

*Updated Program for Summer 2008... Now Returning to Chicago!*

Join Us To Learn How To Create THOUSANDS of Walking Ambassadors For Your Brand  
Don't Miss The 23rd National Forum on...



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

**August 4-7, 2008 • Chicago, IL**

**Rave Review from a Past Internal Branding 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 26th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

**REGISTER TODAY!**

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

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

**KEY TAKE AWAYS:**

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

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

**SPEAKING ORGANIZATIONS:**

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

**FedEx Corporation**

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

**BP U.S. Convenience Retail, BP America Inc.**

**Nationwide**

**Centers for Disease Control and Prevention (CDC)**

**JetBlue Airways**

**Watson Wyatt Worldwide**

**U.S. Department of the Interior**

**Love's Travel Stops & Country Stores**

**Ohio State University Medical Center**

**DLA Piper**

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

**Porter Novelli**

**Detroit Public Library, Michigan**

**The Cohesion Group**

**Inward Strategic Consulting**

**Brandtrust**

**Watermark Communications**

**Presented by:**



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

**Supporting Organization:**



## **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 26th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

## **MAXIMIZE YOUR TRAINING!**

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

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

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

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

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

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

**Thursday, August 7, 2008, 8:30 a.m. – 11:30 a.m.:**

Managing Your Internal Brand During Challenging Times:  
Communicating Through Mergers, Acquisitions, Layoffs and Economic Downturns

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

**Thursday, August 7, 2008, 1:00 p.m. – 4:00 p.m.:**

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

## **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:**

- **18 innovative speakers** at your disposal to share their strategies and experiences in internal branding
- **25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference

- **The choice to customize your learning** by participating in the unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** - be sure to bring plenty of business cards, you will make many new contacts
- A comprehensive overview of internal branding innovations from leading practitioners like **FedEx Corp., BP, NASA, Love's Travel Stops & Country Stores, JetBlue Airways, Nationwide**, 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:

- Their employees are passionate, especially when they are empowered to deliver superior customer service or products
- 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 happens, companies win in the marketplace by creating a cohesive, compelling and enriching culture that translates to a 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 23<sup>rd</sup> Internal Branding Conference this August, 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:

- **FedEx Corporation** recognizes employees for supporting brand values and culture to reinforce behavior that helps build their brand worldwide
- **BP America Inc.** is extending its brand while undergoing some major changes
- **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: Communicating To Your Employees To Build Your Brand, Change Their Behavior And Impact Your Organization's Bottom Line" August 4-7, 2008,** and learn priceless insights from your peers.

Register today by calling our conference hotline at 888-362-7400, or register online at [www.aliconferences.com](http://www.aliconferences.com), to hear from communicators, marketers and human resources professionals practicing successful internal branding strategies. It's time to realize the competitive differentiation that well-executed brand alignment can deliver.

I look forward to seeing you this August in Chicago 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:**

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*"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**

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

T. Lagomarsino, Director of Brand Marketing

**GENZYME**

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

S. Cohen, Instructional Designer/Health Insurance Specialist

**CENTERS FOR MEDICARE & MEDICAID SERVICES**

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

J. Debar, Director of Marketing

**GENTIVA**

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

B. Milligan, Sr. Director, Employee Communications

**AOL**

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

G. Robbins, Communications Manager

**ROBBINS-GIOIA, 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, August 4, 2008**

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

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

## MORNING PRE-CONFERENCE WORKSHOP A

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

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

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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!"*

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

**Afternoon Break/Lunch On Your Own**

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

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

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

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

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

Specifically, the workshop will show you:

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

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



**Testimonials From Past Allan Steinmetz Sessions:**

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

*"Very practical and useful!"*

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

**\*\*\*\*\* Register by June 26th To Save \$400! \*\*\*\*\***  
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**AGENDA - DAY 1: Tuesday, August 5, 2008**

**8:00 a.m.**

**Registration, Continental Breakfast & Networking**

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**8:30 a.m.**



**CHAIRPERSON'S ADDRESS**

**Chairperson's Welcome, Opening Remarks & Presentation:  
Aligning Employees And Customers Around The Brand: An Internal Branding  
Approach To Improving Attraction, Retention And Engagement To Boost Performance**

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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**

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

10:10 a.m.



## Morning Refreshment & Networking Break

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10:40 a.m.



### CASE STUDY

## What Your Brand Voice Says About You And Your Organization – And How To Use It To Connect Employees To The Brand

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Your brand voice is the style, tone and manner in which you present your brand to customers. Defining language and voice gives your brand a character that helps shape advertising and marketing. But what about your employee communications?

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.

In this session, you will learn how to:

- Understand what is the brand voice
- Determine your brand voice and how it relates to employees
- See how voice is critical to internal branding efforts
- Incorporate voice into your own communications

Mark Mills, Senior Consultant – Internal Branding

**NATIONWIDE**

11:35 a.m.



### Government CASE STUDY

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

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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 need 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, Senior Vice President  
**PORTER NOVELLI**

**12:30 p.m.**

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

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

**2:00 p.m.**



**Building A Brand From The Inside, Out: Starting From Scratch**

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The Detroit Public Library (DPL) has never had a strategic branding campaign in its 143 years of existence. That's not to say it didn't have a brand. The DPL has a brand that it basically fell into, which is not a good thing. As a result, the DPL, which has a main library and 23 branches throughout Detroit's various neighborhoods, is virtually invisible to the community at large due to its lack of a strategic branding campaign.

The foundation for the DPL's strategic branding campaign was formed internally, by employees working together, being honest about their roles and the roles of the administration. Once they could clearly see where they were, they could cooperatively plan on where they wanted to be and how they wanted to be perceived by the community.

In this highly practical and informative presentation, the DPL, a non-profit community organization that strives to enlighten and empower its citizens to meet their lifelong learning needs through open and equitable access to information, technology, and cultural/educational programs, will share its best practices for building a strategic branding campaign from the inside, out - - and starting from scratch.

Specifically, you will learn how to:

- Extract accurate internal primary data from your best source - - your employees - - through strategic planning committees
- Educate your employees about what a brand consists of and why it's necessary
- Communicate your branding strategy to your employees for effective buy-in and implementation
- Manage internal coordination of various departments and staff
- Organize your branding strategy using a simple format
- Understand the use of technical materials needed to launch a successful branding strategy
- Understand and manage the time factor to effectively create, manage, implement and maintain a successful branding strategy

- Research, interview, secure and work with external advertising and marketing companies

Atiim J. Funchess, Assistant Director - Marketing  
**DETROIT PUBLIC LIBRARY**

2:55 p.m.



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

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3:10 p.m.



**CASE STUDY**

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

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

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

Jodi Krohmer, Global Director, Internal Communications  
**DLA PIPER**

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

4:05 p.m.



**Government  
CASE STUDY**

### **Building A Strong Brand... From The Ground-Up That Permeates All Levels Of Employees And All Channels Of Communication**

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Change is never easy. Turnover of employees, different management styles, and merging departments or organizations can present a multitude of challenges and obstacles. Building a consistent brand strategy that permeates all levels of employees and all channels of communication is imperative to success.

Attend this entertaining session and learn best practices that will work for any organization, of any size, as well as answers to these questions:

- What is a brand anyway?
- How do you tell what your employees REALLY think about your brand?

- Why is it important to protect, strengthen, and build your brand from the ground-up?
- How do you provide your organization with a "blueprint" that will strengthen your brand?
- What is the single most important initiative you can implement that will have the most impact on your brand?
- What are some practical brand-building tips and tools you can use?

Teresa Rivera, PMP, CME, Outreach & Awareness Manager, AQD/NBC  
**U.S. DEPARTMENT OF THE INTERIOR**

**5:00 p.m.**



**End Of Day One & Networking Reception: Please Join Us!**

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

**6:30 p.m.**



**Dine Around**

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

**AGENDA - DAY 2: Wednesday, August 6, 2008**

**8:00 a.m.**

**Continental Breakfast & Networking**

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**8:30 a.m.**

**Chairperson's Opening of Day Two**

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Kathryn Yates, Global Practice Director – Communication  
**WATSON WYATT WORLDWIDE**

**8:40 a.m.**



**Celebration: How To Reward Your Employees For Living The Brand, Thus Building A Stronger One**

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How do you find the time and appropriate methods to salute employee efforts to "live the brand?"

Recognizing employees for supporting brand values and culture is an important element in building a strong brand. But these "celebrations" of brand loyalty and behavior often get lost in the pressure of day-to-day responsibilities. Hear how FedEx uses moments in time – both large and small – to reinforce behavior that helps to build their brand worldwide.

In this session, you'll hear about:

- Corporate-wide efforts to celebrate the FedEx brand
- How to tailor programs to different operating companies under the same brand
- Examples of empowering management to reward individual employees
- Combining the best of old and new programs
- Using online resources to speed the process

Cindy Conner, Manager, Corporate Communications  
**FEDEX CORPORATION**

9:35 a.m.



## **Morning Refreshment & Networking Break**

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9:55 a.m.



**CASE STUDY**

## **Launching A Successful Branding Campaign Amidst Radical Change**

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Global petroleum giant BP has set some ambitious goals for its U.S. Convenience Retail business. Its *ampm* convenience stores have a strong presence in western states such as California, where *ampm* opened in 1978, as well as internationally in Mexico, Brazil, and Japan. Now BP is extending the 30-year-old *ampm* brand by opening locations east of the Rockies. At the same time, it's expanding by moving to a franchise model. So along with this expansion comes a reorganization; by mid- to late 2009 the business's convenience retail sites will be 100% franchised and hundreds of jobs will be phased out.

Sound like a daunting task? It is. But despite the hurdles, BP's *ampm* branding initiative is gaining traction with employees as well as customers. In this case study, you'll hear the real-life story of how one company is extending its brand while undergoing some major changes. You'll find out:

- How to revitalize your brand and differentiate it from competitors
- How to get employees — even those whose future is uncertain — to support the branding effort
- What tactics you can use to make sure your message is consistent, internally and externally
- Why you should be using traditional — as well as nontraditional — methods to communicate your brand to employees
- How to measure the effects of your communications

Gary Hernandez, Communications Manager  
**BP U.S. CONVENIENCE RETAIL, BP AMERICA INC.**

Kirsten Lambert, Principal  
**WATERMARK COMMUNICATIONS**

10:50 a.m.



## **Integrating Your Internal Brand Throughout A Wide-Spread Organization And Getting Buy-In From Employees At All Levels**

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Developing and dispersing an internal brand has its share of challenges in and of itself, but what if the organization is spread out over 33 states?

Love's Travel Stops & Country Stores, a nationwide chain of over 210 retail locations and sister companies plus subsidiary companies, used focus group data from their employees across the country to develop their internal brand and disseminate it with all of the communication vehicles at their disposal.

Attend this session and learn how to:

- Develop consensus with senior management on the internal brand
- Use your regular communications vehicles to promote and disseminate your internal brand
- Create buy-in for the brand from employees at all levels

Jenny Love Meyer, Public Relations Director  
**LOVE'S TRAVEL STOPS & COUNTRY STORES**

11:45 a.m.

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

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

1:15 p.m.



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

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You asked for it, you got it! Interact and discuss solutions to your internal branding challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own branding initiatives.

1:45 p.m.



## **How To Re-Energize Employees Around A Re-Focused Brand Campaign**

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Started in 2000, New York-based JetBlue Airways shook the airline industry with brand new planes, live television, exceptional customer service and a stylish look, all with a goal to deliver their promise to "Bring Humanity Back to Air Travel". For the past eight years JetBlue has not only established themselves as a major player in the industry, but has also received high marks for their stand-out brand and superb customer service--recent honors include being ranked as Highest in Customer Satisfaction Among Low Cost Carriers in North America by J.D. Power and Associates and as a Most Admired Company by Fortune Magazine.

With skyrocketing fuel costs, and an ever-changing economic, competitive and social environment, JetBlue decided it was more important than ever to re-focus on their customer service and quality product. So, earlier this year the airline said good-bye to flying and all that goes with it and said hello to Happy Jetting in a national advertising and brand campaign. The brand change not only replaced words like “fly”, “flying” and “flyer” with “jet”, “jetting” and “jetter” but also highlighted what JetBlue offers that others don’t. With this kind of statement, JetBlue had to make sure their crewmembers were behind the campaign and delivered on their promise; they did so through several internal components including an internal YouTube-style website.

In this session you’ll learn how to:

- Align internal and external brand strategies
- Use senior leadership to deliver focused brand messages and lead the charge
- Re-energize and motivate employees around an advertising and brand campaign
- Get employees to feel ownership and stand behind a brand campaign
- Introduce new mediums for peer-to-peer communications – including using new social media tools like YouTube
- Successfully communicate and internally launch a brand campaign

Kimberly Ruvolo, Brand Manager

**JETBLUE AIRWAYS**

**2:40 p.m.**



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

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**2:55 p.m.**



**CASE STUDY**

### **How To Develop And Maintain An Employee-Focused Intranet Portal And Online Newspaper: Using Web 2.0 Tools To Build Community And Build Your Brand**

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During this session, you will hear about the development and maturation of the Centers for Disease Control and Prevention's (CDC) employee communication program and its award-winning cornerstone product *CDC Connects*, the employee focused inTRANet portal and online newspaper.

Through stories, practical steps and lessons learned, you'll hear how the CDC reaches out to their most valuable asset – their employees. In addition, you'll learn how to:

- Focus employee communication on what is important
- Make your intranet a popular must-read news channel
- Make fresh news and accessible enterprise tools work together
- Build community using fresh content, photos, video & more to promote your internal brand
- Introduce an internal blog and use it to encourage employees to deliver your brand promise
- Engage employees in a two-way conversation: the pitfalls & payoffs
- Work toward synergy with external communications (media and marketing) for a united brand message

Kay Golan, Director Employee Communication

**CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)**



3:50 p.m.



## **How Teamwork Makes The Brand Work: The Power Of Using Matrix Teams To Roll Out And Build A Brand**

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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
- Build the brand through cultivating and rewarding employee behavior that represents your values, mission and brand

This session will also showcase what OSU Medical Center has accomplished in rolling out a new brand and building on the roll out over the following months using tactics such as retreats, manager events, a 24-hour staff event, environmental branding, videos, a recognition program, print and more.

Julie Scott, Program Director, Communications and Marketing  
**OHIO STATE UNIVERSITY MEDICAL CENTER**

4:45 p.m.

## **Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office**

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

5:00 p.m.

## **Close Of General Sessions**

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\*\*\*\*\* Register by June 26th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

## **POST-CONFERENCE WORKSHOPS: Thursday, August 7, 2008**

### **INTERACTIVE CONFERENCE WORKSHOPS**

These workshops are designed to take your conference experience to the next level. Workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and

applications. Make the most out of this conference by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

**8:30 a.m. to 11:30 a.m.**

## **MORNING POST-CONFERENCE WORKSHOP C**

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

### **Managing Your Internal Brand During Challenging Times: Communicating Through Mergers, Acquisitions, Layoffs and Economic Downturns**

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Many communicators are faced with the daunting task of communicating through challenging times. These challenging times can be brought on by a merger or an acquisition, culture integration, layoffs and downsizings, financial hardships, and senior leadership changes. And with the economy currently struggling in many parts of the nation and throughout a number of business sectors, many communicators are looking for answers about how to proceed.

In this interactive workshop, participants will hear case studies and real-life examples of communication techniques used during challenging times. Included in the discussion will be a review of two mergers or acquisitions, a downsizing at a manufacturing facility, and a benefits campaign launch designed to control spiraling healthcare costs.

Through real-life case studies, you will leave this session with practical advice and strategies, including:

- How to develop a crisis mindset to anticipate and plan for unforeseen challenges
- Why the person with the plan is the person who wins
- What to do and say to keep senior leaders and employees calm
- Who to partner with as part of the communication process
- When to talk and when to listen and how to understand the difference

**WORKSHOP LEADER: Jason Anthoine is Head Honcho at The Cohesion Group**, a workplace communications firm that develops employee communications strategies and tactics that help organizations to communicate more effectively with their workforces. Accredited by the Public Relations Society of America and a frequent speaker on this topic, Jason has more than 19 years experience in workplace communications, focusing his entire career on this specialty.

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

**Afternoon Break/Lunch On Your Own**

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

## **AFTERNOON POST-CONFERENCE WORKSHOP D**

### **How To Enhance And Improve Your Internal Branding Efforts Using Blogs And Other Web 2.0 Technologies**

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Recent innovations in online technology – such as blogging and podcasting – offer new opportunities to make your internal communications more interactive and increase their utilization. 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.

**In this interactive workshop you will learn how companies on the cutting edge of adapting Web 2.0 technologies are using social media tools internally to grow their businesses and build their brand.**

In addition, we'll cover how to:

- Build your brand inside your organization using Web 2.0
- Protect yourself, your company and your internal bloggers with HR strategies
- Use social media tools to start the conversations within your organization that help employees internalize your brand
- Rollout an internal blog successfully
- Manage comments effectively

**WORKSHOP LEADER: Chris Mykrantz is a senior consultant and practice leader for Watson Wyatt's Communication Practice.** He has extensive experience in developing communication strategies and resulting programs to drive measurable business results, and creating effective employee communication processes, including measurement. Chris has written a number of articles on communication strategy for various professional publications, including the Journal of Employee Communication Management, and is a frequent speaker at corporate communication conferences and seminars. He also co-wrote a book on management communication, *The Comprehensive Guide to Upward and Face-to-Face Communication*, which was published in 1997 by Ragan Communications.

### **ABOUT OUR CONFERENCE SUPPORTER:**



More than a professional association, the Council of Communications 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](http://www.ccmconnection.com).

### **VENUE AND LODGING:**

**ALL CONFERENCE SESSIONS & LODGING ARRANGEMENTS HAVE BEEN MADE AT:**

**The Allerton Hotel Chicago**

701 North Michigan Avenue  
Corner of Michigan & Huron  
Chicago, IL 60611  
Phone: 312.440.1500  
<http://theallertonhotel.com/>

**For the conference, a limited number of rooms have been set aside at a reduced conference rate of \$155/night for a standard single queen guest room.** Please contact the hotel directly when making your reservation. **Be sure to call the hotel no later than July 11, 2008 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 312-440-1500 or online [https://reservations.ihotelier.com/crs/g\\_reservation.cfm?groupID=143249&hotelID=13514](https://reservations.ihotelier.com/crs/g_reservation.cfm?groupID=143249&hotelID=13514) . **We recommend that reservations be made early as space is limited.**

The Allerton Hotel Chicago 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](http://www.meetinchicago.com).

### REGISTRATION FEES:

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

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by June 26<sup>th</sup></b>	<b>Regular Pricing: Register with payment after June 26<sup>th</sup></b>
Conference Only (August 5th and 6th)	\$1,299	\$1,699
Conference Plus <b>One</b> Workshop	\$1,699	\$2,099
Conference Plus <b>Two</b> Workshops	\$1,999	\$2,399
Conference Plus <b>Three</b> Workshops	\$2,199	\$2,599
Conference Plus <b>All Four</b> Workshops	<b>\$2,299 BEST VALUE!</b>	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 S&H	

\*IL residents will be charged 8.75% sales tax on workbook orders.

**Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, 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 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:**

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You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before July 21st), 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 July 21st) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

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

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

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

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

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

## **WE GUARANTEE RESULTS:**

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

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

**AT&T · Nationwide Insurance · Prudential · R.R. Donnelly & Sons · Commonwealth Edison · Allstate Insurance · First USA Bank · Chrysler · Comdisco · Walt Disney World · Polaroid Corporation · American Express · Shell Chemicals · Verizon · Capital One Financial Corporation · IBM Americas · BellSouth Corporation · Pennzoil-Quaker State Company · National Semiconductor · Gateway · Hewlett-Packard · Chase Manhattan Bank · General Motors · Lockheed Martin · Microsoft · Motorola · Target Corp. · Worldcom · Pharmacia Corporation · Kimberly-Clark Corporation · U.S. Postal Service · State Farm Insurance · AstraZeneca Pharmaceuticals · Quaker Oats Company · Morgan Stanley · American Electric Power**

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

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

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

Yes, I'd Like to register for the August 2008 Internal Branding Conference in Chicago, IL

**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: A Step-By-Step Framework For Implementing New Internal Branding Processes For Organizational Effectiveness: How To Operationalize Employees To Understand, Be Motivated, Inspired And Engaged Through Effective Internal Branding, Messaging And Fresh Creative Ideas
- Post-Conference Morning Workshop C: Managing Your Internal Brand During Challenging Times: Communicating Through Mergers, Acquisitions, Layoffs and Economic Downturns
- Post-Conference Afternoon Workshop D: How To Enhance And Improve Your Internal Branding Efforts Using Blogs And Other Web 2.0 Technologies

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