

Updated Program for Spring 2008... Now Returning to Washington, DC!

Join Us To Learn How To Create THOUSANDS of Walking Ambassadors For Your Brand  
Don't Miss The 22nd National Forum on...



Communicating To Your Employees To Build Your Brand, Change Their Behavior And Impact Your Organization's Bottom Line

May 12-15, 2008 • Washington, DC

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

*"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**

\*\*\*\* Register by April 3rd To Save \$400! \*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

**REGISTER TODAY!**

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Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL 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 behavior that represents your values, mission, brand and business strategy
- **Rewarding** employees for demonstrating their brand loyalty

**SPEAKING ORGANIZATIONS:**

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

**Federal Aviation Administration,  
U.S. Department of Transportation**

**Mayo Clinic**

**The Ritz-Carlton Hotel Corporation, L.L.C.**

**American Eagle Outfitters**

**U.S. Equal Employment Opportunity Commission**

**IBM**

**ConAgra Foods**

**Kaiser Permanente**

**Genentech**

**Pfizer Inc.**

**Aon Corporation**

- **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  
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**DLA Piper**

**Tech Data Corporation**

**Bonfire Communications**

**Inward Strategic Consulting**

**Brandtrust**

**Jim Shaffer Group**

**Supporting Organization:**



**International Association of Business  
Communicators, Washington DC Chapter**



## **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 behavior 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 1-888-362-7400 to register today! Join the thousands who have benefited from A.L.I. conferences and seminars.**

\*\*\*\* Register by April 3rd To Save \$400! \*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

### Expand Your Learning...

Sign up for your choice of these interactive workshops to focus on your individual needs:

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

**Monday, May 12, 2008, 9:00 a.m. – 12:00 p.m.:**

How To Use A Strategic Process To Develop A Compelling Internal Brand That Engages The Hearts And Minds Of Your Stakeholders

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

**Monday, May 12, 2008, 1:30 p.m. – 4:30 p.m.:**

How To Maximize The Effectiveness Of Your Internal Branding Campaign:  
Putting Five Brand Realities Into Practice

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

**Thursday, May 15, 2008, 8:30 a.m. – 11:30 a.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 Afternoon Workshop D –**

**Thursday, May 15, 2008, 1:00 p.m. – 4:00 p.m.:**

Connecting The Communication Workplace To The Communication Marketplace:  
How To Design A Brand-Driven Communication Strategy To Deliver The Brand Promise

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

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

### BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

- **18 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
- **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, you will make many new contacts

- A comprehensive overview of internal branding innovations from leading practitioners like **The Ritz-Carlton Hotel Corporation, Federal Aviation Administration, Mayo Clinic, Genentech, Kaiser Permanente,** 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 behavior 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 Friends and Colleagues,**

If you asked your people about what differentiates your company in the hearts and minds of new and existing employees, how many *different* answers would you get?

As global borders diminish and each marketplace increases in size and scope, our challenge as marketers, communicators and as HR executives becomes more complex—and more interesting. Differentiating ourselves in our competitive set is less than half the battle. **The other half – figuring out how to get our entire workforce, our partners, and our key stakeholders to promote and live the principles that make us unique – needs our top attention.**

**This is one of many reasons to be drawn to this year's ALI Internal Branding Conference. In this dynamic and intersecting world of internal and external branding, it can be difficult to keep up with trends, let alone stay on the pulse of who's doing notable work.**

In attending this year's conference, you will learn how some of your peers have evolved their internal branding practices, revolutionizing the way their companies engage employees. At the end of the day, it's not about having a cool logo or a catchy tagline—it's about increasing participation, retention and loyalty. And it all lies in each touchpoint, brand, and communication vehicle—they are the pixels that make up the bigger picture of how your company performs, and ultimately succeeds.

### **How Will This Conference Help You and Your Organization?**

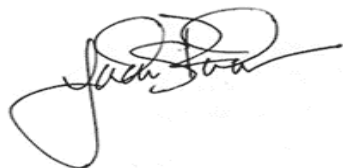
By attending at this year's conference, you will learn how to:

- Develop an internal brand that your people can bring to life
- Engage your organization in the essence of your brand purpose and promise
- Craft a compelling brand story that will live on for years
- Use internal branding as a lever for better business performance
- Develop a brand that will inspire action from new employees and sustain participation from everyone else

**Attend "Internal Branding: Communicating to Your Employees to Build Your Brand, Change Their Behavior and Impact Your Organization's Bottom Line" May 12-15, 2008**, and learn priceless insights from your peers. Register today by calling our conference hotline at 888-362-7400, or register online at [www.aliconferences.com](http://www.aliconferences.com) to hear from communicators, marketers and human resources professionals practicing successful internal branding strategies.

I look forward to meeting you in May.

Regards,



Gordon Rudow, Co-Founder & CEO  
**BONFIRE COMMUNICATIONS**  
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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*"Great variety of speakers – good learning experience!"*

T. Rivera, Branding & Awareness Manager  
**GOVWORKS, U.S. DEPARTMENT OF THE INTERIOR**

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

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

*"I'm sending my staff to the next one – very motivational!"*

T. Lagomarsino, Director of Brand Marketing  
**GENZYME**

*"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**

*"I liked the organized networking sessions--good to meet and talk with people who "speak the same language." Good, solid content, well organized conference, seamless."*

J. Debar, Director of Marketing  
**GENTIVA**

*"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, LLC.**

*"Excellent opportunity to share experiences – loved the case studies, too."*

K. Waetjen, Communications Specialist

### **NATIONAL SCIENCE FOUNDATION**

*"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**

*"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**

*"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**

*"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, May 12, 2008**

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.

**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 Use A Strategic Process To Develop A Compelling Internal Brand That Engages The Hearts And Minds Of Your Stakeholders**

How can your internal brand be different and engaging in the hearts and minds of your stakeholders?

By leveraging the collective wisdom of your organization, you can increase your chances of achieving buy-in with relevant and on-target messages. Bonfire's collaborative mapping techniques facilitate an audience-centric approach to building internal brands. This process has enabled cross-functional teams to design and develop some of the most compelling internal brands in the world.

In this workshop you will learn how to:

- Facilitate an interactive internal brand development process
- Build the business case for your internal branding objectives
- Determine messaging, brand story and design criteria when developing communication vehicles

- Develop a sustainable framework for future brands
- Benefit from sample before-and-after internal brand case studies

**WORKSHOP LEADER: Gordon Rudow is Co-Founder and CEO of Bonfire Communications, an organizational communication agency specializing in employee engagement and strategy implementation.** A strategic facilitator, Rudow helps leaders connect with employees and create environments where they can thrive.

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

**Afternoon break/lunch on your own.**

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

## **AFTERNOON PRE-CONFERENCE WORKSHOP B**

### **How To Maximize The Effectiveness Of Your Internal Branding Campaign: Putting Five Brand Realities Into Practice**

How do you successfully answer the ever-increasing challenge to grow your business, even in the face of slashed budgets? It's time to re-launch a service provided by your company in order to stay innovative (and stay ahead of the competition), but how do you make it happen successfully and without destroying your customers' trust? In other words, how do you make near-miracles happen for your business and yourself? It all boils down to understanding the true essence of the brand and putting its truths into practice.

In this session, you will learn:

- Brands are about feelings, not about facts and figures. Understanding how employees and customers FEEL can reveal insights that conventional marketing research cannot and can be more valuable to creating long-term relationships and building brand value.
- The brand is the world's most powerful business tool, but is often the least understood. When it's time to aggressively grow the business, breathe new life into a product or service or even protect the company image during a crisis, your brand is your biggest asset.
- The brand is not part of the business; it IS the business (brand = promise = action = image). And executing on the brand strategy must be the responsibility of all parties, from the corporate CEO to the admin and from the agency general manager to the account executive.
- The little things you do are far more important than the big things you say. By following through on your brand promise, you foster trust among both employees and customers, thereby building brand value and encouraging business growth.
- Brand building is common sense, but could be more common in business. It's important for organizations to realize that every brand is a story -- that's how humans learn best. How will your story be told?

As a workshop participant, you will:

- Comprehend the five essential truths of branding and how to implement them within your own organization
- Create and/or strengthen your brand position statement
- Analyze your brand promise
- Evaluate your brand touch points
- Identify whether or not your brand touch points and brand promise are in alignment -- and make sure they're in sync

**WORKSHOP LEADER:** Daryl Travis is CEO of Brandtrust and for more than 20 years, he has advised some of the world's largest and best-known brands and counseled senior marketers on emotional branding. His clients have included American Express, Craftsman, Discover, Easter Seals, FedEx, GE, Harley-Davidson, HP, Kraft, Kimberly-Clark, Motorola and Tropicana, among others. Travis is a renowned speaker and author of a powerful book, *"Emotional Branding: How Successful Brands Gain the Irrational Edge."* He is also in the midst of writing a second book that will reveal how new understandings of brain science and psychology are making many old-line marketing and research methods obsolete.

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## AGENDA - DAY 1: Tuesday, May 13, 2008

8:00 a.m.

### Registration & Continental Breakfast

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8:30 a.m.



### CHAIRPERSON'S ADDRESS

### Chairperson's Welcome, Opening Remarks & Presentation: Best Practices In Branding From A "Best Place To Work"

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What's the formula for being a top-five "Best Place to Work" for four years running? Ask Genentech, the San Francisco Bay Area biotech that prides itself on helping save patient lives while providing its employees with some of the best internal programs and services out there.

Genentech has used internal branding within initiatives, programs and organizational functions. They have learned the secret to capturing the hearts and minds of employees with consistent communications and internal brand experiences.

In this session, you will learn how to:

- Create a range of internal brands that support your organization's mission while engaging your employees
- Facilitate a cross-functional team through the brand development process
- Align internal brands to the strategic goals of a company
- Manage, maintain and sustain a family of brands through a clear brand framework

Gordon Rudow, Co-Founder & CEO

**BONFIRE COMMUNICATIONS**

David Arrington, Associate Director, Corporate Relations

**GENENTECH**



9:30 a.m.



## Speed Networking

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

10:00 a.m.



## Morning Refreshment & Networking Break

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10:30 a.m.



### CASE STUDY

## Bringing The Brand To Life: How To Encourage Employees At All Levels To Deliver The Brand Promise

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Mayo Clinic is the most powerful health care brand in the United States. Patients come to Mayo Clinic from great distances, across the country and around the world, for medical care each year.

Like many institutions, Mayo Clinic has a sophisticated brand management program. However, without question, the most important brand activities at Mayo are internal efforts. Mayo Clinic's brand is not built by brand managers, marketing professionals or advertising -- it's built by each interaction a Mayo staff member has with a patient, and the stories each patient tells about his or her experience at Mayo Clinic.

In this session, you'll learn how Mayo Clinic has developed a corporate culture that encourages its employees at all levels to deliver the brand promise. And, you'll learn about specific internal branding strategies, ranging from storytelling to new employee orientation to organizational celebrations.

Amy Davis, Chair, Mayo Clinic Brand Management Team

**MAYO CLINIC**

11:20 a.m.



### CASE STUDY

## How The Ritz-Carlton Hotel Company Built An Employment Brand Campaign For Their Already Well-Established Brand

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Why is the Ritz-Carlton brand so often held up as the "gold standard" for customer service? How do they successfully engage their employees to deliver their brand promise?

The Ritz-Carlton Hotel Company is one of the most well-known global brands, known around the world for exceptional service and exceptional employees -- our ladies and gentlemen. For years, this has translated to a strong employer brand where Ritz-Carlton employees not only understand the company and its customer, but also have a keen appreciation of what it means, as well as their role in delivering on that promise, translating into an incomparable employer brand.

In this session, you will learn how The Ritz-Carlton took a strong employer brand and launched its first, formal employer brand campaign, including how to:

- Successfully build on already-strong employee values
- Partner with an external advertising agency
- Understand historical and current internal and external candidate perception (including those who were offered positions and didn't take them)
- Learn and leverage drivers of what you have to offer
- Successfully communicate and launch a brand campaign

Susan D. Strayer, SPHR, Corporate Director, Talent Management  
**THE RITZ-CARLTON HOTEL COMPANY, L.L.C.**

**12:10 p.m.**

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

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Join a group of your communication and marketing 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.

**1:40 p.m.**



### **How To Align And Brand The Culture Of A Non-Profit, Decentralized And Unionized Healthcare Company To Support Organizational Goals**

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Every company is unique, but some companies are more unique than others. Kaiser Permanente is one of those rare companies for which most text books don't have case studies. Founded in 1948, Kaiser Permanente was the country's first health management organization focusing on prepayment, prevention and an integrated approach to healthcare. Now, Kaiser Permanente is a \$35 billion non-profit healthcare company that delivers healthcare to its 8 million members on a consensus basis with its 15,000 doctors that comprise The Permanente Medical Group and its 125,000 employees that belong to 32 various unions.

Trying to brand and align employee culture at Kaiser Permanente, or any company like it, requires a tailored, integrated and comprehensive, top-down/bottom-up decentralized strategy that is rooted in a brand positioning customers and employees truly believe in and the company can actually deliver on. Given the operational size and complexity of Kaiser Permanente, a decentralized strategy was essential to align their culture. To that end, the company took a rather unconventional and risky approach by first launching their award winning "Thrive" advertising campaign in the marketplace as way to galvanize and align the internal organization around the brand. As a result, policies, training, tools and incentives are now being deployed throughout the organization to empower employees to build the brand every day on the job. Furthermore, management's expectations of employees in terms of living the brand and delivering branded customer service are being specified in new union contracts and linking pay to performance.

Find out how this non-profit, decentralized and unionized healthcare company is delivering on its brand promise by:

- Identifying and overcoming the challenges of aligning a highly unionized, decentralized company
- Establishing traction with union employees through key strategies and tactics
- Creating a clearly defined, evidence-based brand position

- Leveraging the power of an ownable and relevant advertising message to align employees around the brand
- Using policies, tools, training and incentives to align employees with the brand
- Being prescriptive in terms of brand expectations

Scott Power, Brand Planner, Internal Brand Planning, Program Offices  
**KAISER PERMANENTE**

2:30 p.m.



## How To Engage Employees & Develop Talent During Times Of Change

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During extended periods of change, retaining and developing talent becomes an urgent priority. The talent development experience becomes deeply personal as colleagues and managers create a new future for the business. Making the right tools and processes easily accessible, while critical, simply isn't enough. Pfizer's Worldwide Technology organization implemented a colleague engagement and development program and related Pfizer's brand using the People Capability Maturity Model (PCMM) as its foundation, and then created a personalized website and marketing program to redefine its commitment to growing its people.

In this session, you'll learn how to:

- Challenge leadership to take a risk in developing a new brand and related experience for colleagues and managers
- Bridge the gap between brand, design, and technology
- Define a unique voice and tone for a branding program that pushes boundaries while still remaining culturally appropriate
- Create a flexible marketing program that puts managers and leaders in the driver's seat in delivering the message
- Develop a program website as an extension of the brand, designed around a user's work life and calendar-driven needs

Christopher Thornton, Senior Manager, Worldwide Technology Communications  
**PFIZER INC.**

3:20 p.m.



## Afternoon Refreshment & Networking Break

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3:35 p.m.



## How To Align Your Internal And External Brand Strategies To Ensure A United And Consistent Employee And Client Experience

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Aon is the product of more than 420 acquisitions around the world. The company's growth through acquisition

strategy was wildly successful in building the industry's best talent base and capabilities platform in less than 20 years. However, the strategy also produced a decentralized organization that operated individually in a number of arenas, including branding.

In 2005, Aon hired its first chief marketing officer and began its journey to build a brand that would represent the attributes and behaviors its people and clients had associated with it since the early 1980s. A critical first step was to define the internal Aon brand that would unite all 43,000 colleagues worldwide around a common set of behaviors that would define the Aon experience for clients as well as colleagues.

Global research of clients, colleagues and other stakeholders formed the basis for the development of the Aon brand and the Aon brand behaviors. As a result, a global employee engagement program was developed to communicate the brand to all colleagues. This included on-going initiatives like Aon's Community Day (Aon20), aligning the brand with Aon's Leadership Model and the use of local brand ambassadors to support the brand rollout and ensure that colleagues live the brand and clients receive value from their interactions with Aon.

The next step focused on activating the Aon brand externally with clients and other stakeholders. This ongoing step includes the development of value propositions by service line, aligning Aon's client facing materials with the Aon brand, and measuring client satisfaction (NPS).

This session will share practical advice for:

- Determining the brand role of the employee in a professional services organization
- Ensuring brand activation through close alignment with the company's competency model
- Supporting local brand jazz in a global organization
- Putting the client first both internally and externally

Hans van Heukelum, Vice President, Global Marketing, Corporate Marketing & Communications  
**AON CORPORATION**

4:25 p.m.



## **Blowing Up The Traditional Communication Model: Delivering The Brand Promise By Improving Performance And Generating Measurable Results**

Legendary UCLA Basketball Coach John Wooden said, *"Never mistake activity for achievement."* Yet that's what communicators often do. Whether it's the newest technology or a trusted communication channel, it's easy to get lost in output instead of focusing on outcomes. But as communication professionals, you have the ability to deliver on what really matters – helping your company get better, measurable results so the brand promise to customers is realized.

In this session, you will hear how ConAgra Foods' Corporate Communication department transformed itself – shifting from the churn of traditional output to helping leaders attack communication and other leadership - - and people-related breakdowns – to ultimately influence what people do to improve business performance. This approach helped one of the company's largest warehouses reduce product damage by 65% and inventory loss by 63%, and improve productivity by 16%. A large manufacturing facility reduced injuries by 35% and turnover by 27%. These are results that impact the brand, customer satisfaction and the bottom line.

In this session, you will learn:

- Examples from ConAgra Foods case studies to show how you, too, can help managers become better leaders and enable employees to be catalysts for improving performance to build the brand

- An approach to help you change the traditional communication mindset to one focused on delivering measurable business results
- How to find a place for existing communication tools in the overall mix of solutions and use them surgically to improve outcomes

Bob Kula, Senior Director, Corporate Communication  
**CONAGRA FOODS**

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

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**5:30 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 meet new colleagues**. Don't miss this chance to benchmark ideas over complimentary drinks!

**6:30 p.m.**



**Dine Around**

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

**AGENDA - DAY 2: Wednesday, May 14, 2008**

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**8:00 a.m.**  
**Continental Breakfast & Networking**

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

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Gordon Rudow, Co-Founder & CEO  
**BONFIRE COMMUNICATIONS**



8:40 a.m.



## **A Legacy Of 21st Century Leadership: How To Use Strategic Internal Communication To Engage Employees And Drive Organizational Outcomes**

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In this session, you will hear about an innovative, research-based approach designed to build and exercise 21st century leadership competencies. No one questions the important and vital role that managers play on employee performance and retention. Now, see how a long list of possible managerial activities and competencies was reduced to the "vital few accelerators" that have the most impact on improving both employee engagement and leadership effectiveness. Using this approach, time-oppressed managers can edit their "to-do" lists to retain only those activities that create positive energy by recognizing and appreciating what is working (success), which produces greater engagement and momentum for change; ultimately achieving "breakthrough" increases in organizational results.

This dynamic session will reenergize you in your role as an organizational communicator and, specifically, you will learn:

- The value of using an appreciative inquiry-based approach to leadership development
- The "vital few accelerators" that drive outcomes of employee engagement and leadership effectiveness -- developing others, performance management (results-driven performance) and communication
- How to apply the "vital few accelerators" on-the-job

Jim Trinka, Director, ATO Training and Development

**FEDERAL AVIATION ADMINISTRATION,  
U.S. DEPARTMENT OF TRANSPORTATION**

9:30 a.m.



## **Reinvigorate Your Values And Brand With Web 2.0 Collaboration Technology And Intranet Communications**

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IBM's most important innovation wasn't a technology or a management system. IBM's most important innovation was "the IBMer" - legions of employees who were, and are, defined by what they value. After 90 years, IBM decided it was time to re-establish those values. The results of that effort have made an impact on IBM's brand, management systems, and business strategy.

In this session, you will discover how IBM re-established its corporate values, what the impact has been on the IBM brand, and how they are bringing those values to life through technology. Specifically, you will hear how to:

- Foster employee behavior that reflects a values-driven brand
- Use technology - specifically online, collaborative tools - to extend your brand internally
- Empower employees to be brand ambassadors

Kevin Winterfield, Internal and Executive Communications

**IBM**

10:20 a.m.



## Morning Refreshment & Networking Break

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10:50 a.m.



### CASE STUDY

## Branding For Prospective Employees And New Hires: Take A Walk In Their Shoes

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There is no better time to put your best brand foot forward than on orientation day; or, even before your new hires *become* new hires! American Eagle Outfitters sells cool clothing and accessories to customers who want to make a great first impression, and will give someone else about 15 seconds to do it. Hear how this leader in specialty retail gets its employees ready to rock, shares its growing family of brands with a diverse and scattered population of 28,000+ Associates, and boldly states it's a place to *live your life, love your job*.

In this colorful presentation, examples of American Eagle's internet, intranet and publishing techniques will be shared and you will take away:

- The key elements you need in place to attract the *right* new hires
- Engaging employees in the business and brand -- from the building to the benefits
- Getting the *voice* of the brand right by listening and keeping it simple
- Preserving a brand-centered culture – easy steps to ‘stay small’ during growth
- Branding ideas for building a culture that cares – giving back where you work and play

Richard Borden, Director, Internal Communications

**AMERICAN EAGLE OUTFITTERS**

11:40 a.m.



### CASE STUDY

**\*\*\* From conference attendee to speaker! \*\*\***

## How To Refresh And Reinvigorate A Stagnant Brand And Engage Employees Worldwide

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With over \$23 billion in annual revenues (sitting 109 on the Fortune 500) and over 8,000 employees worldwide, Tech Data is the largest publicly traded company in Florida. And yet, almost no one knows who they are, even in their own community. Talk about your brand challenges!

Tech Data is the quintessential middle man, distributing hundreds of thousands of IT products from great brands such as Apple, HP, IBM and Microsoft. Their greatest brand challenge has been to articulate their value when they are, by design, invisible to their customers and subservient to the great IT brands.

After attending the August 2007 Advanced Learning Institute Internal Branding Conference, they developed an employee-centric plan to reinvigorate their stagnant brand. Working with their colleagues in HR and around the company, they have found their story and how to articulate their difference. They systematically worked through the entire executive ranks to present the case for a brand refresh, and received tremendous support in very unexpected places. While in the middle of their brand refresh project, with some employee communication

tools in circulation and many on deck, their initial focus groups with employees have been very positive, but their story is still very much a work-in-progress.

This presentation will share with you:

- How to build a logical argument for branding and gain support from even the Chief Financial Officer
- How to turn a mundane story (pick, pack & ship) into something employees can get excited about
- A look at some key tools that were developed to connect employees with the brand
- Where we are headed to tomorrow

Marjorie Bulone, Supervisor, Corporate Communications

**TECH DATA CORPORATION**

**12:30 p.m.**

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

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Join a group of your communication and marketing 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.**



### **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.

**2:30 p.m.**



### **CASE STUDY**

#### **Everything Matters: The Nuts And Bolts Of Launching A Global Brand**

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Formed in 2005 by the merger of three regional firms, DLA Piper, the world's largest law firm, needed to capitalize on what made it unique and valuable to its clients, prospective clients and recruits. Doing so meant not only conducting the market research typical of large-scale branding programs, but also looking deeply and extensively within the newly formed firm to understand what was unique and true about its people, approach to client service and culture. This insight led to the development of a solid brand strategy that was then extended through internal and external communications, design and language, and ultimately resulted in a organizational change program focused on building consistent brand behaviors across the firm's worldwide network of 8,000 people in 25 countries.

During this session, you'll hear about the challenges and opportunities behind every step of a global brand launch, from building consensus and forming the project team, to establishing the foundation for the brand and making creative decisions, to execution and "living the brand."

Jodi Krohmer, Global Director, Internal Communications

**DLA PIPER**

Bill Schroeder, Global Director, Brand Management  
**DLA PIPER**

**3:20 p.m.**



## **Afternoon Refreshment & Networking Break**

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**3:40 p.m.**



## **How To Harness The Power Of Internal Branding To Improve Your Organization's Effectiveness**

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The U.S. Equal Employment Opportunity Commission (EEOC), the federal agency responsible for enforcing the nation's laws prohibiting employment discrimination, for the first time in its 42 years recently brought branding to its 53 quasi-autonomous field offices throughout the nation and its Washington headquarters. The effort involved rewriting the agency's 50-page Communications Handbook and style guide for the first time since 1988, outlining guidelines on form and content of news releases, speeches and other messaging devices; instituting uniform news release letterhead; generating buy-in from throughout the ranks; and overcoming resistance among some dedicated - but hidebound - staff.

By creating a strong and consistent national presence, this government agency increased its visibility, enhanced its credibility, and improved effectiveness as an enforcement agency.

Attend this presentation and learn how your organization can:

- Generate branding buy-in among widely dispersed employees at various levels--from the front line staff to senior managers
- Overcome resistance among those asked to supplant their local identities
- Harness branding to boost national presence

Charles Robbins, Communications Director  
**U.S. EQUAL EMPLOYMENT OPPORTUNITY COMMISSION**

**4:30 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.

**4:45 p.m.**

## **Close Of General Sessions**

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**\*\*\*\* Register by April 3rd To Save \$400! \*\*\*\***  
To Register, Call (888) 362-7400 -or- (773) 695-9400

## POST-CONFERENCE WORKSHOPS: Thursday, May 15, 2008

### INTERACTIVE CONFERENCE WORKSHOPS

These workshops are designed to take your conference experience to the next level. 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!

**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.

#### **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 behavior that supports the organization's goals.

Specifically, the 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 behavior 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 national 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.

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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

### Connecting The Communication Workplace To The Communication Marketplace: How To Design A Brand-Driven Communication Strategy To Deliver The Brand Promise

Some people make promises to customers. Other people deliver on those promises.

Your communication strategy should connect the workplace to the marketplace by engaging people in activity that delivers the brand promise to your customers.

A brand-driven internal communication strategy:

- Makes sure people understand how they can influence customers
- Involves people in making customer-focused decisions
- Gives people the right information at the right times so they can make the right decisions on behalf of the customers and
- Makes sure people know what's in it for them when they drive increased customer satisfaction and loyalty

The ultimate outcome from an internal branding effort: increased customer loyalty that generates sales and revenues. If it's not achieving this objective, it's not doing its job.

You'll learn what companies such as FedEx, IBM, Honeywell, Toyota and Pepsi Bottling Group do every day to make sure their employees make the decisions that bolster the brand.

In the workshop, you will learn:

- How to build a business case for helping your company increase brand loyalty, sales and revenues
- About the components of the overall customer experience and how to determine which components contribute the most to the brand promise
- The basics of conducting and using customer experience research and applying what you learn to managing internal communication
- How to build an internal communication strategy that capitalizes on customer data while driving employee decisions and actions
- To use your own organization's information to create a plan to improve your brand when you return to work

**WORKSHOP LEADER: Jim Shaffer leads the Jim Shaffer Group, a consultancy devoted to improving business performance through strong leaders and engaged people.** He is one of the world's leading thought leaders, consultants and authors in helping businesses take people performance to ultra-high levels of organizational performance through well-managed communication. His book, *The Leadership Solution* (McGraw-Hill), is considered the internal communication bible by leading practitioners and has been hailed by top CEOs as a "practical common sense look at how leaders use communication to solve business problems." Jim received the International Association of Business Communicators' prestigious Fellow award, the profession's highest recognition.

## ABOUT OUR CONFERENCE SUPPORTER:



International Association of Business Communicators, Washington DC Chapter (IABC/Washington), with almost 650 members in the Greater Washington and Baltimore regions, is the largest IABC chapter in the United States and the second largest in the world. Chapter members work in the public and private sectors in such diverse fields as corporate communications, marketing, advertising, public affairs, employee communications, media relations, and shareholder relations. For more information, please go to: [www.iabcwashington.org](http://www.iabcwashington.org).

## VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

**Coming Soon!**

Join us in Washington, DC for A.L.I.'s Internal Branding Conference: "Communicating To Your Employees To Build Your Brand, Change Their Behavior And Impact Your Organization's Bottom Line," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Washington, DC, go to [www.washington.org](http://www.washington.org).

## 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, evening networking reception and breakfast for morning workshop attendees.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by April 3rd</b>	<b>Regular Pricing: Register with payment after April 3rd</b>
Conference Only (May 13th and 14th)	\$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 BEST VALUE!</b>	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 8.75% 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 will be taken to ensure your space.**

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications and marketing executive audience. Space is limited, so please call Amy at (773) 695-9400 x17, 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 April 28th), 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 April 28th) 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 · Technology**  
**Government · Human Resources · 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 · Nationwide Insurance · Prudential · R.R. Donnelly & Sons · Commonwealth Edison · Allstate Insurance · First USA Bank · Chrysler · Comdisco · Walt Disney World · Polaroid Corporation · American Express · Shell Chemicals · Verizon · Capital One Financial Corporation · IBM Americas · BellSouth Corporation · Pennzoil-Quaker State Company · National Semiconductor · Gateway · Hewlett-Packard · Chase Manhattan Bank · General Motors · Lockheed Martin · Microsoft · Motorola · Target Corp. · Worldcom**

· **Pharmacia Corporation** · **Kimberly-Clark Corporation** · **U.S. Postal Service** · **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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## Registration Form

Please photocopy for group members.

Yes, I'd Like to register for the May 2008 Internal Branding Conference in Washington DC

### Please check:

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

- Conference Only
- Conference Plus Workshop(s):
- Pre-Conference Morning Workshop A: How To Use A Strategic Process To Develop A Compelling Internal Brand That Engages The Hearts And Minds Of Your Stakeholders
  - Pre-Conference Afternoon Workshop B: How To Maximize The Effectiveness Of Your Internal Branding Campaign: Putting Five Brand Realities Into Practice
  - Post-Conference Morning Workshop C: 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 Afternoon Workshop D: Connecting The Communication Workplace To The Communication Marketplace: How To Design A Brand-Driven Communication Strategy To Deliver The Brand Promise
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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