

Don't Miss THE Internal Communications Conference Of 2010...
Packed With Proven Strategies To Help You Revitalize Your Communications!



Rave Reviews From Past Internal Communications Conference Attendees:

"The conference provided a good variety of examples and perspectives. I took away a lot that I could act on immediately. My job just got so much more exciting!"
R. McCaig, Manager, Print & Electronic Communications

The Clorox Company

"Wonderful conference! I'm leaving with a million great ideas running through my head. This conference has energized and inspired me to try to implement these new concepts in my organization."
T. Malone, Senior Corporate Communications Specialist

Genzyme Corporation

***** Register by June 4th To Save \$400! *****
Register 3 and send a 4th for FREE!
To Register, Call (888) 362-7400 -or- (773) 695-9400
or register online at www.aliconferences.com

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

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:

Sony Pictures Entertainment

Exelon Corporation

Coldwell Banker Real Estate

American Express Canada

Edelman

Peet's Coffee & Tea, Inc.

The Bill & Melinda Gates Foundation

Drug Enforcement Administration

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
- **Integrating** social media tools with your traditional communications to reach your employees more efficiently and effectively
- **Utilizing** internal communications as a catalyst for culture and leadership transformation in a mission-driven organization

Presented by:



**Your Communications
Training Partner
Since 1997**

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.

Internet access
in all meeting &
sleeping rooms
will be provided
free of charge!

NetApp

Daniels College of Business, University of Denver

Cox Communications

Tasty Catering

Awana Clubs International

Bonfire Communications

CTCreative

Waggener Edstrom Worldwide

Arceil Leadership Ltd.

Pipeline Media Relations

Organizational Research Forum Inc.

Bridge Consulting

Official Media Partner:

brandchannel

Supporting Organizations:



Mashable
The Social Media Guide



Federal Communicators Network



WHY IS THIS A CAN'T MISS EVENT?

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

MAXIMIZE YOUR TRAINING...

Choose From Four Workshops For Ultimate Value & Learning!

Sign up for your choice of these highly-interactive and practical workshops to focus on your individual needs:

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

Monday, August 2, 2010, 9:00 a.m. – 12:00 p.m.:

How To Blend Social Media And Traditional Tools Within Your Communications Plan

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

Monday, August 2, 2010, 1:30 p.m. – 4:30 p.m.:

How To Successfully Leverage New Web 2.0 Tools To Develop And Implement An Effective Social Media Strategy For Your Internal Communications Programs: A Step-By-Step Process

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

Thursday, August 5, 2010, 8:30 a.m. – 11:30 a.m.:

Real-World Measurement For Real-World Communication

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

Thursday, August 5, 2010, 1:00 p.m. – 4:00 p.m.:

How To Communicate To Engage Your Employees In The Business Strategy For Performance-Driven Results

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
- Electronic Communications
- Business Development
- Media Relations
- Communications Management
- Emerging/Digital Media
- Social/New Media
- Employee Communications
- Change Management
- Intranet Communications
- Public Relations/Affairs
- Global Communications
- Strategic Planning
- Online, Publication & Web Content
- Training & Development
- Organizational Transformation & Development
- Human Resources

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

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:

- **22 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 **Sony Pictures Entertainment, The Bill & Melinda Gates Foundation, American Express Canada, Drug Enforcement Administration**, 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

A MESSAGE FROM THE CONFERENCE CHAIRPERSON:



Dear Communication Colleagues,

In this cost-focused, value-centric business economy, nobody is safe from the profound scrutiny surrounding overhead and cost centers in the enterprise. As professional strategic communicators, it's essential that we deliver value everyday. Our ability to get things done is under consistent scrutiny, and nobody cares how many artifacts we've produced. We need quantitative and qualitative proof that we add meaning to our fellow employees, our shareholders and our current and prospective customers. Or better yet - all of the above.

This is the focus of this summer's **Strategic Internal Communications Conference. Within the evolving worlds of social media and traditional media and both employee and customer expectations, there is no better time than now to learn from leading thinkers and fellow colleagues about how to revitalize your work.**

This conference will focus on the issue of value and the roles of communications and employee engagement. We will learn about cutting-edge models and methodologies and hear about some of the best case studies in our industry. We will 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 year's conference, you will hear proven strategies, firsthand, from leading organizations, on how to revitalize your communications, including how:

- **Cox Communications** uses internal communications to keep their employees informed and engaged
- **Peet's Coffee & Tea, Inc.** aligns their employees to a clear vision to fuel and support company growth
- **Coldwell Banker Real Estate** focuses their messages to cut through the clutter and deliver key messages effectively – including the use of social media

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 August in Chicago and get refreshed and re-tooled for your organization.

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

Sincerely,

Gordon Rudow, CEO

BONFIRE COMMUNICATIONS

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! [Click here](#) for details or call (773) 695-9400 for more details.**

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

"Amazing case histories – the results of the companies who have come in the past and have presented again demonstrate the value of the conference."

C. Verdi-Sarwar, Director of Communications & Marketing

CITY OF CORAL SPRINGS, FL

"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."

S. Russ, Director of Internal Communications

THE READER'S DIGEST ASSOCIATION, INC.

"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

"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

"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

PRE-CONFERENCE WORKSHOPS: Monday, August 2, 2010

Jump-start your conference experience by attending the pre-conference interactive 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 A or B or BOTH for Maximum Value & Learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

How To Blend Social Media And Traditional Tools Within Your Communications Plan

Before you capture new technology tips and experience some social media case studies from your peers, join this pre-conference workshop to learn proven ways of identifying the right technologies or social media platforms to achieve your organization's strategic objectives. Whether it's micro-blogging for leadership communications, launching a social ideation platform for innovation, developing vidcasts for training programs, or nurturing discussion forums to gather insights from multiple audiences, this strategy development methodology will yield more effective and collaborative communications across borders and time zones.

In this highly-rated, informative workshop, you will learn how to:

- Use Audience-Centric Communication Planning™ to assess your organization's readiness to adopt new social media strategies

- Select and integrate the most relevant and sustainable technologies and communication vehicles
- Communicate your key messages through these new technologies, whether you are an early adopter or just considering new approaches
- Utilize social media within your current internal, partner or corporate communications infrastructure
- Develop the business case you need to win sponsor approval and roll out the best technologies for meeting your business goals and objectives

WORKSHOP LEADER: Gordon Rudow is CEO of Bonfire Communications. Gordon is a recognized expert on organizational communications and strategy implementation. He is a passionate keynote speaker, workshop leader and consultant with deep experience in internal communications, branding, employee engagement and organizational change.

During the past 15 years, a wide range of global companies have turned to Gordon and Bonfire to build strategic campaigns that implement critical business initiatives and impact organizational behaviors and cultures. Our workshop participants will learn from his relevant stories and experiences with companies including Del Monte Foods, Gap Inc., Genentech, Life Technologies, McKesson, Oracle, Salesforce.com, Starbucks, Sun Microsystems and SunPower.

Testimonials from Past Gordon Rudow Sessions:

“I think this was so helpful. It gave me a lot of good information to think over and work through. Thanks!”

“The best workshop/presentation of the conference. Lots of new learnings. Very interesting!”

*“Gordon was very forthcoming with information, knowledgeable and articulate.
A pleasure to have received this presentation and valuable insights.”*

*“This was a very great speaker, truly engaging!! Topic was useful and session was highly informative.
Great work—thanks.”*

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

Afternoon break/lunch on your own

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

AFTERNOON PRE-CONFERENCE WORKSHOP B

How To Successfully Leverage New Web 2.0 Tools To Develop And Implement An Effective Social Media Strategy For Your Internal Communications Programs: A Step-By-Step Process

We’ve heard that social media is the new word of mouth, and that it can even help organizations create their own “Tribes,” but what does this all mean in terms of how we grow business in today’s new age of information and engagement?

According to the latest survey information available, most C-level executives are no longer debating if they should be engaging in social media, but are now asking themselves how to do it effectively and measure the results. **As with most successful initiatives, leveraging the power of social media involves starting with a well thought out strategy. But the road to getting there can be confusing.**

In this thought-provoking workshop, you will learn:

- What the most impactful social media platforms are
- What being ‘social’ is really about
- How effective measurement can be part of your organization’s plan

In this new universe, there are unique codes of conduct and you may unwittingly break them at the risk of your brand. Impactful social media programs begin within an organization and flow outward. Workshop participants will examine how to organically use social media to engage and empower employees, and in the process, have them become some of the most important ambassadors your organization has. In addition, you will learn how to become publishers in today’s new world of “Me Media.” Lastly, you will also learn ways your organization can leverage Google’s rules to your organization’s best advantage.

WORKSHOP LEADER: Matt Batt, CEO & Founder of Pipeline Media Relations (www.pipelinemediarelations.com), is a sought after national speaker whose expertise and cutting edge ideas around combining traditional PR strategy with

forward thinking social media engagement has led to numerous awards and accolades for him as a thought leader in the space. Matt is an adjunct professor at Lake Forest Graduate School of Management, and a teacher at the Illinois Small Business Development Center. His agency represents a range of recognized industry leaders including Kohler, Miller Heiman, and Redbox. Matt has worked with clients in a wide variety of industries including consumer, financial services, franchise and technology.

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AGENDA - DAY 1: Tuesday, August 3, 2010

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

Gordon Rudow, CEO

BONFIRE COMMUNICATIONS

8:45 a.m.



CASE STUDY

How To Communicate With Employees To Increase Certainty In Uncertain Times

In this thought-provoking session, you will join in a discussion about the most common approaches to communicating during times of uncertainty...and why they may not achieve your communication and business goals. Whether due to internal or external factors, companies frequently operate through periods during which employees aren't sure what's happening, how it affects them and what their role is in their organization's success.

Layoffs...stock price depreciation...revenue or profit decreases...executive changes --- these events can easily throw an employee off his or her game, potentially impacting the business, but it doesn't have to be that way!

In this session, you'll learn about:

- How even the most beautifully-executed communication tactics aren't quite working to keep employees engaged and motivated
- The simple tweak to a strategic communication framework that forces a new way of looking at business communications
- How you and your executive leadership can take more control over the impact of your communications – regardless of the storms circling your company

Howard Karesh, Director, Internal Communications

EXELON CORPORATION

9:30 a.m.



Building Your Internal Brand To Motivate Employees, Develop A Positive Culture And Create A Winning Organization

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

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

During this session, you will hear about the strategies and tactics that have helped build a winning organization at AMEX Canada. In addition, you will gain valuable insight into:

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

David Barnes, Vice President, Advertising, Sponsorship and Communication

AMERICAN EXPRESS CANADA

10:15 a.m.



Break-Out Blitz! Network And Discuss 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.



Using Effective Leadership Communication To Build Employee Trust And Engagement

2009 witnessed the American business climate tumbling into an abyss unmatched in over 80 years. Consumer confidence dropped, business doubt rose and unemployment soared to recent record heights. Employee fear reduced productivity which resulted in stifled growth.

Successful companies engage in effective communication, from leadership to employees, as a marketplace differentiator.

Tasty Catering has been recognized nationally as one of the "Top 35 Winning Small Workplaces" by the *Wall Street Journal*; "Top 40 Small Company Workplaces" by *Inc. Magazine*; and the "#1 Best Place to Work in Illinois" by *The Business Ledger* magazine in conjunction with the Illinois Chamber of Commerce and the Illinois Chapter of the Society for Human Resource Managers, et al. This session will focus on the role strategic internal communications plays in sustaining successful business models. Specifically, you will learn to:

- Understand the benefits of transparency
- Understand the basic human need to "know"
- Create communication instruments that speak from employee to employee
- Change employee doubt to positive action steps

Tom Walter, CEO & Founding Partner

TASTY CATERING

12:00 p.m.



CASE STUDY

How To Create A Social Media Strategy To Unite A Global Workforce, Strengthen Employee Engagement And Reinforce Your Brand

Employees around the globe at NetApp wanted more voice within the organization – with each other and with leadership. They wanted their questions answered and ideas shared. Using this feedback, NetApp built an online community, NetApp Live, uniting its global workforce and reinforcing its brand.

Learn from NetApp's journey, #1 on Fortune's Best Companies to Work For in 2009 and #7 on Fortune's Best Companies to Work For in 2010, how to build an online community for employees, including:

- Creating a cross-functional team to drive the initiative
- Conducting an extensive RFP process
- Developing social media guidelines
- Identifying the people and skills needed to manage the site
- Analyzing the metrics to assess the impact and demonstrate your value

In this session, you will discover why NetApp realized that social media is an investment in their organization's future, and how it can be as well for your own organization.

Francesca Karpel, Senior Manager, Internal Communications

NETAPP

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 connect with 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

Communicating With And Engaging Your Employees -- At All Levels -- To Execute Your Organization's Strategy

The University of Denver's Daniels College of Business has always taken a bigger, broader approach to business, and taught their students accordingly. As the eighth oldest business college in the U.S., they have a long tradition of excellence preparing students to advance their careers and make a meaningful difference in their companies, communities and beyond.

During their 100th anniversary year, the College began the most comprehensive strategic planning process in its history. Intended as a blueprint for the next five years, the intensive research and resulting plan, “Daniels Tomorrow,” defined a new mission and vision as well as seven key strategic goals essential to achieve that vision. The College charged the Daniels Office of Communications and Marketing with communicating the plan. Perhaps even more important, the Office needed to reach everyone (and at all levels) involved within Daniels to understand, support and internalize the new mission and vision. It required an extraordinary effort of rebranding the College, collaboration with upper management about the mission and vision, then imparting that vision to all stakeholders at Daniels to win their support.

In this session, you will learn the strategies and tactics that were put in place to educate, engage, and inspire everyone about the “Daniels Tomorrow” effort. Specifically, you'll get an inside look at how the Daniels College of Business launched its internal communications program intended to gain commitment to the new business strategy by:

- Using four innovative, brand-building and distinct touch points to distribute the plan to all stakeholders
- Engaging senior management on a personal level with various stakeholder groups
- Inspiring their vision and brand through unique “camps” and other tools and tactics for engaging employees on all levels
- Unlocking the HR process to include internal branding as an integral part of new employee orientation
- Creating an ongoing communications plan to keep all stakeholders engaged and informed

Jennifer Park, Director, Office of Communications & Marketing
DANIELS COLLEGE OF BUSINESS, UNIVERSITY OF DENVER

3:00 p.m.



Afternoon Refreshment & Networking Break

3:20 p.m.



CASE STUDY

How To Use Integrated Communications To Get Employees To Rally Around A Common Vision Of The Future

In this session, you will hear how a visionary leadership team took a mid-cap, product-oriented, stodgy and dysfunctional company and brought clarity, focus, a new message and promise to the market through broad, integrated internal communications to energize the employee base and ignite broader market growth.

As a 60-year old legacy publisher of children’s teaching curriculum that had lost relevance and market share, there was a strong culture of mistrust and siloed independence. Customer engagement was a series of tasks to check off, creating low engagement and low customer loyalty. Products were fragmented without a common connection and value proposition. As a result, Awana needed a way to pull their product offering and organization together, to get employees to rally around a common vision of the future based on unique positioning and more relevant value proposition.

The goal was to provide a powerful, compelling and unique product and value platform unmatched by any competitors. The question became, “How do we get our employees to understand our value proposition, to speak consistently with our customers and position us with a unique promise that we knew would power customer engagement?”

In this session, you will discover new ways to:

- Bring the voice of the customer into your organization
- Create “snap-to” alignment within your organization
- Facilitate communication through operational, interdepartmental communications, meetings and presentations

In addition, you will see how cross-functional teams and emerging leaders were identified and solicited to shape the future of the organization by taking initiative in the successful relaunch of the brand.

Karen Schliep, Executive Director of People Services

AWANA CLUBS INTERNATIONAL

Chuck Thomas, President

CTCREATIVE

4:05 p.m.



How To Build An Intranet Site To Connect With A Highly-Dispersed Workforce And Streamline Your Internal Communications

The Drug Enforcement Administration currently has over 10,000 employees, working in 200 offices, in more than 60 countries around the world to identify, disrupt, and dismantle international drug trafficking organizations. In an effort to better connect with their employees across the globe and streamline their internal communications efforts, they wanted to launch a new intranet site for agency news, employee-driven features, and human resource-related information. This simple idea, and what would ordinarily be viewed as a common practice in the private sector, proved to be a monumental undertaking.

In this session, you will hear how a handful of determined people working toward a shared vision built a daily electronic newspaper from the ground up... with no budgeted funds, using in-house talent, and existing resources. Specifically, you will learn how to develop the kind of product you want to put out by:

- Navigating around bureaucratic roadblocks
- Using your budget in creative ways
- Getting the most of your people by cultivating their strengths
- Using proven methods to overcome the natural resistance to change

Mary Irene Cooper, Chief of Congressional and Public Affairs

Kevin McWilliams, Audio-Visual Production Specialist

DRUG ENFORCEMENT ADMINISTRATION

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.

AGENDA - DAY 2: Wednesday, August 4, 2010

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



Chairperson's Opening Of Day Two & Presentation: Communications Best Practices To Ensure Employee Engagement And Customer Loyalty

Huge gaps exist between what most companies tell their customers they stand for, and how employees describe their workplace experience. The lack of integrity between customer and employee promises can cause disengagement on the inside and lack of loyalty in the marketplace. Bridging these gaps is one of the greatest points of value that communications can offer to the enterprise.

In this compelling presentation, you will be led through a series of pointed inquiries that can facilitate breakthrough thinking to improve both employee engagement and customer loyalty within your own organization.

Specifically, you will learn how to:

- Position communications as the catalyst to bringing customer promises to life
- Build a holistic organizational strategy, supported by traditional and non-traditional communications
- Engage and facilitate business partners through the process

In addition, you will walk away from this session equipped with best practices and creative ideas for each component of the communications effort.

Gordon Rudow, CEO

BONFIRE COMMUNICATIONS

9:30 a.m.



The Role Of Internal Communications In Organizational Transformation

Over the past 18 months, the employees of the Bill & Melinda Gates Foundation have sought to create renewed optimism in the face of an economic meltdown – from an unprecedented level of global poverty to pandemic outbreaks – all while navigating organizational change themselves.

Under the leadership of CEO Jeff Raikes and with Microsoft founder Bill Gates bringing focus to critical social issues, internal communication plays a critical role in transforming the organization to solve some of the world's most critical issues – poverty, disease, and education.

Join us to learn how internal communications unites and drives a mission-focused organization to positively impact the world, including:

- Learn the role of internal communications in bringing greater organizational transparency, accountability and efficiency
- Understand how you can be a catalyst for cultural and operational change

Pamela Austin, Director, Internal Communications

THE BILL & MELINDA GATES FOUNDATION

Caroline Sanderson, Senior Vice President, Social Innovation

WAGGENER EDSTROM WORLDWIDE

10:15 a.m.



Morning Refreshment & Networking Break

10:45 a.m.



CASE STUDY

Communicating And Connecting Employees To Your Business Strategy: An 'Entertaining' Corporate Intranet Makeover Story

Sony Pictures Entertainment lights up screens around the world with its film, television, home entertainment, and online content. In this session, you'll learn how the company revamped its intranet site to connect employees to the business of entertainment and the vision of its senior leaders.

Specifically, you'll see how Sony Pictures is:

- Taking an intranet from functional to findable and fun
- Putting the spotlight on its product and its people
- Making the call to use social media...or not to use social media

Erica Netzley, Vice President, Employee Communications

SONY PICTURES ENTERTAINMENT

11:30 a.m.



CASE STUDY

Practicing What You Preach: How A Communications Firm Started A Worldwide Conversation Among Employees

As the world's largest independent public relations company, every day Edelman helps clients engage effectively with their many stakeholders, ranging from reporters, elected officials, consumers and their own employees. Thus, it only made sense that in 2009, the firm employed its own advice to engage 3000+ Edelman employees in rolling out a new strategy. The result was a 48-hour global "jam," an online discussion that drew 30 percent of the firm's workforce. Several factors helped make the Jam a success: senior leaders that moderated lively online debates, a complete online learning module that accompanied the discussion, and a novel - and somewhat unexpected - technique that generated buzz in advance of the Jam.

In this session, you'll learn how to:

- Get social media-loving employees on board early to influence opinion and drive dialogue
- Crowd-source examples that demonstrate the company strategy in action
- Tap into leaders to set an example as discussion leaders and encourage their own teams' involvement
- Choose the right tool to host a global discussion
- Analyze employee dialogue for trends and adjust communications accordingly

Tamara Snyder, Vice President, Change & Employee Engagement

EDELMAN

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.



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 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 communications and engagement initiatives.

2:15 p.m.



CASE STUDY

Learning The “Sweet Science” Of Message Balance To Inform, Educate And Inspire Your Employees

Cox Communications is an entertainment and communications company founded in 1962. The company has grown from a provider of solely cable video services into a multi-service provider of video, Internet, telephone and wireless services in less than 15 years. Obviously with that type of change for its more than 22,000 employees, internal communications is more complicated than ever.

There are numerous messages that need to reach employees on a regular basis. To help them navigate the immense amount of information necessary to service over 6 million customers and keep the company successful, Cox has invested heavily in internal communication. In this session, you'll get an inside peek at how Cox keeps their employees informed and engaged.

Specifically, you'll learn how to:

- Create and manage a communications ecosystem that cycles your messages and keeps them relevant
- Leverage Web 2.0 technology and multimedia to reach your employees and drive the message adoption you want
- Engage boundary partners to ensure their messages align with the overall organization
- Work with field and/or local counterparts to balance messages and ensure message consistency at a local level

Steven Barringer, Director of Internal Communications

COX COMMUNICATIONS

3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.



CASE STUDY

How To Launch An Employee Engagement Strategy To Harness Employee Potential And Fuel Company Growth

In 1966, Alfred Peet started a revolution in coffee and tea. He was an artist and craftsman, whose legendary passion for the perfect cup forever changed the way people experience coffee and tea in this country. In fact, the founders of Starbucks learned to roast from Mr. Peet and their first stores sold Peet's coffee beans. Today, Peet's Coffee and Tea continues to be a leader in a dynamic and evolving specialty coffee and tea industry.

The challenge is to retain what made Peet's great while adapting to change, innovating and growing the business with integrity. To meet this challenge, Peet's launched an employee engagement strategy called Peet's Passions. The core idea is simple -- align people to a clear vision and growth strategy, then unleash their passion -- individually and collectively -- to get there.

In this session, you'll learn about the components of the Peet's Passions engagement strategy and the unique approach to implementation, including how to:

- Create and communicate company values that support the company's growth strategy
- Connect employees' personal passion to the values of the company, or Peet's Passions
- Open dialogue that enables people to bring their whole selves to work
- Tailor implementation and communication plans to different audiences from the roasting plant to retail stores
- Build in operational reinforcement systems to sustain the change

Kristi McFarland, Sr. Director, Employee Engagement & Development
Cheryl Magat, Communications Manager

PEET'S COFFEE & TEA, INC.

4:00 p.m.



**Communicating In A Storm Of Constant Communications:
Focusing Your Message To Cut Through The Clutter And Deliver Your Key Messages Effectively –
Including The Use Of Social Media**

Does your target audience really want to hear from you? And if they do, how do you get your message heard above all others? And if they don't, how can you convince them to care!

Coldwell Banker Real Estate, a 104 year-old industry leader, has uncovered some great ways to deliver viable content to its nearly 100,000 agents.

With a franchise network and company-owned operations not forced to adopt brand initiatives, coupled with agents who are independent contractors, the Coldwell Banker internal communications team faces daily challenges.

This session will showcase how Coldwell Banker uses proper messaging, social media, and video to:

- Showcase brand messages
- Explain brand strategy
- Promote internal news
- Deliver information about critical events

Learn the latest tips, tools and proven solutions to help you get your own key messages communicated and break through the clutter.

David Siroty, Senior Director, Communications
COLDWELL BANKER REAL ESTATE

4:45 p.m.

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

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

5:00 p.m.

Close Of General Sessions

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POST-CONFERENCE WORKSHOPS: Thursday, August 5, 2010

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, practical and hands-on sessions. Space is limited to ensure interactivity!

Chose C or D or BOTH for Maximum Value & Learning

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

MORNING POST-CONFERENCE WORKSHOP C

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

Real-World Measurement For Real-World Communication

Employees draw information from many sources: their own direct observation, the grapevine, social media, their past experience, observations of an executive's behavior, news from relatives and friends, Internet forums, their feeling of dignity and significance on the job, the company's policies and procedures, a supervisor's castoff remarks, the news media, perhaps a labor union, even their own intuition. Often, the company's formally published or distributed publications are the least of it.

Moreover, all this information—official and unofficial—passes through a prism that bends the information. The prism consists of the knowledge, beliefs, and attitudes that employees already have. Employees tend to believe the "metamessage" that comes out the other side.

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

Effectively managing the real world of internal communications requires appreciating the complex reality of information flow in the 21st century. Because you can't manage what you can't measure, it's crucial to measure the gap between the message that management believes it has sent and the message that employees have actually heard.

In this fast-paced, interactive 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 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
- Importance of measuring the impact of internal communication—the outcomes, not the "output"—on the engagement of employees for the sake of whatever the organization is trying to do
- Use of assessment tools (such as surveys, interviews, and focus groups) to gauge the effectiveness of strategic messages and to reconcile disconnects in the organization
- Challenge of planning a communication strategy that takes into account 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. He has benchmarked leadership/engagement communication

in nearly 30 major corporations. A dynamic and popular speaker, Tom has lectured, consulted and led workshops throughout the United States, across Canada, and in nearly a dozen other countries in South America, Europe, and Africa. He blogs at www.MindingGaps.com.

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.

Testimonials From Past Thomas Lee Sessions:

"I loved the material and discussions and stories -- great teaching tools!"

"Best presentation of the conference."

"Excellent material; outstanding presenter; engaged participants."

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

Afternoon break/lunch on your own

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

AFTERNOON POST-CONFERENCE WORKSHOP D

How To Communicate To Engage Your Employees In The Business Strategy For Performance-Driven Results

In these turbulent times, it is more critical than ever to ensure that employees clearly understand the business strategy, how it relates to the larger marketplace and what they can do to help achieve results. To ensure that everyone is aligned behind the business priorities, communication needs to be focused and reinforced, leaders and managers should be aligned and engaged in communicating about the strategy, and communication methods must "break through the clutter" to gain employee mindshare.

Through discussion of best practices and case studies, you will learn ways to create break-through communications about your own business strategy that are focused and engaging by:

- Ensuring that employees understand the marketplace context for your business strategy
- Developing clear and concise messaging that resonates with employees
- Defining and supporting the leaders' role in communicating about the business
- Identifying and meeting the unique needs of various employee groups
- Using creative ways to energize employees and truly engage them in the strategy

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

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

Testimonials From Past Bridge Consulting Sessions:

"I thoroughly enjoyed this session!"

"I appreciated the practical tips, examples, and stories to apply to my own organization."

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

ABOUT OUR OFFICIAL MEDIA PARTNER:

The logo for brandchannel, with "brand" in black and "channel" in blue.

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.

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ABOUT OUR SUPPORTERS:



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



If you get it, share it

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/>.



With more than 5.5 million monthly page views, **Mashable** is the world's largest blog focused on social networks and Web 2.0 news. Mashable's readers include the most tech-savvy early adopters, venture capitalists, entrepreneurs, influencers, Web 2.0 aficionados and technology journalists. For more information, please go to: <http://mashable.com/>.



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

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

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

For more information, contact Jeff Brooke at jbrooke@gpo.gov.



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>.



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>.

VENUE & LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Millennium Knickerbocker Hotel

163 East Walton Place

Chicago, IL 60611

Phone: 312-751-8100

Toll Free: 800-621-8140

<http://www.millenniumhotels.com/millenniumchicago/>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at a reduced conference rate \$139/night. Please call the hotel no later than Monday, July 12, 2010 to help ensure this rate and mention that you are attending the "Advanced Learning Institute Conference."** We recommend that reservations be made early as rates are subject to availability.

Internet access in all meeting and sleeping rooms will be provided free of charge.

The Millennium Knickerbocker Hotel is located at the gateway to Chicago's famed Magnificent Mile -- the best destination in downtown Chicago for shopping, dining and entertainment. Located near Water Tower Place, John Hancock Tower, Navy Pier and Michigan Avenue shopping, the hotel offers accessibility to all the city's landmarks and attractions to make your trip memorable. Airport access is located 19 miles away at Chicago O'Hare International Airport (ORD) and 14 miles away at Chicago Midway International Airport (MDW).



Join us in Chicago for A.L.I.'s "Strategic Internal Communications Conference: 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 and 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 June 4th	Regular Pricing: Register with payment after June 4th
Conference Only (August 3rd & 4th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
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Conference Workbook Only	\$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.

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 Melissa at (773) 695-9400 x14, for more information.

GROUP DISCOUNTS:

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before July 19), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after July 19) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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:

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

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
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- Nationwide Insurance
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- 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
- American Cancer Society
- Pennzoil-Quaker State Company
- Kaiser Permanente
- Target Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- AT&T
- AstraZeneca Pharmaceuticals
- Whirlpool Corporation
- Sprint Nextel
- Merck
- General Motors
- Morgan Stanley
- Starbucks
- Chase Manhattan Bank

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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Strategic Internal Communications

HOW TO USE SOCIAL MEDIA & TRADITIONAL COMMUNICATIONS
TO ENGAGE EMPLOYEES, DRIVE PERFORMANCE & ADD VALUE

August 2 - 5, 2010 • Chicago

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Yes, I'd like to register for the August 2010 Strategic Internal Communications conference in Chicago, IL.

Please check: E-mail Priority Code: _____ Amount Due: _____

Conference Only

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- Pre-Conference Afternoon Workshop B: How To Successfully Leverage New Web 2.0 Tools To Develop And Implement An Effective Social Media Strategy For Your Internal Communications Programs: A Step-By-Step Process
- Post-Conference Morning Workshop C: Real-World Measurement For Real-World Communication
- Post-Conference Afternoon Workshop D: How To Communicate To Engage Your Employees In The Business Strategy For Performance-Driven Results

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