



STRATEGIC INTERNAL COMMUNICATIONS

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



May 16-19, 2011 • The Fairmont Royal York Hotel, Toronto

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
- **Building** the business case for adding social media into your existing communication plans
- **Using** strategic internal communication to communicate radical change and achieve business results
- **Leveraging** technologies, and your Intranet, to provide the correct information efficiently
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **Incorporating** social media technologies into your existing communications plans to maximize results
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees
- **Focusing** your message to cut through the clutter and deliver your key message effectively
- **Implementing** an employee engagement campaign as a business asset to positively affect the bottom line
- **Developing** an effective social media strategy and measuring your results
- **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

SUPPORTING ORGANIZATIONS



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Presented by:



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:

American Express Canada

United Nations

Meridian Credit Union

Sodexo Canada

Ontario Ministry of Northern
Development, Mines and Forestry

RBC

FortisBC

Roots Canada

Bentall Kennedy (Canada) LP

Towers Watson

Atlantic Canada Opportunities Agency

International Association of Business
Communicators (IABC), Toronto Chapter

Exelon Corporation

Pollstream Inc.

Jim Shaffer Group

Echo Communications

Prescient Digital Media

Register by March 18th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com

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 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.

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:

- **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 **RBC, United Nations, American Express Canada, Sodexo 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

Collaborate Using the Conference Wiki:

All attendees will be invited to expand their networks and continue their conversations via the conference wiki --- an online tool providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event.

Dear Communication Colleagues,

Social media – it seems like you can't escape those two words! Everywhere you turn there's another conference or article – even an Oscar-nominated movie dedicated to the effectiveness of these new communication channels. How can we ensure we use them effectively? Do they replace long-established options like print and face-to-face communication, or is there a natural role for them to play that complements these tried and true approaches?

Ultimately, our strategic communication choices come down to knowing our audience and having a clear vision of what we want to accomplish – then making strategic decisions about which communication tools will help us achieve this.

Of course, that's easy to say and often quite difficult to do. We're beset with pressures to do more with less, become experts on the latest trends, and get our information out everywhere: on time, on budget and on message. So it's a good thing communicators are generally a social bunch - we can seek out similar professionals and industry colleagues to learn from their experience - getting insight on the strategies that were really effective and/or avoiding the pitfalls they've uncovered the hard way!

At A.L.I.'s 4th Strategic Internal Communications Conference this May in Toronto, we'll tackle the challenges of creating effective communication strategies using all the available "arrows in our quiver" and address how to ensure these programs engage employees and create value for your organization using the latest research and industry case studies.

Among the many things you'll learn at the conference:

- Variety is the spice of life – communicators have more options and more reach than ever before – but they also have more competition
- Storytelling isn't just for children – stories connect your audiences to an idea and a vision, and better yet, they enable other people to retell them
- There are three P's in communication – Processors (i.e. technology of all kinds), Print and People – you can't get it done by just using one

Attend "Strategic Internal Communications: How To Use Social Media And Traditional Communications To Engage Employees, Drive Performance And Add Value" May 16-19, 2011, and learn valuable insights from the first-hand experience of your peers and their partners.

Register today by calling our conference hotline at 773-695-9400, or register online, to hear from fellow professionals practicing successful communication strategies. There has never been a time when we've had so many ways to communicate with each other – the challenge is making sure we make the best use of the options available to us.

I look forward to seeing you this May in Toronto where we'll rediscover how to develop internal communications strategies that inspire your audience/employees and encourage their engagement with your programs and objectives so they can contribute to better business results for your organization.

Regards,

Jacqueline Taggart, Senior Consultant, Communication and Change Management

TOWERS WATSON

Conference Chairperson

**P.S. Make your investment pay off even more by bringing your communications team!
Register 3 people and get the 4th for FREE! Register online or call (773) 695-9400 for more information.**

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"I was inspired with a lot of great ideas, but also with the importance of solid strategy..."

S. Kiley, Communications Officer

NATIONAL ENERGY BOARD OF CANADA

"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

Strategic Internal Communications - May 16-19, 2011

Interactive Pre-Conference Workshops



INTERACTIVE, HANDS-ON WORKSHOPS

Monday, May 16, 2011

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

Your Choice of FOUR Workshops Attend them all 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 Use Social Media Technologies To Enhance And Improve Your Intranet And Other Internal Communication Efforts

The social media phenomenon has gathered a significant amount of momentum over the last few years. More than 87% of medium-to-large organizations have implemented, or are testing, piloting or evaluating at least one intranet tool. Just about everyone wants to rollout social media, but not everyone understands how to do so most effectively and how it can significantly enhance the internal communications within an organization.

Does the brave new world of social media and Web 2.0 excite as well as concern you? Given the runaway popularity of Twitter, Mashups, Facebook, blogs, and many other web-based forms of communications and networking, perhaps you have been wondering about the possibilities and the risks for your organization?

Join this interactive workshop and learn proven ways of identifying the right technologies or social media platforms to achieve your organization's strategic objectives. In addition, you will:

- Learn the real numbers on what is being done (and not done) from Prescient's annual Intranet 2.0 Global Study
- Review case study examples of blogs, wikis and other social media tools from IBM, Cisco, Sony, Siemen's, and others
- Gain knowledge from lessons learned and get key recommendations for undertaking an Intranet 2.0 and internal branding initiative
- Dispel the confusion and discover the exciting promises as well as the challenges of using Web 2.0 tools

WORKSHOP LEADER: Carmine Porco, General Manager & Vice President of Prescient Digital Media, has over 18 years of experience in the areas of Internet consulting, IT management, and software development.

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

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

Reputation Building From The Inside Out: How Internal Communications Leaders Can Drive Results And Protect Their Organization's Most Valuable Asset

If the global recession has reminded business leaders of anything, it's the realization of how valuable and vulnerable their reputations really are. Earning the trust and loyalty of employees during these challenging times is a key driver in reputation building and serves as a distinct competitive advantage.

This captivating workshop will share insights from a study that surveyed over 100 CEOs and communications leaders from some of North America's largest and most successful organizations. The results point to some compelling risks and exciting opportunities for strategic internal communicators.

You will leave this session equipped with lessons learned on how your organization can:

- Identify dangerous internal reputation gaps that exist and how they can be bridged
- Break down internal communications silos to build employee trust and engagement
- Leverage social media to transform employee skeptics into reputation ambassadors
- Understand CEO expectations and misconceptions about communications

WORKSHOP LEADER: Heath Applebaum, M.C.M. is the Owner and Principal Consultant at Echo Communications, a strategic communications consulting firm.

Strategic Internal Communications - May 16-19, 2011

Interactive Post-Conference Workshops

Thursday, May 19, 2011

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

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

Reinventing The Role Of The Communication Function From Tactical Implementers To Strategic Change Managers

Every organization is besieged by conflicting demands from multiple stakeholders—shareholders, customers, employees, regulators and others. The ability to meet these demands is critical. Organizations that manage this change well will win and those that don't won't.

An increasing number of communication professionals are leading successful change initiatives. To do so they need to adopt new thinking, processes, skills and knowledge because managing communication to change is very different from managing communication **about** change.

Communicating **about** change is a reactive approach. It reports on what is about to happen or what did happen. Managing communication **to** change is a different animal. It recognizes that communication breakdowns prevent people from doing their best work. In order get the most from your people, you need to remove the communication breakdowns. Breakdowns might include mixed messages, inaccurate information, slow-moving information or non-existent information.

In this lively and provocative workshop, you'll learn how five communication practitioners shifted their communication functions from traditional cost centers to performance-driving value centers. Specifically, you'll learn:

- The difference between the traditional communication management role and the new value-adding role
- Measurable results your peers have created around safety, quality, service, cost, productivity and speed
- How to measure your current value to and ways you can add at least three times more
- A change management and performance improvement process that you can begin applying the day after the workshop
- Proven techniques to sell your leaders on making the shift from a tactical implementer to a strategic change manager
- How others have used the above shift to dramatically advance their careers

WORKSHOP LEADER: As Leader of the Jim Shaffer Group, Jim Shaffer is internationally recognized as a thought leader in improving business performance and managing large-scale organizational change.

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

1:00 p.m. to 4:00 p.m. – POST-CONFERENCE AFTERNOON WORKSHOP D

Building The Business Case For Social Media

Companies around the world intuitively understand that incorporating social media and Enterprise 2.0 technologies into internal and customer facing initiatives is important. Yet after reading success stories describing what other companies have achieved, even the most enthusiastic supporters often run into a difficult question: How does one make the business case for the needed investment, or even the opportunity cost, to actually implement social media? In this workshop, you will learn a methodology for answering this question.

Specifically, you will leave with key strategies and best practices for:

- Selecting specific business priorities
- Understanding the application of social media
- Building stakeholder buy-in
- Determining and presenting your program's ROI

The session will differentiate between emerging trends and common practices by reviewing case studies from leading companies. You will leave this interactive workshop prepared to evaluate and incorporate the use of social media in your organization for both internal (e.g., recruiting, rewards) and external (e.g., call center support) facing purposes.

WORKSHOP LEADERS: Adam Wootton is a Senior Consultant with Towers Watson specializing in intranet and portal solutions.

Jacqueline Taggart is a Senior Consultant within the Communication and Change Practice in the Toronto office of Towers Watson.

INTERACTIVE, HANDS-ON WORKSHOPS

Strategic Internal Communications - May 16-19, 2011

General Sessions - Day One



AGENDA - DAY 1 - Tuesday, May 17

8:00 a.m. Registration & Continental Breakfast

8:30 a.m. Chairperson's Welcome & Opening Remarks

Jacqueline Taggart, Senior Consultant, Communication and Change Management
TOWERS WATSON

8:40 a.m. **AWARD WINNING 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

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

9:30 a.m. **CASE STUDY** **How To Leverage Social Networks To Engage, Educate, And Build Awareness With Employees And Consumers**

In 2007, RBC (Royal Bank of Canada) committed \$50 million in water protection projects globally. The company uses a combination of traditional communications vehicles as well as social media to share its story both inside and outside of the company. In the early days of the RBC Blue Water Project, the company used rich, interactive Quiz Polls to educate employees and the general public about sustainable fresh water use.

Last year, it ramped up its use of social media to launch the first ever RBC Blue Water Day, engaging RBC's 78,000+ employees in their 'Adopt a Project' and 'Facebook Fan Challenge' campaigns. These campaigns were light-hearted ways for the company to provide information about RBC and water to employees, while also creating an easy way for employees to share the RBC Blue Water story with their network of friends and colleagues through Facebook.

From this groundbreaking initiative, you will hear about the challenges, successes and metrics and behind the efforts at RBC, and be able take their learnings back to your own organization.

Lynn Patterson, Director, Corporate Responsibility
RBC

Steven Green, President
POLLSTREAM INC.

Strategic Internal Communications - May 16-19, 2011

General Sessions - Day One



AGENDA - DAY 1 - Tuesday, May 17

10:20 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!

10:50 a.m.



Morning Refreshment & Networking Break

11:20 a.m.

GOVERNMENT CASE STUDY

How To Integrate The Latest Communications Channels -- Twitter, Facebook, YouTube And More -- And How You Can, Too

Social media tools are being used to reach various audiences to address strategic business needs including: function and brand marketing; promotion of employment opportunities to specific target groups; effective and efficient collaboration across a geographically dispersed audience; and knowledge retention and access.

For the Ontario Ministry of Northern Development, Mines and Forestry, the benefits of using these new tools have included: the ability to communicate with, and target information delivery to, a specific audience; representation of a modern, organizational culture; engaged internal staff; horizontal information gathering, consolidation, sharing, analysis, and retention of dispersed corporate knowledge; multi-stakeholder client collaboration and access to large knowledge brain-trust; document control.

Their social media journey has yielded several corporate lessons, which will help you yield positive performance and value results for your own efforts, including:

- Involving key internal participants
- Explaining and demonstrating the strategic business value
- Fostering business enablers, such as appropriate policy framework (security, access), right technology, ensure Executive and corporate support
- Recognizing that social media is one of many communication tools and the tool must be appropriate for the target audience
- Understanding participation objectives (optional vs. mandatory) and the culture of adoption

Dr. Andy Fyon, Director, Ontario Geological Survey, Mines and Minerals Division

ONTARIO MINISTRY OF NORTHERN DEVELOPMENT, MINES AND FORESTRY

12:10 p.m.

CASE STUDY

How To Get Your Employees To Understand Your Strategy And Deliver The Promise You Make To Your Customers

Good organizations ensure that their business strategy is communicated to every single employee. Outstanding organizations harness the power of communication not only to tell employees what the strategy is, but to engage them in its delivery.

In this session, you will learn how to:

- Create a line of sight between each employee and the strategic goals of your organization and positively impact employee engagement
- Distinguish between messages that resonate and messages that don't

Strategic Internal Communications - May 16-19, 2011

General Sessions - Day One



- Measure employee engagement and comprehension against your bottom line

Jennifer Arnold, Director, Communication and Marketing

BENTALL KENNEDY (CANADA) LP

1:00 p.m. 

Lunch On Your Own -- But Not Alone!

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

2:30 p.m. **NON-PROFIT CASE STUDY**

How To Use Internal Communications To Get Buy-In From A Large And Widely-Dispersed Staff

In December 2008, the United Nations General Assembly adopted far-reaching reforms on human resources management impacting the Organization's global 44,000 strong workforce. To conform with the General Assembly decisions, the Office of Human Resources Management is responsible for implementing an ambitious reform agenda covering: contractual reform, the harmonization of conditions of service across the global Secretariat, the launch of a Talent Management tool replacing existing Headquarters and Field Human Resources systems, the launch a new Performance Management system and a new Learning Management System. These are daunting change management efforts that span from 1 July 2009 to the end of 2011, possibly 2012, which significantly affect the way human resources are managed by the UN which, in turn, will affect the way Staff perceive the Organization.

To support these efforts, a communications strategy was developed to inform staff across the global secretariat of the several human resources change management initiatives under way; explain the rationale for change and the need to adapt to a new working environment; explain and educate staff on the policy reforms and what implementation and other forthcoming actions.

During this session, you will learn how to:

- Create a global information campaign that is straightforward and interactive to engage as many staff as possible in a timely and continuous manner
- Get buy-in from a multicultural, geographically-dispersed 44,000 strong workforce
- Win over feelings of doubt, cynicism and fear

Miguel Mourato Gordo, Senior Management Officer

UNITED NATIONS

3:20 p.m. 

Afternoon Refreshment & Networking Break

3:35 p.m. **CASE STUDY**

Nurturing Your Internal Allies During Major Organizational Change To Strengthen Employee Engagement

As internal communicators, you have a responsibility to connect employees with the notion that their existence counts. But the need to control information from the top – stemming from a range of fears, some reasonable, some not – often leads to unnecessarily heightened secrecy, which can alienate employees from business strategy and change. As a result, employee buy-in comes too late or not at all.

This session urges you as internal communicators to influence your organizations to involve employees in the

AGENDA - DAY 1 - Tuesday, May 17

Strategic Internal Communications - May 16-19, 2011

General Sessions - Day One



bigger picture whenever possible, even when confidentiality stakes are high. You will gain tips and tactics for managing the highs and lows of transparency, learning from one communications' team's efforts to engage employees in a major company change.

Hear why sharing as much information as possible, without overloading employees, can pay off – even instill a sense of loyalty and pride strong enough to reinforce the confidentiality that was sought in the first place!

Amy Diaz, Communications Specialist

FORTISBC

4:25 p.m. **CASE STUDY**

Telling The Story To Inform And Engage Your Team

For a company with a dispersed presence in North America – 130 stores, head office, design center, manufacturing facilities and a large distribution/warehouse operations center – Roots Canada attaches great importance to keeping all its employees on the same page. Vital to the brand's success is updating its staff regularly in a lively, informative manner about the ever-evolving world of Roots.

As a high-profile company with not only compelling products but also a rich culture and a strong involvement in the community, Roots takes pride in its heritage, diverse activities and many achievements. To nurture a winning spirit and sense of belonging among its staff, Roots uses various channels for creative company-wide communication. One of the most effective vehicles has proven to be a colour magazine, produced in-house and sent to every employee. Since it was created in 2005, it has greatly strengthened the sense of community among Roots staff in addition to other spin-off benefits.

During this session, you will learn about the components that go into each issue, why it's proven so effective and how the same rudiments behind it can be applied to any business or organization.

Robert Sarnar, Director of Communication and Public Affairs

ROOTS CANADA

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 Toronto's fine dining while you continue to network with your colleagues.

AGENDA - DAY 1 - Tuesday, May 17

**BRING A TEAM AND SAVE -
SEND 4 FOR THE PRICE OF 3!**

Strategic Internal Communications - May 16-19, 2011

General Sessions - Day Two

AGENDA - DAY 2 - Wednesday, May 18



8:00 a.m. Continental Breakfast & Networking

8:30 a.m. **CHAIRPERSON'S ADDRESS** Chairperson's Opening Of Day Two & Presentation: Lessons From Lego™: Creating Effective Strategic Communication Plans For Your Internal Audience

Have you ever opened a box of Lego™ and looked at all the little pieces only to find yourself wondering “how am I supposed to make anything out of this”? As communication options proliferate and information is available all day/every day, the task of developing a successful communication strategy can feel just like that.

But even as the options or “pieces” available to us increase, we need to remember there’s a logic and unifying purpose in why we choose to do what we do and when we choose to do it.

In this thought-provoking session, you will be reminded that:

- 1) Establishing an overarching vision enables you to assess communication alternatives effectively
- 2) Choosing the right tool, not necessarily the latest tool, is the secret to anchoring overall employee education and engagement initiatives
- 3) Communication is a group effort – involving front line managers and supervisors as champions and resources for your program extends your impact and your credibility

Jacqueline Taggart, Senior Consultant, Communication and Change Management
TOWERS WATSON

9:30 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

10:20 a.m. Morning Refreshment & Networking Break

Strategic Internal Communications - May 16-19, 2011

General Sessions - Day Two

AGENDA - DAY 2 - Wednesday, May 18



10:50 a.m.

CASE STUDY

Rebuilding Your Internal Brand From The Ground Up: How To Overcome Obstacles, Continue To Motivate Employees, Get Senior Management Support And Successfully Deliver On Your Strategy

Founded in 2005, Meridian Credit Union had a vision to reinvent neighbourhood banking to become the dominant leader in outstanding relationship service. Bringing together two very unique cultures is always a challenge, putting Meridian to the test.

Up for the challenge, their results speak for themselves:

- Over the last five years, Meridian has more than doubled their Assets Under Administration
- Outperformed the Big 5 banks in mortgage growth
- Have been recognized as one of Canada's Top 100 employers and
- Continue to have best-in-class employee engagement scores

How has Meridian achieved such success and continues to do so? By the relentless commitment from senior management to engage employees through internal communications!

During this case study, you will learn how Corporate Communications, while partnering with internal stakeholders:

- Secured commitment from senior management
- Ensured that more than 98% of employees understood and delivered on the corporate strategy and operational plan
- Committed and delivered a three year brand strategy that drove the brand deep within the organization – touching everything from recruitment processes, to retention and performance programs

Scott Windsor, VP, Corporate Communications

MERIDIAN CREDIT UNION

11:40 a.m.

GOVERNMENT CASE STUDY

How To Use Social Media To Engage Employees On Improving Their Workplace

Despite ongoing efforts to raise awareness and reinforce positive workplace values, in ongoing surveys, employees in the federal public service still show concern around harassment at work. For one Agency, what better way to make improvements than by inviting open discussion and asking employees for their advice and practical suggestions?

In this session, you will learn how to:

- Successfully position social media use in the context of broader internal communications planning
- Make the pitch to senior management and internal partners for using social media to realize organizational objectives
- Set reasonable goals for a social media-based project

Pamela Roy, Acting Director, Corporate Communications

ATLANTIC CANADA OPPORTUNITIES AGENCY

12:30 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.

Strategic Internal Communications - May 16-19, 2011

General Sessions - Day Two



AGENDA - DAY 2 - Wednesday, May 18

2:00 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. CASE STUDY

Improving Employee Engagement Beyond Industry Measures, In Partnership With HR

Sodexo Canada is a national services organization and one of 80 countries where Global Sodexo has clients. A third party conducted a recent employee engagement survey at Sodexo across 35 countries and Sodexo Canada earned an unheard of score -- a 9 points boost. By investing in new people programs, as well as policy and recognition improvements, Sodexo earned opportunities to communicate with its employees.

During this session, you will hear about the communications principles and practices that have cleared Sodexo managers' inboxes and built trust and reliability in electronic communications tools.

You will gain valuable insight into:

- Working with HR to enhance employees' work experience through an Employee Value Proposition, improved benefits, robust awards programs and engagement focus groups
- Applying the principals used in establishing communications tools that cost nothing, are completely reliable and which have improved overall readership and corporate awareness

Bobbie Smith, Director, Employee Communications

SODEXO CANADA

3:20 p.m.



Afternoon Refreshment & Networking Break

3:40 p.m.

CASE STUDY

How To Measure And Assess Your Internal Communications Efforts During Times Of Change

Communications play a key role in managing the pervasive changes sweeping through all companies and industries. One of the many challenges is to find a proper balance between the information needs of the stakeholders and the timing and content of what can be communicated. Of utmost importance is to know how and when to appropriately monitor and assess the effectiveness of your strategy during change.

In this forward-thinking session, you will hear about large-scale change including corporate restructurings, mergers and acquisitions, and re-branding activities at several financial services companies.

Specifically, you will learn how to gauge the timeliness and effectiveness of your change management communications to avoid the gaps that can have costly consequences including:

- How to know if employees understand changes to your organization and its future goals
- Determining if your change communication is resonating with your internal audiences
- Using measurement results to revise and improve your internal change communication strategy

Brigette Kocijancic, Vice President of Accreditation and Standards

**INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC),
TORONTO CHAPTER**

Strategic Internal Communications - May 16-19, 2011

General Sessions - Day Two



AGENDA - DAY 2 - Wednesday, May 18

4:30 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.

4:45 p.m.

Close Of General Sessions

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"Overall, there were very interesting presentations!"

S. Lecour, Policy & Program Advisor

HEALTH CANADA

"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

"Timely and topical – all the presentations provided complimentary perspectives on social media."

M. Hudson, Senior Communications Executive

PUBLIC HEALTH AGENCY OF CANADA

"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.

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

G. Groomes, Director of Field Communications

TRANSAMERICA

"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

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ABOUT OUR CONFERENCE SUPPORTERS & PUBLICATIONS:



TORONTO

Founded in 1970, the **International Association of Business Communicators (IABC)** provides a professional network of more than 14,794 business communication professionals in more than 70 countries, operating within more than 100 chapters around the world.

Members worldwide -- in every industry both within the public and nonprofit sectors -- have leveraged their resources in advancing their careers and meeting organizational objectives by delivering value through improving business performance via effective communications.

IABC/Toronto is the largest chapter of the association with more than 1,700 members. The chapter provides access to products, services, activities and networking opportunities in Toronto and around the world -- helping people and organizations achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other communication disciplines. For more information, please go to: <http://toronto.iabc.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/>



The Canadian Public Relations Society (CPRS) is a national organization that represents the profession of public relations through the establishment and maintenance of high professional, education and ethical standards. CPRS Toronto is one of 16 local member societies within the national Canadian Public Relations Society. The Toronto society represents more than 350 public relations professional from agencies, corporation, government, non-profit groups and other Toronto-based organizations, and nearly 300 students from colleges and universities.

For more information, email marshl@marsh-executive.com or visit <http://www.cprstoronto.com>.



Backbone Magazine is a broad-based business magazine that focuses on technology for business executives who need to stay up to date. It provides a tangible tool to enhance productivity and agility in the changing economy of Canada. It is the only magazine in Canada with this focus that reaches a large senior business executive audience.

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



The Information Technology Association of Canada (ITAC) is the voice of the Canadian information and communications technologies (ICT) industry. ITAC represents a diverse ICT community spanning telecommunications and Internet services, ICT consulting services, hardware, microelectronics, software and electronic content. ITAC's community of companies accounts for more than 70% of the 572,700 jobs, \$155.3B in revenue, \$6.2B in R&D investment, \$30.4B in exports and \$11-billion in capital expenditures that the ICT industry contributes annually to the Canadian economy. The ICT sector currently represents 4.9% of Canada's gross domestic product (GDP) and accounted for 9.4% of all real GDP growth since 2002. ITAC is a prominent advocate for the expansion of Canada's innovative capacity and for stronger productivity across all sectors through the strategic use of technology.

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To Register, Call (773) 695-9400 or online at www.aliconferences.com

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Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the reduced rate of \$189/night. Please call the hotel no later than April 15, 2011 to help ensure this rate and mention "Strategic Internal Communications or ADVA0511."**

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

Toronto is a city that has grown up around this grand landmark - The Fairmont Royal York luxury hotel. Just steps away from their famous doors in the heart of Canada's largest metropolis, is an exciting mix of activities and attractions that will leave you exhilarated. From the theater, entertainment and financial districts, to shopping, sightseeing, and world-class sports facilities, The Fairmont Royal York hotel truly is "at the center of it all" in Toronto. The Fairmont Royal York is conveniently located across the street from Union Train Station. Pearson International Airport (YYZ) is located 32 km/20 miles from the hotel and 3 km/2 miles (which includes a free ferry ride) from Toronto City Centre Airport (YTZ) located on Toronto Island.

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Photo courtesy of Tourism Toronto

Join us in Toronto for A.L.I.'s 4th "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 on your visit to Toronto, go to <http://www.toronto.ca/>.

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 March 18th	Regular Pricing: Register with payment after March 18th
Conference Only (May 17th & 18th)	\$1,299 CAD	\$1,699 CAD
Conference Plus One Workshop	\$1,699 CAD	\$2,099 CAD
Conference Plus Two Workshops	\$1,999 CAD	\$2,399 CAD
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Conference Workbook Only (if not attending)	\$199.00* + \$30.00 S&H	

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

Please add 13% HST to all prices above (A.L.I.'s GST #884005323RT0001).

Credit card transactions will be processed in U.S. dollars determined by rates at www.bankofcanada.ca/. The final charges will vary slightly from those above due to variances in exchange rates.

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 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.

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

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

CANCELLATION POLICY:

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 May 2) 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 May 2) 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.

DISCOUNTS & POLICIES

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

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

D. Curtis-Magley, Brand Management Supervisor

UNITED PARCEL SERVICE

"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

"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



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

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- MTV Canada
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- NL Centre for Health Information
- Nokia Canada
- Ontario Lottery & Gaming Corp.
- Ontario Media Development Corp.
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- Ontario Tourism Marketing
- PollStream Inc.
- Prescient Digital Media
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- Public Service Commission NL
- Quebec's Casinos Inc.
- Radian6
- Region of Waterloo, Ontario
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- Service New Brunswick
- SK Indian Gaming Authority
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Please check:

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 - Pre-Conference Workshop B: Reputation Building From The Inside Out: How Internal Communications Leaders Can Drive Results And Protect Their Organization's Most Valuable Asset
 - Post-Conference Workshop C: Reinventing The Role Of The Communication Function From Tactical Implementers To Strategic Change Managers
 - Post-Conference Workshop D: Building The Business Case For Social Media
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