

Coming Back To Chicago: A Communications Conference You Can't Miss -- Packed With Proven Strategies To Help You Revitalize Your Internal Communications!



# STRATEGIC INTERNAL COMMUNICATIONS

How To Use **Social Media & Traditional Communications**  
To Engage Employees, Drive Performance & Add Value

March 14 -17, 2011 • University of Chicago Gleacher Center

## SPEAKING ORGANIZATIONS:

Hear practical, real-world advice on how to transform the role of internal communications to one that adds value and drives change to achieve results, from leading communications practitioners at these top organizations:

Southwest Airlines

American Red Cross

Dean Foods Company

Mars Chocolate North America

Sprint

Northwestern Mutual

Tasty Catering

U.S. Army Corps of Engineers,  
Charleston District

Kaiser Permanente

City of Milwaukee, Wisconsin

Washington State Office  
of the Attorney General

Intouch Solutions

Edelman Change and  
Employee Engagement

MSL Atlanta

Arceil Leadership Ltd.

Organizational Research Forum, Inc.

Communication Works

Gagen MacDonald

AboutFace Media Inc.

Affect Strategies

Presented by the  
Advanced Learning  
Institute



Two-Day Conference: March 15-16

Optional 'How To' Workshops: March 14 & 17

## KEY TAKE AWAYS

Strategic internal communications impacts your organization's effectiveness dramatically – now more than ever! Attend this conference to discover actionable tools and breakthrough strategies to help you leverage the power of social media and traditional communications to forge stronger employee engagement, drive bottom-line results, and prove your worth, including:

- **Motivating and engaging** employees in your business strategy for performance-driven results
- **Using** leadership communication to build employee trust and engagement
- **Building** the business case for adding social media into your existing communication plans
- **Using** strategic internal communication to communicate radical change and achieve business results
- **Leveraging** technologies, and your Intranet, to provide the correct information efficiently
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **Incorporating** social media technologies into your existing communications plans to maximize results
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees
- **Focusing** your message to cut through the clutter and deliver your key message effectively
- **Implementing** an employee engagement campaign as a business asset to positively affect the bottom line
- **Developing** an effective social media strategy
- **Involving** the right partners (Communications, HR, Marketing, Operations, etc.) across your organization to engage employees and drive results

## SUPPORTING ORGANIZATIONS & PUBLICATIONS



Register by January 21st 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](http://www.aliconferences.com)

# Strategic Internal Communications - March 14-17, 2011

## WHO WILL ATTEND:

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

Internal Communications

Employee Engagement

Corporate & Brand Identity

Corporate Communications

Interactive Media

Brand Development

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

Employee Communications

Change Management

Intranet Communications

Public Relations/Affairs

Global Communication

Strategic Planning

And all those interested in engaging their employees, driving performance, measuring 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 communications 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 communication professionals engaged in the "journey." Join your colleagues now to learn how to use strategic communication to engage employees, drive performance and add value.

## THE COMPETITIVE ADVANTAGE YOU'LL GAIN FROM ATTENDING THIS CRITICAL EVENT

This conference is a must-attend event for all those who are committed to using strategic internal communications to engage their employees, drive performance and add value. You'll benefit from:

- **23 innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional communication tools that are already proven to work
- **Over 24 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
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview** of internal communications innovations from leading practitioners like **Mars Chocolate North America, Southwest Airlines, Washington State Office of the Attorney General**, and many more
- **Acquiring new knowledge** to help transform your communications and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading internal communications initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to revolutionize your employee communications, 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

All attendees will be invited to expand their network and continue the conversation in 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.

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

# Strategic Internal Communications - March 14-17, 2011



A LETTER FROM THE CONFERENCE CHAIRPERSON

## Dear Communication Colleagues,

Now more than ever, organizations are being challenged to stay competitive by an overwhelming array of forces. For communications professionals, we have an unparalleled opportunity to rise up to this challenge providing sophisticated, strategic advice, counsel and support that informs and improves decision-making and policy formulation.

To accomplish this, it's essential that we recalibrate our mindset, approach and deliver real value each and every day. **No one cares about the outputs – it's all about the outcomes – growth, innovation, retention, and quality.**

This is the focus of the **Strategic Internal Communications Conference**, March 14-17, 2011, in Chicago. As the business landscape continues to shift and new employee and customer expectations take shape, our approach to communication—and to measuring its impact—must evolve if we are to remain vital business partners within our organizations. **There's no better time than now to learn from leading thinkers and fellow colleagues about how to revitalize your work.**

This conference will feature a mix of thought leaders and seasoned practitioners who will share their innovations and lessons learned, with an emphasis on harnessing the power of social media to drive employee communication and engagement. We will learn about cutting-edge models and methodologies and hear about some of the best case studies within our discipline. We'll have the opportunity to experience creative work and ask questions of our speakers as well as one another. And yes, we will have fun throughout the entire event.

By attending this conference, you will hear proven strategies, firsthand, from leading organizations, on how to revitalize your internal communications, including how:

- **Tasty Catering** - an award-winning "Best Place to Work in Illinois" winner effectively engages employees to drive the bottom line
- **American Red Cross** mobilized their people in a 2.0 world and managed their workforce's social media conversation
- **U.S. Army Corps of Engineers, Charleston District** honed in on the best ways to effectively communicate the internal missions of their organization to their employees

**Don't be left behind — Register today online or call the conference hotline at 888-362-7400 to attend A.L.I.'s conference on "STRATEGIC INTERNAL COMMUNICATIONS: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," this March in Chicago.** It will be a perfect opportunity to refresh and retool as you seek new ways to deliver proven value for your organization in 2011 and beyond.

I look forward to seeing you at this information-packed, must-attend event for internal communicators!

Sincerely,

Gary Grates, President and Global Managing Director  
**EDELMAN CHANGE AND EMPLOYEE ENGAGEMENT**  
Conference Chairperson

**P.S. Make your investment pay off even more by bringing your communications team! Register 3 people and get the 4th for FREE! Register here <[http://www.aliconferences.com/conf/internal\\_comm0311/register.htm](http://www.aliconferences.com/conf/internal_comm0311/register.htm)> for details or call (773) 695-9400 for more details.**

## RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

*"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**

# Strategic Internal Communications - March 14-17, 2011



INTERACTIVE, HANDS-ON WORKSHOPS

## Monday, March 14, 2011

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 strategic internal communications that will enhance your understanding of the informative, case study presentations throughout the entire conference.

••• Choose ALL FOUR 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.

#### Developing And Implementing An Effective Social Media Strategy For Your Internal Communications Programs: A Step-By-Step Process

With unemployment still hovering near 10% and consumer confidence sluggish, companies are asking how they can improve their employees' confidence. Enter social media – tools which by design drive better connection and collaboration between people. This promise of social media, set in the context of driving business results, can encourage employees to get their skin in the game.

Many communicators are asking:

- Everyone is using social media, is it right for my company?
- How do I get senior leaders to support the effort?
- What's required to get started and then to keep it running?

If you've ever asked yourself these questions, this workshop will help you find the answers.

In this interactive and informative workshop, you will learn how to:

- Assess your company for social media readiness
- Get buy-in from senior leaders and colleagues
- Develop a strategic implementation plan
- Prove the business value of social media

This workshop offers a broad perspective on best practices in implementing social media, an overview of the top channels, as well as an in-depth look at examples of those who have executed social media strategic plans for their clients and companies, and how you can do the same.

**WORKSHOP LEADER:** Peter Debrecey is a Consultant with Gagen MacDonald. After recently retiring as vice president of Corporate Relations at Allstate Insurance Company, responsible for internal and external communications for the Allstate Corporation and its subsidiaries, Peter Debrecey has been with Gagen MacDonald since the end of 2007.

### 11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own.

### 1:00 p.m. to 4:00 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP **B**

#### “I've Chosen My Communication Tools, Now What?” How To Develop And Implement Compelling Content For Your Internal Communications Strategy

You've narrowed down the tools you want to use for your internal communications plan – that's a great first step. Now, how do you go about creating content to utilize those tools effectively?

In this workshop, you will be guided to greater understand the ins and outs of creating compelling content for use in your internal communications. You'll learn practical approaches and tips to developing content that grabs the attention of your audience, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to further communication. Case studies will be presented to illustrate how video content was created and implemented for internal communications purposes, and demonstrate how in some cases, this content can serve double-duty as an outward-facing strategy.

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

- Key Items to consider when creating a video content strategy
- Best practices for developing content
- How to create content that utilizes new tools such as Facebook Groups to communicate with your audience where they're spending their time
- How to implement video content in a wide range of internal communication approaches: from emails and newsletters to online magazines and beyond
- How to apply these approaches to your specific content needs

**WORKSHOP LEADER:** Denise McKee is COO at AboutFace Media Inc. AboutFace is a content marketing agency that creates short form documentary videos for their clients, and then optimizes that content for use within social media.





### Thursday, March 17, 2011

#### 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.

##### **Keeping The Attention Of Your CEO: How To Prove The Impact And Importance Of Internal Communications On Your Organization's Bottom Line**

With research that proves internal communications can positively impact the bottom line, communication professionals now have the attention of their CEOs.

But are you equipped to keep the attention of your CEO? What are you doing to demonstrate that internal communications is contributing to improved operating and financial performance?

Attend this interactive workshop to gain a better understanding of CEOs and how you can better convey your message to them, by:

- Advising your CEO more effectively
- Better identifying projects that will positively impact your organization's bottom line
- Measuring the impact of your efforts
- Maximizing your position

This highly engaging workshop will highlight recent research, practical tips, solutions, case studies and hands-on activities that will allow you to practice real-world situations, preparing you to keep the attention of your CEO!

**WORKSHOP LEADER: Julie Baron, Principal of Communication Works, has 20 years of experience working as a communications strategist.** Her functional expertise includes employee communications, global communications and public relations.

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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. – POST-CONFERENCE AFTERNOON WORKSHOP D

##### **Real-World Measurement For Real-World Communication**

Employees today have many sources of information about their work environment: their own direct observation, the grapevine, social media, their past experience with certain executives or managers, news from relatives and friends, Internet forums, their feeling of dignity and significance on the job, the company's policies and procedures, a manager's castoff remarks, the news media, perhaps a labor union, even their own intuition.

All told, what a company states is rarely what employees actually hear, and it's what they hear that counts. That is what must be measured.

In this highly-rated, fast-paced session, you will learn to distinguish between the "official truth" as management sees it and the "ground truth" as employees experience it, to respect both for what they are, and to begin measuring the gap in clarity and credibility between intended messages and actual messages.

Specifically, this interactive workshop will teach you the:

- Three voices of communication every company uses: formal (official media), semi-formal (management programs and policies), and informal (working relationships) and the powerful effect of their integration on employee engagement
- Five big myths of surveying employees, three huge employee fears you must face, seven mistakes that rookies often make in survey research, and eight keys to your measurement success
- Four stages of building employee engagement for your next initiative or program
- Secrets of planning a communication strategy that recognizes implicit as well as explicit communication

**WORKSHOP LEADERS: Thomas J. Lee, President of Arceil Leadership Ltd.,** teaches leadership communication to management teams in numerous Fortune 500 companies.

**Andrew Mosko is the Founder & Managing Principal of Organizational Research Forum, Inc.,** a firm that specializes in the collection and analysis of survey data. He has over 30 years of experience in organizational research and human resources management.

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AGENDA - DAY 1 - Tuesday, March 15



**8:00 a.m.**  
**Registration & Continental Breakfast**

**8:30 a.m.** **CHAIRPERSON'S WELCOME**  
**Chairperson's Welcome & Opening Remarks**

Gary Grates, President and Global Managing Director  
**EDELMAN CHANGE AND EMPLOYEE ENGAGEMENT**

**8:45 a.m.** **CASE STUDY**  
**Implementing Employee Engagement To Drive The Bottom Line:  
Why Engaged Human Capital Is A Precious Asset For Your Organization**

2010 was the tipping point when Boomers were replaced by Millennials as the leading members of the United States workforce. In 2011, we will see women replace men as the majority workforce gender. These transitions are powerful changes.

Many polls state that less than half of the workforce is engaged. Large employee turnover rates are anticipated after the economic recovery. Why? How can communication tools be effectively used to align and entangle the workforce?

In this session, you will hear how a 40-year serial entrepreneur who has started 28 companies, acquired three and currently is the President/CEO of seven organizations, has facilitated his engaged staff to launch five companies in the past four years. Tasty Catering, the most recognized brand in the mix, was named in the top 5 Best Place to Work in Illinois the past four years, taking #1 in 2008 and 2009, Wall Street Journal's/Winning Workplaces Top 35 Small Companies in 2008 & 2009 and Inc Magazine's Top 20 Workplaces in 2010.

Specifically, you will learn valuable lessons on how the role of communications has played in sustaining successful business models and how you can apply these practices to your organization, by:

- Recognizing the damage caused by unengaged staff
- Understanding why the basic need to "know" impacts results
- Learning proven methods of engagement used by several award-winning companies
- Creating communication instruments that speak from staff to staff
- Changing staff doubt to profit

Thomas J. Walter, CEO & Founding Partner  
**TASTY CATERING**

**9:30 a.m.** **CASE STUDY**  
**Three Highly-Effective (And Under-Utilized) Ways To Engage  
Your Employees And Drive Change**

Most strategic change initiatives fail, or at least hit some major bumps along the road, because of poor employee engagement.

When Kaiser Permanente, the 60 year old \$30B healthcare behemoth headquartered in Oakland, CA, decided to strategically reposition its brand in 2003, the company's executive leadership understood the importance of employee engagement for long-term success. Since the start of this process, great progress has been made at Kaiser Permanente since its brand repositioning and employee engagement effort began.

If your team is struggling to engage your employees around a new strategy, learn from the experience of

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AGENDA - DAY 1 - Tuesday, March 15

Kaiser Permanente and try these three things to help get your team back on track:

1. Giving your staff the power to create their own fate: if people are told to act differently, they feel like "doers" with little control or power. Let people make choices about how they will contribute to the new strategy.
2. Asking your staff what they think — and listen: when facing a challenge, ask for input first before making final decisions. If your people are stuck, ask them to suggest ways to remove the barriers that are holding them back.
3. Sharing success and credit: no one wants to change if they don't think the new strategy will succeed. Or, if it does, the boss gets all the credit. Whenever you make progress, no matter how small, share it with your team as evidence that the new strategy works and employee engagement matters.

Scott Power, Senior Brand Strategist

**KAISER PERMANENTE**

**10:15 a.m.**

## **Break-Out Blitz! Network And Discuss Strategic Internal Communication Challenges With Your Fellow Conference Attendees**

This session will open the conversation by connecting you with other conference participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

**10:45 a.m.**

## **Morning Refreshment & Networking Break**

**11:15 a.m.** **GOVERNMENT CASE STUDY**

## **Connecting To Your Employees Near And Far: How To Integrate Social Media Into Your Internal Communications Plans**

The U.S. Army Corps of Engineers, Charleston District's communications goal is to communicate as effectively with their internal audience as they do with their external audience. Realizing that internal communication needs to be dynamic in order to keep employees engaged, the Charleston District saw an opportunity for integrating social media into their internal communications. As an agency whose mission is to support Overseas Contingency Operations, civilian employees often volunteer to deploy to Afghanistan and Iraq. The Charleston District turned to blogging to keep up with deployed employees.

Internal blogs have been set up for many deployed employees to stay engaged with their stateside colleagues. Blogging is a way for them to continuously share their experiences while they are away and allow people to comment and share the experience with them, making overseas travel seem much more like home. It is also a unique way for employees that have not deployed, but have considered it, to get an up close and personal look at what their life would be like if they did decide to go, making their decision much less stressful.

Learning from their experiences, you will be able to take back to your organization advice and lessons on:

- How to reach your employees through blogging
- Deciding if social media is right for your internal communications strategy
- Honing in on the best ways to effectively communicate the internal missions of your organization to your employees
- The best ways to showcase the use of internal social media as a necessary

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function for your organization

- Other unique ways to involve your whole organization in your internal communication efforts

Sean McBride, Public Affairs Specialist

**U.S. ARMY CORPS OF ENGINEERS, CHARLESTON DISTRICT**

**12:00 p.m. CASE STUDY**

## **Sticking The Landing: The Keys To Successful Internal Communications That Drive Bottom-Line Business Results**

Internal communications is a critical component to a company's long-term success. It aligns employees around a vision, creates greater efficiency and understanding across an organization, and ultimately manifests itself externally through marketplace results.

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

In this session, you will learn how Dean Foods has incorporated several key elements in planning and executing an internal communications campaign for maximum results. You will take back practical lessons to your organization, such as:

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

Marguerite Copel, Vice President, Corporate Communications

**DEAN FOODS COMPANY**

**12:45 p.m.**

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

Join a group of your 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 communications concerns.

**2:15 p.m. CASE STUDY**

## **Igniting Internal Communications With Effective Social Media Strategies: How To Improve Communication And Drive Engagement Among Employees**

While most companies have begun to successfully incorporate social media into external communication programs, many are still struggling to effectively implement these technologies internally. By neglecting social media as a channel for internal communication, companies are missing out on an incredible opportunity to improve the effectiveness of their efforts. Social media is also one of the most immediate and cost-effective modes of communication, helping resource-strapped employee communications departments be more productive and responsive.

AGENDA - DAY 1 - Tuesday, March 15



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This session will highlight case studies on how Affect Strategies, as well as some of their clients, have leveraged social media internally to improve communication and drive engagement among employees.

You will be provided with specific social media tools and technologies that are most useful for your internal communication efforts and strategies, while learning how to:

- Integrate social media with traditional communication efforts in order to maximize the success of your company's internal communication program
- Determine which social media platforms are most effective for internal communication programs based on the your company's goals and culture
- Review specific tools and technologies companies can use to efficiently execute social media for an internal audience
- Create customized social networks or communities dedicated for employees only
- Leverage social media platforms to highlight company/employee accomplishments, allowing them to deliver key messages and boost company morale
- Empower employees to become social media ambassadors for your organization

Sample platforms and technologies that will be discussed include:

- Social Networks (i.e. Facebook, LinkedIn)
- Video Communications (i.e. Youtube & Vimeo)
- Blogging (i.e. Wordpress & Tumblr)
- Short-form blogging platforms (i.e. Twitter & Yammer)
- Custom Community Creations (i.e. Ning)

Sandra Fathi, President

**AFFECT STRATEGIES**

**3:00 p.m.**

**Afternoon Refreshment & Networking Break**

**3:20 p.m.** **NON-PROFIT CASE STUDY**

**Heart At Work: Keeping Your Workforce Engaged, On Task And On Fire Through Transparent, Web 2.0 Dialogue And Employee Accountability**

As an organization that does more than 90% of its work by mobilizing volunteers, the American Red Cross must constantly engage and inspire its workforce to show up. In their grassroots relief work in hundreds of chapters throughout the United States and around the world, they must be deeply accountable to the principles of people-centered leadership and workforce community building.

So how does the largest humanitarian effort in the world keep their workforce on task and focused in the midst of crisis? By learning from mistakes, fostering a rich and transparent dialogue, and encouraging people to bring their hearts to work.

Targeted for both not-for-profit and for-profit communicators, this presentation will explore how your organization can:

- Mobilize your people in 2.0 world
- Manage your workforce's social media conversation
- Encourage your employees to have a passion for volunteers
- Further your volunteers and frontline "worker bees" to have the accountability of employees

AGENDA - DAY 1 - Tuesday, March 15



- Use stories to get results

Jackie Mitchell, Director, Marketing and Communications, Greater Chicago  
Martha Carlos, Sr. Manager, Marketing and Communications, Greater Chicago  
**AMERICAN RED CROSS**

## 4:05 p.m. **CASE STUDY**

### **From Internal Communications To Intentional Conversations: How And Why Your Organization Can Create More Opportunity For Intentional Conversations**

Mars Chocolate North America (MCNA) produces some of America's favorite candy and snack foods, including M&M's, Snickers, Twix and Combos. With over 4,400 associates in 10 major locations in the U.S. and Canada, including a remote, mobile sales force, MCNA, like most companies its size and scope, faced challenges communicating internally. As the company responded to changes in the highly competitive, global marketplace, the internal communications team found that traditional communication models weren't producing the results they wanted. So, MCNA took a fresh approach to communications, with less emphasis on "internal communications" and more emphasis on "intentional conversations."

This transition, still in its early stages, is helping to drive a fundamental shift in how the company communicates.

In this presentation, you'll learn lessons on how your organization can also make the most of intentional conversations, and specifically:

- How basic communications research uncovered the issues
- Why it was important to switch to collaborative conversations
- Which tools -- old and new -- were used to change the communications model
- The roles both frontline supervisors and senior leaders play in creating conversations
- The importance of explaining the "why" in addition to the "what, when, where and who"

Renee Kopkowski, Vice President, Corporate Affairs  
**MARS CHOCOLATE NORTH AMERICA**

Jason Anthoine, Senior Vice President  
**MSL ATLANTA**

## 4:50 p.m. **End Of Day One**

## 5:00 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.

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AGENDA - DAY 2 - Wednesday, March 16



## 8:00 a.m. Continental Breakfast & Networking

### 8:30 a.m. **CHAIRPERSON'S ADDRESS** **Chairperson's Opening Of Day Two & Presentation** **Leading And Communicating In An Age Of Context: Making Employees And Customers "Insiders" In A Time Of Distraction, Cynicism And Heightened Awareness**

Thriving in a world of cross-influence, open advocacy, and co-creation, whether it be for policy-making or strategy, requires a new mindset and a new organizational architecture. This presentation will explore how this new reality is impacting organizational behavior both with internal as well as external stakeholders.

You will take the following key lessons back to your organization:

- Why context matters
- Understanding the mindset of today's customer and employee Being an insider and its impact on organizational behavior
- A test for leaders and communicators
- Linking context and storytelling
- Designing a communications model that engages as well as informs
- Specific examples of success and failures

Gary Grates, President and Global Managing Director  
**EDELMAN CHANGE AND EMPLOYEE ENGAGEMENT**

### 9:30 a.m. **CASE STUDY** **From The Ground To The Sky: Using Creative And Strategic Communications Methods To Spread Your Message Across A Large Organization**

Communicating with a diverse workforce is a mighty challenge. Every day, Southwest Airlines struggles to effectively deliver messages to each and every one of their nearly 35,000 employees. With employees on planes, on the ramp, in maintenance hangars, at call centers, and every other place you can imagine, they have to be strategic and creative, and ensure that they are providing the communication tools their employees prefer to use.

In this session, you will not only learn about the tools Southwest uses and what's on the horizon for their employee communications, but how to apply the following proven strategies to your organization's communications strategies, including, how to:

- Put your employees first
- Be transparent with your messaging
- Coordinate your internal and external messages
- Listen to your employees, your most valuable resource
- Provide the communication channels employees want
- Throw some fun in there, when appropriate
- Determine if your leaders have a voice

Todd Painter, Communications Manager  
**SOUTHWEST AIRLINES**

# Strategic Internal Communications - March 14-17, 2011

AGENDA - DAY 2 - Wednesday, March 16



**10:15 a.m.**

## **Morning Refreshment & Networking Break**

**10:45 a.m.**

### **GOVERNMENT CASE STUDY**

## **Internal Innovations: Using New Communications Technologies To Engage Employees**

In this presentation, you will hear how online surveys and web communication tools typically used for city-to-constituent communication were altered to instead engage the very city workers who produce the information.

In an attempt to negotiate one of the hardest budget seasons the City of Milwaukee has ever faced, elected leaders worked internally to solicit suggestions and information from city frontline workers in an unprecedented attempt to find innovative strategies for trimming the budget.

Some of the discussions included employees' use of personal web spaces like Facebook and how it factors into communication policies and strategies that now turn what was once solely internal communication into a combination of information—all available to the public.

Learn lessons from the City of Milwaukee and take strategies back to your organization by implementing:

- New ways to use old models of internal communication
- New ways to view employee communication and the policies and issues that surround them
- An internal communications plan to raise morale

Finally, you will learn how to utilize employee talent by devising projects that are for internal and external clients.

Dr. Julie Ferris, Public Relations Supervisor, Common Council-City Clerk  
**CITY OF MILWAUKEE, WISCONSIN**

**11:30 a.m.**

### **CASE STUDY**

## **How To Integrate Traditional And New Media Communication Plans To Drive Performance And Add Value**

Intouch Solutions is a leader in digital integration for pharmaceutical marketing. They have the ability to bring awareness of the brand to consumers through websites, e-mail content streams, display media, search marketing, social media, mobile media and interactive applications. So it only makes sense that they use similar multimedia tools in place internally for their own associates.

Through thoughtful and deliberate communications plans, you can learn how to connect with your employees' professional needs, personal concerns, and career aspirations and appreciate the value that each person brings to your organization, by:

- Understanding the challenges and obstacles that lead to a breakdown in communication
- Learning what basic information is needed for your HR team to enhance communications across your organization
- Seeing the 5-step strategy that was created to introduce different roles, responsibilities and resources throughout the company and how you can apply this to your organization
- Viewing the additional tools in the works to continue to meet communication needs as the organization continues to grow and expand geographically

Laura Simcox SPHR, HR Director

**INTOUCH SOLUTIONS**





**12:15 p.m.**

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

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

**1:45 p.m.**

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

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

**2:15 p.m.**

### **GOVERNMENT CASE STUDY**

## **How To Use Social Media And Traditional Communications To Foster Positive Employee Satisfaction And Improve Morale**

Retaining a qualified and effective workforce can be challenging within the limitations of the public sector, especially during tough budget times. Employees who feel appreciated and know senior managers are listening to them are more content and productive, and internal communications plays a vital role in fostering employee satisfaction.

Both traditional and new media communication tools can enhance the interaction between employees and senior managers and help improve employee morale and cultivate a positive work environment.

In this session, you will learn how to use effective communication tools, internally, including blogs, videos, and anonymous suggestion boxes to:

- Keep employees engaged, connected and informed
- Help employees accept change and transition
- Recognize employee achievement
- Maintain high employee morale

Sarah Lane, MCDM, Internal Communications & Social Media Manager  
**WASHINGTON STATE OFFICE OF THE ATTORNEY GENERAL**

**3:00 p.m.**

## **Afternoon Refreshment & Networking Break**

**3:15 p.m.**

### **AWARD WINNING CASE STUDY**

## **How To Demonstrate The Impact Of Internal Communications On Business Performance While Building Energized And Motivated Employees**

Employee engagement is a longstanding “hot topic” in the public relations industry and gaining prominence in general business circles. Despite its heightened focus, however, many companies still struggle to answer fundamental questions: *Why invest in employee engagement? Where should I invest for the greatest impact? What’s the tangible business value of internal PR?*

To address these questions, companies frequently establish basic perception measures (e.g., awareness, understanding). But those measures often fall short, failing to demonstrate a causal link

# Strategic Internal Communications - March 14-17, 2011



AGENDA - DAY 2 - Wednesday, March 16

between PR programs and specific business metrics such as productivity, customer service, and market share.

This session will describe pioneering and award-winning work undertaken with Northwestern Mutual that addresses this very challenge. On the heels of the global financial crisis, during a time requiring elevated employee performance across the organization, the company embarked on the “Motivated Workforce Pilot.” Using sound research and analytics, a set of leadership behaviors — “soft” performance measures — that predict productivity at Northwestern Mutual, were identified. This link was tested and proven through a controlled pilot experiment to make a case for the company’s future investment in employee engagement. Learn how this approach arms PR practitioners through a compelling example of how to demonstrate the impact of internal communications on business performance.

You will take away these proven and sought-after strategies so your organization can:

- Use a disciplined research/measurement approach to inform your internal PR/communications programs for the greatest impact
- Move internal communications beyond the corporate newsletter and into the area of influencing daily conversations between your employees and direct managers
- Clearly demonstrate a link between internal PR activity and measureable business outcomes

Finally, you will learn how to implement one of Northwestern Mutual’s strategic priorities into your organization: building energized and motivated employees, championed by your CEO and executive management team!

Kevin Olp, Director, Creative Solutions

**NORTHWESTERN MUTUAL**

Morgan Marzec, Consultant

**GAGEN MACDONALD**

**4:00 p.m. CASE STUDY**

## **Building Advocacy From The Inside Out: Using Social Media To Drive Customer Loyalty, Build Transparency And Trust In Your Organization**

As one of America’s most recognized brands, Sprint Nextel is one of the leading wireless solutions providers in the U.S. But after a difficult merger, leadership change and poor financial results, employee engagement and confidence were low.

To improve reputation from the inside out, Sprint Corporate Communications and other partners built the Sprint Social Media Ninjas Program. This program was designed to engage employees in the company’s brand and build support and recognition for these behaviors. These Ninjas advocate for the company, and are responsible for driving customer loyalty. Coupled with communications initiatives that drive transparency and trust, the Sprint Ninjas have taken the company – and its customers – by storm!

In this cutting-edge session, you will learn from Sprint’s lessons on how your organization can also:

- Build an employee advocate program
- Implement social media into your employee engagement program for ultimate success
- Achieve buy-in and support from executives

Sara Folkerts, Social Media Manager

**SPRINT**



**4:45 p.m.**

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

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

Gary Grates, President and Global Managing Director  
**EDELMAN CHANGE AND EMPLOYEE ENGAGEMENT**

**5:00 p.m.**

**Close Of General Sessions**

**RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:**

*"I've been to many conferences and presented at a number of them. The A.L.I. summit was exceptional. Great content and organization. I'd definitely recommend this experience to others. It's a great value."*

B. Bowman, Director, Corporate Communications & Energy Services  
**SECO ENERGY**

*"This conference was the most engaging I've ever attended. What an incredible group of speakers!"*

G. Grooms, Director of Field Communications  
**TRANSAMERICA**

*"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**

*"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**

**Bring a Team and Save -  
Register 3, Send a 4th for FREE!**

# CONFERENCE SUPPORTERS & PUBLICATIONS



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: <https://www.ccmconnection.com/>.



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

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



**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/>



**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).



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



**The Chicago Interactive Marketing Association (CIMA)** is Chicago's only interactive-centric professional organization dedicated to the enhancement and acceleration of business opportunities, professional development, and exponential networking for over 900 interactive marketing professionals in Chicago.

Founded in 1997, CIMA remains one of the veteran interactive associations in the country with critical emphasis on thought-leadership and cross-media outreach through forums, panels and seminars with experts from our Windy City and beyond. Events are held monthly on third Thursdays of most months and we welcome members and non-members alike. Members receive a tremendous value for their investment, which includes: members-only access to special social events, the membership directory and job postings; discounts to all CIMA social and educational events as well as select industry conference fees; professional development opportunities & networking opportunities within the industry.

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



**O'Dwyer's** is the trusted source for those seeking the inside news of public relations. In fact, Jack O'Dwyer's Newsletter is recognized as "the bible of PR" by the New York Times. They've been covering the field for over 40 years through their weekly newsletter, monthly magazine, directories, guides and website. Fiercely independent, they continue to provide news, analysis and commentary not found on any other PR website or in any other PR publication.

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



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# Strategic Internal Communications - March 14-17, 2011

## Sleeping rooms will be held at the:

### InterContinental Chicago Magnificent Mile Hotel

505 N. Michigan Avenue  
Chicago, IL 60611  
Hotel Phone: (312) 944-4100  
Reservations: (800) 628-2112  
<http://events.ichotelsgroup.com>

## All conference sessions will take place 2 blocks away from the hotel 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.

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 no later than February 28, 2011, to help ensure this rate and mention the "Strategic Internal Communications 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 for A.L.I.'s 3rd forum on "Strategic Internal Communications: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to Chicago please go to: [www.choosechicago.com](http://www.choosechicago.com) and [www.explorechicago.org](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, evening networking reception, **and complimentary wireless internet service in all meeting rooms.**

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by Jan. 21st</b>	<b>Regular Pricing: Register with payment after Jan. 21st</b>
Conference Only (March 15th and 16th)	\$1,299	\$1,699
Conference Plus <b>One</b> Workshop	\$1,699	\$2,099
Conference Plus <b>Two</b> Workshops	\$1,999	\$2,399
Conference Plus <b>Three</b> Workshops	\$2,199	\$2,599
Conference Plus <b>All Four</b> Workshops	<b>\$2,299 BEST VALUE!</b>	\$2,699
Conference Workbook Only (if not attending)	\$199.00* + \$20.00 S&H	

\*IL residents will be charged 9.25% 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.***

VENUE & REGISTRATION FEES

# Strategic Internal Communications - March 14-17, 2011



## **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 Kelly at (262) 723-1284, for more information.

## **GROUP DISCOUNTS: REGISTER 3 & THE 4TH IS FREE!**

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

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

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

## **PROGRAM CHANGES:**

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

## **CANCELLATION POLICY:**

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before February 28th) 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 February 28th) 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:**

*"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**

*"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**

*"A great selection of topics and presenters. An excellent utilization of time!"*

J. Sanchez, Director of Corporate Communication

**U.S. SUGAR CORPORATION**

*"I am a big fan of your conferences. This is my second one and I look forward to future offerings."*

I. Esche, Brand Manager

**AAA OF NORTHERN CALIFORNIA**

DISCOUNTS & POLICIES

# Strategic Internal Communications - March 14-17, 2011



ABOUT THE ADVANCED LEARNING INSTITUTE

## 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:

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## WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for 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
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- American Cancer Society
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- Kaiser Permanente
- Target Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- AT&T
- AstraZeneca Pharmaceuticals
- Whirlpool Corporation
- Sprint Nextel
- Merck
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***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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## RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

*"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**

*"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**



# STRATEGIC INTERNAL COMMUNICATIONS

How To Use **Social Media & Traditional Communications**  
To Engage Employees, Drive Performance & Add Value

March 14 -17, 2011 • University of Chicago Gleacher Center

## Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the March 2011 Strategic Internal Communications conference in Chicago, IL.

### Please check:

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

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Morning Workshop A: Developing And Implementing An Effective Social Media Strategy For Your Internal Communications Programs: A Step-By-Step Process
  - Pre-Conference Afternoon Workshop B: "I've Chosen My Communication Tools, Now What?" How To Develop And Implement Compelling Content For Your Internal Communications Strategy
  - Post-Conference Morning Workshop C: Keeping The Attention Of Your CEO: How To Prove The Impact And Importance Of Internal Communications On Your Organization's Bottom Line
  - Post-Conference Afternoon Workshop D: Real-World Measurement For Real-World Communication
- 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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