

Updated Program for Spring 2009... Now Returning to Washington, DC!

Join Us To Learn How To Create THOUSANDS of Walking Ambassadors For Your Brand
Don't Miss The 25th National Forum on...

**INTERNAL
BRANDING**

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

May 11-14, 2009 • Washington, DC

Rave Review from a Past Internal Branding Conference Attendee:

"This is one of the best conferences I've ever attended – the size and quality of the group were also excellent!"

C. Verdi-Sarwar, Director of Communications & Marketing

CITY OF CORAL SPRINGS, FLORIDA

***** Early Bird Rates Extended until May 1st! *****

***** Register Soon To Save \$400! *****

REGISTER TODAY!

www.aliconferences.com

Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (773) 695-9403

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

SPEAKING ORGANIZATIONS:

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

**National Aeronautics and Space Administration,
Langley Research Center**

Dean Foods Company

ServiceMaster

Kaiser Permanente

Royal Mail

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

REM Medical Corp.

George Brown College

The Hartford Financial Services Group, Inc.

Exel

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



Legg Mason

Watson Wyatt Worldwide

The Storybranding Group

Sinickas Communications, Inc.

The Cohesion Group

Parker LePla

Brandtrust

Ologie

Home

ImprovEdge

Supporting Organizations:



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?
- Do you want to make sure your employees deliver your brand promise?

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.

***** Early Bird Rates Extended until May 1st! *****
***** Register Soon To Save \$400! *****

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, May 11, 2009, 9:00 a.m. – 12:00 p.m.:

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

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

Monday, May 11, 2009, 1:30 p.m. – 4:30 p.m.:

How To Align Your Internal And External Branding Strategies To Maximize Effectiveness:
A Three-Step Process For Success

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

Thursday, May 14, 2009, 8:30 a.m. – 11:30 a.m.:

How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent
Your Internal Branding Campaign

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

Thursday, May 14, 2009, 1:00 p.m. – 4:00 p.m.:

How To Measure The Impact Of Your Internal Branding Strategies And Programs

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:

- **20 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
- **Unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with tools and tactics that you can begin to implement in your own organization (link the "click here for more info" online to the pre-conference workshop page)
- **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 **Dean Foods Company, NASA, ServiceMaster, Federal Aviation Administration, 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:



Dear Communications, Marketing or HR Executive:

Great companies are great at two things:

1. Their employees are passionate, especially when they are empowered to deliver superior customer service or products
2. Their customers are passionate about the value, the products and the experience delivered by employees

For a brand to be truly experienced by consumers, employees must understand and embrace their organization's brand, and be prepared to deliver on it. When this occurs, companies win in the marketplace and they create a cohesive, compelling and enriching culture that translates to direct and positive impact on the bottom line.

With that being said, most companies develop their internal and external brands in silos. Marketing takes care of the customer experience and HR takes on the employee experience. Corporate Communication is often left the thankless task of trying to make the two brands meet. New research shows that companies who truly align

both employee and customer experiences (and make sure their employees are able to deliver on the brand promise) have a significant advantage in the marketplace.

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.

Brand and company reputation are also key factors in attracting and retaining talent. People are the key factor in delivering the brand's promise to customers. Alignment of the two makes good business sense. But how do companies do this? What strategies can you use to start the process and bring different functions together? Can formerly competing departments really collaborate on an aligned brand program?

In this dynamic and intersecting world of branding and communications today, it can be difficult to keep up with trends, let alone stay on the pulse of who's doing notable work. **At A.L.I.'s 25th Internal Branding Conference this May, we'll tackle these issues and other questions while bringing you cutting-edge research and practical case studies.**

At this conference, you will learn, firsthand, about internal branding strategies employed by leading organizations, including how:

- **ServiceMaster** created a single, values-driven growth culture without compromising the integrity of each of its highly recognized, industry-leading brands
- **Kaiser Permanente** identified and overcame the challenges of aligning a highly unionized, but decentralized company
- **NASA's Langley Research Center** "found its voice," engaged its staff in a new way of talking about the organization, and learned how to tell its real story

Attend "Internal Branding: How Branding And Communications Drive Employee Engagement And Improve Your Organization's Bottom Line," May 11-14, 2009, 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, 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 this May in Washington, D.C. where we'll solve the mysteries of how to develop an internal brand that your employees can bring to life and that engages your organization for better business results.

Regards,



Kathryn Yates, Global Practice Director – 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:

"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

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

R. Stevens, Director, Learning Technology & Communications

STAPLES, INC.

"Substantive, yet very personal. I've been to many enormous 1000+ conferences and MUCH prefer this. Great job! Very high level presentation in an intimate, interactive setting."

L. Butler, Senior Director

INTERMOUNTAIN HEALTHCARE

"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, L.L.C.

"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 11, 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.

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 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.

Testimonials From Past Daryl Travis Sessions:

"Excellent information – the most worthwhile session I've attended in years!"

"Interesting, engaging, eye and mind-opening."

"Phenomenal session... well worth staying for."

"Best presentation overall!"

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 Align Your Internal And External Branding Strategies To Maximize Effectiveness: A Three-Step Process For Success

Watson Wyatt's research tells us there is a powerful correlation between an aligned internal / external brand and financial performance. Yet how do companies go about determining which brand attributes to align and how do they make sure the employee experience reflects the brand promise?

This workshop will use scenarios to teach the process of brand alignment. Roll up your sleeves and learn:

- Why doing the work pays huge dividends to your company and your career
- The three steps to creating brand alignment
- Key functional partners in successful brand alignment
- Why change management is a critical success factor

In this workshop, you'll see how launching a brand alignment initiative can bring success to your organization and to you. You'll gain practical knowledge by using a three-step brand alignment process during small group exercises. Once your teams have created high-level brand alignment plans, we'll take a look at opportunities and barriers to successful implementation. This highly interactive, practical workshop will give you a blueprint for brand alignment and implementation success.

In just three hours we'll:

- Establish an evidence-based brand alignment rationale to help position the work internally

- Use a practical process in hands-on, small group exercises based on real organization scenarios
- Determine how different functions' perspectives can support or destroy your success
- Use critical change management skills to mitigate risk to your project

WORKSHOP LEADER: Kathryn Yates, Watson Wyatt's Global Practice Director for Communication, has led global brand initiatives and successful implementation as both a financial services line executive and a senior consultant. Kathryn is accomplished in all aspects of employee communication, brand alignment and change management using her particular expertise to help organizations develop strategies and programs to build strong, productive employee-employer relationships. She has spoken widely on the topic of effective communication, behavior change and evidence-based management solutions.

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***** Register Soon To Save \$400! *****

AGENDA - DAY 1: Tuesday, May 12, 2009

8:00 a.m.

Registration, Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSON'S WELCOME

Chairperson's Welcome & Opening Remarks:

Kathryn Yates, Global Practice Director – Communication
WATSON WYATT WORLDWIDE

8:40 a.m.



CHAIRPERSON'S ADDRESS

Aligning Employees And Customers Around The Brand: An Internal Branding Approach To Improving Attraction, Retention And Engagement To Boost Performance

While almost all managers understand their business strategy only half of them can articulate their company brand and under half of their customer-facing employees say they aren't able to deliver on the brand promise for lack of training, tools or other support. New research by Watson Wyatt uncovers the gap between customer and employee experience as well as the performance power when the two are aligned. In this session, you will learn how this research can guide an analysis of your own organization's brand alignment.

In addition, you will take a simple brand alignment quiz to help diagnose opportunities for improvement. Based on years of experience and the latest research, this session will help you understand the distinct DNA of organizations and how you can successfully leverage brand attributes to attract, retain and engage employees.

Kathryn Yates, Global Practice Director – Communication
WATSON WYATT WORLDWIDE

9:40 a.m.



Speed Networking

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

10:10 a.m.



Morning Refreshment & Networking Break

10:40 a.m.



What's Your Real Brand Story?: Using Culture Assessment And Story-Based Communications Tools To Engage Your Employees And Build Value For Your Organization

This innovative case study will show how a science-based government organization "found its voice," engaged its staff in a new way of talking about the organization, and learned how to tell its real story—all through a cohesive, culture-based process called "Storybranding."

Through Storybranding, the Langley Research Center's Science Directorate, an organization within the National Aeronautics and Space Administration (NASA), was able to define and tell its story, and learn how to engage others in the most meaningful and motivating aspects of its work. This in-depth session will share the process, which integrates internal quantitative and qualitative culture assessment to define an internal brand with the training, resources and materials employees needed to convey it. You will also learn about the Organizational & Team Culture Indicator, the foundational Storybranding assessment tool that "types" an organization based on the storylines that best define its values, strengths and operating style.

Specifically, you'll learn about a process to:

- Help any organization understand the storylines that shape its purpose, personality and behavior
- Involve an entire organization in the development of an authentic, inspiring and compelling brand
- Identify and leverage the cultural strengths most likely to create internal and external branding success
- Transform fact-based, attribute-oriented messages into more inspiring, more outcome-oriented communications
- Increase the resonance and effectiveness of all communications programs

Lelia Vann, Director, Langley Research Center's Science Directorate
**NATIONAL AERONAUTICS AND SPACE ADMINISTRATION,
LANGLEY RESEARCH CENTER**

Cindy Atlee, Partner
THE STORYBRANDING GROUP

11:35 a.m.



How To Engage And Motivate Employees When Faced With New Competition

Royal Mail (the British Postal Service) has over 360 years of corporate history. It is well respected globally, and is the United Kingdom's most trusted brand. As a state-owned business, it employs over 180,000 people – delivering to EVERY home and business in the UK, every day.

In 2006, the UK postal market was open to competition for the first time ever. Competitors invested in delivery networks and started selling solutions at lower cost – cherry picking the lucrative clients.

In the face of this new competitive environment, Royal Mail needed a way to engage and motivate their workforce. Seeking to make their employees ambassadors for the business, they decided that a new sales lead referrals program was the way forward. The aim was to boost morale and identify possible leads to give Royal Mail the competitive advantage. They called it the “Watch and Win” program.

In this unique international case study presentation, you will learn about:

- The brand development and the launch processes
- How employees were energized and motivated
- How ordinary postal workers became brand ambassadors
- How success was measured and how employees were rewarded

Christian Petersen, Sales Referrals Manager
ROYAL MAIL

Carol Whitworth, Creative Director
HOME

12:30 p.m.

Lunch On Your Own -- But Not Alone!

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.



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

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 that 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 a 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

2:55 p.m.



Afternoon Refreshment & Networking Break

3:10 p.m.



CASE STUDY

Using Effective Brand Storytelling: How To Turn Your Sales Force Into Brand Ambassadors And Get Management To Support The Initiatives

Where does a brand strategy run the biggest risk of NOT being fulfilled? At the point of sale. And it's not because of inconsistent tools or touch points – those are primarily external and can be more easily controlled. Rather, it's more likely due to inconsistent behaviors – how the sales force does or does not deliver on your brand promise. While sales are typically a distributed function, they are highly dependent upon people who are taught to tailor their message to each individual customer. In retail, this can mean no two stores are ever alike and in business-to-business marketing it might result in hundreds of unique PowerPoint presentations, supposedly from the same firm.

So how do you create internal alignment that fosters external consistency? In this insightful presentation, Legg Mason, one of the largest asset management firms in the world, will share best practices for teaching a sales force to effectively tell a consistent and clear brand story and connect it to unique product and service opportunities. Specifically, you will learn how to:

- Translate an umbrella (and sometimes complex) brand strategy into a simple brand story
- Develop effective tools for brand storytelling
- Train sales people how to best tell the brand story through interactive workshops and role playing
- Measure qualitative and quantitative results
- Get everyone in the sales organization to live the brand and management to support the initiative

Benji A. Baer, Director, Brand Strategy and Communications
LEGG MASON

Karen Hough, CEO
IMPROVEDGE

4:05 p.m.



How Creating A New Brand Promise Can Help Employees And Customers Feel Like They're "Going Places:" Key Secrets For Better Employee Engagement And Customer Experiences

How is it that some companies can build tremendous employee engagement and deliver amazing customer experiences while other companies struggle to do it? Is there some magical spell, mysterious code or hidden formula? The answer is of course, no, but there are a few key secrets to employee engagement and customer experience.

Attend this session and learn from The Hartford's real-world experience how your organization can create and bring to life a new brand promise by:

- Understanding how the realities of emotions in human behavior will engage more associates in living the brand
- Realizing "The little things you do are more important than the big things you say"
- Creating candid ongoing communications between the brand and all of its stakeholders
- Recognizing employee engagement is sustained only when it is "caught not taught"

Alison Clark, AARP Marketing Strategy
THE HARTFORD FINANCIAL SERVICES GROUP, INC.

Daryl Travis, CEO & Founding Partner
BRANDTRUST

5:00 p.m.

End Of Day One

5:10 p.m.



Networking Reception: Please Join Us!

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

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

AGENDA - DAY 2: Wednesday, May 13, 2009

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening of Day Two

Kathryn Yates, Global Practice Director – Communication
WATSON WYATT WORLDWIDE

8:40 a.m.



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

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, Air Traffic Organization Training and Development
**FEDERAL AVIATION ADMINISTRATION,
U.S. DEPARTMENT OF TRANSPORTATION**

9:35 a.m.



Morning Refreshment & Networking Break

9:55 a.m.



An Inside Job: The Keys To Successfully Launching An Internal Brand That Drives Bottom-Line Business Results

Internal branding has the potential to be a critical component of a company's long-term success. It can align employees around a vision, create greater efficiency and understanding across an organization, and ultimately manifest itself externally through marketplace results.

Internal branding success depends on generating genuine employee "engagement." The goal is to make all employees part of the communications process, create evangelism among the formal and informal leaders within an organization, capture hearts and minds across the workforce, and ultimately create the kind of behavioral changes that will drive the company's intended business results.

Hear how Dean Foods has incorporated several key elements in planning and executing an internal branding campaign for maximum results, including:

- Identifying the critical business "inflection point" before a moment of opportunity is missed to enhance, evolve or completely redefine an internal brand image
- Understanding the cultural implications related to establishing an internal brand and mitigating issues before they happen
- Realizing the shift in employee influence from the CEO, to the supervisor, to peers and "people like me"
- Creating engaged, empowered and believable "storytellers" throughout the organization
- Translating the brand effort into bottom-line business benefits – from recruiting, to retention, to revenue

Marguerite Copel, Vice President, Corporate Communications
DEAN FOODS COMPANY

10:50 a.m.



Building A One-Company Culture In A Multi-Brand Business

When a leading consumer services company, ServiceMaster, was taken private in 2007, it was faced with an interesting internal communications challenge: how to create a single, values-driven growth culture without compromising the integrity of each of its highly recognized, industry-leading brands, like TruGreen, Terminix and Merry Maids. It's still a work in progress, but there are positive signs of change everywhere. Building employee awareness (and buy-in) of the one-company concept requires more than a new logo and slogan; it takes time and requires a completely new approach to communications, talent management, corporate giving – even team meetings.

In this session, you'll learn how to:

- Encourage employees to deliver a unique brand promise while seeking a broader corporate perspective
- Start breaking down the walls and silos that often keep employees – and the brands they serve – from delivering top performance
- Communicate the one-company story in ways that engage employees and ensure they start to "own" the corporate brand
- Identify some quick wins that spotlight individual brand success, even in a one-company culture
- Turn best practice-sharing into a key performance metric

Peter Tosches, Vice President of Corporate Communications
SERVICEMASTER

11:45 a.m.

Lunch On Your Own -- But Not Alone!

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.

1:15 p.m.



INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

2:00 p.m.



CASE STUDY

How To Create Internal Alignment That Fosters High Levels Of Engagement In A Highly Decentralized Organization

Exel, a Deutsche Post World Net company, is the Americas leader in contract logistics with over 40,000 employees across North and South America, most of them in non-skilled positions. And as a third-party logistics provider (3PL), most of these associates are deployed in warehouses and other facilities that are more identified by Exel's clients than its own brand. Employee engagement is a challenge in any company, but when you add the possibility that people aren't even sure which brand they should be loyal to, it can be a monumental challenge.

So how do you create internal alignment that fosters higher levels of engagement with a highly decentralized brand? Attend this presentation and learn how to:

- Translate employee research into a focused messaging strategy
- Develop an effective internal branding campaign that both inspires and informs
- Deploy the campaign so it will be received in the most effective and consistent manner
- Measure qualitative and quantitative results
- Evolve the campaign over time

You won't want to miss this fascinating case study on how this organization overcame immense obstacles in building a workforce of brand ambassadors.

Lynn Anderson, Vice President of Communications
EXEL

William Faust, Partner and Chief Strategy Officer
OLOGIE

2:55 p.m.



Afternoon Refreshment & Networking Break

3:10 p.m.



Operationalizing Your Brand Internally To Increase Success During Restructuring And Change: How A Strong Internal Brand Can Smooth The M&A Process

According to McKinsey, only about 32% of mergers and acquisitions actually meet their financial goals, often because of differing corporate cultures and structures. So how can an organization using acquisitions as a growth strategy avoid this fate? Through strong internal branding.

In this session, REM Medical, a leading sleep care provider, will share how creating a strong brand and operationalizing it allowed them to make their acquisition strategy work. Implementing the lessons learned from this case study, you will be able to:

- Use your brand promise to help choose acquisition targets
- Improve acquisition integration through clear, brand-based employee behavior expectations
- Align your brand with operational metrics
- Ensure delivery of your brand promise during times of restructuring and change

Russell Benaroya, CEO
REM MEDICAL CORP.

Lynn Parker, Principal
PARKER LEPLA

4:05 p.m.



How To Build A Strategic Branding Campaign From The Inside Out To Successfully Re-Brand Your Organization

George Brown College is the third largest college in Ontario with approximately 2,000 full and part-time employees. It is situated in the city of Toronto; one of the most competitive post secondary markets in Canada. Over 200 post secondary organizations from around the world advertise to attract and recruit students in Toronto every year and double digit spending growth continues.

The education category in Canada is a service sector employer that has its single largest investment in people. It is therefore paramount that those individuals are united in contributing to, understanding and delivering against a relevant brand promise. Much like other categories whose stock and trade is intelligence; such as law firms or consulting companies; education is staffed by hundreds and thousands of entrepreneurs who have a natural desire to forge a unique path. While this is an overall organizational strength, in branding, it can also be a great organizational barrier to achieving unity.

In education, specifically, the mere use of the word 'branding' can evoke negative emotional reactions drawn from a belief system that commercial or market success and academic integrity are mutually exclusive. In this highly practical and informative presentation, you will learn:

- How to build a strategic branding campaign from the inside out
- Specific tactics and strategies you can use to successfully re-brand your organization
- How to overcome resistance to an internal branding campaign

Karen Thomson, Vice President Marketing
GEORGE BROWN COLLEGE

5:00 p.m.

Chairperson's Recap:

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

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

5:15 p.m.

Close Of General Sessions

***** Early Bird Rates Extended until May 1st! *****
***** Register Soon To Save \$400! *****

POST-CONFERENCE WORKSHOPS: Thursday, May 14, 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!

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, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Branding Campaign

These days, communications strategists are using group blogs, wikis and other collaborative methods and tools to energize, motivate and join powerful and very loyal communities of employees, not to mention customers, partners and other important audiences.

In this workshop, you'll sample these tools and their impact on internal branding. And you'll walk away with the know-how you'll need to propose and set your new communications tools in motion.

Specifically, we'll cover:

- The strategies behind using social and new media tools for internal communication and branding
- The elements of a compelling blog
- The role podcasting plays in getting your message out
- The power and usage of YouTube-like components to your communication mix
- Why wikis are the new way to manage projects internally
- How and whether to incorporate Facebook and Twitter into your communication strategies
- How RSS can help you rely less on email

WORKSHOP LEADER: Jason Anthoine is Head Honcho at The Cohesion Group, a workplace communications firm that develops customized employee communications programs. Accredited by the Public Relations Society of America, Jason has more than 20 years experience in workplace communications, concentrating his entire career to this specialty.

Testimonials From Past Jason Anthoine Sessions:

"An excellent speaker. Started basic, and then built to more complex. I appreciated the concrete examples and non-technical language. JUST GREAT!"

" Very relevant, good speaker and very engaging!"

"Excellent touch. Concise, organized, amusing and very instructive. Nice job!"

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

Afternoon Break/Lunch On Your Own

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

AFTERNOON POST-CONFERENCE WORKSHOP D

How To Measure The Impact Of Your Internal Branding Strategies And Programs

Advertising and marketing lay a strong foundation for perception of a brand, at least until people have contact with an organization. Once they buy its products or interact with its employees, their long-term impressions of the brand will be shaped by their experiences.

This workshop will show you ways of measuring to what extent employees and executives:

- Understand what the brand is
- Agree the brand attributes make sense
- Behave in ways consistent with the brand
- Believe the company acts in ways consistent with the brand

You'll learn about measuring information gaps, conducting knowledge tests and identifying employees' preferred sources on brand issues. You will participate in exercises that help you align your own organization's employee behaviors with brand attributes, as perceived by your external audiences. In addition to learning how you can measure these various aspects of employee communication, which have even broader application than just brand management, we'll also look at a case study of how one company assessed how well their global internal communication channels reinforced their own brand attributes, using a combination of techniques such as:

- Executive interviews
- Employee Focus Groups
- A content analysis
- An objective assessment by professional communicators from around the world to see how perception of the communication vehicles and their reflection of the brand varied in different cultures

WORKSHOP LEADER: Angela Sinickas is President of Sinickas Communications, Inc.

(www.sinicom.com), a consulting firm dedicated to helping organizations achieve business results through focused diagnostics and practical solutions. An award-winning organizational communicator since 1974, she has been measuring the effectiveness of communication since 1981. She wrote the manual "How to Measure Your Communication Programs" and has developed a range of Communication Starter Kits on CD-ROM and online modules available by subscription that provide tools for communicators to conduct their own focus groups, surveys and strategic planning.

Testimonials From Past Angela Sinickas Sessions:

"Excellent content, good presenter!! Lots of good ideas."

"Awesome presenter, extremely knowledgeable, made excellent points that EVERY executive/business sponsor should have."

"I appreciated the real-life examples/case studies Angela provided."

ABOUT OUR CONFERENCE SUPPORTERS:



More than a professional association, the **Council of Communication Management (CCM)** is a true community of senior-level colleagues, built on a foundation of shared trust and mutual respect. They are a highly interactive, collegial group and are passionate about helping each other and their organizations succeed. Many members have formed lifelong connections that transcend their everyday work lives. For more information, please go to: www.ccmconnection.com.



International Association of Business Communicators, Washington DC Chapter

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.



The Federal Communicators Network (FCN) formed in 1996 as a national organization for Federal communicators to help bring reinvention information to front-line Federal workers and "create an environment for reinvention to flourish." FCN has more than 600 members, 75% of which are from Federal agencies, offices, and military establishments in Washington DC, across the country and around the world. The remaining 25% are from the legislative and judicial branches; interagency, international, nonprofit, and private groups; state and local organizations, and Federal unions. With this range of talent, expertise, and circulation, the FCN is a powerful agent for communicating the message of better government.

Membership to FCN is open to all Federal employees willing and able to promote better government that costs less and delivers results Americans care about. In addition, non-government persons engaged in communication or public relations whose professional activities enhance, further, or support the objectives of the FCN, are also welcome to join.

For more information, contact Jeff Brooke at jbrooke@gpo.gov or visit the FCN website at <http://www.fcn.gov>.



The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons. The principal purpose of NAGC is the advancement of communications as an essential professional resource at every level of national, state and local government. For more information, please go to: www.nagc.com.



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VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Hyatt Regency Crystal City

2799 Jefferson Davis Highway

Arlington, VA 22202

703-418-1234

<http://www.crystalcity.hyatt.com/hyatt/hotels/index.jsp>

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been set aside at the reduced conference rate of \$209/night. Please be sure to call the hotel no later than April 20, 2009, to help ensure this rate and mention that you are attending the Advanced Learning Institute event. We recommend that reservations be made early, as the number of rooms at our rate is limited.

The newly renovated hotel provides complimentary shuttle service to and from Reagan National Airport, located just 1 mile from the hotel, as well as the Crystal City Metro, which serves both the Blue & Yellow Lines, making the Smithsonian Museums, White House, Capitol Building, National Zoo, Georgetown, & many other of DC's top sights all just minutes away.

Join us in Washington, D.C. for A.L.I.'s Internal Branding Conference: "How Branding And 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 Washington, DC, go to 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, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Extended Until May 1st	Regular Pricing: Register with payment after May 1st
Conference Only (May 12 th and 13 th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
Conference Plus Two Workshops	\$1,999	\$2,399
Conference Plus Three Workshops	\$2,199	\$2,599
Conference Plus All Four Workshops	\$2,299 BEST VALUE!	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 S&H	

*IL residents will be charged 9.75% 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, training form or purchase order 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 contact Amy at (773) 695-9400 x20 or amy.gerstein@aliconferences.com for more information.

GROUP DISCOUNTS:

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before April 27th), 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 27th) 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:

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:

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 · National Cancer Institute · Nationwide Insurance · U.S. Air Force · Prudential · Oregon Department of Environmental Quality · R.R. Donnelly & Sons · Commonwealth Edison · Office of Secretary of Defense · Allstate Insurance · First USA Bank · Georgetown University · Chrysler · Comdisco · Walt Disney World · U.S. Department of Homeland Security · Polaroid Corporation · USDA · American Express · Shell Chemicals · Verizon · Capital One Financial Corporation · IBM Americas · BellSouth Corporation · County of Riverside, California · 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 2009 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 Maximize The Effectiveness Of Your Internal Branding Campaign: Putting Five Brand Realities Into Practice
 - Pre-Conference Afternoon Workshop B: How To Align Your Internal And External Branding Strategies To Maximize Effectiveness: A Three-Step Process For Success
 - Post-Conference Morning Workshop C: How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent Your Internal Branding Campaign
 - Post-Conference Afternoon Workshop D: How To Measure The Impact Of Your Internal Branding Strategies And Programs
- 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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