

Don't Miss The 7TH Updated Program Packed With Proven Strategies To Help You Revitalize Your Internal Communications -- A Strategic Communications Forum You Can't Miss!

CANADA

STRATEGIC INTERNAL COMMUNICATIONS

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

July 9 - 12, 2012
Vancouver

REGISTER BY MAY 3RD TO SAVE \$400!

KEY TAKE AWAYS

Strategic internal communications impacts your organization's effectiveness dramatically – now more than ever! Attend this seminar 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
- **Utilizing** SharePoint functionality and social media tools in the workplace to ensure that there are multiple avenues, while maintaining simple access for your employees
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **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
- **Seeing** the importance of two-way communication and the impact you can achieve by conversing with your audience
- **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
- **Identifying** internal champions across multiple departments and company functions
- **Involving** the right partners (Communications, HR, Marketing, Operations, etc.) across your organization to engage employees and drive results

SUPPORTING ORGANIZATIONS



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:

TELUS

U.S. Department of Veterans Affairs

Wells Fargo

Genome Alberta

Rogers Communications
Partnership

Washington State Office of the
Attorney General

APEX Public Relations Inc.

Siegel+Gale

KENDALL WOOD

Douglas Communications Inc.

ROC Group

Actra Fraternal Benefit Society

Aon Hewitt Consulting

Lego

Non-linear Creation Inc.

Register by May 3rd 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 seminar 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 seminar 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:

- **17 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 seminar
- **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 **Rogers Communication Partnership, Telus, Wells Fargo, Genome Alberta**, 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 seminar
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

Collaborate Using the Seminar Wiki:

All attendees will be invited to expand their networks and continue their conversations via the seminar 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 these two words!

Everywhere you turn there's another seminar or article focusing on another new media channel we should know about. But where to start? And if we have started, how to ensure we using social media effectively? With diverse audiences ranging from Boomers and "Gen X" through to "Gen C" – the constantly connected generation! – how can we balance long-established print and face-to-face options with the plethora of social media channels?

Like other sound business decisions, it comes down to making strategic choices about which communication tools will help you achieve your objectives.

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 7th Strategic Internal Communications Seminar this July in Vancouver, we'll tackle the challenges of creating effective communication strategies today when sound bites rule and everyone can be a content creator. We'll explore how to engage employees with corporate programs and objectives and leverage the opportunities for real-time dialogue, champions and critics that social media creates.

Among the many things you'll examine at the seminar:

- Today's communication really is two-way – and that means everyone's opinion can find a forum. Does this change how and what we communicate – and can we control messages?
- Audience segmentation and social media – targeting messages effectively for a multi-channel audience.
- More communication options and more reach than ever before – but this also means more competition for "brain space"; how to ensure we make our information stand out for its intended audience.
- Storytelling in e-space – how stories connect your audiences to an idea or a vision, and enable people to retell them, regardless of channel.

Attend "**Strategic Internal Communications: How To Use Social Media And Traditional Communications To Engage Employees, Drive Performance & Add Value**" July 9-12, 2012, and learn valuable insights from the first-hand experience of your peers and their partners.

Register today by calling our seminar 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.

We look forward to seeing you this July in Vancouver! Together, we'll explore the "undiscovered country" of social media - and take away valuable lessons on how we can make it our own and use it deliver inspiring communication programs and encourage engagement and dialogue with our internal stakeholders. That's a win/win outcome for communication practitioners and the businesses objectives we support and drive.

Sincerely,

Jacqueline Taggart, Vice President
AON HEWITT CONSULTING

A LETTER FROM THE SEMINAR CHAIRPERSON

Strategic Internal Communications - July 9-12, 2012

Interactive Pre-Seminar Workshops - July 9, 2012



Monday, July 9, 2012

Jump-start your seminar 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 seminar.

Your Choice of FOUR Workshops
Attend them all for Maximum Value and Learning!

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

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

How To Use Internal Communications To Lead And Support An Organization Through Major Change

Complexity is not a new management concern; rather, it a predictable outcome of the shift to the current globalized knowledge-based economy. Complexity is characterized by constant change and the need to embrace disruption to create a new social business model.

In this session, you will learn from case study examples, including how a traditional communications tool was applied to begin a conversation with the C-suite of a 15-year old direct sales company in western Canada. Learn how a simple assessment paved the way for a multi-year phased roadmap for organizational change.

Using this recent case study, you will learn how to use internal communications to support massive change by:

- Creating a toolkit (written and visual) for staff so that everyone understands the change in organizational direction
- Integrating work teams - HR, IT, Marketing and Operations – to model innovative thinking and realize business objectives
- Embracing disruption and using social technologies for open and honest communication
- Defining the company's story and linking it to strategic business objectives
- Building capacity and managing complexity through transformation events
- Linking internal communication and metrics to prove financial value
- Aligning HR practices to business goals

This engaging workshop will give you the opportunity to understand and experience involvement techniques for yourself, so be prepared to roll up your sleeves, have some fun, and get involved!

WORKSHOP LEADERS: Christine Wood is the Director, Innovation + Integration at KENDALL WOOD. Christine is passionate about strategic communications, collaboration and innovation. She is a seasoned communications specialist with more than 12 years experience in the private sector and eight years in the public sector.

Rena Kendall is the Director of Strategy at KENDALL WOOD.

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-SEMINAR AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

How To Assemble A Best-In-Class Internal Communications Strategy: A Step-by-Step Process

Are you trying to move beyond a tactical communications model? Shifting priorities? Undergoing significant organizational change? Unsure where to start?

These are common struggles faced by both beginning practitioners and seasoned veterans alike. Prepare yourself to meet the changing needs of your organization by learning how to assemble a best-in-class internal communications strategy that can evolve with the business.

This session will share The ROC Group's methodology for successful internal communications, built on over 30 years of consulting with Fortune 500 companies. The session will begin with you sharing your own challenges, and will provide a step-by-step process for you to begin building your own strategy.

During this unique workshop, you will:

- Complete an assessment to better understand how your organization deals with change
- Learn about barriers and triggers for change, engagement strategies, and how to identify the gaps in your current communication plans
- Understand how neuromarketing techniques can lead to desired outcomes
- Brainstorm fun and creative ways to communicate
- Begin assembling a customized strategy for your specific change management project

WORKSHOP LEADERS: Jan Burnham is a co-founder and President of the ROC Group. For over 30 years, she has helped clients develop and implement communication strategies to engage employees, leadership and other stakeholders.

Emily Parker is a Consultant with the ROC Group. She helps clients strategize, evaluate and deliver communication solutions to engage employees, leadership and other stakeholders.

INTERACTIVE, HANDS-ON WORKSHOPS

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Strategic Internal Communications - July 9-12, 2012

General Sessions - Day One, July 10, 2012



8:00 a.m.
Registration & Continental Breakfast

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

Chairperson's Welcome, Opening Remarks & Presentation: Like Janus Astride Two Worlds – Communicators Today Must Be Both Original And Transitional. How Can We Use New And Familiar Media To Get Our Messages Out Effectively?

Communicating with employees in 2012 is challenging. Multiple messages and distractions compete for your employees' attention. Traditional communication channels don't appear to engage the majority of employees – yet many of today's practitioners didn't grow up in the online world and feel like they're in "catch-up" mode with their target audience. How to be successful doing what we know how to do (and care about deeply!) while working with the training wheels on?

This opening session will highlight the challenges facing communicators today and look at how we can leverage a strategic mix of new and traditional media to be successful while we work hard to stay abreast of trending tools.

We'll look at:

- Life on the e-list - how the changing communication landscape affects both our communication abilities and our audience expectations
- Balancing "getting it perfect" with "getting it out" as social media timelines = right now
- Overcoming fear of the unknown/uncontrollable and winning internal support for social media channels
- Three things you can do this year to "get your feet wet" in the social media pool

Jacqueline Taggart, Vice President
AON HEWITT CONSULTING

9:30 a.m. 
Break-Out Blitz! Network And Discuss Strategic Internal Communication Challenges With Your Fellow Seminar Attendees

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

10:00 a.m. 
Morning Refreshment & Networking Break

10:30 a.m. **CASE STUDY**
Internal Social Media Collaboration – The Enterprise Is Social, Now What?

Wells Fargo has been blogging, using wiki's and SharePoint for document collaboration internally since 2004 to enhance its internal communication channels and engage team members. However, since the merger of Wachovia and Wells Fargo in 2008, there was a need to integrate user and corporate communications, as well as help foster a 'new way' of supporting their customer.

Wells Fargo has built a team dedicated to strategize on internal collaboration, partner with existing communication teams and be the support and education point for all things social.

Learn from Wells Fargo and take away lessons on how your organization can apply:

- Internal collaboration team guiding principles
- Key learnings from two specific internal communications gone social case studies- the good, the bad and the ugly



Kelli Carlson-Jagersma, VP – Collaboration Strategy
WELLS FARGO
@Northstar

AGENDA - DAY 1 - Tuesday, July 10

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Nathan Bricklin, Head of Social Strategy

WELLS FARGO

@socialbrick

11:20 a.m. **U.S. GOVERNMENT CASE STUDY**

Leading In The 21st Century: From Exhausted To Effective

Hear about an innovative, research-based approach designed to increase employee engagement by building and exercising 21st century leadership competencies. Managers still play an important and vital role on employee performance and retention. Now, see how a long list of possible managerial activities and competencies was reduced to the “vital few accelerators” that have the most impact on improving both employee engagement and leadership effectiveness. This approach ensures that managers remember fundamental activities that create positive energy by recognizing and appreciating what is working (success), which produces greater engagement and momentum for change; ultimately achieving “breakthrough” increases in organizational results.

This powerful session will help you and your organization grasp:

- The “vital few accelerators” that drive outcomes of employee engagement and leadership effectiveness
- How to apply the “vital few accelerators” on-the-job.
- The value of using an appreciative inquiry based approach to leadership



Jim Trinka, PhD, Director, Executive Director, Senior Executive Leadership Development Program

U.S. DEPARTMENT OF VETERANS AFFAIRS

@jat_pilot

12:10 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 join others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communication concerns.

1:40 p.m. **CASE STUDY**

Strategic Internal Communications case study coming soon!

2:30 p.m.

Afternoon Refreshment & Networking Break

2:45 p.m. **CASE STUDY**

How To Communicate To And Engage With Employees At All Levels: Aligning Employees With Your Strategy

The LEGO Operating Model is the platform where all leaders across the value chain gather to make the key, cross-functional decisions in the company. The challenge presented is to educate and engage employees at all levels about the Operating Model, especially those that are finding themselves implementing cross-functional decisions, even when these decisions are not rooted in their respective departments. Therefore, it is crucial to communicate strategies successfully and engage employees across the entire company. The success of a company lies in the employees' understanding of the overall strategic direction.

Below are some of the initiatives you will learn from LEGO that can be applied to your organization, including how to:

- Create strategic framework maps for leaders to see how the big picture fits into the concrete activities
- Communicate the key decisions in an editorial content - SharePoint articles, newsletters, etc.
- Report the key decisions to the team leaders across the value chain who in turn, are responsible to cascade the relevant information down to their employees

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- Utilize the creation of a board game to educate employees about the Operating Model
- Interview leaders across the value chain to explain how the Operating Model impacts different areas of the business
- Incorporate the Operating Model to the corporate E-learning, which explains the key process at LEGO

Manel Romeu Bellés, Operating Model Manager
LEGO

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

How To Cut Down On Content While Increasing Engagement: Using New Technology To Get To The Heart Of Your Message

Imagine, each month, you had to read a book the length of “To Kill a Mockingbird” by Harper Lee during your normal business hours without any dedicated time to read. Now imagine that your professional success was reliant on the information you read in that book and your ability to recount the narrative on demand.

Rogers Communications Inc, a national Telecommunications organization in Canada, was sending 93,000 words per month, the amount of content in “To Kill A Mockingbird” to our customer care representatives to review without dedicated time to read and understand it.

In this session, you will hear the results of the pilot study on the solution that included a combination of read-time and Snapcomms (a new communications software).

Using this pilot as a case study you'll learn how to:

- Use new ideas and new technology to cut-through your email problems and get to the heart of the message
- Build a solid business case using communications measures in combination with key business measures to gain senior leadership support
- Navigate employee responses to new communications solutions



Nicola Hanson, Manager Operational Communications and Job Prep
ROGERS COMMUNICATIONS PARTNERSHIP
@Nicola_Hanson

4:25 p.m.

More “How To's” To Help You Get The Work Done: An Interactive Panel Discussion With Today’s Participants

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.

5:00 p.m.

End Of Day One

5:05 p.m.



Networking Reception: Please Join Us!

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

6:30 p.m.



Dine Around

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

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8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.
Chairperson's Opening Of Day Two

8:40 a.m. **CASE STUDY**
Leveraging Technologies To Meet Your Communications Goals

Reduce, reuse and recycle isn't just a mantra for going green. Integrated technologies and communications tools will make it easier to get your communications job done efficiently and maintain your message throughout.

Online media can be used to engage staff, stakeholders, and even politicians who are already online and can be merged with your print tools and even your electronic media campaigns. All it takes is a little creativity.

In this session, you'll hear some ideas and tips to bring creativity and energy to your internal communications and link it to your external tools, such as:

- Selecting the right online tools for your organization and for the message at hand
- Making efficient use of your content

Take a step back to the basics of communication and use this session to help spark some imagination and creativity at the same time.



Mike Spear, Director of Corporate Communications
GENOME ALBERTA
@mikesgene

9:30 a.m. **CASE STUDY**
Why Should You Give A Tweet About How You Communicate With Your Staff?
How To Integrate Social Media Tools With Your Traditional Communications To Reach Your Employees More Efficiently & Effectively

APEX PR has been successfully implementing social media strategies for their roster of blue-chip clients since the advent of Web 2.0 and increasingly, those programs have included an employee engagement element. Yet, they were not "walking the talk" regarding their own employee communications program. They were stuck in the habit of using their "tried and true" communication tools, such as weekly staff meetings and intranet updates, thinking that these were more in keeping with their 25-person agency culture. But were they?

In this session, you'll hear how APEX PR took a long hard look at how (and what) they were communicating, what new and surprising social networking sources their staff were intuitively using to communicate with each other, and how we they could integrate the traditional with the digital to cultivate a more engaged and motivated staff that delivered on their bottom line expectations (an extra bonus!).

This interactive session will also delve into how they made their culture even better, what worked and what bombed.

Finally, you will learn about the value of:

- Empowering your staff to introduce new social media tools into internal communications systems
- Encouraging social media skill development that can benefit the bottom line
- Teaching old dogs new tricks without the pain



Linda Andross, President
APEX PUBLIC RELATIONS INC.

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AGENDA - DAY 2 - Wednesday, July 11



10:20 a.m.



Morning Refreshment & Networking Break

10:40 a.m.

CASE STUDY

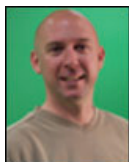
Taking A Journey Towards The Culture Of Collaboration: Learning, Leadership And Social Technologies -- How To Deploy Collaboration In Your Organization

Collaboration, the act of working with another or others on goals, actions, projects or initiatives, is quickly becoming a critical component in the short- and long-term plans of any organization. Failing to incorporate basic concepts of collaboration into overarching communication and learning strategy, leadership framework, supporting technologies and other human capital mechanisms, may result in stagnant or decreased engagement as well as lower organizational productivity.

In this session, learn how TELUS has woven collaboration techniques into their organization through three key legs of the new “culture of collaboration” stool: learning, leadership and social technologies.

In this session, you will learn and find out how TELUS successfully deployed collaboration techniques and behaviors into their organization DNA and workflows, and how your organization can incorporate these concepts, including:

- How their overall employee engagement increased by over 30% over three years
- The launch of an open leadership model for all employees
 - The deployment of numerous social technologies including video sharing, micro-blogging, profiles, wikis and blogs
- Large increase in networks, coupled by informal and social learning and communicating



Dan Pontefract, Head of Learning and Collaboration

TELUS

@dpontefract

11:30 a.m.

U.S. GOVERNMENT CASE STUDY

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

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

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

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

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



Sarah Lane, Director of New Media

WASHINGTON STATE OFFICE OF THE ATTORNEY GENERAL

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12:20 p.m. 

Lunch On Your Own -- But Not Alone!

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

1:50 p.m. **INTERACTIVE SESSION**

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

2:40 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 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, President and CEO

NON-LINEAR CREATIONS

3:30 p.m. **NON-PROFIT CASE STUDY**

How to Leverage the Benefits of Social Media: Transforming Your Benefits Communication From Dull To Intriguing By Engaging Members, Delivering Important Information In An Innovative Way, and Reaching A Diverse Audience

Actra Fraternal Benefit Society (AFBS) is a not for profit, member owned, federally incorporated insurance company operating for over 35 years. Members of AFBS are primarily members of ACTRA and the Writers Guild of Canada.

AFBS provides group insurance and retirement savings benefits to its members. Over the years, it has been challenging to reach the geographically dispersed audience of more than 17,000 members across Canada and around the world.

In this session, learn lessons from AFBS on how your organization can also successfully reach a geographically dispersed audience, including how to:

- Develop a social media strategy and why AFBS created one for the Writers' Coalition and Arts & Entertainment Plan members

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- Build a social media business case
- Overcome the challenges of getting buy-in and support for your social media strategy
- Communicate benefits education and news through various social media channels
- Measure the success of using social media
- Tap into the power of social media

After this session, you will feel motivated to explore social media as a communication channel within your own organization.

Caroline Lock, Social Media Analyst

ACTRA FRATERNAL BENEFIT SOCIETY



Diane McElroy, Senior Vice President

AON HEWITT CONSULTING

4:20 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.

4:30 p.m.

Close Of General Sessions

Maximize Your Training By Attending The Hands-On, Interactive Post-Seminar Workshops:

Thursday, July 12, 2012

C: 8:30-11:30 a.m.

How To Make The Most Out Of Social Media:

A Step-By-Step Process For Using Internal Communications To Advance Your Brand From The Inside Out...

D: 12:30-3:30 p.m.

Internal Communication, Employee Engagement And Measurement: Making The Connection For Your Communication's Strategy...

Please see the next page for detailed descriptions.

AGENDA - DAY 2 - Wednesday, July 11



Thursday, July 12, 2012

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

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

How To Make The Most Out Of Social Media: A Step-By-Step Process For Using Internal Communications To Advance Your Brand From The Inside Out, Deliver Core Messages & Engage Employees

Social media has become an organic part of companies' daily communications and an integral way to both advance brands and measure impact. Though engaging in social media has become less of an option for companies and more of a necessity, it can be difficult to know how to effectively get the results you want. As with most successful initiatives, leveraging the power of social media involves starting with a well thought out strategy and an understanding of the investment required. How do you make sure you're getting the desired return?

In this thought-provoking workshop, you will learn:

- What it means to effectively be 'social'
- What the most impactful social media platforms are and why you should be using them
- How effective measurement can be part of your organization's plan

The world of social media is continually expanding and growing, providing endless opportunities for those who strategically join the conversation. There are also unique codes of conduct you may unwittingly break at the risk of your brand if you're not careful. Impactful social media programs begin within an organization and flow outward.

In this workshop, you will examine how to organically use social media to engage and empower employees, and in the process, have them become some of the most important brand ambassadors your organization has. In addition, you will learn how to maintain your brand's voice and incorporate your core messages.

WORKSHOP LEADER: Kathleen Kindle is a Strategy Director at Siegel+Gale. She brings her intimate understanding of branding and more than 17 years of experience in strategy, marketing and communications to every project she leads.

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-SEMINAR AFTERNOON WORKSHOP D

Refreshments will be provided during this session.

Internal Communication, Employee Engagement And Measurement: Making The Connection For Your Communication's Strategy & Measuring Its Effectiveness

We have the ability to measure employee engagement, conduct predictive analyses to help us target the areas with the greatest potential to impact engagement, and can select a range of business metrics to quantify the relationship between engagement and an organization's measures of success.

So, why aren't things much better than they are?

The people held responsible for improving internal communications and employee engagement are often ill-equipped to measure its success. This timely and hands-on workshop will explore the need for greater cooperation and coordination between different departments within an organization, a clearer understanding that improving employee engagement and internal communications is a process not a project and that those in the communication profession need to take on a stronger role in this process.

Sharpen your ability to measure the effectiveness of your internal communications strategy and hear lessons and partake in exercises on:

- Gaining a better understanding of what drives employee engagement – up or down
- Developing a tighter focus on the metrics that matter to your employees and the business
- Identifying the key partners in your organization that need to work together to promote employee engagement and show how that will drive results
- Realizing the key role that internal communication plays in moving an organization up the employee engagement continuum

WORKSHOP LEADER: Jean Douglas, MA, CHRP, CMC, President, Douglas Communications Inc., is a firm believer that business success cannot be achieved without engaging the workforce on the journey. She is passionate about employee engagement and has dedicated the past 20+ years of her career to researching and understanding the employee experience in the workplace and how that experience relates to productivity and other business metrics. @sagew0man

ABOUT OUR SEMINAR SUPPORTERS & PUBLICATIONS:



Founded in 1970, the **International Association of Business Communicators (IABC)** provides a professional network of over 15,500 business communication professionals in over 80 countries. The BC chapter is one of 105 chapters worldwide and is the third largest chapter in Canada. With more than 600 members throughout BC, the chapter has an international reputation for progressive, professional communication. IABC/BC is committed to improving the effectiveness of organizations through strategic, interactive and integrated business communication management.

For more information, please go to: <http://iabc.bc.ca/>.



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 seminars 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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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/>



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 International Association of Business Communicators (IABC) is a worldwide network of communicators committed to the highest organizational communication standards. With more than 13,000 members in 40 countries, IABC is recognized as the professional association of choice for communicators who aspire to excel in their chosen fields.

IABC/Calgary is the largest professional association for Calgary-based communicators, public relations practitioners and students. It boasts more than 600 active members and is the second largest Canadian chapter.

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

RAVE REVIEWS FROM PAST COMMUNICATIONS SEMINAR ATTENDEES:

"The conference met my expectations and took away the 'mystique' of social media."

K. Barsoum, Promotion & Education Coordinator

REGION OF WATERLOO, ONTARIO

"All the speakers were excellent. I learned something new from each one. The participants were excellent as well - fully engaged, shared experiences, etc. The best conference I have ever attended."

A. Wesch, Head, Internal Communications

DEPARTMENT OF NATIONAL DEFENCE, GOVERNMENT OF CANADA

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

B. Swanson, Manager, Editorial Communications

WENDY'S INTERNATIONAL, INC

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Please contact the hotel directly when making your reservation. **For the seminar, we have secured a special reduced room rate of \$185/night. Be sure to contact the hotel no later than June 8th to help ensure this rate and mention "2012 Strategic Internal Communications."** We recommend that reservations be made early, as the number of rooms at our rate is limited.

For those registrants that secure the special \$185/night rate, the following services will be provided complimentary:

- Wireless internet access in guestrooms
- Access to the fitness facility and indoor swimming pool
- The exclusive Sutton Shopper Program offering guests discounts between 10-30% off over 50 shops & services along the Robson Street shopping corridor

The Sutton Place Hotel is Vancouver's premier business hotel, located in the heart of the city and just one block away from Robson Square Seminar Centre and Vancouver's finest shopping, arts and entertainment districts. The hotel offers complimentary weekday downtown limousine service. Airport access is 12 km/8 miles (30 minutes) away at Vancouver International Airport (YVR). The nearest subway/skytrain stations are 2-4 blocks away (Burrard, Vancouver City Center Station Northbound, and Granville). For information on SkyTrain, the oldest and one of the longest automated driverless light rapid transit systems in the world, the Canada Line connects downtown Vancouver to the Vancouver International Airport (YVR): <http://tripplanning.translink.ca>.



Photo courtesy of
Tourism Vancouver

Join us in Vancouver for A.L.I.'s 7th forum on "Strategic Internal Communications Seminar: 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 Vancouver, go to <http://www.tourismvancouver.com/visitors/>.

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register by May 3rd	Regular Pricing: Register after May 3rd
Seminar Only (July 10 & 11)	\$1,699 CAD	\$2,099 CAD
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Seminar Workbook Only (if not attending)	\$199* + \$30 S&H	

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

Please add 12% 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 no later than two weeks prior to the seminar. If payment has not been received two weeks before the seminar, a credit-card, training form, or purchase order hold will be taken to ensure your space.



SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This seminar 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 x218, 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 seminar attendance bonuses as you benchmark with other organizations. For every A.L.I. seminar attended, receive a **\$200 discount** off your next A.L.I. seminar. 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 seminar (before June 25) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the seminar or less (on or after June 25) 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 SEMINAR ATTENDEES:

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

I. Esche, Brand Manager

AAA OF NORTHERN CALIFORNIA

"All my skepticism towards blogs is now gone. I got a lot of great ideas from the workshops and discussions."

J. Goldstein, Senior Manager of Web Strategy

INFORMATICA CORPORATION

"Once again, this seminar 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

"Overall, I really enjoyed it and I will take a lot of it back to my company."

E. Bowie, Public Relations Coordinator

SKATE CANADA

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

S. Shoemaker, Director of Employee Communications

AT&T



ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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WE GUARANTEE RESULTS:

Since 1997, the Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this seminar 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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- Canadian Food Inspection Agency
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- PollStream Inc.
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