

Updated Program for Summer 2009... Now Returning to Chicago!

Join Us To Learn How To Create THOUSANDS of Walking Ambassadors For Your Brand  
Don't Miss The 26th National Forum on...



How To Use  
Strategic Communications To  
Drive Employee Engagement,  
Build Your Brand, & Impact  
Your Organization's Bottom Line

August 3-6, 2009 • Chicago

**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 19th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400  
Save 25% -- Bring Your Marketing, HR & Communications Team!

**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 with low cost tactics for a united message in challenging times
- **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:

**Hyatt Corporation**

**AAA Northern California, Nevada & Utah**

**American Express Canada**

**Benetton USA**

**Pitney Bowes, Inc.**

**Exelon Corporation**

**Group Health Cooperative**

**DLA Piper**

**Illinois Tool Works (ITW) – Redhead**

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

**Tasty Catering**

- **Launching** an internal branding campaign to become an employer of choice
- **Repositioning** your brand internally to drive growth
- **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

**Booz Allen Hamilton**

**Mercer**

**Bridge Consulting**

**Parker LePla**

**Sinickas Communications, Inc.**

**Arceil Leadership Ltd.**

**LRA Worldwide, Inc.**

**CT Creative**

Presented by:



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

Supporting Organizations:



CHICAGO

**Bring your Marketing, HR, and Communications team together to align your brand and deliver bottom line results. You'll save 25% when you register 4 people together!**



## **WHY IS THIS A CAN'T MISS EVENT?**

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this branding

evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

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

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

If you answered "YES" to any of these questions - don't worry, you are not alone! Organizations across the globe are struggling with internal branding issues just like these. Join us to learn how to solve your internal branding challenges. Call our conference hotline at 1-888-362-7400 to register today! Join the thousands who have benefited from A.L.I. conferences and seminars.

\*\*\*\*\* Register by June 19th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400  
Save 25% -- Bring Your Marketing, HR & Communications Team!

### 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 3, 2009, 9:00 a.m. – 12:00 p.m.:**

Internal Branding 101: How To Define And Deliver An Internal Brand,  
That Delivers On Your Marketplace Promise

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

**Monday, August 3, 2009, 1:30 p.m. – 4:30 p.m.:**

How To Leverage Social Media Tools To Engage Your Employees And Create Effective Brand Champions

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

**Thursday, August 6, 2009, 8:30 a.m. – 11:30 a.m.:**

How To Use A Step-By-Step Process For Building Employee Engagement And Strengthening Your Brand  
During Tough Times

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

**Thursday, August 6, 2009, 1:00 p.m. – 4:00 p.m.:**

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

### WHO WILL ATTEND:

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

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

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

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

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- **21 innovative speakers** at your disposal to share their strategies and experiences in internal branding
- **25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with tools and tactics that you can begin to implement in your own organization (link the "click here for more info" online to the pre-conference workshop page)
- **An abundance of networking opportunities** - be sure to bring plenty of business cards, you will make many new contacts
- **A comprehensive overview** of internal branding innovations from leading practitioners like **Pitney Bowes, DLA Piper, American Express Canada, Hyatt Corporation, Group Health Cooperative**, and many more
- **Acquiring new knowledge** to transform your staff into walking brand ambassadors and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading internal branding initiatives that will ground you in advancing your own branding strategy
- **The opportunity to learn** how to foster employee behavior that represents your organization's values and mission in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

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

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**Dear Communications, Marketing or HR Executive:**

There was a time when a brand was considered primarily a marketing and advertising tool. Today, we understand that the real key to some of the most successful brands in the world is the way people actually experience that brand, not just the slick advertising or marketing that supports the brand. **An organization's brand is one of its single most powerful sources of competitive differentiation.**

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

**What does this mean for you?**

**Defining and living a brand externally and internally requires a cross-functional team representing the business groups, marketing, human resources and communication functions. This conference will help prepare you to lead or be a key member of that team.** The ultimate goal is to ensure that the way you represent your company in the marketplace aligns with the way consumers experience your brand and the way

you recruit, onboard and define the ongoing employee experience. The end game is to have a brand that wins in the marketplace by being delivered through employees who are highly engaged in the brand!

**How will this conference help you and your organization?**

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

- **DLA Piper** developed a global brand strategy focused on building consistent brand behaviors across a worldwide network of 8,000 people in 25 countries
- **Pitney Bowes** implemented a comprehensive, multi-faceted internal branding program that engages employees in channels that include online training, live events, promotions, and employee recognition programs
- **Tasty Catering** - - an innovative and entrepreneurial small business - - has used its sustainable company culture to combat low morale and productivity problems commonly associated with a recession

**Attend "Internal Branding: How To Use Strategic Communications To Drive Employee Engagement, Build Your Brand, & Impact Your Organization's Bottom Line" August 3-6, 2009, in Chicago, and don't be left behind.** Register today by calling the conference hotline at 888-362-7400, or register online at [www.aliconferences.com](http://www.aliconferences.com) to hear from communicators and marketers practicing successful internal branding strategies. This is a great opportunity to ensure that your organization is using best practices to consistently deliver your brand promise to improve bottom-line results!

I look forward to seeing you at this information-packed event in August.

Regards,

Michelle Mahony, Principal  
**BRIDGE CONSULTING**  
Conference Chairperson

P.S. Make your investment pay off even more by bringing your communications, marketing, and HR teams! Register three people and the fourth is FREE. Click here for details or call (773) 695-9400.

**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**

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

S. Cohen, Instructional Designer/Health Insurance Specialist

**CENTERS FOR MEDICARE & MEDICAID SERVICES**

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

C. Verdi-Sawyer, Director of Communications & Marketing

**CITY OF CORAL SPRINGS, FLORIDA**

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

L. Butler, Senior Director

**INTERMOUNTAIN HEALTHCARE**

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

J. Debar, Director of Marketing

**GENTIVA**

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

B. Milligan, Sr. Director, Employee Communications

**AOL**

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

G. Robbins, Communications Manager

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

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

K. Waetjen, Communications Specialist

**NATIONAL SCIENCE FOUNDATION**

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

C. Castano, Manager, Brand Management/Corporate Identity

**EATON CORPORATION**

*"Once again, this conference filled my pockets with ideas to take back and implement. What a stellar array of movers and shakers - thank you for sharing the knowledge!"*

M. Lewis, Director of Creative and Strategic Development

**MINNESOTA DEPARTMENT OF TRANSPORTATION**

*"I got a lot of value from hearing the issues and solutions addressed at other companies."*

D. Curtis-Magley, Brand Management Supervisor

**UNITED PARCEL SERVICE**

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

**NATIONAL FUTURES ASSOCIATION**

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

B. Swanson, Manager, Editorial Communications

**WENDY'S INTERNATIONAL, INC.**

## **PRE-CONFERENCE WORKSHOPS: Monday, August 3, 2009**

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

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

### **MORNING PRE-CONFERENCE WORKSHOP A**

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

## Internal Branding 101: How To Define And Deliver An Internal Brand, Aligned With Your External Brand, That Wins In The Marketplace

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Internal branding is about making sure that an organization defines and delivers an employee experience that aligns with your external brand, so that each day employees are engaged in living and delivering on the promise you make to the marketplace.

Join us at this highly interactive workshop and learn how to:

- Define your internal brand in a way that engages people at all levels, so they become an integral part of your business strategy
- Enlist your organization's leaders in articulating the brand and fulfilling their role in modeling and communicating
- Creatively build excitement and high levels of engagement with employees
- Align internal processes, such as recruiting, onboarding and recognition programs, to support and reinforce the internal brand
- Measure the business impact of the internal brand

These objectives will be met through interactive discussions that include best practices and experiences of organizations who have successfully executed internal brands that drive their business strategies through highly engaged employees.

**WORKSHOP LEADER: Michelle Mahony, a Principal at Bridge Consulting**, has focused on facilitating connections with her clients to create highly engaged workforces committed to business success for over 14 years. Whether it's connecting people to a business or change strategy, leaders to employees, people to technology, or generations with each other, Michelle focuses on engagement, communication and change management strategies to help organizations across industries achieve their objectives. Michelle also served on the faculty in the Education Department at Whitman College, where she taught students effective pedagogical and communication methods, as well as Developmental Psychology.

Chris Gay, a Principal at Bridge Consulting, partners with companies to connect people and strategy through employee engagement, communication, and change management strategies that truly have an impact on business results. Chris has earned international and national awards for her communication and engagement work, including three IABC Gold Quills, a PRSA Silver Anvil, and recognition as one of the top 20 Human Resources case studies in the world according to the International Benchmarking Association.

Chris has worked in corporate America for 25 years in the retail, manufacturing, and financial services sectors. Her extensive experience spans both Human Resources and Communication, and her corporate experience has allowed her to develop strong skills in both strategy development and execution.

### Testimonials From Past Michelle Mahony Sessions:

*"Thoroughly enjoyed!"*

*"Appreciated the practical tips, examples, and stories to apply to my own organization."*

*"One of the best speakers; great tools that can be easily applied."*

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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

### How To Leverage Social Media Tools To Engage Your Employees And Create Effective Brand Champions

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Social media tools have added more visibility to your brand, providing a channel for anyone's opinions and experiences to be distributed to the world almost instantaneously. If this isn't enough to make you a little nervous, what about the fact that conversations in social media aren't limited just to your customers? Your employees are online sharing their opinions about you, too. Your employees' lives and jobs intersect online where the lines between public and private are blurred at best.

Don't be deterred by this reality! Your employees, if given the right incentives and tools, can become the biggest champions of your brand. They are the most important audience in any brand effort because they both deliver the brand experience and influence public opinion. If you re-examine your internal social media policy through this lens, your employees look less like a ticking time-bomb and more like message mercenaries.

In this approach, we find a more authentic way to communicate with all audiences, an opportunity to personalize your brand and connect on a deeper level—a level synonymous with trust, honesty and transparency. And that's what builds a brand. You must be deliberate, strategic and careful in this effort, however, to improve the likelihood that your employees' powers are being used for good and not for evil.

Attend this workshop and learn ways to utilize social media tools to help, not hinder, your brand. Specifically, you'll learn:

- Examples of how social media has enhanced and destroyed brand value
- How social media can be used to drive deeper engagement
- Ways to overcome hurdles to implementation and gain organizational buy-in
- How guidelines can ensure that social media touch points stay true to your brand
- Tactics and strategies to successfully leverage and measure social media effectiveness

**WORKSHOP LEADERS: Briana Marrah, Principal at brand strategy firm Parker LePla**, provides organizations with the tools they need to make shifts in their business strategies, people and communication so they can live up to what they promise. In addition to her consulting work, Briana started an online community to keep brand managers involved in ongoing theory and practice – IntegratedBrand.com. Briana's clients have included Microsoft, Group Health Cooperative, GE Medical, Mayo Clinic, Bowker and ProQuest.

**Joe LePla, Principal and Founder of Parker LePla** since 1994, has over 30 years experience in integrated branding and marketing. He is currently co-authoring his third book which will be a CEOs guide to internal branding. At Parker LePla, Joe develops new ways to help organizations live their brands and is currently working with senior leaders to help them understand how to embrace social media as a strategic branding tool. His clients have included Philips Healthcare, Microsoft, the Beryl Companies and the University of Washington, Foster School of Business.

#### Testimonials From Past Parker LePla Sessions:

*"This was a home run and what this conference is all about. Top quality—helpful info! Bravo!"*

*"Really great stuff—relevant to our topic and useful things that we can take back and implement."*

*"Excellent—lots of good information. Very good case study given in practical terms."*

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Save 25% -- Bring Your Marketing, HR & Communications Team!

## **AGENDA - DAY 1: Tuesday, August 4, 2009**

8:00 a.m.

### **Registration, Continental Breakfast & Networking**

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8:30 a.m.



### **Chairperson's Welcome & Opening Remarks**

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Michelle Mahony, Principal  
**BRIDGE CONSULTING**

8:40 a.m.



### **Winning In The Marketplace Through Employees Who Are Highly Engaged In Your Brand**

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What could you accomplish in your organization if your employees were all knowledgeable, enthusiastic and passionate about your organization and its product or service? You'd win in the marketplace! A highly engaged staff can make a big difference in helping your organization achieve its goals and increase its bottom line, and developing a powerful internal brand can help you accomplish this.

In this kickoff session, you will see case studies that show how a number of organizations have created internal brands to attract and retain employees and build high levels of employee engagement to drive their business strategy. Don't miss the chance to begin developing your own internal branding strategy and building your toolbox around your own core brand philosophy.

Michelle Mahony, Principal  
**BRIDGE CONSULTING**

9:30 a.m.



### **Speed Networking**

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

10:00 a.m.



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

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10:20 a.m.



## How To Use Your Internal Brand To Motivate Employees, Develop A Positive Culture And Build A Winning Organization

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

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

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

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

David Barnes, Vice President, Advertising, Sponsorship and Communication  
**AMERICAN EXPRESS CANADA**

11:05 a.m.



## How To Dramatically Shift Perceptions And Increase Your Market Share By Repositioning Your Brand Internally

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In the late 1990s, despite rapid regional population growth, Seattle-based Group Health Cooperative was experiencing a loss in market share. The 50-year-old health system—which integrates care and coverage—knew this was largely the result of broad-based confusion and negative perceptions.

While most companies would leap to a marketing fix to address this challenge, Group Health sought a strategic, sustainable solution. To grow and increase loyalty, they knew they had to first build credibility. In 2001 they set out on a multi-year journey to reposition their brand.

This effort has involved 27 medical centers and 9,000 staff members. Now in their eighth year of this process, Group Health has experienced multi-year growth, improvements in net promoter scores, awards for customer service, and growing recognition as the innovation leader in healthcare delivery in the region.

In this session, you'll learn how Group Health used brand strategy to inform business strategy as the mechanism for their success. They'll describe specific actions taken to engage staff, and the process by which they have committed to keep their new-found promise. You'll hear specific examples to help you:

- Define your brand promise
- Prioritize brand strategies
- Engage senior leadership and staff in the journey
- Measure and track results

- Sustain the journey

Jay Gusick, Executive Director of Communications & Community Relations  
**GROUP HEALTH COOPERATIVE**

Briana Marrah, Principal  
**PARKER LEPLA**

**11:50 a.m.**



## **How To Identify Cost Efficient Ways To Align Internal And External Brand Truths To Build Brand Strength**

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In these challenging economic times, it pays to draw from and build on the intangibles associated with your brand to make it stronger. This session will discuss why a brand such as AAA, enjoying some of the highest ratings in brand strength and stature among well known brands, still needs to instill in its employees knowledge and awareness of brand value. Capitalizing on their employees' personal pride in serving customers, both on the front lines and behind the scenes, they have created brand loyalty.

In this session, you will learn how to use “moments of truth” in your employees' experience to help them understand what is unique about your brand. Specifically, we'll cover ways to build brand strength, including how to:

- Leverage external brand messages for internal engagement
- Use customer research to identify gaps in employee behaviors
- Align implementation plans and resources around a “big idea”
- Draw from brand heritage to create relevance in the employee experience
- Use employee/customer stories to build emotional commitment

Virginia Vovchuk, Director of Brand Strategy & Design  
**AAA NORTHERN CALIFORNIA, NEVADA & UTAH**

**12:35 p.m.**

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

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

**2:00 p.m.**



## **Panel Discussion: Low Cost Internal Branding Tactics You Can Use Now**

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Looking for quick ways to connect with employees and keep them motivated during challenging and transitional times? This panel discussion, featuring perspectives from both large and small organizations as well as the consulting side, will provide you with easy, low cost internal branding tactics you can implement immediately!

2:45 p.m.



## **Breaking Through To Employees To Engage Them In Your Brand Strategy And Drive Growth: Using A Comprehensive, Multi-Faceted Internal Brand Program**

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After over eight decades as an industry leader, Pitney Bowes strategically repositioned itself in the marketplace as a growth company. This complex repositioning, of Pitney Bowes, from a company long identified with the manufacturing of postage meters, to the leader in mailstream solutions, required not only extensive external marketing, but a comprehensive, multi-faceted internal branding program aimed at engaging and involving employees.

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
- Recruits employees to serve as official brand ambassadors for the "new" Pitney Bowes
- Integrates company values into all internal brand communications to link legacy and heritage with future direction
- Develops key metrics to measure the success of internal programs with multiple employee audiences

You'll leave this presentation armed with a wealth of tactics for breaking through to internal audiences, in channels that include online training, live events, promotions and employee recognition programs.

Thomas Tibbs, Marketing Manager  
**PITNEY BOWES, INC.**

3:30 p.m.



## **Afternoon Refreshment & Networking Break**

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3:45 p.m.



## **Building Brand Equity Through Strategic, Brand-Aligned Communications To Turn Employees Into Brand Ambassadors**

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Your company has a brand. That brand has value. Millions of marketing dollars are spent each year on establishing brand awareness in the minds of customers. But often times, it's your company's internal ambassadors, your employees, who have the greatest power to make or break a brand.

Employees, particularly customer-facing ones, can shift the brand message from a concept to a positive or negative experience. They generate the energy and ideas that produce business outcomes. And if your employees can't define your brand, they can't be committed to delivering it. By developing a consistent program of brand-aligned employee communications you can reinforce your organization's unique culture, brand and business strategies, and turn each message into an inspiration for your employees to meet the success goals of your organization.

Attend this session and learn from the experience of Benetton USA as they relaunched their brand identity program. You'll walk away with new ideas on how to turn your employees into positive brand ambassadors, including how to:

- Define your corporate mission
- Align internal communications to fit this mission
- Ensure the company image matches its global corporate consciousness
- Take the consciousness into the stores and convert it into action
- Measure the results

Marylou Ponzi Kay, Director Human Resources

**BENETTON USA**

4:30 p.m.



### **How To Create And Communicate New Brand Values During Transitional Times**

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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. Changing a brand can be just as difficult. It has to start from within. Whether it is by choice or by mandate, the process for creating new brand value is not an easy one.

Attend this entertaining session to find out what worked for one organization within the U.S. Department of the Interior when a leadership change led to a total rebranding, and to learn best practices that can be used in 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 create brand value?
- How do you transition to a new brand?
- What are some practical brand-building tips and tools you can use?

Teresa Rivera, PMP, CME, Outreach & Awareness Manager,  
Acquisition Services Directorate/National Business Center (AQD/NBC)

**U.S. DEPARTMENT OF THE INTERIOR**

5:15 p.m.

**End Of Day One**

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5:30 p.m.



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

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

7:00 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 5, 2009**

8:00 a.m.

### **Continental Breakfast & Networking**

8:30 a.m.

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

Michelle Mahony, Principal

**BRIDGE CONSULTING**

8:40 a.m.



### **CASE STUDY**

### **Connecting Your Employees To Your Brand: How An Integrated Training, Communication, And Measurement Program Is Critical To Engage Your Workforce**

Hyatt Corporation recently launched an ambitious new hotel brand – Hyatt Place. Positioned in the select-service hotel segment, Hyatt Place promises an unprecedented level of authentic hospitality service with “style and innovation” for a hotel brand in this segment. To make this vision a reality, the Hyatt Place concept requires a multi-tasking associate that is capable of providing any service that is requested by a hotel guest.

You'll hear the inside story on how an integrated (and ongoing) training, communication and measurement program has been critical in enabling Hyatt Place to fully engage each associate and ensure a complete understanding of the overall concept. A comprehensive approach to employee engagement (frequent interactive round tables, surveys, information sharing platforms) ensures that each associate stays connected to the brand, as does the Hyatt Place brand assurance program, which measures the branded service delivery.

Leave this session with new ideas on how to connect your employees to your brand successfully, including:

- The process of building the brand from the ground up
- Connecting that brand vision with the workforce – what are the actual building blocks required
- Effective techniques for a non-traditional workforce
- How Hyatt Place's internal branding efforts have served as a game-changer, redefining the concept of “Select Service” in the marketplace

Elaine Scales, Vice President Brand Standards & Quality Assurance

**HYATT CORPORATION**

Rob Rush, CEO

**LRA WORLDWIDE, INC.**

9:25 a.m.



## **Everything Matters: The Nuts And Bolts Of Launching A Global Brand - - From Building Consensus To Execution**

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DLA Piper, the world's largest international legal practice, 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 DLA Piper's worldwide network of 8,000 people in 25 countries.

During this session, you will hear about the challenges and opportunities behind a global brand launch, including:

- Building consensus and forming the project team
- Establishing the foundation for the brand
- Making creative decisions
- Execution and living the brand

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

10:10 a.m.



## **Morning Refreshment & Networking Break**

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10:30 a.m.



## **The Power Of A Winning Brand Culture -- During Good Times And Bad**

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The company culture is a key component in the achievement of an organization's vision, mission, strategies and goals. A strong company culture consists of highly engaged employees who are collaborating and producing measurable business results. But is your company culture strong enough to withstand challenging times?

Tasty Catering was recognized nationally as one of the "Top 35 Winning Small Workplaces" by the Wall Street Journal and named the "2008 Best Place to Work in Illinois" by The Business Ledger magazine in conjunction with the Illinois Chamber of Commerce and the Illinois Chapter of the Society for Human Resource Managers. This presentation will focus on the role its sustainable company culture has played in succeeding through four recessions.

Specifically, this highly interactive session will help you determine the strength of your company culture and teach you how to:

- Build a company culture that is employee-led versus leadership-mandated to deliver your brand promise

- Establish an inclusive environment with communication, professional development, recognition, and benefit tools
- Cultivate collaboration to empower and inspire employees to support your brand
- Defeat low morale and productivity problems commonly associated with a recession
- Create opportunities to continually challenge and grow your employees and brand

Tom Walter, CEO & Founding Partner

**TASTY CATERING**

11:15 a.m.



## **7 Easy Steps To Use Your Organizational Values And Vision To Ensure Customer Engagement At Every Point Of Employee Contact And Grow Your Business**

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Customers drive sales and profitability. But how do employees interact with and engage customers? Is there an expectation on the part of a customer about how an employee will represent the brand? Absolutely.

So how do managers know if their employees are equipped and enabled to engage a customer in a positive, trust-based relationship that will generate new sales, and create wildly enthusiastic advocates for your business or product?

In this insightful presentation, ITW-Redhead, a manufacturer of construction fastening products for concrete, steel and building materials, will share best practices for getting employees across your organization to “snap-to” the shared values and vision of the organization, and engage customers simply and clearly in a seamless team effort. You’ll leave this session feeling equipped with what you need to ensure your employees engage your customers in a positive manner.

Specifically, you’ll learn how to:

- Determine where your organization is breaking down and where it is strong
- Align your organization in 7 easy steps
- Ensure customer engagement at every point of employee contact
- Motivate employees and grow your business

Mike O’Reilly, General Manager

**ILLINOIS TOOL WORKS (ITW) – REDHEAD**

Chuck Thomas, President

**CT CREATIVE**

12:00 p.m.

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

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

1:30 p.m.



## INTERACTIVE SESSION

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

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You asked for it, you got it! This interactive session will provide with time to collaborate with your fellow attendees and speakers as you brainstorm the most effective solutions to your internal branding challenges. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own branding initiatives.

2:15 p.m.



### Afternoon Refreshment & Networking Break

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2:30 p.m.



## CASE STUDY

### How To Build Employee Engagement For New Branding Initiatives And Measure Your Results

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In July 2008, Exelon Corporation, a utility holding company, launched an environmental and climate change strategy that is sweeping in scope, aggressive, ambitious and long-term. Buy-in and engagement among the employee population is critical to seeing the strategy through to its full potential.

This session will discuss the process and challenges of employee communications around “Exelon 2020: a low-carbon roadmap,” and share how Exelon is adapting its engagement approach to better connect employees to the strategy.

Attend this session and learn how your organization can secure employee support behind new brand strategies, including:

- Why employee engagement matters
- The difference between involvement and engagement
- How to know if you’re overthinking the whole “engagement thing”
- Why measurement MUST happen

Howard Karesh, Director, Internal Communications

**EXELON CORPORATION**

3:15 p.m.



## CASE STUDY

### How To Clarify The Shared Commitment Between A Firm And Its Employees Using An Employment Value Proposition

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Booz Allen Hamilton is undergoing some of the most dramatic growth and change in its 94 year long history. With a new focus on public sector as the core business, Booz Allen needs to articulate an employment value

proposition (EVP) that will attract and retain the mission-critical talent that will enable the firm to continue to carry out its mission – to deliver enduring results to clients – as it grows.

Booz Allen took a particularly data-rich approach to refining its EVP to ensure the themes, messages, embedding approaches, and creative treatments would clearly reflect what Booz Allen offers to its staff, and what it expects in return, with current and prospective employees.

In this case study, you will learn how Booz Allen:

- Leveraged external, normative employment satisfaction data from authoritative sources (e.g., the CLC)
- Conducted customized research using third-party experts (e.g., the Center for Work Life Policy)
- Conducted original primary research with current workers into the drivers of employment satisfaction

Based on the research findings, Booz Allen employed a proven methodology for articulating the core and adapted messages within the EVP and for EVP embedding. The embedding plan mapped out four critical and interdependent "levels" to deliver the "shared commitment":

1. Communication to be sure all audiences clearly understand the promises made by the EVP
2. Training to be sure managers and recruiters can confidently present the EVP value statements
3. Alignment of People Services teams, to be sure that the EVP are used as the foundation for projects and focus as well as able to be fulfilled in daily processes
4. Alignment of business processes and culture, also to be sure the EVP promises will be fulfilled

This case study will highlight the science of EVP research and the art of EVP embedding so you too can clarify the shared commitment between your employees and your organization.

Rosie Allan, Senior People Services Manager  
**BOOZ ALLEN HAMILTON**

David Jackson, Worldwide Partner  
**MERCER**

**4:00 p.m.**

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

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

**4:15 p.m.**

**Close Of General Sessions**

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\*\*\*\*\* Register by June 19th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400  
Save 25% -- Bring Your Marketing, HR & Communications Team!

**POST-CONFERENCE WORKSHOPS: Thursday, August 6, 2009**

**INTERACTIVE CONFERENCE WORKSHOPS**

These workshops are designed to take your conference experience to the next level. Post-Conference workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

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

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

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

### **How To Use A Step-By-Step Process For Building Employee Engagement And Strengthening Your Brand During Tough Times**

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In the worst economic downturn that most of us can recall, maintaining and building an engaged workforce is harder than ever. Plummeting trust and confidence in corporate management only compounds the problem.

Even in happier times, employee engagement is always vital. Other things being equal, a firm with a fully engaged workforce will outperform its competition. Its customers are happier. Innovation is faster. Teamwork is more collaborative. Quality is better. Decisions are bolder. Revenue and profit are greater.

In a recession, when everything is on the line, people are a lifeline. The full engagement of employees is essential and never more important than now.

Attend this 3 hour power-packed session and learn how you keep your employees moving ahead even in times of uncertainty, doubt and cynicism. Participants will leave with fresh insight and newfound enthusiasm for tackling a challenge they simply can't ignore.

In just a few hours you will learn how:

- Your people can begin to motivate themselves to become brand ambassadors
- A systematic process for communication builds trust and commitment to the brand
- Managers often compromise their own credibility without realizing it and how to overcome this hurdle
- A culture of focus, curiosity, passion and courage can be achieved, even in the toughest of times

**WORKSHOP LEADER: Thomas J. Lee, President of Arceil Leadership Ltd., teaches leadership communication to management teams in numerous Fortune 500 companies.** He has benchmarked leadership/engagement communication in nearly 30 major corporations.

A dynamic and popular speaker, Tom has lectured, consulted and led workshops throughout the United States, across Canada, and in nearly a dozen other countries in South America, Europe, and Africa. He is finishing his first book, *Mind the Gaps: The Three Voices of Leadership*.

#### **Testimonials From Past Thomas J. Lee Sessions:**

*"FABULOUS! Engaging, interesting, and valuable—great stories."*

*"Interactive; good pace; great stories (i.e., lessons!)"*

*"Best presentation of the conference."*

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

**Afternoon Break/Lunch On Your Own**

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

## AFTERNOON POST-CONFERENCE WORKSHOP D

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

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

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

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

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

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

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

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

#### **Testimonials From Past Angela Sinickas Sessions:**

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

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

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

## ABOUT OUR CONFERENCE SUPPORTERS:



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

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



**The Federal Communicators Network (FCN)** formed in 1996 as a national organization for Federal communicators to help bring reinvention information to front-line Federal workers and "create an environment for reinvention to flourish."

FCN has more than 600 members, 75% of which are from Federal agencies, offices, and military establishments in Washington DC, across the country and around the world. The remaining 25% are from the legislative and judicial branches; interagency, international, nonprofit, and private groups; state and local organizations, and Federal unions. With this range of talent, expertise, and circulation, the FCN is a powerful agent for communicating the message of better government.

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

For more information, contact Jeff Brooke at [jbrooke@gpo.gov](mailto:jbrooke@gpo.gov).



With more than 5.5 million monthly page views, **Mashable** is the world's largest blog focused on social networks and Web 2.0 news. Mashable's readers include the most tech-savvy early adopters, venture capitalists, entrepreneurs, influencers, Web 2.0 aficionados and technology journalists.

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**International Association of Business Communicators (IABC) Chicago** is a diverse group of professional communicators employed in public relations, employee communications, community relations, graphic design, marketing and media production.

IABC/Chicago is the oldest chapter in the U.S. They provide services, activities, and networking opportunities to help people achieve professional excellence and drive the success of their organizations through effective communication strategies and practices.

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

## VENUE AND LODGING:

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

#### Hilton Suites Chicago/Magnificent Mile

198 East Delaware Place

Chicago, IL 60611

312-664-1100

[http://www1.hilton.com/en\\_US/hi/hotel/ORDMDHF-Hilton-Suites-Chicago-Magnificent-Mile-Illinois/index.do](http://www1.hilton.com/en_US/hi/hotel/ORDMDHF-Hilton-Suites-Chicago-Magnificent-Mile-Illinois/index.do)

Please contact the hotel directly when making your reservation. For the conference, a **limited number of rooms have been reserved at a reduced conference rate \$135 per night. Please call the hotel no later than July 3, 2009 to ensure this rate** and mention that you are attending the "Advanced Learning Institute's August Conference."

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

Located in the middle of everything Chicago has to offer, the Hilton Suites Chicago/Magnificent Mile is a modern, all suite-hotel, providing comfortable, well-appointed two-room guest suites and executive accommodations. Just steps from the Magnificent Mile and all of Chicago's favorite attractions, including Water Tower Place, American Girl Place, John Hancock Center, & Navy Pier, the hotel is also close to the food and fun of State and Rush Streets. It is only a mile north of the Chicago loop, and Chicago O'Hare and Chicago Midway Airports are only 45 minutes away.

Join us in Chicago for A.L.I.'s 26th "Internal Branding Conference" 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:

<http://www.choosechicago.com> and <http://www.explorechicago.org>.

## REGISTRATION FEES:

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

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by June 19<sup>th</sup></b>	<b>Regular Pricing: Register with payment after June 19<sup>th</sup></b>
Conference Only (August 4 <sup>th</sup> and 5 <sup>th</sup> )	\$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
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Conference Workbook Only	\$199.00* + \$20.00 S&H	

\*IL residents will be charged 9.75% sales tax on workbook orders.

**Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.**

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

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This conference provides an excellent opportunity to market your products and services to a targeted communications, marketing and HR executive audience. Space is limited, so please contact Amy at (773) 695-9400 x20 or [amy.gerstein@aliconferences.com](mailto:amy.gerstein@aliconferences.com) for more information.

## **GROUP DISCOUNTS:**

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

## **A.L.I. FREQUENT ATTENDEE DISCOUNT:**

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

## **PROGRAM CHANGES:**

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

## **CANCELLATION POLICY:**

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You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before July 20th), 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 20th) 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 · National Cancer Institute · Nationwide Insurance · U.S. Air Force · Prudential · Oregon Department of Environmental Quality · R.R. Donnelly & Sons · Commonwealth Edison · Office of Secretary of Defense · Allstate Insurance · First USA Bank · Georgetown University · Chrysler · Comdisco · Walt Disney World · U.S. Department of Homeland Security · Polaroid Corporation · USDA · American Express · Shell Chemicals · Verizon · Capital One Financial Corporation · IBM Americas · BellSouth Corporation · County of Riverside, California · Pennzoil-Quaker State Company · National Semiconductor · Gateway · Hewlett-Packard · Chase Manhattan Bank · General Motors · Lockheed Martin · Microsoft · Motorola · Target Corp. · Worldcom · Pharmacia Corporation · Kimberly-Clark Corporation · U.S. Postal Service · State Farm Insurance · AstraZeneca Pharmaceuticals · Quaker Oats Company · Morgan Stanley · American Electric Power**

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

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# INTERNAL BRANDING

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## Registration Form

*Please photocopy for group members.*

Yes, I'd Like to register for the August 2009 Internal Branding Conference in Chicago, IL

**Please check:**

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

- Conference Only
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  - Pre-Conference Morning Workshop A: Internal Branding 101: How To Define And Deliver An Internal Brand, That Delivers On Your Marketplace Promise
  - Pre-Conference Afternoon Workshop B: How To Leverage Social Media Tools To Engage Your Employees And Create Effective Brand Champions
  - Post-Conference Morning Workshop C: How To Use A Step-By-Step Process For Building Employee Engagement And Strengthening Your Brand During Tough Times
  - Post-Conference Afternoon Workshop D: How To Measure The Impact Of Your Internal Branding Strategies And Programs
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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Approving Manager: \_\_\_\_\_

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