

Building on the success of The Advanced Learning Institute's January 2012 program, we're coming back to New York, bringing you an updated, information-packed, interactive forum – designed to help you transform your intranet!

Transform Your Communications By Attending This 2-Day Conference . . .

INTRANET & SHAREPOINT

How To Integrate Your Intranet With Your Existing Communication Strategies, Increase Employee Engagement And Collaboration, & Drive Business Results



**** Just Added: Networking Reception held at the Microsoft Technology Center **** Nov. 27 - 30, 2012 • New York, NY

WHAT YOU WILL LEARN

Attend this conference to gain valuable knowledge about how to increase employee collaboration, create content your employees can't ignore, empower your intranet's users and align your intranet with your organizational goals, by:

- **Setting** up guidelines and policies and working to create a governance plan for your intranet
- **Turning** your intranet into a key collaboration platform that drives your business initiatives
- **Empowering** your employees to create their own content keeping your intranet fresh and updated
- **Fostering** positive employee satisfaction and improving morale effectively through your intranet
- **Understanding** the benefits of different platforms -- SharePoint, Jive, Yammer, etc. -- and how to implement them into your intranet strategy
- **Applying** usability testing techniques to fine-tune your intranet content and navigation
- **Using** social networking that invites individual feedback, supports group interests, and reveals answers in real time
- **Developing** a SharePoint governance plan: how to gain control and achieve your business goals
- **Calculating** the ROI of a re-launched 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
- **Integrating** social media effectively into your internal communications mix

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

YOU WILL BE INSPIRED BY:

American Eagle Outfitters, Inc.

San Diego County Regional Airport Authority

SunTrust Bank, Inc.

Instron

Siemens Industry, Inc. USA

Towers Watson

AboutFace Media Inc.

Coldwater Software

Sinickas Communications, Inc.

Aspect Software, Inc.

Eloquor Consulting, Inc.

Winrock International

NewsGator Technologies

Ritchie Bros. Auctioneers

IBM

non-linear creations inc.

BrightStarr

Thomson Reuters

BENEFITS OF ATTENDING:

- ✓ **LIVE** intranet demonstrations!
- ✓ **INTERACTIVE** format for optimum learning
- ✓ Several opportunities for quality **NETWORKING** with your peers

SUPPORTING ORGANIZATIONS

brandchannel

Presented by:



Advanced Learning Institute
Your Communications Training Partner Since 1997

m Society for New Communications Research



Register by October 4th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Wireless internet service will be provided free of charge in all meeting rooms.

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 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 taking their intranet to the next level while engaging their employees and advancing their organization's goals. You'll benefit from:

- **18+ innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional communication tools that are already proven to work
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **Digest Sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **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 **American Eagle Outfitters; Siemens Industry, Inc. USA; San Diego County Regional Airport Authority**, 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
- **Live demonstrations** of some of the leading organizations intranets
- **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 Colleagues,



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.

Get ready to take your intranet to new heights in 2013 by attending this conference.

Hear from several organizations on how they are successfully integrating social media into their intranets and revitalizing their communications with their employees, including how:

- **Ritchie Bros. Auctioneers** revamped their intranet with no budget and little IT support
- **SunTrust Bank, Inc.** has integrated the use of social media business tools to take their intranet to the next level
- **WinRock International** began their SharePoint journey, from preparation to roll out

Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s updated conference on how to "Maximize the Value of your Intranet," this November in New York, NY. This is your opportunity to hear from leading communicators and organizations that are already integrating new tools and techniques to take their intranet to the next level.

I look forward to networking with you at this information-packed event.

Best regards,



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

P.S. Reserve your spot today to learn how you and your team can better can enhance your existing intranet and propel it to the next level. Register 3 people and get the 4th for FREE! For more information, go to www.aliconferences.com or call (888) 362-7400.

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.

"This was a very insightful conference. I appreciate the diversity of presenters, representing both different aspects of the intranet space as well as large and small organizations."
2012 CORPORATE COMMUNICATIONS CONFERENCE ATTENDEE

MAXIMIZE the VALUE of your INTRANET - Nov. 27-30, 2012

Interactive Pre-Conference Workshops ~ November 27, 2012

Tuesday, November 27, 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.

... Choose A or B or BOTH 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 12:30 p.m. – Afternoon break/lunch on your own

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

Refreshments will be provided during this session.

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

You have access to a great internal distribution tool: your Intranet and SharePoint. 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 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 how to:

- Understand key items and utilize best practices when creating a content strategy
- Develop compelling content that will engage your audience
- Deal with the challenges and benefits presented by inward vs. outward facing distribution
- Address expectations regarding engaging with and sharing video content and "viral views"
- Develop cost effective video content for multiple distribution channels
- Create a phased strategy for developing content, measuring success and achieving acceptance
- 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.

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

WELCOME & SPEED NETWORKING

Chairperson's Welcome & Speed Networking

Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

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

TOWERS WATSON

Conference Chairperson

9:15 a.m.

CHAIRPERSON'S ADDRESS

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. Many are using Microsoft SharePoint, which has become the defacto solution for the Fortune 500, as the technical platform of choice.

The challenge most companies are now facing is how to create an intranet that is truly used and effective, leveraging the SharePoint 2010 platform, 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

Conference Chairperson

9:45 a.m.

CASE STUDY

How To Create An Intranet That Empowers And Engages Your Employees, And Builds A Stronger Corporate Culture

*** Live Demo ***

The San Diego County Regional Airport Authority's intranet has been a dumping ground for the past several years. When someone wanted something posted, it was dumped onto the home page and left for weeks, months, and yes, even a year. After interviewing employees in 26 departments across the organization, San Diego County Regional Airport Authority decided to make some drastic changes to their intranet, not only to refresh the content and design, but to further engage employees and help to build a stronger corporate culture.

Their new intranet incorporated a storytelling platform based on human-interest perspectives. They sought out to redesign their intranet around stories that make an impact on the daily lives, not just of their employees, but their customers, and how the day-in and day-out tasks make a difference to the entire region.

You will leave this session with ideas and implementation techniques to advance your company's intranet, including how to:

- Keep employees engaged in the content through the use of newer technology such as jquery photo sliders, videos, and surveys
- Introduce an employee recognition program integrated into weekly/monthly updates, driving more of the human-interest element
- Provide your employees with real indicators of the organization's fiscal and operational performance, and how their jobs relate to the bottom line
- Use top requested content data, for quick searches and better efficiency
- Incorporate all of your social media channels for further employee education and engagement

Jon Graves, Webmaster

SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY

10:15 a.m. **Q & A SESSION**

Your Opportunity To Ask Questions

10:25 a.m. 

Morning Refreshment & Networking Break

10:45 a.m. **GROUP EXERCISE**

Digest Session: Understanding The Current State Of Your Intranet

You are here this week to learn how to maximize the value of your Intranet. Discuss with your fellow attendees your current Intranet situation. Who has ownership? Do employees communicate horizontally or vertically? Is the information on your Intranet fresh and informative? Are you considering, or have you recently, revamped your Intranet?

11:10 a.m. **CASE STUDY**

How To Empower Your Employees To Own, Manage, And Measure The Impact Of Your Intranet's Effectiveness

Siemens Industry, Inc. USA, (SII), is one of North America's leading suppliers of innovative, environmentally friendly products and solutions for industrial customers. With over 22,000 employees in the United States, the SII intranet is the electronic medium of choice for communicating business strategy and developments.

This session will provide you with a detailed intranet model being used by SII to empower employees from within the organization to create their own content and take ownership of their web sites. Within a global/virtual environment, they have devised a method to harness a consistent look and feel of more than 5,000 pages by engaging more than 300 Editors and Authors from within their company.

Engagement, however, is only one piece to the equation. Analytics plays the most important role in the assessment of employee engagement -- from determining current readership benchmarks, internal campaigning, to developing new strategies for communicating with employees.

You will leave this session with techniques to engage your employees and empower them, implement Webtrends analytics for internal measurements, and overcome challenges, including:

- Building the model from setup to support
- Getting the "owner" to own it -- why Communications or IT shouldn't represent who you are
- Achieving the organizational goal of your intranet through education and buy-in
- Providing checks and balances – tools for success
- Why you should measure internally and what's the value
- Strategies for putting your metrics to use and promoting change
- Maintaining your intranet with metrics while keeping content relevant and fresh

Irene T. LeCourt, Manager, Internal Online Communications

SIEMENS INDUSTRY, INC. USA

11:40 a.m. **NON-PROFIT CASE STUDY**

What To Consider When Rebranding And Rebuilding Your Intranet: Monitor, Manage, Listen, And Inform

***** Intranet Screenshots Provided *****

Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources. With over 1000 staff members in more than 60 countries, employee communication is always a challenge. While there is a singular mission, there are multiple methods for achieving it.

In 2011, Winrock decided to rebrand and rebuild the organization's intranet. The team was challenged with creating an intranet environment that would broaden access to a greater number of staff, make it easier for staff to find the information they need to do their jobs, and ensure that the most current version of policies and forms are always accessible. It was also important to provide a platform for staff to interact, become aware of the skills and experience of colleagues and gain

"Very high quality presenters, enjoyed the topics within overall theme of conference."

J.Sweet, Internal Communications Manager

CONSTELLATION BRANDS

MAXIMIZE the VALUE of your INTRANET - Nov. 27-30, 2012

General Sessions - Day One - November 28, 2012

a better understanding of the work that is done by other units.

The launch of the new intranet, WinShare, is scheduled for July 9, 2012. This session will outline the entire process, from preparation to launch, providing you with the steps to consider when planning your own rebranding and rebuilding of your intranet, including:

- Building the team – who are the players and how do they work together
- Monitoring progress and making adjustments – if something isn't working, what do you do
- Making it manageable – approach the project in phases
- Setting and meeting expectations by keeping your staff informed throughout the entire process
- Listening to your users and respond - feedback, feedback, feedback
- What do to after your intranet is live – phase two and beyond

Megan Davenport, Director of Communications & Public Affairs

David Kennedy, SharePoint Administrator/Analyst

WINROCK INTERNATIONAL

12:10 p.m. **Q & A SESSION** **Your Opportunity To Ask Questions**

*"Great diversity of presenters.
Very knowledgeable group."*

Online Specialist
GUARDIAN LIFE

12:20 p.m. **Lunch On Your Own -- But Not Alone!**

Join a group of your colleagues for a themed lunch with an informal discussion surrounding 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 concerns.

1:50 p.m. **GROUP EXERCISE** **Digest Session: Engaging Your Employees Successfully**

We've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow conference attendees and speakers what tools and techniques you've had the most success with when it comes to engaging and empowering your employees. How are you reaching "unplugged" employees? How do ensure that your Intranet is a "go-to" resource?

2:30 p.m. **INTERACTIVE PANEL** **Intranet Platforms, Gamification, Content Fragmentation, And Mobile: Understand The Tools Of The Trade And Learn How To Implement Them Into Your Intranet Strategy**

Are you wondering what Intranet platforms 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 answer your questions on how various intranet tools are used in the enterprise. Hear the stats on which intranet 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 hot trends in intranets including mobile, content fragmentation and gamification.

Panelists:

Shannon Ryan, CEO

NON-LINEAR CREATIONS INC.

Adam Wooton, Director of Social Media and Games

TOWERS WATSON

Kanwal Khipple, VP of Consulting, Principal Sharepoint Architect

BRIGHTSTARR

3:00 p.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

3:30 p.m. **Q & A SESSION**

Your Opportunity To Ask Questions

3:40 p.m.



Afternoon Refreshment & Networking Break

4:00 p.m.

Digest Session: Taking Advantage Of Multi-Dimensional Communication Opportunities

Thinking back to the presentations you've heard, and your personal experience's, discuss with your fellow attendee's and speakers an example of the most successful integration of new media into your intranet that you've experienced. What tools did you use? How did you integrate them into your Intranet successfully? Provide any tips and tricks you found along the way.

4:30 p.m. **GROUP EXERCISE**

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

Need to dive deeper into specific topics? Want more details? Here's your chance! Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

4:45 p.m.

End Of Day One

4:50 p.m.



Networking Reception: Please Join Us!

HOSTED AT THE MICROSOFT TECHNOLOGY CENTER

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.

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

8:35 a.m.

CASE STUDY

How To Turn Your Intranet Into A Key Collaboration Platform That Drives Your Business Initiatives

Founded in 1946, Instron manufactures and services materials testing equipment. Its products are used to evaluate the mechanical properties of materials and components. Instron provides its customers with a wide-range of services related to those products. Headquartered in Norwood, MA, Instron has a geographically distributed workforce with many locations throughout the Americas, Europe, and Asia.

In this session, you will discover how to evolve your Intranet into a key collaboration platform in support of your corporate strategies and business initiatives, including:

- Balancing you intranet and company culture
- The governance vs. adoption trade-off
- What makes some initiatives fail while others succeed?
- Discovering if your intranet can grow organically
- Understanding how important management buy-in really is

Joerg Meissner, Director IT

INSTRON

9:05 a.m.

CASE STUDY

Ensuring Success With A Social Intranet:

How To Connect With Employees, Foster Discussions & Harness The Power Of The Hub

Leaders and communicators are effectively sparking conversation and connecting employees with each other, management and the information they need to work more effectively. These conversations include, but aren't limited to, executive blogging, fostering discussions, voicing concerns, and addressing business issues.

This session will provide you with specific examples about how your communicators and leaders alike can be successful on a social intranet, including:

- How executive blogging will allow you to connect with your employees in a more personal way and to lay out your vision for the future of the business
- Fostering discussions so your employees can make their opinions heard and have an exchange on how the issues impacts your business
- Connecting employees with each other to share ideas and foster solutions
- Harnessing the power of The Hub to solve business problems by using community and crowdsourcing methods to extend live events expose more people to great content

Edward Ford, Enterprise Community Manager

THOMSON REUTERS

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9:35 a.m. **Q & A SESSION**

Your Opportunity To Ask Questions

9:45 a.m.



Morning Refreshment & Networking Break

"Met my objective of opening my mind to new ideas and tools."

T. Schmalenberger, SVP, Communications Manager
WELLS FARGO

10:00 a.m. **GROUP EXERCISE**

Digest Session: Are Your Intranet And SharePoint Strategies A Success

Discuss ways that you have been able to successfully measure your Intranet & SharePoint strategy progress. What tools and analytics do you use? Do you measure whether people are viewing fewer pages while seeking specific information? Whether employees are using the intranet more? Are employees spending more time in the appropriate areas demonstrating the ease of information finding & increased engagement?

10:30 a.m. **CASE STUDY**

How To Create A Branded, Employee-Driven Intranet

***** Intranet Screenshots Provided *****

Teen retailer, American Eagle Outfitters (AEO), had a need to overhaul its intranet to be as casual and cool as its fashion and customers. This session will explore the challenges of taking an IT-centric intranet and giving it to the employees and People Department of AEO to produce a branded, employee-driven, intranet for the company's thousands of office and field associates.

This session will provide you with the most effective techniques to draw your employees to the intranet and have them build it, including:

- Tips for recruiting Intranet Ambassadors
- What's an Intranet to do with merged companies or brands?
- Creating a content-rich, social media-based intranet
- Measurement Metrics: from good to great
- Five essential elements to have your intranet always be current & fresh

Richard Borden, Director – Internal Communications,
AMERICAN EAGLE OUTFITTERS, INC.

11:00 a.m. **CASE STUDY**

How To Accelerate Communication And Information- Sharing Across Your Entire Organization By Embracing Social Technology

***** Live Demo *****

As a corporate communicator, you focus on sending the right organizational message to the right people at the right time. However, in many organizations, the message is often lost among the overload of information and communication – much of which still happens via email or is lost in static publishing portals. The reality is that people engage in networks, employees collaborate in groups, and communication is inherently social.

Today, it is crucial for you to embrace new social technology that accelerates communication and information sharing, enables your employees to be more agile, and produces better outcomes driving results for your organization. This is achieved by engaging people and their collective talent, knowledge, expertise, ideas, and efforts through social networks.

This session will show you how NewsGator Technologies, a social software vendor, is utilizing social technology and SharePoint to help change the way they communicate and collaborate, and how you can do it too, including:

- Defining your audiences for targeted, relevant, and secure communications
- Reevaluating your portals and making them social
- Ending "email push" and focusing on the "social pull" of communities

AGENDA - DAY 2 - Thursday, November 29

Jenay Sellers, Interactive Marketing Coordinator
Rich Blank, Solutions Engineer
NEWSGATOR TECHNOLOGIES

11:30 a.m. Q & A SESSION

Your Opportunity To Ask Questions

11:40 a.m. GROUP EXERCISE

Digest Session: Developing Effective Content

The goal of your intranet is to foster collaboration, engage employees, and inform employees. Discuss with your peers how you are developing content that successfully achieves these goals.

12:10 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.

1:35 p.m. CASE STUDY

Transform Your Intranet Into A Business Tool That Drives Results

Don't just look at your intranet migration as an implementation project. Shouldn't it be a business tool that delivers improved business processes and added value?

To ensure that, you must start with a business-led strategy that puts the business in front of the technology. This session offers recent real-world examples of what one company did to put the business into their intranets' driver's seat, showing you how to maximize your intranet to drive business results, including how to:

- Create a strategic decision tool grounded in your business goals
- Drive adoption by putting business processes online
- Ensure the right players are involved in the right ways
- Pitch for the necessary funding

Rob Colwill, CEO

COLDWATER SOFTWARE

Stacy L. Wilson, ABC, President and Senior Consultant

ELOQUOR CONSULTING, INC.

2:05 p.m. CASE STUDY

How To Revamp Your Company's Intranet With No Budget And Little IT Support

Ritchie Bros. Auctioneers started back in 1958 as a small family-run business. Today, with 1,300 full-time employees spread across 25 countries, they are a global operation and are the world's largest auctioneer of heavy equipment and trucks. Of course growth is a good thing, but sometimes growing too quickly can be hard on communications within an organization. The company's intranet was case in point. No one really owned it, people added items continually, but neglected to take old materials off, and no one could intuitively find what they needed in a quick and efficient way. The Corporate Communications Department wanted to take this communications tool to the next level, but didn't have extra money in the budget and couldn't convince the IT department for bodies for the project.

What could they do? They did the only thing they could—they took the project into their own hands and made huge changes at a grassroots level: from content organization, site development, content upload and moderation.

This session will leave you with innovative ideas and tactics to take back to your office allowing you to revamp your intranet despite a lack of funding and support from IT, including:

- Learning how to involve key stakeholders to structure content with a card-sorting exercise

MAXIMIZE the VALUE of your INTRANET - Nov. 27-30, 2012

General Sessions - Day Two - November 29, 2012

- Giving power to your employees instead of having just a few intranet administrators
- Understanding how you can build an intranet even if you have no IT background
- Building an instant community
- Proving how your new revamped intranet will save your organization time and money with the use of metrics

Ian Malinski, Corporate Communications Specialist
Kim Schulz, Manager, Corporate Communications
RITCHIE BROS. AUCTIONEERS

2:35 p.m. **Q & A SESSION** **Your Opportunity To Ask Questions**

"I met some great people & came away with some great ideas that I hope to implement soon."

K. Wisness, Web Content Manager

ALLSUP

2:45 p.m. **Afternoon Refreshment & Networking Break**

3:05 p.m. **CASE STUDY** **How To Leverage Social Business Software To Improve Internal Communications, Enable More Effective Collaboration, And Increase Employee Engagement**

***** Intranet Screenshots Provided *****

SunTrust Banks, Inc. is one of the top 20 financial services holding companies in the U.S. with 1,651 retail branches and 2,914 ATMs located primarily in the Southeast and Mid-Atlantic states. In the midst of unprecedented change and uncertainty in the banking industry, the importance of delivering effective strategic internal communications has never been so critical.

To meet rapidly-evolving industry, regulatory, and competitive challenges, SunTrust's 28,000 geographically dispersed employees need to be well-informed, fully aligned with the company strategy and enabled to work smarter and more efficiently than ever before. However, traditional internal communications vehicles (e.g. company email, corporate intranet, meetings, etc.) fall short in their ability to effectively support these needs.

In 2011, SunTrust's Consumer Banking segment began evaluating social business software solutions with features such as public and private discussion groups, employee profiles, document sharing, document collaboration, blogs, etc. The goal was to leverage these tools throughout the company to improve the effectiveness of internal communications, enable employees to collaborate more effectively, and increase engagement.

This session will provide you with the benefits of implementing social business solutions in your organization, as well as practical advice and creative ideas that can be immediately applied, including:

- The growing importance of social media in the workplace (social business) and how to harness it to your advantage
- The differences between how we communicate at work vs. how we communicate outside of work
- The features, benefits, and leading providers of social business solutions
- Building the business case, gaining sponsorship, overcoming challenges, driving adoption, and measuring success

Michael Kissiah, Internal Communications Manager, PMP
SUNTRUST BANK, INC.

3:35 p.m. **Q & A SESSION** **Your Opportunity To Ask Questions**

MAXIMIZE the VALUE of your INTRANET - Nov. 27-30, 2012

General Sessions - Day Two - November 29, 2012

3:45 p.m. **GROUP EXERCISE**

Digest Session: Your Intranets Future

Discuss with fellow attendees and speakers what you would do with your Intranet if there were no restrictions, no budgets, no privacy concerns.

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.

Michael Rudnick

TOWERS WATSON

Conference Chairperson

4:30 p.m.

Close Of General Sessions

Expand Your Learning!

Attend your choice of hands-on workshops on Friday, November 30, 2012:

C: 8:30-11:30 a.m. How To Transform Your Intranet Content To Meet The Needs Of Your Updated Intranet And Its Users

D: 12:30-3:30 p.m. How To Increase Your Organization's SharePoint Capabilities Using Mobile Collaboration, And The Benefits To Your Bottom Line"

Please see the next page for detailed descriptions.

MAXIMIZE the VALUE of your INTRANET - Nov. 27-30, 2012

Interactive Post-Conference Workshops ~ November 30, 2012

Friday, November 30, 2012

These workshops are designed to take your conference experience to the next level. Post-conference workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

... Choose C or D or BOTH Workshops for Maximum Value and Learning ...

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

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

How To Transform Your Intranet Content To Meet The Needs Of Your Updated Intranet And Its Users

Moving over ugly, unusable content to a shiny restructured intranet won't ensure a great user experience. If you want your updated intranet to meet user needs into the future, you've got to tackle bad content today. Transform it into content that works great on the web and integrates with your chosen platform.

This workshop will provide you with practical approaches for:

- Identifying what gets moved, what to do with it and how to prioritize it
- Rethinking what content you provide and how you deliver it
- Managing a large intranet content transformation effort
- Integrating usability testing, records management and tagging in your implementation
- Rewriting and editing to make the content work well on the web
- Staging content in usable ways

WORKSHOP LEADER: Stacy L. Wilson, ABC is President and Senior Consultant of Eloquor Consulting, Inc. Stacy has more than 22 years of communication experience. In 2001 she launched Eloquor Consulting to help organizations communicate more effectively with employees to improve the bottom line.

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

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

Refreshments will be provided during this session.

How To Increase Your Organization's SharePoint Capabilities Using Mobile Collaboration, And The Benefits To Your Bottom Line

Today, over half of users access the Internet through a mobile device, and that number is estimated to grow to 90% by 2015. It is important to develop a mobile strategy now in order to keep up with this trend, and incorporate mobile into the way your organization already collaborates to set the stage for the future of your employees' productivity.

This innovative workshop will provide you with the skill set, tools and techniques needed to launch your SharePoint strategy into mobile, including:

- Exposure to the next wave of technology – how, why, what
- Understanding how to make your business more efficient through the use of mobile collaboration
- Extending your Microsoft SharePoint beyond the office, allowing employees to be engaged and informed whenever, wherever

WORKSHOP LEADER: Ted Perrotte is the National Practice Manager, SharePoint of Aspect Software, Inc. Aspect is a global provider of customer contact, workforce optimization and Microsoft platform solutions. Tim has presented at several SharePoint conferences on "business process automation" and workflow.

CONFERENCE SUPPORTERS:



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

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Please join the Society for New Communications Research (SNCR) at the 7th Annual SNCR Symposium & Awards Gala held on November 8-9, 2012 at the Stanford Park Hotel in Menlo Park, CA. Receive 10% off admission to this event.

This very special event will feature presentations of the Society's Excellence in New Communications Awards as well as research from SNCR Fellows, a select group of thought leaders focused on latest developments in media and new communications from the worlds of business, media, and academia.

SNCR is a global nonprofit 501(c)(3) research and education foundation and think tank founded in 2005 to focus on the advanced study of the latest developments in media and communications, and their effect on media and business models, communications, culture and society.

To register for this event, please visit: <http://bit.ly/sncrsymposium12> and use promotional code: sncr12.

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

"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

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

AMA Executive Conference Center

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

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

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

Hampton Inn Times Square North

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

Novotel of New York

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

Manhattan at Times Square Hotel (A Starwood Hotel)

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

Crowne Plaza Times Square Manhattan

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

Belvedere Hotel

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

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



Join us in New York City, for A.L.I.'s "Intranet & Sharepoint Conference: How To Integrate Your Intranet With Your Existing Communication Strategies, Increase Employee Engagement And Collaboration, & Drive Business 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/>.

Wireless internet service will be provided free of charge in all meeting rooms.

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 October 4th	Regular Pricing: Register with payment after October 4th
Conference Only (Nov. 28 & 29)	\$1,699	\$2,099
Conference (Nov. 28 & 29) Plus One Workshop (Nov. 27 or Nov. 30)	\$2,099	\$2,499
Conference (Nov. 28 & 29) Plus Two Workshops (Nov. 27 &/or Nov. 30)	\$2,399	\$2,799
Conference (Nov. 28 & 29) Plus Three Workshops (Nov. 27 &/or Nov. 30)	\$2,599	\$2,999
Conference (Nov. 28 & 29) Plus All Four Workshops (Nov. 27 & Nov. 30) - ALL ACCESS PASS	\$2,699 BEST VALUE!	\$3,099
Conference Workbook Only (if not attending)	\$199 + \$20 S&H	

*IL residents will be charged 9.25% 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.

Use this training towards your continuing education hours.

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 Erin at (773) 695-9400 ext. 216, 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 November 13th**) 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 13th**) 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:

"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

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.

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

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- Southwest Airlines
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INTRANET & SHAREPOINT

How To Integrate Your Intranet With Your Existing Communication Strategies, Increase Employee Engagement And Collaboration, & Drive Business Results



November 27 - 30, 2012 • New York, NY

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the Nov.'12 **Maximize the Value of your Intranet** Conference in New York.

Please check:

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- Conference Only
- Conference Plus Workshop(s):
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 - Pre-Conference Afternoon Workshop B: How To Develop Engaging Content For Your Intranet: Practical Solutions For Overcoming Common Obstacles
 - Post-Conference Morning Workshop C: How To Transform Your Intranet Content To Meet The Needs Of Your Updated Intranet And Its Users
 - Post-Conference Afternoon Workshop D: How To Increase Your Organization's SharePoint Capabilities Using Mobile Collaboration, And The Benefits To Your Bottom Line
- 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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