INTRANET 2.0

How To Integrate The Latest Social Media Tools And Technologies (Including SharePoint) To Foster Collaboration, Increase Engagement, And Drive Results

January 30 – February 2, 2012 • New York, NY

REGISTER BY DECEMBER 15TH TO SAVE $400!

WHAT YOU WILL LEARN

Attend the Intranet 2.0 conference to learn how to incorporate social media and the latest technologies into your intranet -- including SharePoint, to engage your employees and advance your organizational goals, by:

- **Setting** up guidelines and policies and working to create a governance plan for your intranet
- **Developing** a SharePoint governance plan: how to gain control and achieve your business goals
- **Communicating** to and engaging with your employees through your intranet
- **Incorporating** the use of video and blogging into your intranet
- **Applying** usability testing techniques to fine-tune your intranet content and navigation
- **Using** focus groups and surveys to evaluate how electronic channels fit in with traditional channels in delivering business results
- **Using** social networking that invites individual feedback, supports group interests, and reveals answers in real time
- **Calculating** the ROI of a re-launched intranet
- **Developing** a content strategy for your intranet
- **Measuring** the role electronic communications play in your overall employee communication programs and evaluate intranet usability
- **Integrating** mobile apps into your intranet
- **Overcoming** roadblocks and opposition to new ideas when it comes to your intranet
- **Getting** stakeholders on board -- from executives to coders
- **Meeting** legal and regulatory requirements while still being open and transparent
- **Integrating** social media effectively into your internal communications mix
- **Driving** innovation through your intranet
- **Determining** the right metrics for key strategies and deliverables for your intranet
- **Keeping** employees engaged, connected and informed
- **Fostering** more collaboration across a widely dispersed organization

SUPPORTING ORGANIZATIONS

brandchannel

SOCIAL MEDIA CLUB
If you get it, share it

YOU WILL LEARN FROM

Hear practical, real-world advice and learn best practices on how to harness your intranet and transform your internal communications to engage your employees and drive business results from practitioners at these leading organizations:

IBM

Southwest Airlines

SAS

The Associated Press

The McGraw-Hill Companies

American Family Insurance

Allsup

AIIM

Wells Fargo

Washington State Office of the Attorney General

Genesee County, New York

Entre Computer Services

non-linear creations

Towers Watson

AboutFace Media Inc.

Prescient Digital Media Ltd.

Sinickas Communications, Inc.

PointBridge

The ROC Group

Presented by:

Advanced Learning Institute
Your Communications Training Partner Since 1997

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To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

WHO WILL ATTEND:

This conference has been researched with and designed for Directors, Managers, Vice Presidents, Specialists, Officers, Leaders and Consultants involved in:

Intranet Communications

Internal Communications

Corporate Communications

Employee Engagement

Corporate & Brand Identity

Interactive Media

Internal Brand Development

Electronic Communications

Communications Management

Emerging/Digital Media

Social/New Media

Employee Communications

Change Management

Global Communications

Strategic Planning

Online, Publication & Web Content

Training & Development

Organizational Transformation & Development

Human Resources

Web Services

Employee Relations

And all those interested in engaging employees and driving performance through their intranets.

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this communications evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other communication professionals engaged in the "journey." Join your colleagues now to learn how to transform your intranet to engage your employees, drive performance and add value.

THE COMPETITIVE ADVANTAGE YOU'LL GAIN FROM ATTENDING THIS CRITICAL LEARNING OPPORTUNITY

This conference is a must-attend event for all communicators committed to integrating Web 2.0 tools into their intranets while engaging their employees and advancing their organization's goals. 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 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 intranet innovations from leading practitioners like **The Associated Press, Federal Aviation Administration, American Family Insurance**, 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 communications initiatives that will ground you in advancing your organization's own intranet 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.

Register by December 16th to Save $400! • **Bring a Team and Save – Register 3, Send a 4th for FREE!**
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Dear Colleagues,

TOWERS WATSON

Great organizations pride themselves in engaged, well connected and motivated employees. Not only are face-to-face communications vital, but so are the virtual ones. More than ever, in today's global market, intranets must serve as a way to connect employees from down the hall to across the world. How can this be done effectively, though, when competing with our Web 2.0 world?

The competition for your employees' attention is at an all-time high, generating a need for you to be more creative with how to reach them, how to engage them at work and stay motivated and productive. Stale, stagnant intranets aren't the answer anymore.

Start your New Year with an Intranet 2.0 conference that will launch your intranet to new heights in 2012. Hear from several organizations on how they are successfully integrating social media into their intranets and revitalizing their communications with their employees, including how:

- **Southwest Airlines** learned from their launch of two-way communication, with the introduction of an employee blog and featured video content
- **Washington State Office of the Attorney General** is keeping employees engaged, connected and informed through their intranet's tools, including blogs, videos, and anonymous suggestion boxes
- **SAS** creatively uses new technologies like a social networking platform (Socialcast – internally known as the Hub) that invites individual feedback, supports group interests, and reveals answers in real-time

Attend "**Intranet 2.0: How To Integrate The Latest Social Media Tools And Technologies (Including SharePoint) To Foster Collaboration, Increase Engagement, And Drive Results," January 30-February 2, 2012,** and team up with your peers on how to take your intranet to the next level.

Register today by calling the conference hotline at 888-362-7400, or register online to hear from proven internal communicators and leaders in our field who are incorporating social media and the latest technologies into their intranets to engage employees and drive results.

I look forward to meeting you in the New Year!

Best regards,

Michael Rudnick
TOWERS WATSON
Conference Chairperson

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

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"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.

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INTERACTIVE, HANDS-ON WORKSHOPS

Monday, January 30, 2012

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to better understanding how social media and new technologies can fit into your organization's intranet. These workshops are designed to enhance your understanding of the informative, case study presentations throughout the entire conference.

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

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

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

How To Measure The Role Electronic Communications Play In Your Overall Employee Communication Programs And Evaluate Intranet Usability

The good thing about measuring electronic communications is that, to some extent, they measure themselves—visitors, page views and click-throughs. Unfortunately those sometimes-confusing metrics are often misinterpreted. This workshop will help you navigate your way through the metrics in usage reports and help you put them in context. It will also show examples of how to evaluate intranet usability. This workshop will show you not only ways to measure how your employees are using electronic channels (measuring activity), but also how to calculate their role in the success of the overall campaigns they are a part of (measuring outcomes, including ROI).

By the end of this workshop, you will have a working knowledge of how to:

- Interpret online usage statistics to find the underlying stories
- Apply usability testing techniques to fine-tune your intranet content and navigation
- Use focus groups and surveys to evaluate how electronic channels fit in with traditional channels in delivering business results
- Calculate the ROI of a re-launched intranet

WORKSHOP LEADER: Angela Sinickas is President of Sinickas Communications, Inc., a consulting firm dedicated to helping organizations achieve business results through focused research and practical solutions. An award-winning organizational communicator since 1974, she has been measuring the effectiveness of communication since 1981.

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, like Yammer, Google docs, Jive, Igloo, and Newsgator to achieve your organization's strategic objectives. In addition, you will:

- Learn how 1400+ organizations from all around the world are using Intranet 2.0 tools. A Social Intranet Study (sponsored by IABC Research Foundation) will be shared and 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, 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. His strengths include employee self-service, content management, e-learning, customer care and Internet commerce primarily in the financial, government, health, energy and retail sectors.

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INTERACTIVE, HANDS-ON WORKSHOPS

Thursday, February 2, 2012

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 Develop Engaging Content For Your Intranet: Overcoming Common Obstacles And Practical Solutions

You have access to a great internal distribution tool: your intranet. How do you go about creating compelling content that engages employees while dealing with the issues inherent in an internally controlled distribution channel?

In this workshop, you will be guided through critical concepts that serve as the foundation for developing a content strategy. You'll learn practical approaches and tips to creating content that engages with your audiences, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to ongoing interaction.

Through several case study examples, you'll experience common obstacles faced when utilizing an intranet for video content distribution and learn first-hand how these obstacles not only can be overcome, but in some cases, recast as opportunities.

In this compelling, hands-on workshop, you will be shown:

- Key items to consider when creating a content strategy
- Best practices for developing content
- How best to deal with the challenges and benefits presented by inward vs. outward facing distribution
- How to address expectations regarding engaging with and sharing content and "viral views"
- Ways to develop effective video content for multiple distribution channels
- How to apply these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc. AboutFace creates short-form, story-driven documentaries for online and social media marketing projects. Their directors are award-winning independent filmmakers whose work has been screened at Sundance, South by Southwest and the Tribeca Film Festival among others. Clients include Sears, Kmart, Wilson, CNH, 3M, Trek, Staples, Florida Tourism, Quad Graphics and Can-Am.   @AboutFaceMedia

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

12:30 p.m. to 3:30 p.m. – POST-CONFERENCE AFTERNOON WORKSHOP D
Refreshments will be provided during this session.

Developing A SharePoint Governance Plan: How To Gain Control And Achieve Your Business Goals

Based on the model of SharePoint Governance developed by Microsoft, in this topical workshop, you will learn and establish the structure of your own SharePoint Governance Plan. Governance is defined by Microsoft as the set of policies, roles, responsibilities, and processes that guide, direct, and control how an organization's business divisions and IT teams cooperate to achieve business goals.

Every organization should have an effective governance plan in place for SharePoint, and to not have one is borderline reckless. That said, almost one quarter of organizations have no governance plan whatsoever (AIIM SharePoint Industry Watch, 2011). Your organization no longer needs to be among that one quarter!

Attend this workshop and discover how your organization can implement a winning governance plan, including:

- What the scope of your governance plan should be and who should be driving governance in your organization
- A complete model for governance implementation
- A typical structure of a governance plan, what each area should include and how to assess your organization's individual needs

Please bring a laptop with Microsoft Word with you to this session.

WORKSHOP LEADER: Nick Inglis is a go to speaker on topics related to technology and marketing. He is the SharePoint Program Manager, Global Education Services at AIIM. Nick is a highly sought after speaker and travels the world teaching the AIIM SharePoint and Enterprise 2.0 courses. Past attendees of his SharePoint and Enterprise 2.0 courses represent NOAA, Nat'l Academy of Sciences, Ricoh, and the U.S. Department of Defense. @nickinglis

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AGENDA - DAY 1 - Tuesday, January 31

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.   CHAIRPERSON'S ADDRESS

Chairperson's Welcome, Opening Remarks & Presentation:
Debunking SharePoint For Intranets And Portals: Tales From The Front

Today's intranets and enterprise portals are streamlining business processes and enriching communication and collaboration throughout the organization. Using Microsoft SharePoint, which has become the defacto solution for the Fortune 500, is the technical platform of choice.

The challenge most companies face now is how to create an intranet that is truly used and effective, how best to leverage SharePoint, and where to start.

Michael will share his experiences, honed over 15+ years of working on intranet and portal projects, including the last 10 specifically with SharePoint. As a long-time Microsoft Partner he will discuss the latest innovations in SharePoint 2010 and what is on the horizon for SharePoint.

Michael Rudnick, Global Practice Leader, Intranets, Portals and Collaboration
TOWERS WATSON

9:30 a.m.   CASE STUDY

The Evolution Of An Intranet: A 40,000-Foot View Of How To Reach Your Employees

Southwest Airlines is the United States' most successful low-fare, high frequency, point-to-point air carrier. Operating more than 3,500 flights a day coast-to-coast, Southwest is the largest U.S. carrier based on domestic passengers carried. Their mission is dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride, and company spirit.

In order to deliver quality service to their customers, their employees must be engaged and informed ambassadors. Southwest's goal is to provide their employees with the tools and information they need to do their job efficiently, to share their culture, and to support each other and their community via their intranet, SWALife. As their CEO says, the employees at Southwest Airlines are their single greatest strength and most enduring long-term competitive advantage.

In this session, you will learn from Southwest Airlines, how your organization can also keep employees engaged and supported to do their best.

Learn how Southwest's intranet strategy and reach has evolved to support that mission, including:
- How they moved from dozens of disjointed web sites to one (SWALife), and how they keep the site cohesive and consistent
- Lessons learned from the launch of two-way communication, with the introduction of an employee blog and featured video content
- Where SWALife fits with their other internal communication channels (IBM's Websphere Portal for their Intranet and Documentum Web Publisher for their content management system), including their Mobile app and Digital Signs
- Current efforts to integrate AirTran employees into the Southwest Family

Emily Cole, Senior Analyst
SOUTHWEST AIRLINES

10:15 a.m.
Break-Out Blitz! Network And Discuss Your Intranet 2.0
Challenges With Your Fellow Conference Attendees
This session will open the conversation by connecting you with other conference participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

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AGENDA - DAY 1 - Tuesday, January 31

10:45 a.m.
Morning Refreshment & Networking Break

11:15 a.m. CASE STUDY

How To Create A More Effective Intranet To Keep Your Employees Better Informed

Allsup is a nationwide provider of Social Security disability and Medicare services for individuals, employers and insurance carriers. Founded in 1984, Allsup delivers specialized services supporting people with disabilities and seniors so they may lead lives that are as financially secure and as healthy as possible.

As Allsup continues to experience substantial growth year after year, effectively communicating with all employees via the intranet has become very challenging. The company's communication needs are outpacing the intranet's ability to provide information to employees in an effective way. It was time to make some major changes to their intranet (they are currently using Dreamweaver) to keep employees better informed.

During this session, you will learn tips on how to create a more effective intranet, including:

- Ways to find out what your employees really want out of the company intranet
- Who should be involved in changing your company's intranet
- How to overcome roadblocks and opposition to new ideas

Kelly Wisness, Web Content Manager
ALLSUP
LinkedIn: http://www.linkedin.com/in/kwisness

12:00 p.m.
Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion based on an intranet hot topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing Intranet 2.0 concerns.

1:30 p.m. SPECIAL PRESENTATION

Building Buzz: How To Create A Comprehensive Social Intranet That Allows Employees To Connect With Each Other And With Information Faster And More Efficiently

Around the world, The McGraw-Hill Companies is a leading global financial information and education company. In 2011, McGraw-Hill redesigned its Intranet and introduced Buzz, an internal social network that became the intranet homepage for all 26,000 employees and consultants. It was becoming increasingly important to transcend the traditional barriers of organizational charts, departments and geography to connect employees with each other to operate smarter, faster and better. That challenge prompted a team of communicators, human resources professionals and developers to start a project to introduce a comprehensive internal social solution that leveraged blogging, wikis and groups. The goal was to ignite collaboration, crowdsourcing, innovation and enhanced productivity.

This presentation will detail the journey from creation, to pilot and launch of Buzz providing you with the necessary knowledge and tools used to shift internal communication to a social framework, including:

- Selling the Solution – How to gain buy-in from senior executives
- Gaining Viral Adoption – How 300 invited members can grew to 2,500 users without any formal communication
- Working with Compliance and Legal – How to work with your legal and compliance department to gain their approval
- Driving Broad Adoption and Usage – How to use a variety of methods and approaches from internal ads to working with individual departments to drive adoption for all employees

Edward Ford, Enterprise Community Manager
THE MCGRAW-HILL COMPANIES

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AGENDA - DAY 1 - Tuesday, January 31

2:15 p.m.

Afternoon Refreshment & Networking Break

2:45 p.m.   CASE STUDY

Making The Case For Intranet 2.0: How To Successfully Leverage Social Media In Your Intranet, Get Stakeholders On Board, And Stay Within Regulatory Requirements

You may intuitively know internal social media tools would help your organizations' employees work faster and better. But if you can't make your case to the people who matter, your project may be doomed before you begin.

American Family Insurance, a Fortune 500 company headquartered in Madison, WI, introduced secure, corporately-administered social media tools to its corporate intranet for their 18,000 employees and sales force in 2010. Despite some initial concerns, these tools (SharePoint 2010, TeamSite and NewsGator) have been well-received and have contributed to a more collaborative, engaged workforce.

This session will teach you how to:

1. Get stakeholders on board -- from executives to coders
2. Meet legal and regulatory requirements while still being open and transparent
3. Address concerns and roadblocks with reasonable solutions

Pat Miller, Corporate Publications Manager
AMERICAN FAMILY INSURANCE
@PatZMiller

David Soderna, SharePoint Solution Architect
POINTBRIDGE
@dsoderna

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

Using Your Intranet To Inform And Engage A Global Workforce

In 2008, the Associated Press (AP) implemented its first intranet portal consolidating over 100 disparate sites from across the organization. The intranet successfully created a personalized employee resource for benefits, company news and departmental information -- accessible by staff in more than 240 locations worldwide.

U.S. adoption of the intranet was immediate and engagement with employee contribution from the states was tremendous. However, outside the U.S., adoption was slow on the uptake.

Learn lessons from the AP on how you can also garner increased engagement in your workforce and business units, including how to:

- Open the channels for engagement
- Turn feedback into solutions
- Tie introduction of communication channels to business priorities
- Measure results
- Keep the momentum going

Christine Flores, Digital Communications Manager
THE ASSOCIATED PRESS

4:15 p.m.   INTERACTIVE PANEL

Tools, Tactics And Techniques: Understand The Tools Of The Trade And Learn How To Implement Them Into Your Intranet 2.0 Strategy

AGENDA - DAY 1 - Tuesday, January 31

Are you wondering what Intranet 2.0 tools are out there and how to implement them? Is your organization risk averse or slow to implement new technologies or simply enhance the company intranet? This panel will wrap up the first day answering your questions on how various Intranet 2.0 tools are used in the enterprise. Hear the stats on which Intranet 2.0 tools are presently being used (61% of enterprises have at least one intranet 2.0 tool, with blogs, discussion groups and instant messaging being the most popular), and find out what many companies continue to struggle with. Discussions will also cover the following technologies such as SharePoint, Blogger, Drupal, MediaWiki and Wordpress.

Finally, you will walk away with strategies for:

- Choosing an open or closed source system
- Evaluating criteria for your system
- Diving into the process for evaluation and implementation
- Balancing user-focused design with IT requirements
- Improving the user experience
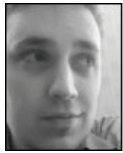
Nick Inglis, SharePoint
Program Manager, Global Education Services
AIIM
@nickinglis

Carmine Porco, General Manager & Vice President
PRESCIENT DIGITAL MEDIA
@carmineporco

Marcy Lehman, Managing Consultant
THE ROC GROUP

5:00 p.m.
End Of Day One

5:15 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 New York City's fine dining while you continue to network with your colleagues.

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AGENDA - DAY 2 - Wednesday, February 1

8:00 a.m.
Continental Breakfast & Networking

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

Michael Rudnick, Global Practice Leader, Intranets, Portals and Collaboration
TOWERS WATSON

8:45 a.m. GOVERNMENT CASE STUDY

How To Effectively Use Your Intranet 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.

Using both traditional and new media communication tools on your intranet can enhance the interaction between employees and senior managers and help improve employee morale and cultivate a positive work environment. The Washington State Office of the Attorney General is using YouTube, Facebook and an in-house built intranet.

In this session, you will learn how to use effective communication tools on your intranet, 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
@AGOWA

9:30 a.m. CASE STUDY

Communications That Connect:
Six Creative Ways To Take Your Intranet To The Next Level Using Web 2.0

As employees embrace a Web 2.0 world, old school intranets simply don't support the levels of innovation and knowledge sharing required for success and staying power. Discover how SAS, FORTUNE Magazines No. 1 Best Place to Work two years running, blends the rapid pace of new technology integration with the timeless importance of helping employees stay productive, knowledgeable and connected. You will be shown how SAS engages the internal audience with creative uses of new technologies that your organization can also implement, including:

1. A social networking platform (Socialcast – internally known as the Hub) that invites individual feedback, supports group interests, and reveals answers in real time
2. Compelling and timely daily internal news coverage, including live and breaking news stories with open comments from employees
3. Employee-generated photo galleries and video spots
4. Talk-show style live webcasts with company leaders, including unscripted interviews and online audience polling

5. An internal RSS news stand, integrating regular updates from more than 60 different departments into one simple subscription application

6. More than 700 active employee blogs to capture and share opinions, ideas and areas for improvement

Becky Graebe, Corporate Communications Manager
SAS
@beckygraebe

10:15 a.m.
Morning Refreshment & Networking Break

10:45 a.m.   NON-PROFIT CASE STUDY
Building The Foundation For A Collaborative Intranet:
How To Align Your Organization And Drive Long-Term Success

The National Wildlife Federation (NWF) is a vibrant organization with a motivated workforce who that shares a collective passion for the environment and wildlife conservation. With a strong culture of collaboration, innovation and mutual assistance, it was imperative that NWF develop an intranet that supported their mission and corporate culture, as well as to develop a long-term vision, tools and processes to ensure that the intranet remains up-to-date, useful, drives long-term success and is relevant into the future.

This session will walk you through their multi-faceted approach to building a strategy that not only considers strong navigation and content management, but business processes, collaboration across geographic regions, community-building, and innovation management.

Shannon Ryan, President & CEO
NON-LINEAR CREATIONS

11:30 a.m.   CASE STUDY
Enabling Employees To Effectively Converse And Collaborate In The Digital Age — And Reap The Benefits For Your Organization

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

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

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

- Enable employees to build and share their expertise inside and outside the company

- Generate, aggregate and promote social conversations of interest to your company

- Create a globally collaborative employee culture both internally and externally

Kevin Winterfield, Social Systems and Digital Influence
IBM
@kmwinterfield

AGENDA - DAY 2 - Wednesday, February 1

12:15 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion based on an intranet hot topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing Intranet 2.0 concerns.

1:45 p.m.   INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

Interact and discuss solutions to your intranet and SharePoint 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 intranet's initiatives.

2:30 p.m.   CASE STUDY

Transforming Your Intranet Into An Online Global Workplace

Prior to the Wells Fargo and Wachovia merger in 2008, both companies had a robust intranet portal. But now, with more than 260,000 team members worldwide, Wells Fargo transformed the go-forward intranet into an online global workplace.

In this session, you will hear how they successfully transformed their intranet into an online global workplace, and how you, too, can:

- Build community through merger and organizational change
- Overcome the challenges of a regulated environment
- Use an integrated social approach, from engagement to adoption
- Connect and doing work online
- Understand the many opportunities for the future

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

3:15 p.m.

Afternoon Refreshment & Networking Break

3:30 p.m.   GOVERNMENT CASE STUDY

Communication Challenges And Solutions In The Web 2.0 Era: How To Improve Internal Communication, Promote Social Media And Increase Your Intranet Usage

This innovative session will provide you with insight on how to review your current emergency communications process as well as provide you with the tools needed to improve your internal communications, promote the use of social media and increase the usage of your intranet, including how to:

- Augment emergency preparedness
- Target messages appropriate to the audience
- Improve intranet usage and adoption
- Promote employees' sense of team in a distributed workforce
- Address Business Continuity and Disaster Recovery issues
- Help resolve HR and benefits communication issues

AGENDA - DAY 2 - Wednesday, February 1

- Address and ensure internal compliance concerns

Steve Zimmer, Director Information Technology
GENESEE COUNTY, NEW YORK

Andre Godfrey, President & CEO
ENTRE COMPUTER SERVICES

4:15 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-Conference Workshops, Thursday, February 2, 2012:**

Thursday, February 2, 2012

C: 8:30-11:30 a.m. **How To Develop Engaging Content For Your Intranet: Overcoming
Common Obstacles And Practical Solutions**

D: 12:30-3:30 p.m. **Developing A SharePoint Governance Plan: How To Gain Control
And Achieve Your Business Goals**

Please see pages 4-5 for detailed descriptions.

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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.socialmediaclub.org/

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"I loved the practical examples. All the speakers were great with real stories to share that I could relate to.
The networking was FANTASTIC…"
S. Beelher-Walsh, Brand Manager
MD FINANCIAL

"A great selection of topics and presenters. An excellent utilization of time!"
J. Sanchez, Director of Corporate Communication
U.S. SUGAR CORPORATION

"Once again, this conference filled my pockets with ideas to take back and implement.
What a stellar array of movers and shakers - thank you for sharing the knowledge!"
M. Lewis, Director of Creative and Strategic Development
MINNESOTA DEPARTMENT OF TRANSPORTATION

"Practical advice and information that I can use in my own planning process."
B. Swanson, Manager, Editorial Communications
WENDY'S INTERNATIONAL, INC.

"Lots of really useful information, great contacts - - thanks for putting on such a good conference!"
S. Shoemaker, Director of Employee Communications
AT&T

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VENUE & REGISTRATION FEES

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

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

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

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

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

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

Manhattan at Times Square Hotel (A Starwood Hotel)
790 7th Avenue @ 51st Street, New York, NY 10019
T: 212-581-3300
Reserve Now.

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

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

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

Join us in New York City for A.L.I.'s newest conference on "Intranet 2.0: How To Integrate The Latest Social Media Tools And Technologies (Including SharePoint) To Foster Collaboration, Increase Engagement, And Drive Results" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to New York City, go to http://www.nycgo.com/.

Photo courtesy of greenwichmeantime.com

REGISTRATION FEES:

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

Group Discount: **Register 3 colleagues and the 4th is FREE!**	**Earlybird Pricing:** Register with payment by December 16th	**Regular Pricing:** Register with payment after December 16th
Conference Only (Jan. 31 & Feb. 1)	$1,699	$2,099
Conference (Jan. 31-Feb. 1) **Plus One** Workshop (Jan. 30 or Feb. 2)	$2,099	$2,499
Conference (Jan. 31-Feb. 1) **Plus Two** Workshops (Jan. 30 &/or Feb. 2)	$2,399	$2,799
Conference (Jan. 31-Feb. 1) **Plus Three** Workshops (Jan. 30 & Feb. 2)	$2,599	$2,999
Conference (Jan. 31-Feb. 1) **Plus All Four** Workshops (Jan. 30 & Feb. 2) **– ALL ACCESS PASS**	**$2,699 BEST VALUE!**	$3,099
Conference Workbook Only (if not attending)	$199 + $20 S&H	
*IL residents will be charged 9.75% sales tax on workbook orders.		

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

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

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before January 16) 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 January 16) 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 for any future conference.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"Really great combination of very diverse presentations covering a wide range of topics."
M. Mourato Gordo, Senior Management Officer
UNITED NATIONS

"… full of useful nuggets of wisdom and experience...really strong speakers…"
J. Taggart, Senior Consultant, Communication and Change Management
TOWERS WATSON

"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

"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

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ABOUT THE ADVANCED LEARNING INSTITUTE

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

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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.

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- Prudential
- Chrysler
- Allstate Insurance
- Capital One Financial Corporation
- American Heart Association
- State Farm Insurance
- American Express
- Disney
- IBM Corporation
- Mayo Clinic

- U.S. Department of Defense
- John Deere
- PepsiCo
- Shell Chemicals
- Verizon
- Microsoft
- Lockheed Martin
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- Kaiser Permanente
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INTRANET 2.0

How To Integrate The Latest Social Media Tools And Technologies (Including SharePoint) To Foster Collaboration, Increase Engagement, And Drive Results

January 30 – February 2, 2012 • New York, NY

Registration Form

Please photocopy for group members.

❑ Yes, I'd like to register for the Jan./Feb. '11 Intranet 2.0 Conference in New York.

Please check:

E-mail Priority Code:_____ Amount Due:_____

❑ Conference Only

❑ Conference Plus Workshop(s):

   ❑ Pre-Conference Morning Workshop A: How To Measure The Role Electronic Communications Play In Your Overall Employee Communication Programs And Evaluate Intranet Usability

   ❑ Pre-Conference Afternoon 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 Morning Workshop C: How To Develop Engaging Content For Your Intranet: Overcoming Common Obstacles And Practical Solutions

   ❑ Post-Conference Afternoon Workshop D: Developing A SharePoint Governance Plan: How To Gain Control And Achieve Your Business Goals

❑ I would like to order a conference workbook only

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