, display media, search marketing, social media, mobile media and interactive applications. So it only makes sense that they use similar multimedia tools in place internally for their own associates.

With an organization growth of over 100% in just 2 years, the HR role was added to the organization. Through thoughtful and deliberate communications plans, you can learn how to connect with your employees' professional needs, personal concerns, and career aspirations and appreciate the value that each person brings to your organization, by:

- Understanding the challenges and obstacles that lead to a breakdown in communication from an HR perspective
- Learning what basic information was needed for HR to enhance communications across the organization
- Seeing the 5-step strategy that was created to introduce different roles, responsibilities and resources throughout the company
- Viewing the additional tools in the works to continue to meet communication needs as the organization continues to grow and expand geographically

Laura Simcox SPHR, HR Director

### **INTOUCH SOLUTIONS**

**4:25 p.m. GOVERNMENT CASE STUDY**

## **Using Employee Engagement And A Powerful Brand Platform To Invigorate Your Visual Identity**

As the world's largest manufacturer of coins— gold and silver investment, as well as commemorative— the United States Mint plays a crucial role in enabling commerce.

Some critical components of the bureau's strategic mission include increasing sales of collectible coins, encouraging the use of the dollar coin, and boosting public understanding that the U.S. Mint is the only legal manufacturer of all American coins. In 2010, the U.S. Mint decided to invest in a new identity platform to improve public perception and to meet the challenges of these goals.

The key to strengthening the U.S. Mint's visual identity was to reposition itself with an emphasis on employees. The public's understanding of what it does and sales of collectible coins were two areas that needed improvement. Working with Siegel+Gale, leadership at the bureau came to the conclusion that new employee-focused communications and activities could greatly influence its culture and ultimately, how it is perceived externally.

Siegel+Gale developed an informational and inspirational video to enliven the Mint's story and make it known across the organization. The firm created a new intranet for U.S. Mint, and also implemented a Train-the-Trainer program for key stakeholders.

During this discussion, you'll hear the strategies that can help your organization reposition their brand and develop their story-telling techniques, which turn employees into advocates. Specifically, you'll learn about ways to:

- Engage employees using strategic "touchpoints" to reach and activate this important audience
- Help your organization understand and use its true voice to drive cost savings through one consistent visual framework

# EMPLOYEE ENGAGEMENT - AUGUST 1 - 4, 2011

GENERAL SESSIONS, DAY 1 ~ TUESDAY, AUGUST 2

- Raise awareness and excitement about your organization by engaging key stakeholders
- Use clear and elegant visual communications
- Take advantage of new digital tools to help organizations realize their true potential

Mike Stojasavljevic, Former Chief Strategy Officer  
**U.S. MINT**

Matt Huss, Senior Strategist  
**SIEGEL+GALE**

**5:15 p.m.**  
**End Of Day One**

**5:20 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 Chicago's fine dining while you continue to network with your colleagues.

## **RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:**

*"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**

*"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**

AGENDA - DAY 1: Tuesday, August 2

## GENERAL SESSIONS, DAY 2 ~ WEDNESDAY, AUGUST 3

**8:00 a.m.**

### **Continental Breakfast & Networking**

**8:30 a.m.**

#### **CHAIRPERSON'S ADDRESS**

### **Chairperson's Opening Of Day Two & Presentation:**

### **A Global Transformation From The Inside Out: How To Reposition Your Organization And Make The Move From Good To Great**

If you are a business traveler, chances are you've stayed at a Crowne Plaza. However, their name may not come to mind if you were asked to list some options in this crowded and competitive space. Hilton, Marriott and Sheraton tend to dominate the conversation when it comes to travel options in the upper/upscale category. Crowne Plaza intends to change that perception by transforming itself from an also-ran to a dominant player in this highly competitive segment. To get started, Crowne Plaza first launched the transformation process on the inside by engaging the key internal audiences needed to make this transition a success: owners, general managers, hotel employees and corporate employees.

In this enlightening session, you'll learn:

- How to develop an internal communications strategy based on results from external research
- Why segmenting internal audiences helps speed the launch of a transformation
- What challenges to expect in communicating to a global audience in multiple languages
- How to mix old and new media to extend the reach and scope of your efforts

Jason Anthoine, APR, Senior Vice President, Brand and Talent

**MSL ATLANTA**

**9:30 a.m.**

#### **CASE STUDY**

### **Using Traditional And Social Media Tools To Educate Associates About Consumers - - Supporting A 24x7 Communications Environment**

Based in Marysville, Ohio, The Scotts Miracle-Gro Company is the world's largest marketer of branded consumer products for lawn and garden care. Its Scotts®, Miracle-Gro® and Ortho® brands are market-leading in their categories and are the most recognized in the industry. The Company employees approximately 8,000 associates, 85 percent of whom work in supply chain, field sales, and Scotts LawnService locations outside Marysville.

In early 2011, ScottsMiracle-Gro launched traditional and social media tools to support its Consumer First strategy, which aims to help educate associates about the various types of people who buy and use its products.

This session will showcase applicable lessons on how ScottsMiracle-Gro is evolving both its communications' toolkit and technology to support a 24x7 communication environment, including:

- How the company is increasing associates' focus on the consumer through The Vine, its new internal social network
- Three practical ways the company puts consumers literally front and center through its intranet, The Garden

- A novel tool that helps each associate understand the various consumer segments for its leading product line

Lisa Smith, Director, Associate Communications

**SCOTTMIRACLE-GRO**

**10:20 a.m.**

## **Morning Refreshment & Networking Break**

**10:50 a.m.**

### **CASE STUDY**

## **How To Use Your Organization's Brand To Inform, Inspire, And Drive Employee Engagement**

Today's communicators have a new mission – to help align the way employees think, speak and act in ways that strengthen the culture, promote the brand and improve the customer experience. That's no small order.

From a business standpoint, focusing communications on the brand and brand-right employee behaviors makes sense. Building your brand from the inside out is critical for companies faced with ever-increasing customer demands for exceptional experiences. Communicators must adjust their messages and tactics to make brand the driver of this focus on engagement. Oh, and your communications must be inspirational, too.

Highlights of this session will include how your organization can begin to:

- Explore the connection between reputation, brand, culture and engagement
- See how brand can help focus employee behaviors
- Review a variety of tactics to engage employees
- Examine how Nationwide and other companies have used the internal branding process

Mark Mills, ABC, Sr. Consultant – Internal Communications

**NATIONWIDE**

**11:40 a.m.**

### **CASE STUDY**

## **How To Create A Social Media Strategy To Unite A Global Workforce, Strengthen Employee Engagement And Reinforce Your Brand**

Employees around the globe at NetApp wanted more voice within the organization - with each other and with leadership. They wanted their questions answered and ideas shared. Using this feedback, NetApp built an online community, NetApp Live, uniting its global workforce and reinforcing its brand.

Learn from NetApp's journey, #1 on Fortune's Best Companies to Work For in 2009 and #5 on Fortune's Best Companies to Work For in 2011, how to build an online community for employees, including, how to:

- Create a cross-functional team to drive the initiative
- Conduct an extensive RFP process
- Develop social media guidelines
- Identify the people and skills needed to manage the site
- Analyze the metrics to assess the impact and demonstrate your value

# EMPLOYEE ENGAGEMENT - AUGUST 1 - 4, 2011

## GENERAL SESSIONS, DAY 2 ~ WEDNESDAY, AUGUST 3

AGENDA - DAY 2: Wednesday, August 3

In this session, you will discover why NetApp realized that social media is an investment in their organization's future, and how it can be as well for your own organization.

Francesca Karpel, Senior Manager, Internal Communications  
**NETAPP**

**12:30 p.m.**

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

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing employee engagement concerns.

**2:00 p.m.** **INTERACTIVE SESSION**

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

You asked for it, you got it! Interact and discuss solutions to your employee engagement 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 employee engagement initiatives.

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

### **The Hard Side Of Engagement: How Communication Professionals Are Measurably Improving Business Performance And Advancing Their Careers**

Every function and discipline must add more value tomorrow than it did yesterday. No one is immune. Many communication professionals are making the shift and moving from:

- Supporting change to driving change
- Getting the news out to creating better business results
- Worrying about budgets to celebrating big returns

This lively and provocative session will reveal ways that other communication pros have shifted the function's role from outputs to outcomes. You'll learn what they're doing, how they're doing it, the results they are creating and how they've advanced their careers.

Take the following strategic lessons back to your organization, and specifically, learn how:

- FedEx's internal communication department led a project that improved U.S. exports by 23%, with a return on investment of 1,660%
- ITT Corporation's employee communication function helped improve quality by 40% and created a new model for implementing lean transformations across the globe
- ConAgra Foods' communication leaders reduced safety incidents by 36%, improved quality by 65%, productivity by 16% and reduced other supply chain costs by more than 60% in strategic manufacturing and distribution operations
- Owens Corning's communication team improved quality, safety, productivity and service in multiple parts of its operation

Jim Shaffer, Leader

**JIM SHAFFER GROUP**

**3:20 p.m.**  
**Afternoon Refreshment & Networking Break**

**3:40 p.m.** **CASE STUDY**  
**How To Educate, Engage And Drive Employee Behavior Change To Support A Comprehensive Technology Transformation**

BBVA Compass is in the midst of an aggressive technology transformation that will include a new core banking solution, positioning the company as one of the first major U.S. banks with real-time processing capabilities, allowing immediate posting of deposit and loan payments. The new technology platform will also improve product time-to-market allowing the bank to quickly adapt to evolving customer preferences while at the same time proactively addressing changing regulations.

While employees are excited to hear that the company is replacing numerous antiquated and disparate systems and tools, readiness and anxiety levels vary across the organization. A comprehensive communication strategy was created to educate, engage, and drive employee behavior change and technology adoption throughout the organization over the course of the 3 to 5 year transformation.

BBVA Compass is recognizing measurable results from an internal communication strategy that places a premium on educating through face-to-face dialogue, interactive content and engaging storytelling. You will gain an inside look at how BBVA Compass built, manages and refines this innovative communications program.

Highlights from this presentation that you will be able to apply to your organization will include, how to:

- Identify and leverage the right stakeholders and resources to build and manage an effective change communications plan
- Leverage the art of illustration to provide strategic context and outline the path for change
- Use measurement tools and flexibility to gauge and react to employee readiness and engagement

Ralph Evans, Director, Internal Business Communications  
**BBVA COMPASS**

**4:30 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.

Jason Anthoine, APR, Senior Vice President, Brand and Talent  
**MSL ATLANTA**

**4:45 p.m.**  
**Close Of General Sessions**

**BRING A TEAM AND SAVE -  
REGISTER 3, SEND A 4TH FOR FREE!**

# CONFERENCE SUPPORTERS:



**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/>



**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.

## RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

*"Lots of really useful information, great contacts - - thanks for putting on such a good conference!"*

S. Shoemaker, Director of Employee Communications

**AT&T**

*"I really like how this conference has variety in presentations. Some case studies and some best practices/success tips give a good variation to keep us engaged throughout."*

S. McBride, Public Affairs Specialist

**U.S. ARMY CORPS OF ENGINEERS**

*"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**

*"Speakers were excellent and extremely relevant. Networking opportunities also provided a great, informal learning environment."*

S. Powell, Coordinator of Communications

**OKLAHOMA DEPARTMENT OF HUMAN SERVICES**

*"Very great content. Thank you!"*

K. Follman, Manager, Internal Communications

**CON-WAY FREIGHT**

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

G. Groomes, Director of Field Communications

**TRANSAMERICA**

# EMPLOYEE ENGAGEMENT - AUGUST 1 - 4, 2011

VENUE & REGISTRATION FEES

## SLEEPING ROOMS WILL BE HELD AT THE:

### InterContinental Chicago Magnificent Mile Hotel

505 N. Michigan Avenue

Chicago, IL 60611

Hotel Phone: (312) 944-4100

Reservations: (800) 628-2112

<http://www.ichotelsgroup.com/intercontinental/en/gb/locations/overview/chicago>

Please follow this link if you would like to make your reservation on the Intercontinental Hotel's website:

<http://www.ichotelsgroup.com>

## ALL CONFERENCE SESSIONS WILL TAKE PLACE 2 BLOCKS AWAY FROM THE HOTEL AT:

### The University of Chicago Gleacher Center

450 N. Cityfront Plaza Drive

Chicago, IL 60611

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

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been reserved at the reduced rate of \$179/night. Please call the hotel no later than July 1, 2011 to help ensure this rate and mention the "Advanced Learning Institute Employee Engagement." We recommend that reservations be made early as rates are subject to availability.

The InterContinental Chicago Magnificent Mile Hotel is located at the gateway to Chicago's famed Magnificent Mile -- the best destination in downtown Chicago for shopping, dining and entertainment. Airport access is located 12 miles away at Chicago Midway International Airport (MDW) and 16 miles away at Chicago O'Hare International Airport (ORD).



Join us in Chicago, IL, for A.L.I.'s updated forum on "Employee Engagement: Using Social Media And Traditional Communications To Drive Engagement And Deliver Bottom Line Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

**For more information, discounts and maps for your visit to Chicago please go to: [www.choosechicago.com](http://www.choosechicago.com) and [www.explorechicago.org](http://www.explorechicago.org).**

## REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials -- including access to the conference wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

<b>Group Discount:</b> Register 3 colleagues and the 4th is <b>FREE!</b>	<b>Earlybird Pricing:</b> Register with payment by June 9th	<b>Regular Pricing:</b> Register with payment after June 9th
Conference Only (August 2 & 3)	\$1,299	\$1,699
Conference Plus <b>One</b> Workshop	\$1,699	\$2,099
Conference Plus <b>Two</b> Workshops	\$1,999	\$2,399
Conference Plus <b>Three</b> Workshops	\$2,199	\$2,599
Conference Plus <b>All Four</b> Workshops	<b>\$2,299</b> <b>BEST VALUE!</b>	\$2,699
Conference Workbook Only (if not attending)	\$199.00* + \$20.00 S&H	
*IL residents will be charged 9.25% sales tax on workbook orders.		

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



# EMPLOYEE ENGAGEMENT - AUGUST 1 - 4, 2011

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted employee communications audience. Space is limited, so please call Kelly at (262) 723-1284, for more information.

## GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,299! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

## A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

## PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

## CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before July 18th) 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 July 18th) 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 CONFERENCE ATTENDEES:

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

R. Stevens, Director, Learning Technology & Communications

**STAPLES, INC.**

*"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**

*"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."*

S. Russ, Director of Internal Communications

**THE READER'S DIGEST ASSOCIATION, INC.**

# EMPLOYEE ENGAGEMENT - AUGUST 1 - 4, 2011

## ABOUT THE ADVANCED LEARNING INSTITUTE

### ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Employee Engagement · Communications · Brand Management · Human Resources · Marketing ·  
Social Media · Government · Performance Measurement · Strategic Planning ·  
Health Care · Biometrics · Pharmaceuticals**

### WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

- Mars Chocolate North America
- Northwestern Memorial Hospital
- Pfizer
- Dean Foods Company
- Nationwide Insurance
- Prudential
- Chrysler
- Allstate Insurance
- Capital One Financial Corporation
- American Heart Association
- State Farm Insurance
- American Express
- Disney
- IBM Corporation
- Mayo Clinic
- U.S. Department of Defense
- John Deere
- PepsiCo
- Shell Chemicals
- Verizon
- Microsoft
- Lockheed Martin
- Southwest Airlines
- U.S. Army Corps of Engineers
- American Cancer Society
- Pennzoil-Quaker State Company
- Kaiser Permanente
- Target Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- Edelman Change and Employee Engagement
- AT&T
- AstraZeneca Pharmaceuticals
- Whirlpool Corporation
- Sprint Nextel
- Merck
- General Motors
- Morgan Stanley
- Starbucks
- Chase Manhattan Bank
- Tasty Catering
- Northwestern Mutual
- Gagen MacDonald
- American Red Cross

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

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# EMPLOYEE ENGAGEMENT

Using Social Media And Traditional Communications To Drive Engagement And Deliver Bottom Line Results



AUGUST 1 - 4, 2011 • UNIVERSITY OF CHICAGO  
GLEACHER CENTER - DOWNTOWN CHICAGO

Register by June 9<sup>th</sup>  
to Save \$400!

## Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the August 2011 Employee Engagement conference in Chicago.

### Please check:

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

Conference Only

Conference Plus Workshop(s):

Pre-Conference Workshop A: "I've Chosen My Communication Tools, Now What?" How To Develop And Implement Compelling Content For Your Internal Communications Strategy To Drive Employee Engagement

Pre-Conference Workshop B: Engaging Employees In The Business Strategy For Performance-Driven Results

Post-Conference Workshop C: How To Build The Business Case And Demonstrate The ROI Of Your Social Media Programs That Will Capture Your Employee's Attention And Drive Change

Post-Conference Workshop D: Linking Communication Measurement To Business Goals: How To Communicate In A Way That Fulfills Your Organization's Strategy

I would like to order a conference workbook only

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

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

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

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

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Signature/Name on credit card: \_\_\_\_\_

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