

Updated Program for Summer 2007... Now Returning to Chicago!

Join Us To Learn How To Create THOUSANDS of Walking Ambassadors For Your Brand
Don't Miss The 21st National Forum on...

**INTERNAL
BRANDING**

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

August 6-9, 2007 • Chicago, IL

Rave Review from a Past Conference Attendee

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

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

***** Register by June 28th to Save \$400! *****

REGISTER TODAY!

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 brand loyalty

SPEAKING ORGANIZATIONS

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

Dean Foods Company

The Boeing Company

Carlson Hotels Worldwide

Enterprise Rent-A-Car

Edward Jones Investments

Pitney Bowes, Inc.

**Lockheed Martin Missiles
& Fire Control**

Nationwide

City of Olympia, Washington

Kaiser Permanente

Ohio State University Medical Center

- **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

Mercer

Flextronics

Network Appliance, Inc.

On the Same Page

Inward Strategic Consulting

Parker LePla

Issue Dynamics, Inc.

Sinickas Communications, Inc.

Presented by:



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



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 June 28th to Save \$400! *******

Expand Your Learning...

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

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

Monday, August 6, 2007, 9:00am – 12:00pm:

How To Use Blogs And Other Web 2.0 Technologies To Enhance And Improve Your Internal Branding Efforts

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

Monday, August 6, 2007, 12:30 p.m. - 3:30 p.m.:

How To Align Your Organization Internally To Deliver On Its Brand Promise Externally

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

Thursday, August 9, 2007, 8:30am – 11:30am:

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, August 9, 2007, 12:00 p.m. – 3:00 p.m.:

How To Measure The Impact Of Employee Communication On The Brand

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:

- **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
- **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 - [click here for more information](#)
- **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 **Pitney Bowes, Inc., Carlson Hotels Worldwide, Dean Foods Company, Lockheed Martin Missiles & Fire Control, 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:

There was a time when an organization's brand was considered strictly a marketing and advertising tool. Today, an organization's brand is one of its single most powerful sources of competitive differentiation.

Companies with strong and well-respected brands deliver far more than products and services. They deliver an experience that is targeted, differentiated, and predictable. This experience comes to define the way all of its stakeholders think about the company. It drives their expectations and, ultimately, their loyalty.

Building a strong brand is only partly about marketing, research, and advertising. Those activities combined create the external face of the company. But if the organization isn't aligned and focused on the inside to deliver on the brand promise, it will only raise, and then fail to deliver on, stakeholders' expectations.

What does this mean for you?

Orienting any organization to accurately and predictably deliver on its brand promise requires an extraordinary amount of internal alignment and coordination. It means that every function, team, geography, and ideally, employee must be "on the same page," or put differently, rowing in the same direction. Your challenge is to identify and chart a course for how your organization's brand can be brought to life in all its dimensions. If you accept this challenge, you have a unique opportunity to become a strategic partner and an indispensable member of your organization's brand delivery team.

How will this conference help you and your organization?

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

- **Nationwide** uses brand voice to improve the consistency of internal communications to its 35,000 employees
- **Pitney Bowes, Inc.** repositioned themselves through a comprehensive, multi-faceted internal branding program
- **City of Olympia, Washington** motivated their Public Works Department employees to fully exemplify their organization's unique brand promise

Attend "Internal Branding: Communicating To Your Employees To Build Your Brand, Change Their Behavior And Impact Your Organization's Bottom Line" August 7-8, 2007, and don't be left behind.

Register today by calling our conference hotline at 888-362-7400, 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 at this information-packed event in August.

Regards,



Tracy Benson Kirker

Managing Partner, ON THE SAME PAGE

Immediate Past President, Council of Communication Management (CCM)

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.

RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES

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

R. Stevens, Director, Learning Technology & Communications

STAPLES, INC.

"Great variety of speakers – good learning experience!"

T. Rivera, Branding & Awareness Manager

GOVWORKS, U.S. DEPARTMENT OF THE INTERIOR

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

T. Lagomarsino, Director of Brand Marketing

GENZYME

"It's great to go to a conference where I learn something from EVERY presentation. Networking opportunities--especially lunches--are great."

G. Welter, Director of Communications

THE MEMBERS GROUP

"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

"I'm thrilled I attended; great speakers, great materials and great networking. Small enough to get the interaction and time with speakers and attendees; large enough to get the variety of industries and attendees' experiences."

C. Kane, Director of Corporate Relations

HARRISON CORPORATION

"Extremely worthwhile. I took away so many good ideas from this conference – my biggest challenge is where to begin to implement them."

P. Olesker, Executive Vice President

TAYLOR JOHNSON ASSOCIATION

"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

"This conference has provided me with the foundation to jump-start my internal branding campaign. My company is going through a very difficult transition--I now feel that I can facilitate the change through implementation of some guidelines provided in the conference."

W. Callum, Mgr, Corporate Communication

JAMAICA PUBLIC SERVICE CO.

"I came away fired-up with at least a half-dozen branding ideas that I can start applying at my company. There was a lot of sound, practical advice from some good, down-to-earth presenters."

J. Ailinger Jr., Manager, Public Relations & Internal Communications

TASC, INC.

"Excellent workshops! I loved the hands-on exercise and plan to use it at my organization."

S. Velazquez, International Communications Coordinator

PROXICOM, INC.

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

B. Swanson, Manager, Editorial Communications

WENDY'S INTERNATIONAL, INC.

"This was my first A.L.I. conference and I found it to be very beneficial. I can't wait to take all the new ideas home and get started!"

J. Yates, Marketing Specialist

NORTHERN DIGITAL INC.

"This was one of the best conferences I've attended, high quality speakers, small interactive groups, and a setting that encouraged "real time" Q&A. Great job!"

S. Tardanico, Director, Corporate Communications

TEXTRON

PRE-CONFERENCE WORKSHOPS: Monday, August 6, 2007

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. - 12:00 p.m.

MORNING PRE-CONFERENCE WORKSHOP A

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

How To Use Blogs And Other Web 2.0 Technologies To Enhance And Improve Your Internal Branding Efforts

Existing forms of corporate internal communications, such as intranets, are often static, criticized and under-utilized. Recent innovations in online technology – often referred to as Web 2.0 – offer new opportunities to make your internal communications more interactive. You can create conversations, share information more quickly, get feedback, build trust and even use internal blogs as an early warning system for employee grievances.

Attend this cutting-edge workshop and hear how McDonald's, IBM, Disney, and other companies are using blogs internally to grow their businesses and build their brand. Additionally, you will learn:

- How blogs actually work
- How to rollout an internal blog successfully
- How HR strategies can protect you, your company and your internal bloggers
- How to manage positive and negative comments effectively
- How to build your brand inside your organization using Web 2.0

WORKSHOP LEADER Cheryl Contee, Vice President at Issue Dynamics, Inc., specializes in helping Fortune 500 companies, major non-profit organizations and leading trade associations manage their brands and their campaigns online. Cheryl comes to IDI with extensive non-profit and business online content development, marketing, communications and fundraising experience. Cheryl consistently creates award-winning sites and is a pioneer in the field of blogger relations including blog creation/management, blog advertising, blog training and blogger outreach. Clients include: Blue Cross Blue Shield Association, Verizon, International Fund for Animal Welfare, The U.S. Holocaust Museum, Amnesty International USA, ACLU and many others. Cheryl is regularly invited to speak at major conferences and client events. Cheryl received a degree at Yale University with a major in Ethics, Politics and Economics and has an International Executive MBA from Georgetown University.

12:30 p.m. - 3:30 p.m.

AFTERNOON PRE-CONFERENCE WORKSHOP B

Lunch will be provided at 12:00 p.m. for the afternoon workshop attendees.

How To Align Your Organization Internally To Deliver On Its Brand Promise Externally

The most respected and highly valued brands in the world belong to organizations that are set up internally to deliver on the promise they make to their stakeholders – every time. Many of these organizations seem to have evolved organically over time, based on a passionate founder's vision or a particularly engaged workforce (think Nike, Harley Davidson, Virgin, Ben & Jerry's).

In this workshop, you'll begin by exploring what's going on behind the curtain of a few of these "super brands" and identify some critical lessons for creating alignment and ensuring coordination.

Then, during an interactive and stimulating session, you'll apply these lessons to some of our participants' organizations. Specifically, you will identify:

- Key stakeholder touchpoints
- Critical employee groups
- "Brand-right" behaviors
- Critical building blocks for delivery
- Metrics and milestones
- Tactics for engaging leaders, managers and employees

You will leave this workshop with:

- An understanding of how and why "super brands" achieve the cache, equity and loyalty they enjoy
- A framework for creating alignment and coordination within your own organization to enable consistent and predictable delivery on the brand promise
- A wealth of ideas and inspiration for both strategic and tactical execution of this framework

WORKSHOP LEADER: Tracy Benson Kirker is the Managing Partner of On the Same Page and the Immediate Past President of Council of Communication Management (CCM). Tracy helps organizations improve their business performance and manage their investment in people, advising them on communication, change management and organizational effectiveness.

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AGENDA - DAY 1: Tuesday, August 7, 2007

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



CHAIRPERSON'S WELCOME

**Chairperson's Welcome, Opening Remarks & Presentation
Building The Business Case For Internal Branding**

Most executives believe that whether or not an organization delivers on its brand intent ultimately comes down to the way employees behave. Certainly, it is the people of the organization that create and deliver the customer experience. What many executives fail to recognize, however, is the extent to which the environment within the organization supports-- and often prevents--employees from delivering on the brand intent.

Consciously calibrating key levers in order to elicit behaviors that support the brand requires active sponsorship and support from the most senior leaders of the organization. This session will explore the combined effect of these levers (people, process and structure), and will help you build the business case for alignment.

Tracy Benson Kirker, Managing Partner

ON THE SAME PAGE

Immediate Past President, Council of Communication Management (CCM)

9:30 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.

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Breaking Through To Employees To Engage Them In Your Brand Strategy And Drive Growth

After eight decades as an industry leader, Pitney Bowes relaunched its core brand in 2003 to strategically reposition itself in the marketplace as a growth company. In 2005, Pitney Bowes redefined the category in which it competes. This complex repositioning of Pitney Bowes, from a company long identified with the manufacturing of postage meters, to the leader in providing mailstream solutions, required not only extensive external marketing, but a comprehensive, multi-faceted internal branding program.

In this session, you will hear how Pitney Bowes:

- Leverages the full array of its external marketing, from direct mail to events to advertising, with its 35,000 worldwide employees
- Builds and measures employee understanding of the company's brand and capabilities
- Recruits employees to serve as official brand ambassadors for the "new" Pitney Bowes
- Develops key metrics to measure the success of internal programs with multiple employee audiences

The session will cover a wealth of tactics for breaking through to employees, in channels that include on-line training, live events, direct mail, and contests.

Thomas G. Tibbs, Marketing Manager

PITNEY BOWES, INC.

11:20 a.m.



CASE STUDY

How To Ensure An Integrated Internal Branding Approach That Grows Your Brand And Drives Business Results

In this informative session, you will hear how Network Appliance Inc. (NetApp), one of the fastest growing Fortune 1000 companies, has grown their brand simultaneously with revenue growth and geographic expansion. A world leader in unified storage solutions for today's data-intensive enterprise, NetApp strives to create an environment that fosters creativity, productivity, innovation, team building and leadership for all its employees. NetApp has been named by FORTUNE magazine as one of the "100 Best Companies to Work

For" for the fifth consecutive year. This year, NetApp ranked in the top 10 of the list, at number six, reflecting the company's emphasis on attracting and retaining the best talent in the industry and continuing to demonstrate the values of what NetApp CEO Dan Warmenhoven calls a "model company."

You'll go behind the scenes and learn the strategy and actions that have led to the consistent growth that characterizes NetApp throughout the world. The strategy is simple, yet requires consistent discipline: NetApp leaders and employees live the company's values.

During this session, you will learn how the following best practices have converged to form a strong brand and powerful business results:

- Leadership modeling and communicating company values and aspirations
- Engaging employees through strong communications using multiple media and listening to employees
- Integrating training, performance management and internal communications to ensure delivery of consistent messages
- Seeding the brand at new locations with experienced employees who believe in and live NetApp values
- Delivering on the promise: keeping customer success a priority

Francesca Karpel, Manager, Employee Engagement
NETWORK APPLIANCE, INC.

12:10 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.

1:40 p.m.



How To Motivate And Inspire Your Employees To Make An Emotional Connection With Your Brand

Employees may understand a company's values and mission while they prepare their own goals that hopefully align with business objectives, but how can a company ensure that its employees are truly motivated and are collectively headed in the same direction? At Lockheed Martin, the nation's largest defense contractor, a slogan personifies the corporation's brand -- "We Never Forget Who We're Working For."

In this session, you will learn tips and tactics on how to motivate and inspire your employees using practical steps and applications from a Lockheed Martin company that will help to make an emotional connection with your brand.

Specifically, you will leave this session with practical insights to help you:

- Create a visual program that supports the brand promise
- Engage employees in ways that reinforce the brand's mission
- Utilize customers in an internal campaign
- Use integrated media tools (print and web, face-to-face meetings, videos) to drive an enthusiastic and productive response

Joy Sabol, Vice President, Communications
LOCKHEED MARTIN MISSILES & FIRE CONTROL

2:30 p.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 to enhance, evolve or completely redefine an internal brand image is missed
- 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

3:20 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



How To Align Your External And Internal Brand Strategies To Maximize Your Branding Efforts

Creating an employee-focused advertising campaign requires a strategy and plan that works externally with your target audience and resonates internally with your employees. Everything from selecting the employees, to filming and producing the TV spots and finding ways to extend the campaign externally and internally requires buy-in from key stakeholders to ensure success. With the recent launch of The Boeing Company's new employee focused TV campaign, the lessons learned are fresh and the ideas to extend the campaign internally are still a work in progress.

Leave this session with strategies for planning your own roll-out of an employee focused TV campaign, including how to:

- Choose a select few out of 150,000 employees in a fair and equitable way
- Build momentum for an employee campaign

- Extend an employee campaign internally and externally at the same time
- Measure your impact internally and externally

Fritz Johnston, Corporate Director Brand Management & Advertising
THE BOEING COMPANY

4:25 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-for-profit healthcare company that delivers health care 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 everyday 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

5:15 p.m.

End Of Day One

5:30 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 Chicago's fine dining while you continue to network with your colleagues.

AGENDA - DAY 2: Wednesday, August 8, 2007

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CASE STUDY

Chairperson's Opening of Day Two

8:40 a.m.



CASE STUDY

How To Determine Your Brand Voice And Use It To Connect With Employees

Your brand voice is about the style, tone and manner you present your brand to customers. Defining language and voice gives your brand character that helps shape advertising and marketing. But what about employees? Internally, the voice can help the company connect employees with the brand. And employees who adopt the brand voice begin to live the brand, regardless of their role.

Nationwide, a Fortune 100 insurance and financial services organization, uses brand voice to improve the consistency of internal communications to its dispersed audience of 35,000 employees. In this session, you'll learn how to:

- Determine what your brand voice is and how it relates to employees
- Gather support for speaking with "one voice"
- Incorporate voice into your communications
- Get employees to understand why voice is important

Mark A. Mills, Senior Consultant – Internal Branding

NATIONWIDE

9:30 a.m.

How To Turn Brand Values Into Bottom-Line Results In A Public Sector Branding Program

The Public Works department within the City of Olympia, Washington had a big goal: zero waste. In turn, the department had articulated its mission, vision and values to meet that goal. Then came the hard part – getting the people delivering the service (garbagemen, sewer workers, water workers, and road repair crews) to understand and live the brand promise. The solution was a series of internal branding workshops with line employees, having them create their divisions' sub-brands and training them in how what they do collectively delivers on the Public Works brand.

What were the results?

- Garbagemen who came into the process mocking the zero waste goal, transformed into creative problem solvers looking for opportunities to lead the City to its goal
- The creation of a brand integration plan that provides Public Works with a roadmap for aligning its actions with the City's vision
- The creation of a new name for the waste management division that better reflects its promise and vision
- Empowered employees who are clear about the value they are the delivering and the unique way they do it

In this session, you will learn about the unique challenges of internal branding in the public sector, and leave with sample exercises, roll-out workshop design, brand integration plans and ideas for motivating employees to more fully exemplify their organization's unique brand promise.

Lynn Parker, Principal
PARKER LEPLA

Debbie Sullivan, Manager of Strategic Communications, Public Works
CITY OF OLYMPIA, WASHINGTON

10:20 a.m.



Morning Refreshment & Networking Break

10:50 a.m.

How To Create An Employment Branding Campaign That Speaks To Gen-Y

With the economy heating up and the imminent white-collar shortage approaching (due to baby boomers retiring), how will you ensure you are communicating the right messages that attract your job candidates, engage your employees and stay true to your culture?

Getting in touch with the needs of your employee population is step #1. Learn how Enterprise Rent-A-Car, the largest hirer of college grads in the U.S., created an employment brand aimed at attracting recruits and retaining employees - most of whom are part of Gen-Y. Specifically, you will hear how to:

- Assess the type of research needed to best target your employee population
- Take that research and build an employee value proposition
- Build an employment brand that speaks to the new generation entering our workforce

Rob Kessler, Director of Employee Communication
ENTERPRISE RENT-A-CAR

11:40 a.m.



How To Drive Business Growth Goals By Making People Brand Ambassadors – Around The World!

Flextronics is one of the fastest-growing manufacturing companies in the world, with operations in Europe and the Americas, with explosive growth currently under way in Asia. As thousands of employees were hired, and thousands of managers promoted and developed, Flextronics has focused successfully on making people champions of their brand – true brand ambassadors! As a result, very aggressive growth targets are being achieved.

In this session, you will learn how to:

- Make front-line supervisors brand champions, AND be sure they are conveying the right knowledge and behaviors to front-line employees
- Build a global communication program to ensure understanding of, and alignment with, brand promises
- Conduct and refresh actionable research into how well employees understand and accept the brand
- Build a dashboard of key communication metrics that correlate with key business outcomes
- Obtain senior leadership support for your internal branding efforts to ensure maximum effectiveness

Richard Wong, VP Human Resources
FLEXTRONICS

David Jackson, Worldwide Partner, Communications Consulting
MERCER

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 Implement A New Culture-Building Initiative That Permeates Every Aspect Of Your Organization

Radisson Hotels & Resorts is the up-scale, full service member of the Carlson Hotels Worldwide family. This global brand has over 410 hotels in 63 countries and has undergone a major brand revitalization over the last few years. Many changes have been made to the physical product, the marketing programs and to the services and amenities offered to their guests. However, one thing has remained constant for 20 years – a Yes I Can! service attitude.

Yes I Can! began as a service training program released to Radisson hotels in 1987. Although *Yes I Can!* has had many face lifts over the past 20 years, the basic message has always remained the same – provide genuine, warm and caring service to every guest, every day.

Today, Radisson has been working hard to expand the Yes I Can! attitude beyond the training walls and into the entire organization. In this informative session, you will hear how Radisson Hotels Worldwide has begun defining, communicating and building the Yes I Can! culture within their organization in order to ensure a consistent internal branding message that delivers on its brand promise.

Specifically, you will learn:

- What research is needed to uncover your current culture
- How understanding your current culture can help you plan each aspect of your new culture-building initiative
- How to internally structure yourself to support on-going, culture-building initiatives
- How to engage all aspects of the business, both corporately and field-based, to ensure program success

Deborah Schee, Training & Educational Development Consultant

CARLSON HOTELS WORLDWIDE

2:50 p.m.



CASE STUDY

How Teamwork Makes The Brand Work: The Power Of Using Matrix Teams To Roll Out A New Brand

Teamwork isn't limited to the football field or the basketball court at Ohio State. In this session, you will hear how Ohio State University (OSU) Medical Center used a matrix team approach to develop and implement a brand rollout to over 13,000 team members. Involving the right team members from across the organization – including human resources, information systems, marketing, finance, facilities, and senior leadership – helped to ensure a brand win, both during brand launch and in embedding a new brand into the organization's culture.

Attend this session and learn how a structured approach to using organizational teams in your branding efforts can:

- Help overcome the challenges of aligning different business units under a common brand banner
- Provide feedback to avoid mistakes
- Move branding from a marketing program to an organizational imperative
- Accelerate the brand-building process by harnessing expertise from across the organization – and accomplish more than any one team could alone
- Decentralize bringing the brand to life across an organization

This session will also showcase what OSU Medical Center has accomplished in rolling out a new brand, including a senior leader retreat, a manager event, a 24-hour staff event, environmental branding, videos, print and more.

Beth Necamp, Senior Director, Communications and Marketing

OHIO STATE UNIVERSITY MEDICAL CENTER

3:40 p.m.



Afternoon Refreshment & Networking Break

3:55 p.m.



CASE STUDY

How To Launch A Re-Branding Program By Maintaining Employee Engagement And Demonstrating Results

Two years ago, financial services firm Edward Jones embarked on a major brand redefinition resulting in a new tagline, "Making Sense of Investing." An important part of this process was the crystallization of three fundamental brand principles. New brand advertising focused on externalizing and dramatizing the principles so that more clients and prospects would come to know and understand the Edward Jones difference. National advertising was only the first step. Concurrently, the firm redesigned its marketing communications architecture and Web site, as well as its internal communication systems.

The power of these brand principles evolved from the firm's culture. They make Edward Jones different from the inside out, and the firm's financial advisors and associates must be able to articulate and reinforce these differences in every contact they have with the public.

This session will provide you with an overview of the initiative, including how Edward Jones utilized these internal branding best practices:

- Making the brand a corporate priority with top-level commitment and endorsement
- Creating a partnership between Marketing and Human Resources
- Assessing how people prefer their communications and use appropriate methods
- Developing a brand center where all information about the brand is central and available to all
- Informing and engaging employees before the brand (or rebranding effort) is launched externally

Tina Hrevus, Director, Associate Communications

EDWARD JONES INVESTMENTS

Joyce Serben, Director, Creative Services

EDWARD JONES INVESTMENTS

4:45 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.

5:00 p.m.

Close Of General Sessions

***** Register by June 28th to Save \$400! *****

POST-CONFERENCE WORKSHOPS: Thursday, August 9, 2007

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

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 company'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.

12:00 p.m. to 3:00 p.m.

AFTERNOON POST-CONFERENCE WORKSHOP D

Lunch will be provided at 11:30 a.m. for the afternoon workshop attendees.

How To Measure The Impact Of Employee Communication On The Brand

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.. 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.

VENUE AND LODGING

ALL CONFERENCE SESSIONS & LODGING ARRANGEMENTS HAVE BEEN MADE AT:

Hyatt Regency Chicago

151 East Wacker Drive

Chicago, IL 60601

Phone: 888-421-1442 or 312-565-1234

chicagoregency.hyatt.com

For the conference, a limited number of rooms have been set aside at a reduced conference rate of \$245/night. Please contact the hotel directly when making your reservation. Be sure to call the hotel no later than July 22, 2007 to help ensure this rate and mention that you are attending the Advanced Learning Institute's Internal Branding Conference. Reservations can be made by calling 888-421-1442 or online. We recommend that reservations be made early as space is limited.

The Hyatt Regency is conveniently located on Chicago's Magnificent Mile, within blocks of some of the city's best restaurants, shops and entertainment. Join us 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, discounts and maps for your visit to Chicago please go to www.meetinchicago.com.

REGISTRATION FEES

The following are included in your conference registration: attendance, continental breakfasts, refreshments, evening networking reception, breakfast/lunch for workshop attendees, a detailed conference workbook and any additional meeting materials.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by June 28th	Regular Pricing: Register with payment after June 28th
Conference Only (August 7th & 8th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
Conference Plus Two Workshops	\$1,999	\$2,399
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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 government executive audience. Space is limited, so please call Amy at (773) 695-9400 x17, for more information.

GROUP DISCOUNTS

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

A.L.I. FREQUENT ATTENDEE DISCOUNT

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

PROGRAM CHANGES

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

CANCELLATION POLICY

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before July 23rd), 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 less than two weeks prior to the conference 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.

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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.

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Please photocopy for group members.

Yes, I'd Like to register for the August 2007 Internal Branding Conference in Chicago, IL

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Pre-Conference Afternoon Workshop B: How To Align Your Organization Internally To Deliver On Its Brand Promise Externally

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: How To Measure The Impact Of Employee Communication On The Brand

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