

*Updated Program for Spring 2009... This time in Toronto!*

Join Us To Learn How To Create THOUSANDS of Walking Ambassadors For Your Brand  
Don't Miss The 24th National Forum on...

**INTERNAL BRANDING** *Canada*

How Branding And HR Communications Drive Employee Engagement And Improve Your Organization's Bottom Line

March 30-April 2, 2009 • Toronto, Ontario

**Rave Review from a Past Internal Branding Conference Attendee:**

*"I loved the practical examples. All speakers were great with real stories to share that I could relate to. The voluntary networking sessions were FANTASTIC – well orchestrated across the lunch, dinner & cocktail hours and incredibly worthwhile."*

S. Beehler-Walsh, Manager, Brand

**MD FINANCIAL**

\*\*\*\* Register by February 12th To Save \$400! \*\*\*\*  
To Register, Call (773) 695-9400

**REGISTER TODAY!**

[www.aliconferences.com](http://www.aliconferences.com)

Call: (773) 695-9400 • Fax: (773) 695-9403

Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL, USA 60631

**KEY TAKE AWAYS:**

Attend this conference to learn how to create brand champions and advance your organizational goals by:

- **Encouraging** employees to "live the brand" and removing traditions and obstacles that are hindering delivery of the brand promise
- **Using** blogs and other Web 2.0 technologies to enhance and improve your internal branding efforts
- **Measuring** the effectiveness of your internal branding strategy and maximizing the ROI on your internal branding initiatives
- **Engaging** senior leadership to ensure they are modeling focused brand messages and leading the charge
- **Aligning** your external and internal branding strategies for a united message in fast-changing environments
- **Developing** a global identity to grow your brand on a worldwide basis
- **Cultivating** employee behaviour that represents your values, mission, brand and business strategy
- **Creating** a strong employment brand that

**SPEAKING ORGANIZATIONS:**

Hear practical solutions you can apply immediately to build bigger and better brands and drive bottom-line results from:

**BMW Group Canada**

**Delta Hotels**

**American Express Canada**

**St. Michael's Hospital**

**MeadWestvaco**

**Nokia Canada**

**Maple Leaf Sports & Entertainment Ltd.**

**The Cadillac Fairview Corporation Limited**

**CGI Group Inc.**

**Watson Wyatt Worldwide**

**Cundari**

effectively communicates your organization's initiatives

- **Rewarding** employees for demonstrating their brand loyalty
- **Launching** an internal branding campaign to become an employer of choice
- **Communicating** your brand during radical change or after an M&A
- **Implementing** the brand as a business asset to positively affect the bottom line
- **Bringing** your brand to life, encouraging employees at all levels to contribute to and deliver the brand promise
- **Building** the business case and demonstrating the ROI of your internal branding program
- **Accelerating** the brand building process internally by harnessing your organization's creative energy
- **Involving** the right partners -- communications, HR, marketing, line operations, etc. -- to ensure an integrated approach across your entire organization
- **Branding** for the future to strengthen your organization's morale

**Presented by:**



**Your Communications  
& Marketing Training  
Partner Since 1997**

**Brantford Golf & Country Club**

**Brand Matters**

**McKinley Solutions Exchange**

**Inward Strategic Consulting**

**Prescient Digital Media**

**TWI Surveys Inc.**

**PollStream Inc.**

**Supported by:**



**BrandMatters**  
Connecting Business to Brand™



## **WHY IS THIS A CAN'T MISS EVENT? TO LEARN AND BE INSPIRED...**

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 branding 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 professionals engaged in the "journey."

## **HOW CAN THIS CONFERENCE HELP YOU AND YOUR ORGANIZATION?**

- Is management anxious to improve the quality of its internal branding communication?
- Is your internal branding strategy failing to impact your bottom line?
- Do you want to play a critical role in building a workforce of brand ambassadors?
- Do you feel that your organization could improve employee behaviour and morale?
- Can your organization improve its brand identity?

If you answered "YES" to any of these questions - don't worry, you are not alone! Organizations across the globe are struggling with internal branding issues just like these. Join us to learn how to solve your internal branding challenges. Call our conference hotline at (773) 695-9400 to register today! Join the thousands who have benefited from A.L.I. conferences and seminars.

\*\*\*\* Register by February 12th To Save \$400! \*\*\*\*  
To Register, Call (773) 695-9400

**MAXIMIZE YOUR TRAINING!**

**Choose From Four Workshops For Ultimate Value And Learning!**

**Sign up for your choice of these highly-interactive workshops:**

• **Pre-Conference Morning Workshop A –**

**Monday, March 30, 2009, 9:00 a.m. – 12:00 p.m.:**

How To Develop A Successful Brand-Building Strategy From The Inside Out To Create An Organization That Lives And Breathes The Brand

• **Pre-Conference Afternoon Workshop B –**

**Monday, March 30, 2009, 1:30 p.m. – 4:30 p.m.:**

A Step-By-Step Framework For Implementing New Internal Branding Processes For Organizational Effectiveness: How To Operationalize Employees To Understand, Be Motivated, Inspired And Engaged Through Effective Internal Branding, Messaging And Fresh Creative Ideas

• **Post-Conference Morning Workshop C –**

**Thursday, April 2, 2009, 8:30 a.m. – 11:30 a.m.:**

How To Use Blogs And Other Social Media Technologies To Enhance And Improve Your Internal Branding Efforts

• **Post-Conference Afternoon Workshop D –**

**Thursday, April 2, 2009, 1:00 p.m. – 4:00 p.m.:**

How To Measure The Effectiveness Of Your Internal Branding Plans - - Including The Bottom Line Impacts Of Using Social Media

**WHO WILL ATTEND:**

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

- Internal Communications
- Employee Communications
- Marketing
- Corporate Communications
- Public Affairs
- Brand Communications
- Human Resources
- Employee Relations
- Strategic Planning
- Corporate & Brand Identity
- Brand Development
- Brand Management
- Internal & External Marketing
- Business Development
- Global Communications
- Public Relations
- Integrated Marketing Communications
- Training & Development

And all those interested in creating brand ambassadors within their organizations.

## **BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:**

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- **19 innovative speakers** at your disposal to share their strategies and experiences in internal branding
- **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
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **The choice to customize your learning** by participating in the unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** - be sure to bring plenty of business cards as you will make many new contacts
- A comprehensive overview of internal branding innovations from leading practitioners like **BMW Group Canada, Delta Hotels, American Express Canada, The Cadillac Fairview Corporation, Watson Wyatt Worldwide**, and many more
- **Acquiring new knowledge** to transform your staff into walking brand ambassadors and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading internal branding initiatives that will ground you in advancing your own branding strategy
- **The opportunity to learn** how to foster employee behaviour that represents your organization's values and mission 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

## **A LETTER FROM THE CONFERENCE CHAIRPERSON:**

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**Dear Communications, Marketing and HR Executives:**

Brands: it can be a controversial word and start many passionate debates. But whether you're for them or against them, the world is dominated by brands. In every aspect of our lives – where we go, what we do, what we remember and what we recommend, we're influenced by and make choices based on our experience and relationship with brands. The most successful brands have four common attributes:

1. They're reliable – customers know what to expect and the company delivers on expectations
2. They inspire – customers and employees are passionate and even emotional about what the brand represents
3. They engage – employees connect with customers by delivering the brand promise and maintaining the brand values and standards
4. They tell stories – brands have a meaning that is infused with all the customer and employee interactions they comprise

For a brand to be truly successful, it has to deliver on these four attributes both externally and internally. Traditionally, the external focus reaped all the attention and energy, but in recent years and especially in volatile economies, those brands which are thoroughly established and supported internally will have the most resilience.

That being said, many companies still treat the development and support of their internal brand as an afterthought, as a “nice to have” when they have the time and resources to get around to it. After all, they have practical business priorities to manage. But that can be short-sighted.

### **WHY IS THIS A MUST-ATTEND CONFERENCE?**

**We know that companies who make the investment in aligning their employee and customer experiences have a significant advantage in the marketplace, an advantage that translates into their bottom line and their market value. Increasingly, current research makes this very clear.**

Developing strategies that provide a roadmap and bring together the key functions required to implement the brand and its promise throughout the organization is what our participants are willing to share. Collaboration is a hallmark of communicators and their work style. Don't miss this opportunity to benchmark best practices with your peers!

**At A.L.I.'s 24th Internal Branding Conference, March 30 – April 2 in Toronto, we'll tackle the challenges of effective internal branding and address how to move it higher on the list of priorities by learning valuable insights from the first-hand experience of your peers and their partners, including how:**

- **BMW Group Canada** built a strong internal culture of brand ambassadors to launch their rebranding campaign
- **Delta Hotels** strengthened its brand by linking employee commitment to guest loyalty
- **Nokia Canada** renewed its company culture and values using an internet-driven experiences approach

Register today by calling our conference hotline at 773-695-9400, or [register online](#), to hear from communicators, marketers and human resources professionals practicing successful internal branding strategies. It's time to realize the competitive differentiation that well-executed brand alignment can deliver.

I look forward to seeing you in Toronto where we'll demystify how to develop an internal brand that your employees can bring to life and that engages your organization for better business results.

Regards,



Jacqueline Taggart, Senior Consultant – Communication  
**WATSON WYATT WORLDWIDE**  
Conference Chairperson

P.S. Make your investment pay off even more by bringing your communications, marketing, and HR teams! Register three delegates and the fourth is FREE! Call (773) 695-9400 for more information.

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

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

A. Wesch, Head, Internal Communications

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

*"Terrific, informative, interactive, relaxed, (and) great conversations – would recommend."*

S. Mackie, Internal Communications Specialist

**SCOUTS CANADA**

*"I have learned so much over the past two days! I'm anxious and excited to apply some of these lessons to my communications plans."*

K. Manuel, PR Manager, Graphics

**COREL CORPORATION**

*"I have no problem recommending your future conferences to co-workers and executives."*

L. Valcour, Inspector

**OTTAWA POLICE SERVICE, ONTARIO, CANADA**

*"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**

*"Great Job! I came to the conference knowing very little about internal branding. I found that the content on one session complimented another session's content."*

S. Cohen, Instructional Designer/Health Insurance Specialist

**CENTERS FOR MEDICARE & MEDICAID SERVICES**

*"Very tight-knit group, very easy to network. Ideas of dine-arounds really brought people together. I usually attend larger conferences with less networking. I really enjoyed the opportunities for idea sharing here!"*

S. Eadie, Team Leader, Marketing

**COLLIERS INTERNATIONAL**

*"The Internal Branding conference was the perfect combination of reasonably small audience and high-level, experienced presenters from great companies. Nice job!"*

B. Milligan, Sr. Director, Employee Communications

**AOL**

*"This is one of the best conferences I've ever attended. The speakers were terrific, the attendees were engaged, and the chairperson did a great job of pulling it all together."*

G. Robbins, Communications Manager

**ROBBINS-GIOIA, L.L.C.**

*"Excellent forum to discuss theory & more importantly best practice on internal branding. Provided a great number of ideas that I can now look into and see what's applicable & practical for our business. Great job!"*

C. Castano, Manager, Brand Management/Corporate Identity

**EATON CORPORATION**

*"This conference delivered on its brand promise. I came away with a lot of good ideas, increased commitment to branding and renewed energy. Thanks for a great conference."*

**NATIONAL FUTURES ASSOCIATION**

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

B. Swanson, Manager, Editorial Communications

**WENDY'S INTERNATIONAL, INC.**

## **PRE-CONFERENCE WORKSHOPS: Monday, March 30, 2009**

Take internal branding from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while taking a hands-on, common sense approach to mastering internal branding that will enhance your understanding of the informative case study presentations throughout the entire conference.

## Choose A or B or BOTH for maximum value and learning

9:00 a.m. to 12:00 p.m.

### MORNING PRE-CONFERENCE WORKSHOP A

Registration and continental breakfast will begin at 8:30 a.m. for the morning workshop attendees.

#### **How To Develop A Successful Brand-Building Strategy From The Inside Out To Create An Organization That Lives And Breathes The Brand**

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An organization can spend dollar after dollar and hour after hour carefully planning the perfect image for your brand. However, all of this effort and investment will be rendered an exercise in futility if any aspect of the brand-building process is not properly managed. Building a brand is no longer just about choosing a logo and a catchy tagline, but about proactively managing customer experience, developing a sustainable customer promise and delivering on it.

This is not as easy as it sounds, especially in today's tough economic times. The battle for the customer is intense with all players competing with similar products, services and promises. Internal branding relates closely to this process and is truly where it should all begin. Branding must be approached from the inside out, so that the entire organization lives and breathes the brand.

Attend this interactive workshop and you will leave with a sound, practical understanding of what it takes to build a brand from the bottom up and inside out. Specifically, you will learn how to:

- Wield the latest internal and external market research tools in brand-building
- Develop a brand-building strategy, incorporating both internal and external input
- Leverage your internal brand to proactively manage customer expectations
- Ensure your brand aligns with your corporate culture
- Measure the effectiveness of brand-building efforts

**WORKSHOP LEADER: Patricia McQuillan founded Brand Matters in 2000, a brand consulting firm with a focus and expertise in brand strategy, market research and internal brand development.** Prior to forming Brand Matters, Patricia held the positions of Vice-President – Marketing, RBC Dominion Securities and Vice President – Marketing, TD Waterhouse, where she successfully introduced strategic marketing programs and built long-lasting brands. Earlier in her career, she engineered successive business turnarounds in the consumer packaged goods industry at Kraft Canada over a 6-year period as a Senior Brand Manager.

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12:00 p.m. to 1:30 p.m.

### Afternoon Break/Lunch On Your Own

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1:30 p.m. to 4:30 p.m.

### AFTERNOON PRE-CONFERENCE WORKSHOP B

#### **A Step-By-Step Framework For Implementing New Internal Branding Processes For Organizational Effectiveness:**

#### **How To Operationalize Employees To Understand, Be Motivated, Inspired And Engaged Through Effective Internal Branding, Messaging And Fresh Creative Ideas**

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This workshop will teach you how organizations can take advantage of new ideas in internal branding planning that yield stronger employee engagement and commitment that ultimately saves time, money and effectiveness. The benefits of using these new approaches are: more enthusiastic employees; greater understanding of the company's vision; improved commitment; and new employee behaviour that supports the organization's goals.

Specifically, this workshop will show you:

- An effective step-by-step framework for effective internal branding that covers the theory, messaging, tactical planning, program management and measurement processes to track results and impact
- The process of creating a message architecture and experiential tactical plan--message architecture is the process of building a comprehensive internal message that is clear and understood, relevant and personal and suggests the right behaviour one should adopt
- How to make internal branding effective to your audience in a meaningful way by understanding the importance of tactical resonance and message relevance
- How to create a message matrix – understanding the value of communicating the right message, to the right audience, at the right time. A message matrix is an easy road map or chart for effective planning
- Methods for tactical planning and group brainstorming that yield greater employee participation and internal buy-in that are fun and engaging
- Criteria and methods for measuring results

**WORKSHOP LEADER: Allan Steinmetz is CEO and Founder of Inward Strategic Consulting**, a firm that specializes in internal/external branding strategies, change management, change communications, management vision alignment and market research. He is a sought after speaker and interactive trainer. Previously, he was Senior Vice President and Corporate Director of Marketing for Arthur D. Little. Prior to ADL, he was the Worldwide Director of Marketing and Communications for Andersen Consulting. Prior to Andersen he was with Young and Rubicam for ten years as Senior Vice President and Director of Marketing in a variety of roles.

**Testimonials From Past Allan Steinmetz Sessions:**

*"This workshop helped me see the light at the end of a (very dark) tunnel. Comprehensive, but great!"*

*"Very practical and useful!"*

*"This was an outstanding workshop – totally worth participating in this!"*

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**AGENDA - DAY 1: Tuesday, March 31, 2009**

8:00 a.m.

**Registration, Continental Breakfast & Networking**

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8:30 a.m.



**Chairperson's Welcome & Opening Remarks**

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Jacqueline Taggart, Senior Consultant, Communication  
**WATSON WYATT WORLDWIDE**



8:40 a.m.



## CHAIRPERSON'S ADDRESS

### **“When The Going Gets Tough, The Tough Get Going:”**

#### **How To Leverage Your Internal Brand To Survive In Challenging Times**

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Internal branding gets talked about a lot, but what does it really mean and how can yours help you right now? While most managers understand their business strategy, less than 60% can explain their company brand and how it differentiates them from their competitors. That doesn't bode well in today's challenging markets.

In this kick-off session, you will learn how applying the lessons from current research and market leaders can position your company for long-term survival. In addition, you will learn how to assess your current brand effectiveness and identify three key steps you can take immediately to improve the impact of your branding efforts.

Jacqueline Taggart, Senior Consultant, Communication

**WATSON WYATT WORLDWIDE**

9:40 a.m.



#### **Speed Networking**

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You'll have a chance to meet and greet your fellow attendees in this fun and fast-paced forum!

10:10 a.m.



#### **Morning Refreshment & Networking Break**

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10:40 a.m.



## CASE STUDY

### **How To Create A Strong Internal Culture Of Brand Ambassadors To Effectively Sell To Your External Audience**

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Cundari had the challenge of rebranding the venerable luxury automaker in Canada. Cundari changed just one word of BMW's tagline - from The Ultimate Driving Machine to The Ultimate Driving Experience - and saw the opportunities unfold to shift gears from a product focus to a richer experience. But before they could shift again, this time to The Ultimate Customer experience, they had to bring BMW's employees into the loop. Cundari had to ensure that the BMW Associates - the ambassadors of the brand - were on board with the campaign's potential and purpose. Cundari designed a new culture for the company based on the motto "We power joy and excitement".

In this presentation, BMW and Cundari will discuss the importance of creating an internal culture and internal ambassadors in order to then sell the brand externally and will review the impact the campaign had both internally and in the media. Guests will learn:

- How pivotal internal communications are as well as external communications
- How to employ solidarity and consensus on the brand
- How by creating internal advocates, its easy to sell to consumers externally
- How internal communications is a huge cultural connector

Marketing Representative  
**BMW GROUP CANADA**

Robert Lewocz, Executive Vice President  
**CUNDARI**

11:35 a.m.



## **How To Build An Engaged Culture And Link Employee Commitment To Customer Loyalty**

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Employee opinion surveys have become a common tool in many organizations, but the larger challenge is to commit to and actually act on feedback that will generate excellence. Delta Hotels, Canada's leading first-class hotel management company, has been successful at transforming their annual employee opinion survey from an "event" to being a critical part of their culture. Employees are encouraged to have a voice and participate in the company decision-making processes, which in turn results in them embracing change.

This presentation will describe how Delta has created and sustained a culture of engagement and how the company has successfully been able to link employee commitment to guest loyalty, in order to strengthen the Delta brand.

Delta Hotels is the only hotel company to have been recognized for its sustained focus on business excellence by the prestigious National Quality Institute with three Canada Awards for Excellence, including the highest honour, the Order of Excellence (2007). The company consistently ranks as one of the country's best employers in *The Globe and Mail: Report on Business Magazine's* annual "50 Best Employers" list (2001-2003, 2005-2009).

You'll leave this inspiring session with strategies and ideas for engaging your own workforce, including:

- Creating a participatory work environment
- Implementing the initiatives
- Measuring the return on resources (ROR)
- Communicating and celebrating the successes
- Transforming the challenges

Janice Smith, Director, Quality and Recruitment  
**DELTA HOTELS**

12:30 p.m.

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

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Join a group of your communication, marketing, and HR 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 internal branding concerns.

2:00 p.m.



## How To Create A Strong Employment Brand That Effectively Communicates Your Organizational Initiatives

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For organizations that have well-known product brands, the employer brand is equally important, while often lesser thought of, in not only attracting talent, but communicating important organizational initiatives such as community involvement to their current workforce.

Using an integrated approach of engaging the right people, leveraging the good news stories and a strong employee value proposition, Maple Leaf Sports and Entertainment Ltd, created a strong corporate, employment brand, and community involvement strategy, which effectively communicated their total brand story.

You will leave this session with a greater understanding of Maple Leaf Sports and Entertainment's branding journey, including how to take their lessons learned and apply them to your own organization by:

- Setting an objective that meets all stakeholders' needs
- Learning which strategies and tactics are needed to make it happen
- Leveraging existing information and communications avenues – which doesn't involve reinventing the wheel
- Being mindful of the digital generation and utilizing relevant Web 2.0 technology

Debra Watkinson, Manager, People Development  
**MAPLE LEAF SPORTS AND ENTERTAINMENT LTD.**

2:55 p.m.



## Afternoon Refreshment & Networking Break

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3:10 p.m.



## Green Branding From The Inside Out: How Employee Engagement Is Crucial To Launching A Successful Green Branding Strategy

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Environmental and social responsibility issues are definitely top of mind with Canadian consumers and businesses. In challenging economic times, how can organizations justify the expense of going green? Learn how one of North America's largest commercial real estate companies was able to engage employees to communicate green accurately, persuasively and profitably.

Specifically, you will learn how:

- Green branding can enhance employee engagement and loyalty
- Employee ambassadors drive campaign credibility to transform your skeptics into your biggest advocates
- "Going green" makes dollars and sense for your bottom line
- To avoid common pitfalls and build reputational capital
- To align your communications strategy to your organization's overall objectives and core values

4:05 p.m.



## **Creating Dialogue And Building Engagement With A Large, Distributed Workforce Through Two-Way Strategic Communication**

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Communication leaders at MeadWestvaco (MWV), a global leader in packaging solutions with over 20,000 international employees, recognized that in order to achieve their demanding business objectives it would require a fully engaged and collaborative employee environment. Tasked with developing a strategy to transform employee communications from a one-way, top-down monologue to a two-way, shared conversation, they turned to online interactive tools and community building solutions.

Attend this session and learn how MWV used the intranet to increase active participation, interactive learning, and dialogue across all business units and international borders. You will walk away with:

- Examples of real-world tactical executions with measurable results
- Strategies for internally selling a new approach and implementing a successful online two-way dialogue and community-building program – even when your entire workforce is not online
- Initiatives that will help you embrace and leverage technology to manage current and emerging communication challenges
- Self-confidence in your ability to embrace and leverage technology to accomplish current and emerging communications objectives
- Insights regarding next generation two-way dialogue and community-building solutions

David Wright, Director of Employee Communications  
**MEADWESTVACO**

Steven Green, President  
**POLLSTREAM INC.**

5:00 p.m.

## **End Of Day One**

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5:15 p.m.



## **Networking Reception: Please Join Us!**

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Let's meet and have a drink as you relax with your peers. ALL conference attendees and speakers are welcome to join us for this special opportunity to network. Don't miss this chance to benchmark ideas over complimentary drinks!

6:30 p.m.



### **Dine Around**

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

## **AGENDA - DAY 2: Wednesday, April 1, 2009**

8:00 a.m.

### **Continental Breakfast & Networking**

8:30 a.m.

### **Chairperson's Opening of Day Two**

Jacqueline Taggart, Senior Consultant, Communication

**WATSON WYATT WORLDWIDE**

8:40 a.m.



### **How To Use Your Internal Brand To Motivate Employees And Develop A Positive Culture**

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

American Express Canada places strong emphasis on building employee engagement and runs a robust employee communication program that considers its own people as a key target audience. To reach this audience, they have created an internal brand that serves as a motivational rallying cry for their workforce.

During this session, you will hear about the strategies and tactics that have helped build a winning organization at AMEX Canada. In addition, you will learn how to:

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

David Barnes, Vice President, Advertising, Sponsorship and Communication

**AMERICAN EXPRESS CANADA**

9:35 a.m.



### **Morning Refreshment & Networking Break**

10:05 a.m.



## Engaging The “Net Generation:”

### How To Use Internet-Driven Experiences To Start-Up Employee Conversation And Build Your Internal Brand

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The world's leading manufacturer of mobile phones, Nokia, recently started a transformation to become an Internet-driven experiences company. Using the Internet in this way requires different ways of working and the “net generation” demands different things. As a result, Nokia’s culture needed to evolve.

In 2007, Nokia undertook a major initiative to renew its company culture and values.

During this session, you will learn how Nokia was able to engage the majority of its employees in a conversation and a unique "high touch, high tech approach," including strategies and tactics for:

- Creating disturbance
- Believing in the power of peer to peer networks and word of mouth
- Using the power of a large face-to-face event
- Using reality TV

Mila Mironova, Marketing Communications Manager  
**NOKIA CANADA**

11:00 a.m.



## How To Effectively Create Brand Pride And Inspire Loyalty Among Your Workforce

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The Brantford Golf & Country Club is a member-owned year round facility in Brantford, Ontario and the fourth oldest golf club in North America. It recently came online with the job search sites [www.clubjobs.ca](http://www.clubjobs.ca) and [www.hospitalityhive.com](http://www.hospitalityhive.com). Though primarily a transient-worker industry, the Club is unique in it’s retention of key, quality people and recruitment of new stars.

This case study will follow the Brantford Golf and Country Club’s internal branding journey. A first step was to create their own Employment Page which included staff testimonials. They also branded their four business units based on the vision of the leader.

During this session, you will learn how internal branding is imperative to your success in recruiting the right talent. As you spend more time and money trying to reach your community and promote total brand recognition, it is important to effectively create brand pride and inspire loyalty among your workforce.

Through stories, practical steps and lessons learned, you will hear how The Brantford Golf & Country Club reaches out to their most valuable asset – their employees and their communities. In addition, you will learn how to:

- Focus employee communication on what really matters
- Turn your staff into your brand advocates
- Build an online community using fresh content, photos, video and more to promote your total brand
- Introduce unique opportunities to encourage employees to deliver your brand promise
- Create transparency with external communications (media and marketing) for a united brand message

David Looyen, General Manager  
**BRANTFORD GOLF & COUNTRY CLUB**

Mark R. Thompson, President & CEO  
**MCKINLEY SOLUTIONS EXCHANGE**

**11:55 a.m.**

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

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Join a group of your communication, marketing and HR 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 internal branding concerns.

**1:30 p.m.**



### **INTERACTIVE SESSION**

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

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

**2:15 p.m.**



### **CASE STUDY**

### **Nobody Washes A Rental Car... When Employees Are Shareholders, They Become The Best Brand Ambassadors**

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Retaining the best talent goes beyond competitive compensation. It is also very much about involving your employees as owners in developing and growing the Company. CGI Group's basic belief is that, when you own something, you simply take better care of it.

Today, 84 percent of their 26,000 employees own CGI stock, representing the single largest block of ownership in the company. Ownership creates a deeper, more personal involvement and brings incremental value to all stakeholders. You are not merely renting hands; you are appealing to the full person – engaging the hands, the heart and the mind.

During this session, you will learn how CGI's culture of ownership was built and fostered, ultimately creating true incremental value and a competitive advantage via:

- CEO podcasts
- CGI 101 - - an intensive management training course
- Company-wide videoconferences
- An employee management framework that ensures dialogue

Lorne Gorber, Vice President Global Communications and Investor Relations  
**CGI GROUP INC.**

3:10 p.m.



## Afternoon Refreshment & Networking Break

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3:25 p.m.



### CASE STUDY

## Earning Your Wings: How To Harmonize Your Mission And Values With Your Internal Brand

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St. Michael's Hospital, also known as Toronto's Urban Angel, is a large and vibrant downtown teaching hospital with over 6,000 employees delivering exemplary care to a diverse and complex patient community that ranges from Canada's wealthiest citizens to its urban poor.

So how does the hospital, operating in a high stress, fast paced environment where its employees make split-second, life saving decisions, keep those employees motivated and engaged? By rallying its employees around a powerful corporate brand built on its heritage of compassionate care and an organizational culture strongly rooted in its mission and values.

The St. Michael's Hospital brand values are inspired by its six core values: human dignity, excellence, compassion, community of service, social responsibility and pride of achievement. These core brand values strongly guide both the strategic directions and the operational performance of the hospital, and have inspired several key initiatives that act as a galvanizing force for its employees.

Attend this session and learn how to effectively use your organization's mission and values to keep employees engaged and motivated around your brand. Specifically, you will leave this session armed with:

- Strategies to synchronize your brand, values and culture
- Techniques to differentiate your organization with employees via your brand promise
- Creative rewards that celebrate corporate culture and don't break the bank
- Practices that promote grass roots initiatives empowering staff to contribute and succeed

Tareq Ali, Manager of Marketing and External Communications

**ST. MICHAEL'S HOSPITAL**

Steven Williams, Manager of Employee and Corporate Communications

**ST. MICHAEL'S HOSPITAL**

4:20 p.m.

## Chairperson's Recap:

## Key Takeaways And What To Do When You Get Back To The Office

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

4:30 p.m.

## Close Of General Sessions

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\*\*\* Register by February 12th To Save \$400! \*\*\*  
To Register, Call (773) 695-9400



## POST-CONFERENCE WORKSHOPS: Thursday, April 2, 2009

### INTERACTIVE CONFERENCE WORKSHOPS

These workshops are designed to take your conference experience to the next level. Post-conference 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 conference 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.**

### MORNING POST-CONFERENCE WORKSHOP C

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

#### How To Use Blogs And Other Social Media Technologies To Enhance And Improve Your Internal Branding Efforts

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The Social Media phenomenon has gathered speed over the last few years. More than 50% of medium-to-large organizations have implemented, or are testing, piloting or evaluating blog and wiki applications. Just about everyone wants to rollout social media, but not everyone understands how to do so most effectively and how it can significantly enhance internal branding within an organization.

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

Attend this interactive workshop and discover how to use blogging, podcasting and the latest Web 2.0 technologies to engage employees and build your organization's internal branding strategy. In addition, you will:

- Learn the real numbers on what is being done (and not done)
- Review case study examples from IBM, Cisco, British Telecom, Sabre Holdings and others
- Gain knowledge from lessons learned and get key recommendations for undertaking an Intranet 2.0 and branding initiative
- Dispel the confusion and discover the exciting promises as well as the challenges of using Web 2.0 tools

**WORKSHOP LEADER: Carmine Porco, General Manager & Vice President of Prescient Digital Media, has over 18 years of experience in the areas of Internet consulting, IT management, and software development.** His strengths include employee self-service, content management, e-learning, customer care and Internet commerce primarily in the financial, government, health, energy and retail sectors. Carmine runs the Toronto practice and operations and provides strategic counsel to numerous clients across North America including California Association of Realtors, British Columbia Lottery Corporation, Royal Bank (RBC Financial Group), Greater Vancouver Regional District, Tourism PEI, Ontario Realty Corporation and others.

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**11:30 a.m. to 1:00 p.m.**

**Afternoon Break/Lunch On Your Own**

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1:00 p.m. to 4:00 p.m.

## AFTERNOON POST-CONFERENCE WORKSHOP D

### How To Measure The Effectiveness Of Your Internal Branding Plans - - Including The Bottom Line Impacts Of Using Social Media

Measuring the impact of what and how you communicate is a fundamental aspect of professional credibility, employment longevity and peace of mind that you contributed value. Measurement is a planning activity and not an afterthought. As the tools and tactics of communication change so do the measurement strategies we design for our branding plans. This especially rings true with internal branding which today involves the increasing use of social media and the importance of sharing and collaborating with our communities. In this practical workshop, you will learn how to:

- Integrate practical measurement strategies into your internal branding plan
- Design and implement your branding measurement strategies
- Apply measurement strategies to the use of social media in your branding efforts

**WORKSHOP LEADER: Annette Martell, ABC, Associate with TWI Surveys Inc., is a management consultant who has been internationally recognized for her senior leadership, employee engagement and change communication strategies, executive counsel and strategic communication planning.** She has more than 20 years of communication experience from a variety of international and national communication management positions. Annette is the recipient of several national and international communication honors and awards. She is an Accredited Business Communicator (ABC) and in 1998 was named a Master Communicator by IABC.

#### ABOUT OUR CONFERENCE SUPPORTERS:



**IABC Ottawa** is the chapter of the International Association of Business Communicators in the National-Capital Region, a not-for-profit international network of professionals committed to improving the effectiveness of organizations through strategic, interactive and

integrated business communication management.

For more information, please go to: <http://www.iabcottawa.ca>.



**IABC/Calgary** links local communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. They are the third largest chapter out of 100 chapters worldwide and as 2007 International Chapter of the Year they are the professional association of choice for marketers and communicators in and around Calgary. With a membership of over 550 professionals and students, they are

Calgary's largest communications association and top provider of professional development events, networking opportunities, and business resources, research and knowledge.

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



**Brand Matters** delivers strategic branding solutions that successfully connect business to brand. Brand Matters consults to innovative Canadian organizations who benefit from a strategic approach that is grounded in market research and both internal and external branding best practices.

For more information, please go to: <http://www.brand-matters.com/>.

## VENUE AND LODGING:

### ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

#### Sheraton Centre Toronto Hotel

123 Queen Street West

Toronto, ON M5H 2M9

Reservations: 1-888-627-7175 or 416-947-4955 x4440

Main Hotel Number: (416) 361-1000

<http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=271>

Please contact the hotel directly when making your reservation. For the conference, a **limited number of rooms have been reserved at the rate of \$189 CAD per night. Please call the hotel no later than February 27, 2009 to ensure this rate** and mention that you are attending the "Advanced Learning Institute's Internal Branding Conference."

We recommend that reservations be made early as both rates are subject to availability.

In the centre of the business and entertainment districts, the Sheraton Centre Toronto Hotel is connected to PATH, a 16-mile underground network of shops and services, and just steps from the Eaton Centre shopping mall and convention center. Experience the utmost in urban comfort and style. The 2.5-acre waterfall garden highlights the new lobby, complemented by the new Arrival Court and Traders.

Join us for A.L.I.'s "Internal Branding Conference: How Branding And HR Communications Drive Employee Engagement And Improve Your Organization's Bottom Line," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Toronto, go to [www.toronto.ca](http://www.toronto.ca).

## REGISTRATION FEES:

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

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by February 12<sup>th</sup></b>	<b>Regular Pricing: Register with payment after February 12<sup>th</sup></b>
Conference Only (March 31 <sup>st</sup> and April 1 <sup>st</sup> )	\$1,299 CAD	\$1,699 CAD
Conference Plus <b>One</b> Workshop	\$1,699 CAD	\$2,099 CAD
Conference Plus <b>Two</b> Workshops	\$1,999 CAD	\$2,399 CAD
Conference Plus <b>Three</b> Workshops	\$2,199 CAD	\$2,599 CAD
Conference Plus <b>All Four</b> Workshops	<b>\$2,299 CAD BEST VALUE!</b>	\$2,699 CAD
Conference Workbook Only	\$199.00* CAD + \$20.00 S&H	

\*Illinois (U.S.A.) residents will be charged 9.75% sales tax on workbook orders.

**Please add 5% GST to all prices above (GST #884005323RT0001).**

**Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from those above due to variances in exchange rates.**

**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.**

## **SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:**

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This conference provides an excellent opportunity to market your products and services to a targeted communications, marketing and HR executive audience. Space is limited, so please call Amy at (773) 695-9400 x20, for more information.

## **GROUP DISCOUNTS:**

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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:**

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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:**

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

## **CANCELLATION POLICY:**

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You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before March 16th), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after March 16th) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

## **ABOUT THE ADVANCED LEARNING INSTITUTE:**

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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:

**Brand Management · Communications · Marketing · Human Resources  
Government · Technology · Performance Measurement · Strategic Planning  
Health Care · Biometrics · e-Commerce**

## **WE GUARANTEE RESULTS:**

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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 another event.

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

**AT&T · Atomic Energy of Canada · Prudential · Playground · Commonwealth Edison · Allstate Insurance · Celestica · Chrysler · Comdisco · Walt Disney World · Polaroid Corporation · Toronto Community Housing · Shell Chemicals · Verizon · Capital One Financial Corporation · IBM Americas · BellSouth Corporation · Pennzoil-Quaker State Company · Teekay Corporation · Gateway · Hewlett-Packard · Chase Manhattan Bank · General Motors · Lockheed Martin · Microsoft · Motorola · Target Corp. · Worldcom · Pharmacia Corporation · Kimberly-Clark Corporation · Public Health Agency of Canada · State Farm Insurance · AstraZeneca Pharmaceuticals · Quaker Oats Company · Morgan Stanley · American Electric Power**

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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Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL, USA 60631

## Registration Form *Please photocopy for group members.*

Yes, I'd like to register for the March 2009 Internal Branding Conference in Toronto.

**Please check:**

<input type="checkbox"/> Conference Only	E-mail Priority Code: _____ Amount Due: _____
<input type="checkbox"/> Conference Plus Workshop(s):	GST exemption number if applicable: _____

**Pre-Conference Workshop A:** How To Develop A Practical Brand-Building Strategy From The Inside Out To Create An Organization That Lives And Breathes The Brand

**Pre-Conference Workshop B:** A Step-By-Step Framework For Implementing New Internal Branding Processes For Organizational Effectiveness: How To Operationalize Employees To Understand, Be Motivated, Inspired And Engaged Through Effective Internal Branding, Messaging And Fresh Creative Ideas

**Post-Conference Workshop C:** How To Use Blogs And Other Social Media Technologies To Enhance And Improve Your Internal Branding Efforts

**Post-Conference Workshop D:** How To Measure The Effectiveness Of Your Internal Branding Plans - - Including The Bottom Line Impacts Of Using Social Media

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