



# STRATEGIC INTERNAL COMMUNICATIONS

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



**December 12-15, 2011 • Toronto** Register by October 14<sup>th</sup> to Save \$400!

## 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
- **Developing** a tighter focus on the metrics that matter to your employees and the business
- **Leveraging** technologies, and your Intranet, to provide the correct information efficiently
- **Dispelling** the confusion and discovering the exciting promises as well as the challenges of using Web 2.0 tools
- **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
- **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
- **Integrating** social media tools with your traditional communications to reach your employees more efficiently and effectively
- **Using** leadership communication to build employee trust and engagement
- **Utilizing** internal communications as a catalyst for culture and leadership transformation in a mission-driven organization

## 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:

Scotiabank

Siemens Corporation

Health Canada

Salesforce.com

Future Electronics

Human Resources and Skills  
Development Canada

Telecine Multimedia

Johns Hopkins Medicine

City of Kitchener, Ontario

Towers Watson

Edelman Change and Employee  
Engagement

TemboSocial

Prescient Digital Media

Entre Computer Services

Scala

Pitney Bowes

Affect

Second City Communications

## SUPPORTING ORGANIZATIONS

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To Register, Call (773) 695-9400 or online at [www.aliconferences.com](http://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:

- **21 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 **Scotiabank, Health Canada, Johns Hopkins Medicine**, 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 5th Strategic Internal Communications Conference this September 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:

- **See the importance of two-way communication** and the impact you can achieve by conversing with your audience
- **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**" September 12-15, 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.

We look forward to seeing you this September in Toronto! Together, we'll rediscover how to develop internal communications strategies that inspire your audience/employees, encourage their engagement with your programs, and enable them to deliver better business results for your organization.

Sincerely,

Jacqueline Taggart, Senior Consultant, Communication and Change Management

**TOWERS WATSON**

Conference Co-Chairperson

Adam Wootton, Senior Consultant, New Media and Social Media

**TOWERS WATSON**

Conference Co-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 Review From Past Strategic Internal Communications Conference Attendee:

*"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!"*

# Strategic Internal Communications - Dec. 12-15, 2011

## Interactive Pre-Conference Workshops



### Monday, December 12, 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.

#### Real Engagement: Harnessing Connection, Conversation And Community To Engage Employees And Empower The Social Enterprise

It can be challenging for individual employees to find their place in a large, geographically distributed enterprise. There's also a difference between what a worker is required to do and the higher level of performance they're capable of accomplishing. While terms like discretionary effort and employee engagement were introduced into the lexicon as recently as the early 90s, they actually find their roots in studies of morale funded by the US Army that date back to the 1920s. What they saw then is what we see now: individuals are motivated by intrinsic factors like personal growth and common purpose to a much greater extent than extrinsic ones like pay and reward. Tap into this and you will earn REAL ENGAGEMENT.

When individual employees are engaged in the workplace, everyone benefits. Studies show that there is a direct relationship between employee commitment and revenue growth. By encouraging feedback, collecting peer-generated success stories, sharing them across corporate and departmental boundaries, you cultivate your greatest competitive advantage – your employees – to earn discretionary effort, attract talent and win loyalty.

In this workshop, you will be shown how connection, conversation and community have meaningful applications for the work you do, educating and informing the organization, recognizing and retaining the best employees and creating a culture of shared accomplishment.

In this tactical, practical session you'll learn how to:

- Engage and mobilize a distributed audience
- Tap into what your employees really care about - their opinions and attitudes and the conversations that matter most to them
- Move individuals in your network from connected to contributing
- Measure knowledge of company strategies and vision, products and services and impact and how moving the needle on this awareness can impact culture and performance
- Identify future stars and leaders, true ambassadors within your ranks that can help propel innovation

These tactical lessons will be based on real examples and best practices from leading corporations.

**WORKSHOP LEADER:** David Bator is passionate about programs that move people. As Director of Marketing & Customer Strategy, David leads TemboSocial's Conversation Consultants, a group responsible for helping clients leverage TemboSocial tools to interactively engage and share knowledge with employees and customers alike.

#### 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

Refreshments will be provided during this session.

#### Intranet 2.0: How To Integrate The Latest Social Media Tools And Technologies To Foster Better Collaboration, Engagement And Measurable Results

The social media phenomenon has gathered a significant amount of momentum over the last few years. 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 and your organization? 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 how 750+ organizations from all around the world are using intranet 2.0 tools. Prescient's recent Social Intranet Study (sponsored by IABC Research Foundation) will give you an exclusive look into how and to what extent organizations of all sizes are using social media on their intranet. The global perspective of the survey, in addition to the presenter's commentary, will allow you to develop a new understanding and appreciation for intranet 2.0 tools that is difficult to attain elsewhere.
- Review case study examples of blogs, wikis and other social media tools from IBM, Cisco, Sony, Siemens, 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.

INTERACTIVE, HANDS-ON WORKSHOPS

# Strategic Internal Communications - Dec. 12-15, 2011

## Interactive Post-Conference Workshops

Thursday, December 15, 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.

#### How To Blend Social Media & Traditional Communications To Engage Employees, Drive Performance And Add Value

Employees who are more engaged at work are happier, healthier and more productive. However, most organizations find it difficult to cut through the clutter, get employees' attention, and sustain interest long-term. The key: effective internal communications that incorporate traditional and new media in ways that are right for your organization.

In this essential and timely workshop, you will:

- Learn how employee segmentation can help you effectively target messages and communication media
- Find out about ways to measure the effectiveness and Return on Investment (ROI) for communication
- Design a road map to help your organization communicate more effectively with employees

This workshop will lead you through a series of exercises and share key learnings from the internationally renowned Towers Watson global Communication ROI study.

**WORKSHOP LEADERS: Adam Wootton is a Senior Consultant with Towers Watson** specializing in the delivery of social media and collaborative technologies to employees.

**Dana Hurley, a Consultant with Towers Watson**, specializes in developing and implementing communication strategies that capture employees' attention and drive behavioral change.

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

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

Refreshments will be provided during this session.

#### Internal Communication And Measurement: Making The Connection For Your Communication's Strategy

Internal communications: Overhead or a key contributor to the bottom line?

That question is the 800-pound gorilla in the room and in this session we make friends with the gorilla in a language it understands – metrics.

This workshop is for those who have a need or desire to demonstrate a relationship between internal communications and corporate business metrics.

We will take a look at the ROI (Return on Investment) of internal communication and how to take either hard dollar or 'soft' achievements and transform those into significant and meaningful numbers. We will gain a better understanding of corporate and organizational dashboards and how to link communication strategies to those measurables.

This timely and hands-on workshop will explore exactly how to build your own ROI calculator for internal communications and we'll conclude by taking a renewed look at the variety of tools in the communications arsenal including some newer strategies and even a surprising tool that is often overlooked – the lowly screensaver – and some unique case studies as to how ROI helped to fund communication strategies.

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

- Develop a better understanding of the metrics that matter to your organization
- Build an ROI calculator for internal communications
- Know your tools!
- Fund internal communication efforts thru ROI

**WORKSHOP LEADER: Entrepreneur and columnist, Andre Godfrey is President/CEO of Entre Computer Services** and a fixture in the information technology industry. Entre Computer Services Inc. is the developer of EScreenz™, a uniquely successful communication application that takes the humblest of communication tools- the lowly screensaver – and transforms it into an application that won the GREAT award for innovation in communication technology.

#### Rave Review From Past Strategic Internal Communications Seminar Workshop Attendee:

*"Good step-by-step for how to do various outlets. Even though I do have more experience, I still got some good pointers. Thanks!"*

INTERACTIVE, HANDS-ON WORKSHOPS





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

**8:30 a.m.**  **CHAIRPERSONS' ADDRESS**

### **Chairpersons' Welcome & Presentation: Mixing It Up: How A Strategic Mix Of New Media And Traditional Media Can Effectively Engage Your Entire Audience**

Communicating with employees is challenging. Many different messages and distractions compete for your employees' attention. In addition, you find that many of your trusted communication channels are just not succeeding in engaging your employees. You know that successful communication is a strong indicator of high performance within companies, but how can this be achieved?

This session will highlight the challenges which communicators face and how a strategic mix of new media and traditional media can effectively engage your entire audience.

This kick-off session will help you and your organization learn:

- How the changing communication and technology landscape affects both our communication abilities and our audience expectations
- The best way to ensure your messages connect with all your audience groups
- The techniques that leading companies use to gain high levels of employee engagement
- The secret to successful implementation and managing change within the organization

Jacqueline Taggart, Senior Consultant, Communication and Change Management

Adam Wootton, Senior Consultant

**TOWERS WATSON**

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

### **Using Comedy To Create An Engaging, Enterprise-wide Communications Rollout That Will Drive Higher Performance Across Your Organization**

Most corporate communications and performance improvement methods fall short because they feel "corporate" and artificial to the employees they're meant to reach. Second City Communications - the corporate services division of The Second City, the world's premier comedy institution for improv-based sketch comedy - proves that you can engage your people, build their skills and communicate and collaborate more effectively, by using a very non-corporate approach involving comedy, web video, and improvisation.

This fun and interactive session features an innovative case study specific to Second City Communications' collaboration with Scotiabank, where the two organizations collaborated to create an engaging, enterprise-wide communications rollout to support Scotiabank's three-year strategy.

You will be able to take back creative and engaging lessons to your organization, including how:

- Humor makes leaders and issues more accessible
- Dialogues beat monologues and how to utilize the convention of short web video to engage and align internal corporate audiences
- Improvisational mindsets create more agile, nimble individual performers and high-performing organizations

Jane Jhaver-Malt, Director, Strategy & Planning, Canadian Banking

**SCOTIABANK**

Steve Johnston, President

**SECOND CITY COMMUNICATIONS**

**10:15 a.m.** 

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

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



10:45 a.m. 

### Morning Refreshment & Networking Break

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

### How To Communicate Effectively To Rescue Your Staff And Brand: Developing An Internal Crisis Communications Strategy

During disasters, communications teams must quickly determine what tools and messages work best. When threats to safety come into play, the pressure is on to protect and comfort staff and clients. This task is more difficult when information is restricted due to police investigations, lock downs and other factors outside of communicators' control.

Last September at The Johns Hopkins Hospital in Baltimore, MD, a crime turned fatal shook the Hospital and surrounding community. During the incident and in the days that followed, a carefully orchestrated communications plan gradually restored a sense of safety internally and helped to protect the brand externally.

In this riveting case study, you will hear how a comprehensive set of internal communications tools – from internal e-mails, text messaging, town meetings, Facebook, Twitter, grief counseling, executive rounds and many others – kept patients, staff, and visitors safe and informed and sustained Hopkins' reputation as the United States' best hospital.

Learn valuable lessons from this incident and how you can prepare your organization and your internal crisis communications strategy before a crisis takes place, by:

- Developing and delivering consistent messages
- Having the right systems in place – testing and enabling communication equipment (pagers, electronic message boards, text messaging, social media outlets, etc.)
- Creating a checklist of safety measures and an action plan

Amy Goodwin, Director, Institutional Internal Communications

**JOHNS HOPKINS MEDICINE**

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

### How To Engage Your Employees With Executive Blogging And Other Web 2.0 Tools To Foster A Collective Direction For Your Organization

Human Resources and Skills Development Canada has successfully taken steps to seize the potential of workplace blogs to provide their executives with an innovative way to engage employees by sharing ideas, inviting comments, and fostering a collective direction for their organization.

Through their lessons, you will learn how you, too, can:

- Determine business drivers and Web 2.0 tools
- Develop and ensure critical factors for success
- Identify, assess and mitigate risks
- Manage employee expectations
- Develop appropriate processes and rules of engagement
- Drive employees to the blog site
- Leverage the online conversation for business improvement
- Understand and measure what success looks like

Giovanna Gatto, Senior Communications Officer - Internal and Corporate Communications

**HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA**

12:45 p.m. 

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

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



2:15 p.m. **SPECIAL PRESENTATION**

### Thinking Strategically.... A Consultative Approach To Communications

Today, many communications professionals and communications functions find themselves at a crossroads. They're asked by management to do more with less while being expected to handle a myriad of demands being placed on the business. Such expectations require a more comprehensive understanding of the business and at the same time, critical constituencies – employees, customers – who are savvier, more demanding consumers of information and more cynical than ever before.

The reality – and expectation – is that communications should evolve beyond its historic (stereotypical) role of a tactical function that comes into play after the important strategic decisions have been made. It should instead serve as a strategic function that informs and influences the actual decision-making process based on a unique, holistic perspective that incorporates the needs of the business and its stakeholders.

Thinking strategically is the foundation for a broader and more robust involvement in the most important priorities of the organization allowing for communications to be aligned with actual business results and using communications to get smarter about the business.

The Consultative Approach is designed for communications professionals seeking to make the shift from an over-reliance on tools and tactics to a view of the business that addresses issues, opportunities, and problems through a strategic lens.

Through an interactive session that explores the benefits of moving from a tactical to a more strategic mindset, you will be provided with:

- An introduction to specific tools and techniques used to establish a more consultative approach to communications planning and implementation
- A forum for discussing challenges, internal bias, and barriers
- A framework for interacting on a more consultative basis with leadership and management
- Cases and examples for exploration and knowledge building
- A process to be applied in management interactions lifting the discussion to a strategic platform

Gary F. Grates, President/Global Managing Director  
**EDELMAN CHANGE AND EMPLOYEE ENGAGEMENT**

3:00 p.m.   
**Afternoon Refreshment & Networking Break**

3:15 p.m. **CASE STUDY**

### Making Social Media Work For Your Organization: How To Harness Its Impact, Solve Its Challenges And Open Up To Its Innovation

While it's tempting to focus on technology trends and the latest implementations, most businesses are still wrestling with the overall dynamics of social media in our society and how this translates into the organization. The idea is to take a step back and understand the implications and the fundamental forces organizations are facing today with the advent of social media.

Siemens Corporation is an industry leader in electronics and electrical engineering with 450,000 employees in 190 countries. This session will address the challenge to identify and enable internal thought leaders, offer effective training, provide actionable social media rules and policies, a safe social media training environment and work with senior executives to activate social media within the leadership.

This session will discuss how your organization can open up to social media-driven innovation, including how to:

- Benefit from social media as a driver for the organization's culture
- Adapt to social media and understand why this vehicle of communication is impossible to ignore for any organization
- Harness the power of crowdsourcing





- Understand the cost of ignoring social media and maintaining the status quo

Stefan Heeke, Director of Online Communications  
**SIEMENS CORPORATION**

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

#### **Transforming Internal Communications: Engaging Both Online And Offline Employees, Worldwide, To Understand And Execute Your Company's Strategy**

Delivering on more than 90 years of innovation, Pitney Bowes (PB) provides software, hardware and services that integrate physical and digital communications.

Like most companies, PB is challenged with communicating to those “wired” employees, as well as those that do not have online access, together totaling more than 30,000 worldwide. The transformation has left many employees uncertain of their role in the company’s strategy. Internal communications is now tasked with bringing all employees up to speed on the company’s vision and helping to articulate how they fit into the organization.

In this session, you’ll learn how to make the most impact and effect in your organization, and an understanding of the company’s strategy amidst the clutter and distraction of everyday work challenges, specifically:

- Taking a 90-year legacy and building on the company’s brand for establishing future growth
- Connecting your company’s strategy to all employees
- Measuring the impact of transformation on your employees and understanding the gaps that internal communications needs to address
- Keeping in mind the “WIIFM’s” (What’s in it for me?) for your employees
- Targeting communications to the relevant stakeholders

Mary Coates, Manager, Internal Communications  
**PITNEY BOWES**

### 4:45 p.m.

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

Need to dive deeper into specific topics? Want more details? Here’s your chance! Available speakers from today’s sessions will answer your questions to help you innovate your own internal communication plans. Digest what you’ve learned and apply it to your own initiatives to get feedback and ideas for improvement.

### 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!

### 6:30 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.



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

**8:30 a.m.**  
**Chairpersons' Opening Of Day Two**

Jacqueline Taggart, Senior Consultant, Communication  
Adam Wootton, Senior Consultant

**TOWERS WATSON**

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

**Using Digital Networking To Visualize Your Corporate Goals, Communicate More Efficiently And Increase Employee Morale**

In today's competitive marketplace, corporations must leverage innovative technology to keep employees at the top of their game. Digital networks help to create a dynamic environment for employees and visitors by effectively broadcasting a company's corporate brand, mission and message.

Learn how digital networks could play an important role in your corporate communications. You'll hear about multimedia company Telecine's experiences and challenges with integrating this technology, including:

- What to consider during the installation and integration of digital signage within your existing corporate infrastructure – best practices and avoiding common pitfalls
- How to best design and develop content broadcast on the network – including tips on how to take advantage of free or low cost / high quality existing content
- Exploring the various stakeholders, and properly addressing their needs for digital networking
- How to take advantage of recent advances in the technology to reduce costs, increase effectiveness, and minimize ongoing manpower requirements.

This session will also highlight the latest innovative technologies, including audio equipment, digital signage and software that can be used to build a corporation's digital network. Many organizations are effectively using this technology to break through the clutter and address communication challenges.

We will take a close-up look at several organizations (with actual content examples) who have used this technology to: build their brand and welcome important visitors; effectively track sales goals, revenue and stimulate performance; communicate with employees spread over large geographic areas; increase employee morale and build organizational unity; reduce workplace accidents by effectively communicating safety procedures and motivating production workers.

You'll leave this session with new ideas on how to integrate or build a corporate digital network into your own communications plans.

James Fine, President

**TELECINE MULTIMEDIA**

Tom Nix, Vice President, Americas and Oceania

**SCALA**

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

**Empowering Your Employees To Be Social Media Champions - - How To Tap Into Their Strong Potential To Boost Your Company's Online Presence**

If used correctly, social media can be a powerful tool for engaging with your company's internal and external stakeholders. However, many companies fail to include their greatest advocates in their social media initiatives – their employees. Employees can be your brand's best evangelists, and there are numerous tactics for ensuring that you're taking full advantage of their strong potential to help boost your company's online presence.

In this session, you will hear tips and best practices for turning your employees into social media champions for your brand to help meet your company's goals. Specifically, you will learn how Affect, as well as other companies, have been able to effectively motivate employees to participate in the social media programs of the organization,



including how to:

- Create a social media usage policy that encourages social media usage in the workplace and does not stifle engagement among employees
- Provide ongoing education and professional development resources to ensure that employees are aware of new social media platforms and communities
- Identify internal champions across multiple departments and company functions
- Encourage participation in LinkedIn groups, on the corporate blog, and other platforms
- Implement ongoing checks and balances to ensure consistent and successful engagement
- Provide opportunities for employees to engage and participate in the company's social media initiatives (live tweeting from events, sharing company announcements, etc.)
- Educate employees on how to effectively maintain separate personal and work accounts

Leslie Campisi, Vice President & Partner

**AFFECT**

**10:15 a.m.**



**Morning Refreshment & Networking Break**

**10:35 a.m.**

**GOVERNMENT CASE STUDY**

**How To Leverage An Integrated Communications Strategy - - Including Face-To-Face, Print And Your Intranet - - To Drive Employee Engagement And Results**

Health Canada has had a renewed focus on internal communications. The intrinsic value of internal communications and its ability to create a sense of belonging among employees, and as a result, improve performance, was becoming more and more clear. New buzzwords like “employee engagement” and “workplace health” were becoming the norm.

Health Canada's internal communications team responded with an energized approach seeking to reach employees on a personalized level, relate to them and increase accessibility to the information that would help them in their work and career. The MY Story initiative, Health Canada's intranet, is an integrated communications approach that was developed to market Health Canada's programs and services to employees through real stories and first-hand experiences.

In this presentation, you'll learn lessons from Health Canada on how your organization can also use storytelling and personal experiences to promote your programs and services, including:

- How to connect with a wide-range of employees from varied backgrounds and specialties
- Leverage a variety of print, face-to-face and electronic vehicles to increase engagement
- The roles both frontline supervisors and senior leaders play in supporting internal communications with employees
- The importance of research in building an effective approach

Linda Watson, Manager of Internal Communications

Nadine Boudreau-Brown, Director, Corporate and Internal Communications

**HEALTH CANADA**

**11:20 a.m.**

**CASE STUDY**

**Experiencing Explosive Growth: How Your Organization Can Leverage Social Networking To Become A Social Enterprise**

Salesforce.com, like many companies around the world, were stuck using antiquated technologies to collaborate and communicate internally. Most of these technologies were created before Mark Zuckerberg, the Co-Founder of Facebook, was even born, so the company realized something had to change. The consumer web had shown Salesforce.com a better way to stay in touch with what really mattered in their private lives using social networking, yet when employees showed up at work they were stuck with email, file servers, and stale intranets.

# Strategic Internal Communications - Dec. 12-15, 2011

## General Sessions - Day Two, December 14, 2011



In this session, you'll hear how Salesforce.com revolutionized their own internal technologies to become the fastest growing enterprise technology company in the world, with more than 80,000 customers.

In this fascinating session, you will hear the story of how they embraced social networking in their own company, and how your organization can apply their lessons learned to your own organization, specifically, including how to:

- Ditch old technologies and embrace new ideas
- Approach social networking in your enterprise
- Get started fast for your company

Renny Monaghan, VP of Solutions  
[SALESFORCE.COM](http://SALESFORCE.COM)

12:05 p.m. 

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

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

1:35 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.

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

### How To Turn Your Organization Into A "Wow" Place To Work: Increasing Employee Morale And Leadership Involvement Through An Employee Culture Survey

Back in the day, 1997ish, the City of Kitchener, Ontario's employee morale was at a low point. – an all time low point! In response, the City decided to do a survey to find out what was going on hoping to get some ideas on how to change things. So, a survey was developed, completed, analyzed, and then put up upon a shelf.

A decade later, the City still employed many of the same staff, but had a decidedly more positive culture. Nonetheless, they knew they had some problem areas that needed to be addressed. More importantly, they wanted to nurture a budding culture shift away from the traditional bureaucracy, toward a culture of leadership - where leadership is a verb, not a corner office. The answer was to exercise an "Employee Culture Survey" as the tool for reaching their goals.

Between January 30 and February 14, 2007, 1,328 City of Kitchener employees completed the Employee Culture Survey, delivered by Metrics@Work, a survey company based out of St. Catherines, Ontario. With over 80% of their staff taking the time to share their feedback through this important survey, the City achieved the highest response rate of any municipality! When they repeated the survey in 2009, their response rates fell only slightly and the head of the survey company told the City "You are a "wow" organization. Change your name to the City of Wow!"

Learn how your organization can support positive culture change through two-way communication, regular and meaningful participation, measured action, and regular feedback. Hear how internal communications plays a major role in engaging employees, including how to:

- Engage your employees in discussion and problem solving – they want to participate and have much to contribute
- Capture the attention of your people through campaigns that will ensure promises will be delivered – and get their help in delivery!
- Create excitement around your survey, making your employees your "champions for a great place to work"
- Engage senior managers – have them commit through word and action to make those changes, as long as staff can help

AGENDA - DAY 2 - Wednesday, December 14



- Track the progress of the results

Shelley Adams, Director of Strategic Planning and Innovation  
**CITY OF KITCHENER, ONTARIO**

**3:00 p.m.**   
**Afternoon Refreshment & Networking Break**

**3:15 p.m.** **CASE STUDY**  
**Enterprise Web Conferencing: A New And Collaborative Way To Communicate In Real-Time With Your Employees Across The Globe**

As the need for coordination and collaboration of efforts increases, new methods to share information and promote learning are vital for communicating throughout your organization. Future Electronics, a leading innovator in distributing and marketing semiconductors and other electronic components, operates in 169 countries and needs to communicate to their employees spread across 42 countries.

This session will focus on the implementation of a tool designed to improve communication through highly-interactive Web conferencing capabilities. This interactive method allows for highly-engaging, virtual training, cost-effective online meetings designed to enhance business collaboration across the globe for employees and outside business partners.

See how your organization can leverage technology to gain real-time social collaboration across the extended enterprise by facilitating connections between your people and resources.

Stacey Karpman, Corporate Vice President Worldwide Strategic Planning and Human Resources  
**FUTURE ELECTRONICS**

**4:00 p.m.**  
**Chairpersons' 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.

**4:15 p.m.**  
**Close Of General Sessions**

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

*"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now; that I wonder what was really holding us back. This conference helped us solidify our plan."*

D. King, Application Support & Web Manager  
**ATLANTIC HEALTH**

*"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**

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

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

# ABOUT OUR CONFERENCE SUPPORTERS & PUBLICATIONS:



Founded in 1970, the **International Association of Business Communicators (IABC)** provides a professional network of more than 16,500 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 IABC's 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/>.



**Brandchannel** is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

brandchannel. always branding. always on.



**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 Canadian Public Relations Society, Inc. (CPRS)** is Canada's only professional association representing 1,800 public relations practitioners in 16 Member Societies across Canada who commit to following a Code of Professional Standards. The Society offers a program of professional accreditation in public relations (APR), professional development and education programs affiliated with various colleges and universities, a job registry and networking opportunities, an annual national conference, a directory of all members and a forum for information sharing. Visit their website for more information: <http://www.cprs.ca/>.



**All accredited CPRS members who attend this seminar will qualify for 2 Maintenance of Accreditation Units.**

## 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**

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Fairmont Royal York Hotel

100 Front Street W, Toronto, ON M5J1E3  
 Reservations: (800) 663-7229 or (800) 441-1414  
 Hotel Phone: (416) 368-2511  
<http://www.fairmont.com/royalyork>

If you would like to make your reservation on the hotel's website, please follow this link:  
<https://resweb.passkey.com/go/sic2011>.

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 \$199/night. Please call the hotel no later than November 14, 2011 to help ensure this rate and mention "Strategic Internal Communications."** 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.

**If you are a Fairmont President's Club (FPC) member, you will be given complimentary local/800 calls as well as complimentary in-room internet access. If you would like to become a FPC member, enrollment is free. Go to <https://www.fairmont.com/fpc> for more information and to sign up.**



*Photo courtesy of Tourism Toronto*

Join us in Toronto for A.L.I.'s 5th "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.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by October 14th</b>	<b>Regular Pricing: Register with payment after October 14th</b>
Conference Only (December 13th and 14th)	\$1,299 CAD	\$1,699 CAD
Conference Plus <b>One</b> Workshop	\$1,699 CAD	\$2,099 CAD
Conference Plus <b>Two</b> Workshops	\$1,999 CAD	\$2,399 CAD
Conference Plus <b>Three</b> Workshops	\$2,199 CAD	\$2,599 CAD
Conference Plus <b>All Four</b> Workshops – <b>ALL ACCESS PASS!</b>	<b>\$2,299 CAD BEST VALUE!</b>	\$2,699 CAD
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/](http://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 Kelly at (262) 723-1284, 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.

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

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

## PROGRAM CHANGES:

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

## CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before November 28th) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after November 28th) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

## RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

*"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**

*"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.**





### ABOUT THE ADVANCED LEARNING INSTITUTE:

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

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

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

### 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 conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

### A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

- Agricorp
- Air Canada Jazz
- Alterna Savings
- American Express Canada Inc.
- Atlantic Lottery Corp.
- Bloorview Kids Rehab
- Brantford Golf & Country Club
- Canada Post Corporation
- Canada Revenue Agency
- Canadian Blood Services
- Canadian Food Inspection Agency
- Canadian Public Relations Society
- Canadian Women in Communications
- City of London, Ontario
- City of Moncton, NB
- City of Vaughan, Ontario
- CNW Group
- Cogeco
- Cognos Inc.
- Corel Corporation
- Council of Ontario Universities
- Cundari
- DDB Canada
- Delta Hotels
- digitalOttawa
- Enterprise Saskatchewan
- Fisheries & Oceans Canada
- Government of Nunavut
- HBS Marketing
- Headline Communications, Inc.
- Health Canada
- Health Quality Council of Alberta
- Hill & Knowlton Canada
- HR & Skills Development Canada
- Hydro Ottawa
- Hydro-Quebec
- IBM Global Business Svcs.
- Infrastructure Ontario
- Intel Canada
- Interbrand
- KPMG
- Legislative Assembly of Ontario
- Loto Quebec
- Maple Leaf Sports + Entertain.
- McKinley Solutions Exchange
- McMaster University
- Meridian Credit Union
- Microsoft Canada
- Mobile Jam Fest
- MTV Canada
- MWV
- Natural Resources Canada
- Newmont Mining Corp.
- NL Centre for Health Information
- Nokia Canada
- Ontario Lottery & Gaming Corp.
- Ontario Media Development Corp.
- Ontario Ministry of Education
- Ontario Ministry of Labour
- Ontario Municipal Affairs & Housing
- Ontario Tourism Marketing
- PollStream Inc.
- Prescient Digital Media
- Public Health Agency of Canada
- Public Service Commission NL
- Quebec's Casinos Inc.
- Radian6
- Region of Waterloo, Ontario
- Scouts Canada
- Service New Brunswick
- SK Indian Gaming Authority
- Skate Canada
- St. Michael's Hospital
- St. Thomas Elgin Gen. Hospital
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\*\*\*\*\* Register by October 14th to Save \$400! \*\*\*\*\*  
 To Register, Call (773) 695-9400  
 Bring a Team and Save – Register 3, Send a 4th for FREE!

# Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the Dec. 2011 Strategic Internal Communications Conference in Toronto

**Please check:**

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

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Workshop A: Real Engagement: Harnessing Connection, Conversation And Community To Engage Employees And Empower The Social Enterprise
  - Pre-Conference Workshop B: Intranet 2.0: How To Integrate The Latest Social Media Tools And Technologies To Foster Better Collaboration, Engagement And Measurable Results
  - Post-Conference Workshop C: How To Blend Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value
  - Post-Conference Workshop D: Internal Communication And Measurement: Making The Connection For Your Communication's Strategy
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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Organization: \_\_\_\_\_

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City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

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