

Join Your Colleagues In Chicago - - A Communications Conference You Can't Afford To Miss,
Packed With Strategies And Tools You Can Apply Immediately!

EMPLOYEE BRAND ENGAGEMENT

How To Inspire Employees & Create Workforce Behaviors
That Deliver A Consistent & Positive Brand Experience
Using Social Media & Traditional Communications

December 3-6, 2012 • CHICAGO

REGISTER BY OCTOBER 19TH TO SAVE \$400!

WHAT YOU WILL LEARN

Employee Brand Engagement has a direct impact on your organization's bottom line and causes you to thrive during change. Attend this conference to learn actionable tools and breakthrough strategies to help you leverage the power of social media and traditional communications to build and maintain stronger employee brand engagement, inspire employees and create workforce behaviors that deliver a consistent and positive message, including:

- **Tracking** results and impact with theory, messaging, tactical planning, program management and measurement processes
- **Involving** as entire organization in the development of an authentic, inspiring and compelling story
- **Using** social media to further employee brand engagement and your internal brand
- **Aligning** corporate, product and internal brands
- **Realizing** the value of collaboration within your company and drive profitability
- **Driving** success with the right corporate culture
- **Using** internal branding as a core strategy to deliver value to clients and consumers
- **Building** a powerful and engaging global workforce through the assimilation of your employees & leaders
- **Delivering** a consistent, accurate and positive brand experience
- **Inspiring** and enabling a rapidly growing workforce to promote the brand promise
- **Encouraging** employees to "live the brand" and removing traditions and obstacles that are hindering delivery of the brand promise
- **Measuring** the effectiveness of your internal branding strategy and maximizing the RIO on your internal branding initiatives
- **Engaging** senior leadership to ensure they are modeling focused brand messages and leading the charge

SUPPORTING ORGANIZATIONS

brandchannel



Presented by:



The **Advanced Learning Institute**
Your Communications
Training Partner Since 1997

SPEAKING ORGANIZATIONS:
Hear practical advice, firsthand, on using social media and traditional communications to increase employee brand engagement, inspire employees and create workforce behaviors that deliver a consistent and positive message from practitioners at these leading organizations, including:

Whirlpool

ConAgra Foods

Molex Incorporated

Grainger

IBM

Tasty Catering

George Brown College

Royal Mail

Inward Strategic Consulting

AboutFace Media

Bob Zeni & Associates

Jim Shaffer Group

Rightpoint

The Storybranding Group

HOME

Assurance

Exelon Corporation

Winship Cancer Institute
of Emory University

Register by October 19th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Employee Brand Engagement - December 3-6, 2012

WHO WILL ATTEND:

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

Employee Engagement
Employee Communications
Internal Communications
Workplace Engagement
Brand Development
Brand Communications
Marketing
Corporate & Brand Identity
Corporate Communications
Community Management
Interactive Media
Online, Publication & Web Content
Training & Development
Organizational Transformation & Development
Human Resources
Electronic Communications
Business Development
Media Relations
Communications Management
Emerging/Digital Media
Social/New Media
Change Management
Intranet Communications
Public Relations/Affairs
Strategic Planning

And all those interested in engaging their employees, driving performance, maximizing their communications, and getting a seat at the table.

WHY IS THIS EVENT ONE YOU CAN'T MISS?

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 employee brand engagement 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 employee brand engagement professionals engaged in the "journey." Join your colleagues now to learn how to use a variety of social media and traditional tools to increase employee brand engagement, inspire employees and create workforce behaviors that deliver a consistent and positive message.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all those who are serious about improving their employee brand engagement efforts by using new media to enhance transparency, increase awareness, and drive meaningful results. You will benefit from:

- **15 innovative speakers** at your disposal to share their strategies and experiences in employee brand engagement fundamentals that are already proven to work
- **Over 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 opportunity to customize your learning** by participating in unique and interactive workshop sessions (Dec. 3 &/or Dec. 6) 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** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of employee brand engagement strategies and processes** from leading practitioners like the **Tasty Catering, Molex, Grainger**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **Digest sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **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
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading employee brand engagement initiatives that will ground you in advancing your own employee brand engagement strategy
- **The opportunity to learn how to engage your employees** by using new media from leading companies and organizations
- **Access to the conference wiki** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

Register by October 19th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Dear Communications, Marketing or HR Executive,

Employee engagement is at near record lows. According to the 2011 Employee Engagement Study by the Corporate Executive Board, 71% of American workers are “not engaged” or “actively disengaged” in their work. Add that to Gallup’s research that shows lost productivity from actively disengaged employees costs the U.S. economy \$370 million annually and you can make a pretty strong case for attending the Advanced Learning Institute’s “Employee Brand Engagement: How To Inspire Employees & Create Workforce Behaviors That Deliver A Consistent And Positive Brand Experience Using Social Media & Traditional Communications”, December 3-6, 2012 in Chicago.

Employee brand engagement is a necessity for any organization’s success. It saves money, grows revenue and builds customer satisfaction and loyalty. Come join our dynamic group of thought leaders and seasoned practitioners to learn how you can convince management that it can and should be a strategic part of your organization’s success, too.

See you this coming December –

Allan Steinmetz, Founder and CEO
INWARD STRATEGIC CONSULTING
Conference Chairperson

CONFERENCE HIGHLIGHTS:

This fall’s highly-interactive conference will feature speakers who have tested and proven the power of employee brand engagement in both private and public sector settings. They will talk about what worked, what didn’t and how to avoid making the mistakes that can lead to failure. You will hear, firsthand, from many organizations, including how:

- **Grainger** infuses social media into their traditional employee communications program to drive their team engagement at every level of the organization
- **Tasty Catering** is linking their communications objectives that results in positive employee entanglement
- **Molex Incorporated** aligns their global employees with their organization’s strategy and goals

P.S. Reserve your spot today to learn how you and your team can better manage your employee brand engagement to enhance transparency and improve communication. Register 3 people and get a 4th conference pass at no extra charge! Click here for more information or call (773) 695-9400 to register today.

Why Are Advanced Learning Institute Conferences Different?

Through numerous networking opportunities with your colleagues, you'll leave with many new industry contacts, peer advice and help with your job and career!

“I loved the practical examples. All the speakers were great with real stories to share that I could relate to. The networking was FANTASTIC...”

S. Beelher-Walsh, Brand Manager

MD FINANCIAL

“Speakers were excellent and extremely relevant. Networking opportunities also provided a great, informal learning environment.”

S. Powell, Coordinator of Communications

OKLAHOMA DEPARTMENT OF HUMAN SERVICES

Employee Brand Engagement - December 3-6, 2012

Interactive Pre-Conference Workshops ~ December 3, 2012

Monday, December 3, 2012

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering employee brand engagement strategies that will enhance your understanding of the informative, case study presentations throughout the entire conference.

.... Choose A or B or BOTH Workshops for Maximum Value and Learning

8:30 a.m. to 11:30 a.m. – PRE-CONFERENCE MORNING WORKSHOP **A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

A Step-By-Step Framework For Implementing New Internal Branding Processes For Improved Employee Engagement

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

Specifically, this 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
- 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 the Founder & CEO of Inward Strategic Consulting. Allan has over 30 years experience in strategy, marketing management, and advertising and communications, having worked for some of the world's most respected advertising and management consulting firms.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

How To Build A Compelling Internal Branding Strategy, Develop More Effective Messaging And Motivate Your People To Deliver On Your Organization's Brand Promise

"What makes this organization tick?" Few questions are more important to answer when it comes to engaging employees in brand promise delivery--or in developing internal communications and messaging that works to motivate people most effectively.

That question, and many more, will be explored throughout this interactive workshop, which will introduce you to the most effective building blocks of any internal branding or communications program—an understanding of organizational culture and how it can be used to shape truly powerful employee engagement initiatives and messaging to support them.

During this session, you'll learn new techniques and participate in applied exercises to help you assess any organizational culture and determine what really matters most when it comes to engaging people in any group. You'll find out how to develop and customize effective messages that work inside your own unique organization; and, you'll learn the best ways to build employee allegiance and buy-in as you develop a communications strategy.

Ultimately, this comprehensive session will help you:

- Quickly define your own organization's internal communications style and the best ways to get attention within it
- Align your internal branding and communications programs with key employee motivators
- Define the group strengths and values that are most critical to brand promise delivery
- Discover the most important "secret" to internal branding and messaging success

WORKSHOP LEADER: Cindy Atlee is a Partner at The Storybranding Group, where she helps clients develop authentic brands and communications strategies that align internal stakeholders meaning with external target audience motivation.

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m. **WELCOME & SPEED NETWORKING**

Chairperson's Welcome & Speed Networking

Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

Allan Steinmetz, Founder and CEO

INWARD STRATEGIC CONSULTING

Conference Chairperson

9:15 a.m. **CASE STUDY**

Chairperson's Presentation: How To Operationalize Employees To Understand, Be Motivated, Inspired And Engaged Through Effective Internal Branding, Messaging And Fresh Creative Ideas

Companies are losing millions of dollars of potential revenue by not having an engaged workforce which translate to poor customer experiences. Looking at research and data can illustrate why employee brand engagement should become a corporate imperative. By building a case for employee brand engagement it will help companies cut back on unengaged workforces and poor customer experiences.

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

This presentation will present new ideas and frameworks for:

- Illustrate a process for building an internal brand strategy and communications plan
- Project management ideas
- Enrolling internal stakeholders and building consensus
- Measurement tools

Allan Steinmetz, Founder and CEO

INWARD STRATEGIC CONSULTING

Conference Chairperson

9:45 a.m. **Q & A SESSION**

Your Opportunity To Ask Questions

9:50 a.m. **CASE STUDY**

How To Attract & Retain Top-Performing Employees: Building A Company Culture That Makes "Cents"

Rewind 13 years ago to when Assurance was just like every other independent insurance brokerage. Nothing set them apart, including their financials. If they wanted to survive in this cutthroat industry, they needed to realign their focus and rethink their communication strategies and tactics. That's why they transformed the internal culture and profitability of Assurance through a brand overhaul and created a best place to work environment.

With over 25 awards on their shelves, Assurance's ability to leverage employees and make them the face of their brand is what catapulted their success in creating and promoting a best place to work culture.

The concept sounds simple enough, but on the whole, businesses worldwide have had a rough go the past few years with layoffs, budget freezes and smaller profit margins. With the economy limping along, many organizations feel they can't afford to invest heavily in employee benefits, perks, celebrations and culture to attract and retain top-performing

employees. What many executives don't realize is that company culture makes cents – meaning the long-term financial benefits far outweigh the initial expenses associated with forming a company culture that's also a best place to work.

During this session, you will learn how Assurance invested in and built a brand around their employees by:

- Creating a work environment that employees are happy to be a part of
- Giving employee's rock star status and what do rock stars want more of? - publicity and recognition
- Initiating wellness programs that decrease absenteeism rates, improved overall productivity and have a long-term impact on health insurance costs

Steven Handmaker, Executive Vice President of Marketing & Communications

ASSURANCE

10:20 a.m. Q & A SESSION

Your Opportunity To Ask Questions

10:25 a.m. 

Morning Refreshment & Networking Break

10:45 a.m. GROUP EXERCISE

Digest Session: Your Conference Goals

This is your chance to discuss with fellow attendees and speakers what your most pressing employee brand engagement concerns are and what solutions you hope to gain while here.

11:15 a.m. CASE STUDY

**Infusing Social Media Into Your Traditional Employee Communications Program:
How To Drive Team Engagement At Every Level Of Your Organization**

Over the past 87 years, Grainger has established itself as a leading distributor of the products businesses and institutions need to keep their facilities running. Their tag line, "For the Ones Who Get It Done", reflects the passion their 18,000 employees around the world have in serving customers and communities every day and during emergencies.

The company serves customers through multiple channels – branches, the phone, and online. To have empowered and energized team members at every level, Grainger has used multiple vehicles over the years to highlight the company's vision and celebrate team members who get it done. Over the past few years, Grainger has used social media vehicles internally to advance the dialogue.

Don't miss this inside look at how Grainger communicates to its employees in the United States. You'll see how your organization can also:

- Use social media vehicles in conjunction with face-to-face and other communication channels
- Set the right expectations with leaders and employees
- Celebrate community programs and events using social media to further employee engagement and the internal brand

Anjali Reddy, Director, Internal Communications

GRAINGER

11:45 a.m. Q & A SESSION

Your Opportunity To Ask Questions

11:50 a.m. CASE STUDY

**Building Internal Brand Awareness In A Competitive Market:
How Special Events and Organizational History Can Bring Employees Together**

Employee Brand Engagement - December 3-6, 2012

General Sessions - Day One - December 4, 2012

The Winship Cancer Institute of Emory University is Georgia's first and only Cancer Center designated by the National Cancer Institute. This designation marks Winship as one of the top cancer facilities in the nation. Winship earned this designation in 2009 and again in 2011. Atlanta is a highly competitive health care market with several hospitals and hospital systems competing for the attention of Atlanta's 5.5 million people. Many of these hospital systems began building and advertising their cancer treatment services beginning in 2005/2006. In addition, since Atlanta is a hub for Delta and other airlines, out-of-state facilities such as MD Anderson, The Mayo Clinic, and Cancer Treatment Centers of America have begun heavy advertising campaigns in the Atlanta market. While the name Emory is very well known and carries good recognition, studies showed that the name "Winship Cancer Institute" had only a 2 percent name recognition in the Atlanta market.

In working to build Winship Cancer Institute's brand awareness (on a very limited budget), formal and informal surveys among Winship's growing faculty, nursing and administrative staff indicated that there was very little recognition of who Robert Winship was and why it mattered that the facility was named after him.

This session will highlight how you can engage leadership to build internal brand awareness and reinforce how:

- Traditional and non-traditional communications tools involving leadership result in a better understanding of the goals of the organization
- A clear articulation of who you are and what you stand for benefits your entire organization
- Building a strong internal brand ambassador program that includes special events can increase reach into a highly competitive market
- Empowering staff at all levels to be creative brand ambassadors helps to build loyalty and retain and attract talented people

Vincent J. Dollard, APR, Associate Vice President, Communications
Robert W. Woodruff Health Sciences Center

WINSHIP CANCER INSTITUTE OF EMORY UNIVERSITY

12:20 p.m. Q & A SESSION

Your Opportunity To Ask Questions

12:25 p.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding an employee brand engagement hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing employee brand engagement concerns.

2:00 p.m. GROUP EXERCISE

Digest Session: Connect The Content

We've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow conference attendees and speakers what communication tools you're using to help your employees connect with your brand and where you have found the most success.

2:30 p.m. CASE STUDY

How To Gain Senior Level Support For A Transformation Of Your Internal Communications Function That Creates Cost-Saving Improvements While Connecting Employees

ConAgra Foods' internal communication (IC) function is in the midst of a major transformation that will better position it to drive improved business results and add more measurable value to the company. It's a strategy that improves organizational performance by focusing on customer requirements—from the marketplace to the workplace.

Endorsed by the CEO and leadership team, the IC function has stripped out time and cost-depleting work of little value so it can focus its efforts on helping the company connect employees directly to the financial and operating strategies of the business.

As a result, the IC function has helped line managers create significant improvements in safety, quality, yield loss, warehouse damage, productivity and turnover -- the IC function's primary goal: create big dollar improvements at the least cost.

During this innovative session, you will learn how the new IC function garnered support from the company's senior leadership team and line managers throughout the company while:

- Re-inventing its business by shifting its focus from output to business outcomes
- Prioritizing work based on the value it can deliver to the enterprise
- Building new skills and knowledge among function employees
- Adopting open book management principles to better connect employees and their work to the financial goals
- Organizing and delivering work as an internal consultancy
- Creating business- relevant ways to measure success
- Integrating with other functions, including HR

Teresa Paulsen, Vice President of Communication and External Relations
CONAGRA FOODS



Jim Shaffer, Leader
JIM SHAFFER GROUP

3:00 p.m. Q & A SESSION
Your Opportunity To Ask Questions

3:05 p.m. 
Afternoon Refreshment & Networking Break

3:20 p.m. CASE STUDY
How Social Media Can Turn The Traditional Enterprise Portal Upside Down

Whirlpool Corporation, a global leader in the home appliance industry has been a leader in innovation space for more than 10+ years. With regional innovation teams working throughout Whirlpool's Global footprint the company faced the challenge of connecting teams, sharing the tools and information necessary to drive innovation, and embedding best practices throughout the Globe. From the need to continue to strengthen innovation practices, Whirlpool and Rightpoint developed the iHub (Innovation Hub), as virtual library and connection point to engage with the internal target audience. Less than a year into the launch Whirlpool has learned some lessons, faced some challenges, and begun to see how iHub will help to shape the company's innovation communities' future.

This session will lay out a model for the next generation Social Intranet environment and share approaches to make it truly social through advance sharing and curation capabilities. You will hear how Whirlpool engaged their employees and drove user adoption using social computing inside their four walls.

Laura Christman, Global Innovation Manager

WHIRLPOOL

Jeff Willinger, Director of Collaboration, Social Computing and Intranets

RIGHTPOINT

3:50 p.m. Q & A SESSION
Your Opportunity To Ask Questions

3:55 p.m.

GROUP EXERCISE

Digest Session: Your Experience With Employee Brand Engagement

Thinking back to the presentations you've heard, and your personal experience, discuss with your fellow attendee's and speakers an example of the most successful employee brand engagement you've experienced with your employees.

4:25 p.m.

CASE STUDY

How To Engage And Motivate Employees When Faced With New Competition

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

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

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

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

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

Christian Petersen, Sales Referrals Manager

ROYAL MAIL

Carol Whitworth, Creative Director

HOME

4:55 p.m.

Q & A SESSION

Your Opportunity To Ask Questions

5:00 p.m.

End Of Day One

5:05 p.m.



Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m.



Dine Around

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

8:00 a.m.



Continental Breakfast & Networking

8:30 a.m.

CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two

Allan Steinmetz, Founder and CEO

INWARD STRATEGIC CONSULTING

Conference Chairperson

8:40 a.m.

CASE STUDY

Engage Or Entangle? How To Link Communications Objectives That Result In Employee Entanglement

The financial unrest in the past four years has led to later retirement. There are now four generations active in the workplace. And when all is said and done, the current workforce is the least engaged in history.

How does an organization successfully communicate with: four generations, a workforce that has Millennials as the most populous generation and women as the most populous gender? Will an economic recovery lead to high turnover in firms with disengaged workers? Why do managers like engaged workers and leaders like entangled staff?

The answers are critical for workforce/organization alignment and can be solved with effective communication tools.

Targeted for communications professionals, human resource professionals and leaders, this session will help you to:

- Clarify the damage of unengaged staff
- Define the productive and profitable difference between engaged and entangled staff
- Reveal methods of entanglement used by several award-winning employee centric organizations
- Illustrate communication instruments that speak from staff to staff



Tom Walter, CEO & Founding Partner

TASTY CATERING

9:10 a.m.

Q & A SESSION

Your Opportunity To Ask Questions

9:15 a.m.

CASE STUDY

M&A Communications – Getting It Right With Your Most Important Audience – Your Employees

Companies make acquisitions and merge operations all the time. No matter the size of the deal, however, making sure that employees on both sides of the transaction – whether a dozen or tens of thousands – stay engaged and involved is a critical factor in M&A success (or failure).

In this session, you will learn from the experience of the Internal Communications team at Exelon Corporation that has spent the past 18 months leading communications throughout its merger with Constellation Energy, which closed in March 2012. Specifically, you will learn how to:

- Ensure that consistency and flexibility comfortably co-exist
- Resist the urge to recreate your entire existing communications approach
- Handle bad news, complex information, layoffs, information leaks, mistakes and other challenges
- Communicate effectively with employees during a merger

You will leave this session armed with strategies you can implement in your own organization, for improved employee communications and engagement.

Howard N. Karesh, APR, Director, Corporate Internal Communications
EXELON CORPORATION

9:45 a.m. Q & A SESSION

Your Opportunity To Ask Questions

9:50 a.m. 

Morning Refreshment & Networking Break

10:10 a.m. GROUP EXERCISE

Digest Session: Discuss And Brainstorm

Whether it's a weekly intranet update, newsletter, or contest – every company is looking to communicate what they're doing to the employees. Discuss and brainstorm with fellow attendees and speakers techniques you've had success with, or concerns you're having, in communicating company information to your employees.

10:40 a.m. CASE STUDY

Enabling Employees To Effectively Converse And Collaborate In The Digital Age - And Reap The Benefits For Your Organization

There's a digital conversation going on right now. All over the globe, individuals are sharing information, expertise, making decisions, building relationships, and more, without even leaving their seats. Sentiment and knowledge are being created around topics that could have a direct impact on your business. Are you out there? Are you part of the conversation? Are your employees? Are your competitors' employees?!

In today's digital world, the employee and the relationships and conversations that employee has in the digital space is defining the brand. Because of this, we need to ensure that our employees have the tools they need to reach out so that they can effectively participate in it: from conversing about topics they are experts in, to relationship building, to globally collaborating on projects with other employees, partners, clients, peers, and the general public. The more digitally active your employees are both inside and outside your company, the more current, credible and responsive your company will be viewed.

Using examples from IBM, you will learn lessons on how to:

- Enable employees to build and share their expertise inside and outside the company
- Generate, aggregate and promote social conversations of interest to your company
- Create a globally collaborative employee culture both internally and externally

Kevin Winterfield, Social Systems and Digital Influence

IBM

@kmwinterfield

11:10 a.m. Q & A SESSION

Your Opportunity To Ask Questions

11:15 a.m. INTERNATIONAL CASE STUDY

**How To Engage Employees To Deliver On Your Brand Promise:
Aligning Employee Perceptions And Investment To Customer Priorities**

One of the greatest challenges organizations face is the ability to establish and set priorities that will enable them to achieve their goals. It is not uncommon for organizations, regardless of size, to spend so much time debating those priorities within the organization that the customer gets lost in the process and solutions don't meet anticipated targets.

George Brown College (GBC) is one of the largest colleges in Canada, consistently ranked among the highest in

Ontario for reputation across the province, yet had persistently been at the bottom of the province in student satisfaction scores. After years of employee discussion and fragmented efforts to make progress, improvements in student satisfaction eluded the College.

This session will teach you the value of using extensive research to establish priorities that will impact change. It utilized a student communication audit, staff discovery sessions, college-wide review of existing strategies, performance analysis of GBC relative to other colleges and a literature review of best practices.

The marriage of employee insights with student research resulted in a comprehensive 10 year strategic plan to fundamentally alter their approach to create and enrich the student experience. This session will demonstrate how organizations can undertake a process that will ensure plans reflect real customer needs in a focused, efficient, affordable and actionable way.

Karen Thomson, Vice President Marketing and Strategic Enrollment Management

GEORGE BROWN COLLEGE

11:45 a.m. Q & A SESSION

Your Opportunity To Ask Questions

11:50 a.m. GROUP EXERCISE

Digest Session: Metrics

Share peer experience on the metrics associated with your employee branding efforts.

12:20 p.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding an employee brand engagement hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing employee brand engagement concerns.

1:50 p.m. INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

2:20 p.m. CASE STUDY

How To Align Global Employees With Your Organization's Strategy And Goals

Molex Incorporated is a \$3.5 billion global manufacturer with more than 35,000 employees in 16 countries. In 2007, after undergoing the most significant reorganization in 40 years, the challenge was to align employees globally with the company's strategy and goals to deliver on the company's brand and support Molex's goal of becoming a high-performance organization. After developing its Employee Value Proposition, Corporate Communications developed the key messaging for the employee brand to develop a visual identity that has become the foundation of its print and online internal communications.

This key messaging and visual identity have been deployed across the broad range of media, including a Strategy Roadmap, annual goals booklets for all employees, an Employee Annual Report, videos, blogs and molexnet (intranet). During this session, you will learn how this approach is helping employees better understand Molex's business and align their daily work with Molex's goals, and how you can do the same in your organization.

Susan Armitage, Vice President, Corporate Communications

MOLEX INCORPORATED

Bob Zeni, President

BOB ZENI & ASSOCIATES

2:50 p.m. **Q & A SESSION**
Your Opportunity To Ask Questions

2:55 p.m. 
Afternoon Refreshment & Networking Break

3:10 p.m. **CASE STUDY**
Employee Brand Engagement case study coming soon!

3:40 p.m. **Q & A SESSION**
Your Opportunity To Ask Questions

3:45 p.m. **GROUP EXERCISE**
Digest Session: Key Takeaways And What To Do When You Get Back To The Office
Discuss with fellow attendees and speakers what you will do when you get back to the office.

4:15 p.m.
Chairperson's Recap: Close of General Sessions
We'll recap the highlights of the past two days.

Allan Steinmetz, Founder and CEO
INWARD STRATEGIC CONSULTING
Conference Chairperson

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now; that I wonder what was really holding us back. This conference helped us solidify our plan."

D. King, Application Support & Web Manager
ATLANTIC HEALTH

Employee Brand Engagement - December 3-6, 2012

Interactive Post-Conference Workshops ~ December 6, 2012

Thursday, December 6, 2012

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!

.... Choose C or D or BOTH Workshops for Maximum Value and Learning

8:30 a.m. to 11:30 a.m. – POST-CONFERENCE MORNING WORKSHOP **C**

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

Developing Engaging Content For Your Employees: How To Overcome Common Obstacles, Learn Practical Solutions, And Build Better Brand Ambassadors

The best brand ambassadors can and should be your employees. How do you go about creating compelling content that engages them; giving them the knowledge and desire to represent your organization in a positive light, both internally and externally?

In this highly-rated workshop, you will be guided through critical concepts that serve as the foundation for developing a content strategy. You'll learn practical approaches and tips to creating content that engages with your employees, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to ongoing interaction.

Through case study examples, you'll experience common obstacles faced when developing video content with an internal focus, and learn first-hand how these obstacles can not only be overcome, but in some cases, recast as opportunities.

In this compelling, hands-on workshop, you will be shown how to:

- Understand key items and utilize best practices when creating a content strategy
- Develop compelling content that will engage your employees
- Deal with the challenges and benefits presented by inward vs. outward facing distribution
- Address expectations regarding engaging with and sharing video content and "viral views"
- Develop cost effective video content for multiple distribution channels
- Create a phased strategy for developing content, measuring success and achieving acceptance
- Apply these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc. AboutFace creates short-form, story-driven documentaries for online and social media marketing projects. Their directors are award-winning independent filmmakers whose work has been screened at Sundance, South by Southwest and the Tribeca Film Festival among others.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – POST-CONFERENCE AFTERNOON WORKSHOP **D**

Refreshments will be provided during this session.

Enterprise 2.0: Integrating The Latest Social Media Tools And Technologies Into Your Internal Communications To Foster Better Employee Collaboration And Brand Engagement

Social media has received a significant amount of support over the last few years and as a result, almost every organization wants to rollout social media accounts. Few organizations, however, understand how to do so to significantly enhance the internal communications within their organization.

Using best practices as a benchmark for your own future efforts, you will learn how leading organizations are moving forward today with enterprise-wide collaboration and how you can implement their solutions in a fun and thought-provoking way.

You will learn what you can do to turn your organization into a social one using collaboration. You will leave with real take-aways that can implement within at your own organization. Specifically, you will leave this high-energy workshop with answers to the following key questions:

- What are the common goals, approaches, and tools when rolling out an enterprise-wide communications effort?
- Why is now the time to move your organization forward with Enterprise 2.0?
- How can you get started?
- How to overcome the most common reasons given to delay efforts
- How to drive a successful collaboration and measure its value

WORKSHOP LEADER: Jeff Willinger is the Director of Collaboration, Social Computing and Intranets at Righpoint; as well as the President of the Chicago Chapter of the Social Media Club. Jeff advises his clients on the social aspects of web solutions. This includes social computing strategies, social intranets and portals, and increasing employee engagement.

CONFERENCE SUPPORTERS:

brandchannel **Brandchannel** is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

brandchannel. always branding. always on.



Social Media Club is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

For more information, please go to <http://www.socialmediacub.org/>

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"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

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

B. Swanson, Manager, Editorial Communications
WENDY'S INTERNATIONAL, INC.

"Lots of really useful information, great contacts - - thanks for putting on such a good conference!"

S. Shoemaker, Director of Employee Communications
AT&T

Employee Brand Engagement - December 3-6, 2012

ALL CONFERENCE SESSIONS WILL TAKE PLACE AT THE:

University of Chicago Gleacher Center
450 N. Cityfront Plaza Drive
Chicago, IL 60611

Wireless internet service will be provided free of charge in all meeting rooms.

SLEEPING ROOMS WILL BE HELD 2 BLOCKS AWAY AT THE:

InterContinental Chicago Magnificent Mile Hotel
505 N. Michigan Avenue
Chicago, IL 60611
Hotel Phone: (312) 944-4100
Reservations: (800) 628-2112
<http://www.icchicagohotel.com/>



Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been reserved at the reduced rate of \$139/night. Please call the hotel as soon as possible to help ensure this rate & mention the "Advanced Learning Institute Employee Branding Conference". We recommend that reservations be made early as rates are subject to availability.

The InterContinental Chicago Magnificent Mile Hotel is located at the gateway to Chicago's famed Magnificent Mile -- the best destination in downtown Chicago for shopping, dining and entertainment. Airport access is located 12 miles away at Chicago Midway International Airport (MDW) and 16 miles away at Chicago O'Hare International Airport (ORD).

Join us in Chicago, IL, for A.L.I.'s conference on "Employee Brand Engagement: Using Social Media And Traditional Communications To Engage Employees To Deliver Your Brand Promise & Drive Bottom-Line Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Chicago, go to <http://www.explorechicago.org/>.

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by Oct. 19th	Regular Pricing: Register with payment after Oct. 19th
Conference Only (December 4 & 5)	\$1,699	\$2,099
Conference (December 4 & 5) Plus One Workshop (December 3 or 6)	\$2,099	\$2,499
Conference (December 4 & 5) Plus Two Workshops (December 3 &/or 6)	\$2,399	\$2,799
Conference (December 4 & 5) Plus Three Workshops (December 3 & 6)	\$2,599	\$2,999
Conference (December 4 & 5) Plus All Four Workshops (December 3 & 6) -- ALL ACCESS PASS	\$2,699 BEST VALUE!	\$3,099
Conference Workbook Only (if not attending)	\$199* + \$20 S&H	

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

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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications audience. Space is limited, so please call Angie at (773) 695-9400, ext. 218 for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,699! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (**before November 19**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (**on or after November 19**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

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

R. Stevens, Director, Learning Technology & Communications

STAPLES, INC.

"Outstanding! One of the most amazing conferences I have attended in a while."

A. Kaszowski, Web Producer

ST. JOSEPH'S HEALTH CARE LONDON

ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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

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

**Government · Communications · Performance Measurement · Strategic Planning
Human Resources · Health Care · Brand Management · Marketing · Biometrics · Social Media · Technology**

WE GUARANTEE RESULTS:

Since 1997, 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 a future event.

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

- Northwestern Memorial Hospital
- Pfizer
- Nationwide Insurance
- Prudential
- Chrysler
- Allstate Insurance
- Capital One Financial Corporation
- American Heart Association
- State Farm Insurance
- American Express
- Disney
- IBM Corporation
- Mayo Clinic
- U.S. Department of Defense
- John Deere
- PepsiCo
- Shell Chemicals
- Verizon
- Microsoft
- Lockheed Martin
- Southwest Airlines
- Northwestern Mutual
- American Cancer Society
- Tasty Catering
- Pennzoil-Quaker State Company
- Kaiser Permanente
- Target Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- AT&T
- AstraZeneca Pharmaceuticals
- Whirlpool Corporation
- Sprint
- Merck
- Mars Chocolate North America
- General Motors
- American Red Cross
- Morgan Stanley
- Starbucks
- Chase Manhattan Bank
- Dean Foods Company

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

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Registration Form

Please photocopy for group members.

Yes, register me for the December 2012 Employee Brand Engagement Conference in Chicago

Please check:

E-mail Priority Code: _____ Amount Due: _____

Conference Only

Conference Plus Workshop(s):

Pre-Conference Morning Workshop A: A Step-By-Step Framework For Implementing New Internal Branding Processes For Improved Employee Engagement

Pre-Conference Afternoon Workshop B: How To Build A Compelling Internal Branding Strategy, Develop More Effective Messaging And Motivate Your People To Deliver On Your Organization's Brand Promise

Post-Conference Morning Workshop C: Developing Engaging Content For Your Employees: How To Overcome Common Obstacles, Learn Practical Solutions, And Build Better Brand Ambassadors

Post-Conference Afternoon Workshop D: Enterprise 2.0: Integrating The Latest Social Media Tools And Technologies Into Your Internal Communications To Foster Better Employee Collaboration And Brand Engagement

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