

Don't Miss The 8TH Updated Program Packed With Proven Strategies To Help You Revitalize Your Internal Communications -- A Strategic Communications Forum You Can't Pass Up!

STRATEGIC INTERNAL COMMUNICATIONS

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

August 6 - 9, 2012 • New York, NY

REGISTER BY JUNE 7TH TO SAVE \$400!

WHAT YOU WILL LEARN

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
- **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
- **Developing** a tighter focus on the metrics that matter to your employees and the business
- **Leveraging** technologies, and your Intranet, to provide the correct information efficiently
- **Dispelling** the confusion and discovering the exciting promises as well as the challenges of using Web 2.0 tools
- **Using** leadership communication to build employee trust and engagement
- **Measuring** the effectiveness and Return on Investment (ROI) for communication
- **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
- **Leveraging** two-way communication to maximize your communication effectiveness
- **Understanding** successful and best communication practices for internal communication

SUPPORTING ORGANIZATIONS



Presented by:



The Advanced Learning Institute
Your Communications
Training Partner Since 1997

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:

IBM

Philips Healthcare

American Express Canada

Bloomberg L.P.

Kaiser Permanente

Great Place to Work

**CanmetENERGY,
Natural Resources Canada**

ConocoPhillips

Phillips 66

Bonfire Communications

Conservation Halton

Iplay

Telecine Multimedia Inc.

non-linear creations inc.

Bridge Consulting

Sinickas Communications, Inc.

Intersol Group Limited

Aviat Networks

HOME

BP

Register by June 7th 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

Strategic Internal Communications - August 6 - 9, 2012

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 and driving performance.

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.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

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:

- **18 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 the **Bloomberg L.P., Philips Healthcare, American Express Canada** 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

Join The Conference Wiki:

To collaborate and reference conference materials!

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.

Strategic Internal Communications - August 6 - 9, 2012

A LETTER FROM THE CONFERENCE CHAIRPERSON

Dear Communications 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 quantitative 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 the Advanced Learning Institute's 8th updated Strategic Internal Communications Conference. Within the evolving worlds of social media and traditional media, and given the growing expectations of both employee and customers, there is no better time than now to learn from leading thinkers and fellow colleagues about how to position your work.

Our program 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 award-winning creative work and ask questions of our speakers as well as of one another- and yes, we will have fun throughout the entire event.

By attending this year's conference, you will learn how to:

- Develop an internal brand that employees can bring to life
- Use social media as a catalyst for corporate imperatives
- Engage your organization in the essence of your brand purpose and promise
- Integrate new and traditional communication tools into a holistic communications campaign
- Develop a brand that will inspire action from new employees and sustain participation from all others

Leading organizations will share proven strategies and tools on how to revitalize your internal communications, including how:

- **American Express Canada** built a internal brand that motivated employees, develops a positive culture and a winning
- **Great Place to Work** used its leadership communications to build employee trust
- **IBM** has created a globally collaborative employee culture both internally and externally

Attend "Strategic Internal Communications: How To Use Social Media & Traditional Communications Tools To Engage Employees, Drive Performance & Add Value" and get refreshed and re-tooled for your company. Register today by calling our conference hotline at 773-695-9400 or register here online.

Regards,

Preston Lewis, Co-founder & Director

BONFIRE COMMUNICATIONS

Conference Chairperson

P.S. Make your investment pay off even more by bringing a team! Register 3 people and get the 4th for FREE! Call (888) 362-7400 or (773) 695-9400 or click here for details.

Add to the dialogue! Using #ICALI, tweet your questions and comments to Angie, the conference producer, prior to the conference @Angie_ALI

Why Are Advanced Learning Institute Conferences Different?

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

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

S. Beelher-Walsh, Brand Manager

MD FINANCIAL

Strategic Internal Communications - August 6 - 9, 2012

Interactive Pre-Conference Workshops ~ August 6, 2012

Monday, August 6, 2012

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering strategic internal communications strategies 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.

How To Master Engagement Within Your Organization: An Audience-Centric Approach To Building Strategic Communication Campaigns

Communicators can produce more effective employee communications by developing a deeper understanding of their audiences. In this engaging workshop, you will walk away with a unique methodology for building strategic communication campaigns.

The Bonfire audience-centric approach employs a collaborative mapping technique that harnesses the collective insight of your communication and design teams. It has resulted in successful enterprise-wide programs for companies such as Gap Inc., General Electric, Wells Fargo, Starbucks, Oracle, and Genentech.

In this comprehensive and hands-on workshop, you will leave with tools for:

- Selecting and integrating new technology into your organization's culture, based on specific learning styles and audience concerns
- Utilizing the basics of the six-lens, audience-centric communication planning methodology
- Integrating thinking models from change management, learning and communications design
- Discovering new ways of identifying and meeting the needs and preferences of your audiences and stakeholders
- Building multi-dimensional campaigns that sustain mindshare and momentum, and change attitudes and behavior to meet business objectives

WORKSHOP LEADERS: Preston Lewis is Co-founder & Director at Bonfire Communications. An expert in branding, employee engagement and strategic internal communications, Preston is an energetic and creative leader intimately involved with all aspects of the Bonfire business.

Matt Herlihy is Director of Strategy at Bonfire Communications. For nearly two decades, Matt has devoted his professional life to the intersection of brand and storytelling, helping companies change conversations and drive people to action.

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

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

Refreshments will be provided during this session.

Engaging Employees In Bringing Your Business Strategy Through Social Media And Traditional Communications: Cutting Through The Clutter To Deliver Critical And Consistent Messages

Managing information overload is one of the biggest challenges facing employees these days. As they struggle to keep up with email, voicemail, and barrage of other media (both internal and external), how can communication professionals cut through the clutter to deliver critical messages and engage employees in the business strategy? To gain—and retain—employee mindshare, it takes a well-orchestrated combination of simple and compelling messages, fun and creative communication techniques, and a dose of social media.

A business strategy will only be realized if employees make it real on their jobs every day. In this workshop, through a combination of best practices and an interactive case study, you will learn to:

- Ensure that leaders have the information, processes and tools they need to fulfill their critical role in engagement
- Use messaging frameworks to align leaders to ensure they are all communicating consistent messages
- Engage employees in unique, compelling ways, using a variety of media
- Incorporate social media as part of a holistic communication and engagement 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.

INTERACTIVE, HANDS-ON WORKSHOPS



General Sessions - Day One - August 7, 2012

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m. **CHAIRPERSON'S WELCOME**

Chairperson's Welcome & Opening Remarks



Preston Lewis, Co-Founder & Director
BONFIRE COMMUNICATIONS
@bonfirepreston

8:45 a.m. **CASE STUDY**

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

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

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

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

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



Kevin Winterfield, Social Systems and Digital Influence
IBM
@kmmwinterfield

9:30 a.m. **CASE STUDY**

Surefire Strategies That Motivate Executive Leadership To Participate In Your Electronic Internal Communications Initiatives

Company leaders are integral to internal communications. And so is digital media. However, internal communications professionals need proper tactics, tools, training, timing, and insight into the mind of the boss to successfully bring together company leaders and digital media -- and help executives skillfully and enthusiastically enter the electronic age.

Digital media has made the jump from frivolous, fleeting, social media for the Millennial Facebook Generation to an accountable, lasting, business platform that's required for every executive's communications arsenal. In this session, Philips will share strategies and tools that will help you to show busy executives what's in it for them, i.e., efficient, hard-hitting, and even some free-of-cost platforms for imparting strategy and vision, for reaching employees globally, and even for high-touch employee recognition.

In this session, you will learn simple, compelling, and measurable tactics for converting doubters, the time-pressed, and the hesitant with effective tailored programs that enable them get the word out more pervasively, timely, and clearly than via traditional channels alone -- and enjoy the experience to boot.

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General Sessions - Day One - August 7, 2012



AGENDA - DAY 1 - Tuesday, August 7

In addition, you will be able to adopt universally applicable experiences from Philips' robust and successful executive digital internal communications campaigns, and incorporate them into your own efforts, including:

- Demonstrating return on investment: How digital media is worth executives' time and energy
- Efficiency tools: Determining the right software for the job depending on your own digital-media fluency, your budget, your audience (and the digital media silver bullet)
- Employee engagement, motivation, and addressing inherent human need for status, recognition, prestige, and attention: Social media + a professional setting = ideal venue for employees to gain respect of the boss (and for the boss to gain respect of employees)
- Why employees (truly) "like" the boss: Establishing a brand that employees want to "follow"; maintaining a consistent, authentic executive voice; encouraging employee and executive two-way dialogue via electronic media
- Continuous improvement: Monitor, measure, and refine the effectiveness of your digital communications

Deborah Matthews, Director, Internal Communications

PHILIPS HEALTHCARE

@N_Rutledge87



Nicole Rutledge, Internal Communications Specialist, Patient Care and Clinical Informatics

PHILIPS HEALTHCARE

@deborah_m89

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.

CASE STUDY

How To Incorporate Video Into Your Existing Communications Plans To Deliver Consistent Messaging And Maximize Results

The birth of Youtube changed the corporate video business overnight.

All over the globe, individuals were downloading and sharing home videos, on all sorts of topics, some slick and sophisticated, but most downright amateurish, and quirky. This, along with the popularity of reality TV and the availability of reasonably-priced HD digital video recorders created a revolution in the video industry.

Video is used across BP in a whole host of ways. It is seen as a cost-effective way of ensuring consistent messages and information are received by employees, removing the need to always rely on the cascade of messages through managers. Animated video has been used frequently to communicate complex information in more entertaining and inspirational ways. This has enabled communication to stand out and cut through the sheer amount of information that some employees receive.

In this rapidly-changing world, your audience no longer responds in the same way to top down "state of the union" style videos -- they are looking for truth. And productions that are believable, real, and down-to-earth, that involve them, inspire them to believe and to take action.

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During this session, you will gain insight on:

- How to be more inspiring in your video communications.
- How to get the best out of your ever-shrinking communication budgets.
- Ten top tips for better video productions.

Chris Day, Internal Communications Manager

BP

Carol Whitworth, Founder, Inspiration and Innovation Director

HOME

12:00 p.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion based on an internal communications hot topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communications concerns.

1:30 p.m. CASE STUDY

How To Use Digital Signage To Inform, Brand And Energize Your Employees

Bloomberg employees are likely to have more computers and computer screens per employee than anyone, yet the company has decided to run three very ambitious and very different digital signage initiatives in their workplace.

Many organizations are using, or are considering using, digital signage* as a communication channel to reach employees. This technology is and has been effective for many applications, but is most often used to communicate with a workforce who does not have regular access to computers.

During this session, you will hear the lessons learned from over 10 years of building, designing for, developing and sunning each of these systems, including:

- The different types of digital signage and how they can help inform your employees
- The different ways that digital signage was successful for workplace communication
- The value and impact digital signage has to inform and energize employees



Lisa Cohen, Communications Designer/Strategist

BLOOMBERG L.P.

@lisacohenlisa



James Fine, President

TELECINE MULTIMEDIA INC.

@jamesTMI

2:15 p.m.



Afternoon Refreshment & Networking Break

2:30 p.m. CASE STUDY

How To Strategically Use Music To Create A Branded Experience For Your Employees And Capture Their Hearts And Minds

In 2007, healthcare giant Kaiser Permanente (KP) realized music was being used inappropriately throughout its organization and decided to take a more strategic approach in how music was used internally. KP began by determining their "sonic brand identity" and how their brand (Total Health) and its attributes translate into sound; what music should be played within the organization, including when, how and where music is to be used.

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KP is now using its sonic brand identity platform to create a branded experience for its employees, customers and patients. Deemed "KP MusicWell", internal sonic branding tools and resources including an on-line digital library containing over 300 branded, pre-cleared songs available for licensing and downloading are now available to all employees. KP's branded music program is also being used for its telephony on-hold music and overhead in its facilities to further build a branded experience. In addition, KP physicians are using music to help their patients as music is used to create healing environments in patient rooms.

During this session, you will hear more about the benefits of using music to brand both internally and externally as well as other exciting initiatives KP is currently running.

Scott Power, Senior Brand Strategist
KAISER PERMANENTE

3:15 p.m. CASE STUDY

Using Leadership Communication To Build Employee Trust

Learning lessons from the FORTUNE 100 Best Companies to Work for® communication has always been important in building trust, but transparency is even more critical now in the age of social media. If you have a high trust workplace and strong communication practices, employees can present themselves to the masses as brand ambassadors with the organization serving as the beneficiary to this behavior. Every time a leader interacts with their employees, no matter how big or small, it is considered an opportunity to build or break trust. Trust cannot be accomplished without intentional and meaningful communication to create a great place to work which drives business results. When people are communicating more and more internally and virtually, employees are craving a sense of team and community.

Using examples from Great Place to Work and the FORTUNE 100 Best Companies to Work for®, you will learn lessons on how to:

- Communicate during the good and the bad times
- Understand successful and best communication practices of the Best Companies to Work For® (authentic, transparent, listening techniques, etc.)
- Communicate practices as a trust-building opportunities
- Sustain relationships through two-way communication



Drew Goldstein, Director of Partnerships
GREAT PLACE TO WORK

4:00 p.m. CASE STUDY

Strategic Internal Communications Case Study coming soon!

Aviat Networks is a leader in wireless transmission solutions. Over the last two years, the company has undergone a significant restructuring program. With 1,000 employees residing in over 30 countries, keeping the team aligned with the strategic vision of the company was a big challenge.

Leveraging the power of social networks can make your communications more engaging and develop the brand ambassador that lives inside every employee. There are almost 1 billion people on Facebook, over 500 million on Twitter, and chances are, your employees are already active users. Social media can be a powerful vehicle for change in your organization. The communications you create connect your teams with the vision and strategy of your organization. It's a big job and you shouldn't go it alone.

In this session, you will learn to:

- Choose your destination, and recognize that getting there is half the story
- Build connections and partnerships across organizations and around the world
- Select the right vehicles for the journey
- Leverage the content all around you
- Listen, measure, analyze, adjust, repeat

Jennifer Graybeal, Internal and Leadership Communications
AVIAT NETWORKS



4:45 p.m.

**More "How To's" To Help You Get The Work Done:
An Interactive Discussion With Today's Participants!**

Need to dive deeper into specific topics? Want more details? Here's your chance! Interact and ask questions amongst the group to help you brainstorm and innovate your own internal communications plan. Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement from your colleagues.

5:15 p.m.

End Of Day One

5:20 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!

7:00 p.m. 

Dine Around

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

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"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



General Sessions - Day Two - August 8, 2012

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m. **CHAIRPERSON'S ADDRESS**
**Chairperson's Opening Of Day Two & Presentation:
Harnessing The Power Of Co-Creation: How Leading Organizations Are Using
Crowdsourcing And Emerging Media To Engage Employees Enterprise-Wide**

One of the most powerful catalysts to engagement is the process of involving employees in the generation of ideas that address an organization's most pressing challenges. By opening up these important conversations, individuals feel a part of—rather than on the sidelines of—the true game of business.

During this session, you will hear methods for how to drive co-creation efforts within your company to engage employees at all levels. Case studies will be used to lead you through a series of pointed inquiries, facilitating breakthrough thinking and leading to significant improvements in both employee engagement and leadership support.

Some of the many things that you will learn during this informative session are how to:

- Position communications as a catalyst for co-creation
- Build a holistic engagement strategy, supported by multi-disciplinary communications
- Use emerging crowd-sourcing technologies to drive engagement efforts



Preston Lewis, Co-Founder & Director
BONFIRE COMMUNICATIONS
@bonfirepreston

9:30 a.m. **INTERNATIONAL CASE STUDY**
**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
- Leverage a variety of communication tools, both online and offline to build a robust program that engages and involves employees in the success of the company and in their own personal development.

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



10:15 a.m.



Morning Refreshment & Networking Break

10:45 a.m.

CASE STUDY

How To Effectively Manage Enterprise-Wide Change With A Comprehensive And Strategic Communications And Change Management Plan

In today's ever-changing business environment, strategic communications and comprehensive change management programs are critical to business success. As large corporations expand globally and employees become more diverse, change is the one constant in our lives. Change comes with inherent risks, disruption, lost productivity and uncertainty, which makes a "one size fits all" approach to communications more difficult for global communicators. How can strategic internal communicators deliver timely and transparent information to employees so they are actively engaged and participate in large scale change like mergers, acquisitions or even corporate spin-offs? Further, what is the best method to show communications' value proposition and delivery to the business?

Leaning on peer benchmarking data and extensive research, this internal communications team from ConocoPhillips used both traditional communication channels coupled with innovative and new techniques to support more than 30,000 employees during a major corporate transaction that lasted for more than a year. Despite the typical challenges, the team was able to ensure active and visible senior leader participation and the development of over 4,000 change ambassadors around the world. The results were a measurable increase in employee awareness, engagement and support over the course of the project. In addition, they captured lessons learned throughout the process and were able to adjust communication channels periodically to ensure employee's needs were being met. The outstanding results were shared regularly with senior leadership to show the true value proposition of strategic change management programs.

Using examples from ConocoPhillips, you will hear how you, too, can:

- Effectively manage enterprise-wide change with a comprehensive and strategic communications and change management plan
- Create ambassadors for change from your top leaders and key communicators around the globe
- Increase employee engagement and support for large-scale and disruptive change
- Learn innovative measurement techniques for improving communications delivery
- Demonstrate the value of communications to achieve business objectives through robust measurement programs



Nellie Betzen, Internal Communications Specialist
CONOCOPHILLIPS



Monica Silva, Sr. Advisor, Internal Communications
PHILLIPS 66



Alissa K. Hicks, Specialist, Financial Communications
PHILLIPS 66

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AGENDA - DAY 2 - Wednesday, August 8



11:30 a.m. CASE STUDY

Internal Communications During A Corporate Rebranding: Don't Forget One VIP Audience – Your Employees

Iplay is a globally recognized leader in the distribution of interactive game entertainment. Since 2003, the company has successfully delivered personalized gaming experiences that engage, excite, and entertain millions of game players worldwide. In addition to its own Iplay-branded game sites, Iplay powers game centers for some of the world's most recognized brands including Microsoft, Yahoo!, AT&T, Orange (France Telecom), on the strength of its broad content portfolio and innovative data analytics engine. Iplay is headquartered in New York City with additional offices in Europe, and is backed by Goldman Sachs, Infinity Equity, and Oak Investment Partners.

While many organizations go to great lengths – and expense – to ensure a smooth transition process for external audiences, most fail to consider their most important corporate asset: their own employees. As an organization's most important brand advocates, employees understand the word on the street about their organization and frequently practice the best techniques in promoting the organization.

As the communications leader, you are expected to deliver a clear, concise message on behalf of senior management, but where does one set the bar? It's imperative to engage your employees, evaluate their thoughts, and monitor their buy-in.

In this session, you will learn the answers to the following questions regarding best practices of internal communications during a corporate rebranding campaign, including:

- How frequently should one communicate with employees during the process?
- What are the best methods and media for communicating to employees?
- How valuable is employee input during the process?
- What if there is negative feedback... how can you turn it into a positive?

Steve Hammer, Vice President

IPLAY

@Iplay_Buzz

12:15 p.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a specific topic. 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 internal communications initiatives.

2:30 p.m.



Afternoon Refreshment & Networking Break

2:45 p.m.

INTERNATIONAL CASE STUDY

How To Develop A Social Media Plan To Achieve Your Strategic Goals: Objectives, Tactics And Success Measures

Conservation Halton isn't your parent's government agency. Nestled in an increasingly urban setting – Canada's official fastest growing city – they tow the line between a government regulatory body and a

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community organization focused on recreational activities and public engagement. They're never more than a tweet, "like," follow, pin, tag, reblog or check-in away. Like the environment itself, what good is social media without the people that make the conversations rich and the experiences worthwhile?

Conservation Halton is an environmental agency responsible for flood control, environmental planning, forest management, ecological monitoring, education, and recreation. They do everything from issuing building permits to operating Ontario's fifth busiest ski and snowboard centre. Their stakeholders are varied, and their staff is just as diverse. From engineers and ecologists to educators and administrators, they encourage their staff to become official social media contributors as well as unofficial brand ambassadors, with some explicit guidelines of course.

While their foray into social media has been cautious, it was never without a clear plan – several plans in fact. It's all about having a flexible style within a rigid framework. As Facebook and Twitter became popular destinations for brands to showcase themselves and engage their customers in image-building, they took a strategic approach, complete with objectives, tactics and success measures.

You will leave this session with new ideas to integrate social media into your traditional communications, including:

- How social media is relevant to every organization
- The benefits of social media, even when your employees are not able to access it at work
- How to get started on Facebook
- How to overcome the fear of negativity on social media platforms



Hassaan Basit, Director Communications

CONSERVATION HALTON

@Sci_Comms

@Ch_Comm

3:30 p.m. **CASE STUDY**

How A Unified Communication Platform Can Support Real-Time Collaboration, Productivity And Efficiency Across Your Entire Organization

Non Linear Creations (NLC), a web development and professional IT services company based in Toronto, faced an interesting dilemma in 2010. Riding a tide of expansion from a small shop to a team of 80 employees across multiple offices, the company was looking for a consolidated approach to internal office communication and integration. The basics of seeing, talking and sharing were becoming painful as a result of inefficient and disjointed technology platforms, and third-party service disruptions. There was a pressing need to unify the disjointed communication systems in order to improve upon worker collaboration (office and mobile) and reduce operational costs.

In this session, you will learn how you can apply NLC internal tactics to your own organizations communication plans, including:

- Using a unified communication platform (Microsoft Lync) to make face-to-face communication possible and efficient across the hall or across the country with only a computer, headset and internet connection.
- Empowering employees to seamlessly collaborate from any location
- Controlling costs and improved productivity using IM, video conferencing, and enterprise voice functionality



Shannon Ryan, CEO

NON-LINEAR CREATIONS INC.

@ShannonRyan

Strategic Internal Communications - August 6 - 9, 2012

General Sessions - Day Two - August 8, 2012



AGENDA - DAY 2 - Wednesday, August 8

4:15 p.m.

Chairperson's Recap & More "How To's" To Help 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. Also, need to dive deeper into specific topics? Want more details? Here's your chance! Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.



Preston Lewis, Co-Founder & Director

BONFIRE COMMUNICATIONS

@bonfirepreston

4:45 p.m.

Close Of General Sessions

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

Strategic Internal Communications - August 6 - 9, 2012

Interactive Post-Conference Workshops ~ August 9, 2012

Thursday, August 9, 2012

.... Choose ALL FOUR Workshops for Maximum Value and Learning

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

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

How To Link Communication To Your Business Strategy And Measure Its Impact

It's hard to connect our work with business results unless we plan our communication strategies from the beginning to help deliver those results. This workshop will give you an easy-to-follow, step-by-step process to connect communication to business goals—and then prove the value of the communication.

Specifically in this session, you will learn the difference between communicating a business strategy and communicating in a way that fulfills the strategy—sometimes without even mentioning the strategy itself. You will also be provided with a step-by-step process for engaging your executive management in communication planning in a way that feels like other, logical business processes they are comfortable with, including:

- Determining which stakeholder groups are most important in helping to achieve a particular goal
- Identifying the ideal behaviors for each stakeholder group to reach the goal
- Discovering through informal research which knowledge and attitude messages are contributing to the current (incorrect) behaviors and which messages would better motivate the ideal behaviors
- Choosing the best channels for the ideal knowledge and attitude messages
- Setting measurable objectives for the messages and channels
- Developing measures that will connect your communications with achievement of the ideal behaviors and organizational goals in terms of a return on investment

WORKSHOP LEADER: Angela Sinickas is President of Sinickas Communications, Inc. (www.sinicom.com), a consulting firm dedicated to helping organizations achieve business results through focused diagnostics and practical solutions.

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

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

Refreshments will be provided during this session.

How Crowdsourcing (Two-Way Communications) Can Tap Into The Full Creative Power Of Employees: The Future Of Internal Communications

The crowdsourcing phenomenon, using information drawn from the public on the Internet, has rapidly made inroads into just about every industry, for a myriad of purposes. From engaging employees, customers and partners in co-creation and problem solving, to identifying new business opportunities, to building brands, just to name a few. Crowdsourcing can help shape a new way in which companies can tap the full creative power of their employees. But with this new method comes both tremendous opportunities and challenges.

This workshop will explain why crowdsourcing is gaining so much momentum, and will walk you through a typical internal crowdsourcing engagement. You will gain a firsthand overview about everything that goes into planning a successful engagement including the planning process, crowd recruitment, incentive structures, and moderation.

You will leave this workshop with a solid understanding of how to use crowdsourcing to maximize your own communication effectiveness including:

- What crowdsourcing is and where it's being used
- How crowdsourcing is revitalizing older management practices
- Why employees of companies who have used crowdsourcing report higher levels of employee satisfaction
- What is critical to crowdsourcing success, and which pitfalls to avoid
- Where crowdsourcing might apply to your organization, and how to get started

WORKSHOP LEADER: Eric Collard is a consultant with the Intersol Group Limited, now specializing in stakeholder relations, social media and crowdsourcing. Eric is a seasoned communications professional, with over 10 years' experience in government, NGO's and the private sector. @_eclinc

INTERACTIVE, HANDS-ON WORKSHOPS

CONFERENCE SUPPORTERS:



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/>



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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RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

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

M. Lewis, Director of Creative and Strategic Development
MINNESOTA DEPARTMENT OF TRANSPORTATION

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

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

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

S. Shoemaker, Director of Employee Communications
AT&T

Strategic Internal Communications - August 6 - 9, 2012



ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

AMA Executive Conference Center

1601 Broadway, New York, NY 10019 (At 48th Street near Times Square. Entrance is on 48th Street.)
Phone: 212-903-8060 | Customer Service: 877-566-9441

The AMA Executive Conference Center has negotiated preferred rates at the following hotels based upon availability. Be sure to mention that you are an AMA conference attendee to secure your reservation and preferred rates.

Click on the following link: http://www.amanet.org/exec_conf_cntr/new_york/hotels.htm or contact the hotels below directly. *Note: We recommend that reservations be made early, as the number of rooms at preferred rates is limited and don't forget to mention you are attending a conference at the AMA Conference Center for the special rates!*

Hampton Inn Times Square North

851 Eighth Avenue, New York, NY 10019
T: 212-581-4100
Click here to make an online reservation.

Novotel of New York

226 West 52nd Street, New York, NY 10019
T: 212-315-0100 or 800-221-3185
Reserve Now.

Manhattan at Times Square Hotel (A Starwood Hotel)

790 7th Avenue @ 51st Street, New York, NY 10019
T: 212-581-3300
Reserve Now.

Crowne Plaza Times Square Manhattan

(connected to the AMA Conference Center, where the conference sessions are being held)
1605 Broadway, New York, NY 10019
T: 212-977-4000 or 800-243-6969
Click here to make an online reservation.

Belvedere Hotel

319 West 48th Street, New York, NY 10036
T: 212-245-7000 or 888-468-3558
Type **AMA** for the Promo code.
Click here to make an online reservation.

The AMA Executive Conference Center is conveniently located in the heart of New York's world-famous Times Square. It is centrally located near historic tourist attractions such as Carnegie Hall, Lincoln Center, and Madison Square Garden. Airport access is just 6 miles away at La Guardia Airport (LGA), 12 miles away at Newark Liberty International Airport (EWR) and 13 miles away at John F. Kennedy International Airport (JFK). To view detailed ground transportation options (taxi cab, bus, subway & car rental) go to: http://www.amanet.org/exec_conf_cntr/new_york/around_ny.htm.



Photo courtesy of greenwichmeantime.com

Join us in New York City for A.L.I.'s 8th 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 on your visit to New York City, go to <http://www.nycgo.com/>.

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 7th	Regular Pricing: Register with payment after June 7th
Conference Only (August 7 & 8)	\$1,699	\$2,099
Conference (August 7 & 8) Plus One Workshop (August 6 or 9)	\$2,099	\$2,499
Conference (August 7 & 8) Plus Two Workshops (August 6 &/or 9)	\$2,399	\$2,799
Conference (August 7 & 8) Plus Three Workshops (August 6 & 9)	\$2,599	\$2,999
Conference (August 7 & 8) Plus All Four Workshops (August 6 & 9) -- ALL ACCESS PASS	\$2,699 BEST VALUE!	\$3,099
Conference Workbook Only (if not attending)	\$199* + \$20 S&H	

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

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

VENUE & REGISTRATION FEES

Register by June 7th 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



SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

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

GROUP DISCOUNTS:

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before July 23) 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 July 23) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

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

R. Stevens, Director, Learning Technology & Communications

STAPLES, INC.

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

A. Kaszowski, Web Producer

ST. JOSEPH'S HEALTH CARE LONDON



ABOUT THE ADVANCED LEARNING INSTITUTE:

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Since 1997, the Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

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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
- Northwestern Mutual
- American Cancer Society
- Tasty Catering
- Pennzoil-Quaker State Company
- Kaiser Permanente
- Target Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- AT&T
- AstraZeneca Pharmaceuticals
- Whirlpool Corporation
- Sprint
- Merck
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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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Registration Form

Please photocopy for group members.

Yes, I'd like to register for the Aug. 2012 Strategic Internal Communications Conference in NY, NY.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Conference Only
- Conference Plus Workshop(s):
 - Pre-Conference Morning Workshop A:** How To Master Engagement Within Your Organization: An Audience-Centric Approach To Building Strategic Communication Campaigns
 - Pre-Conference Afternoon Workshop B:** Engaging Employees In Bringing Your Business Strategy Through Social Media And Traditional Communications: Cutting Through The Clutter To Deliver Critical And Consistent Messages
 - Post-Conference Morning Workshop C:** How To Link Communication To Your Business Strategy And Measure Its Impact
 - Post-Conference Afternoon Workshop D:** How Crowdsourcing (Two-Way Communications) Can Tap Into The Full Creative Power Of Employees: The Future Of Internal Communications
- I would like to order a conference workbook only (if not attending the conference)
- Please add me to your mailing list to receive future conference notifications

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