

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

CANADA

STRATEGIC INTERNAL COMMUNICATIONS

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

March 26 - 29, 2012
Vancouver

REGISTER BY FEBRUARY 10TH TO SAVE \$400!

KEY TAKE AWAYS

Strategic internal communications impacts your organization's effectiveness dramatically – now more than ever! Attend this conference to discover actionable tools and breakthrough strategies to help you leverage the power of social media and traditional communications to forge stronger employee engagement, drive bottom-line results, and prove your worth, including:

- **Motivating and engaging** employees in your business strategy for performance-driven results
- **Building** the business case for adding social media into your existing communication plans
- **Using** strategic internal communication to communicate radical change and achieve business results
- **Developing** a tighter focus on the metrics that matter to your employees and the business
- **Leveraging** technologies, and your Intranet, to provide the correct information efficiently
- **Utilizing** SharePoint functionality and social media tools in the workplace to ensure that there are multiple avenues, while maintaining simple access for your employees
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **Measuring** the effectiveness and Return on Investment (ROI) for communication
- **Incorporating** social media technologies into your existing communications plans to maximize results
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees
- **Seeing** the importance of two-way communication and the impact you can achieve by conversing with your audience
- **Focusing** your message to cut through the clutter and deliver your key message effectively
- **Implementing** an employee engagement campaign as a business asset to positively affect the bottom line
- **Developing** an effective social media strategy
- **Identifying** internal champions across multiple departments and company functions
- **Involving** the right partners (Communications, HR, Marketing, Operations, etc.) across your organization to engage employees and drive results

SUPPORTING ORGANIZATIONS



Presented by:



Advanced Learning Institute
Your Communications Training
Partner Since 1997

SPEAKING ORGANIZATIONS:

Hear practical, real-world advice on how to transform the role of internal communications to one that adds value and drives change to achieve results, from leading communications practitioners at these top organizations:

TELUS

**Rogers Communications
Partnership**

American Airlines

Exelon Corporation

**Developmental Disabilities
Resource Centre of Calgary**

Wells Fargo

Genome Alberta

**Federal Aviation Administration,
U.S. Department of Transportation**

New Belgium Brewing Company

TemboSocial

APEX Public Relations Inc.

Siegel+Gale

Deloitte

KENDALL WOOD

Douglas Communications Inc.

ROC Group

Actra Fraternal Benefit Society

Aon Hewitt Consulting

Register by February 10th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (773) 695-9400 or online at www.aliconferences.com

WHO WILL ATTEND:

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

Internal Communications

Employee Engagement

Corporate & Brand Identity

Corporate Communications

Interactive Media

Brand Development

Electronic Communications

Business Development

Media Relations

Communications Management

Emerging/Digital Media

Social/New Media

Employee Communications

Change Management

Intranet Communications

Public Relations/Affairs

Global Communications

Strategic Planning

Online, Publication & Web Content

Training & Development

**Organizational Transformation
& Development**

Human Resources

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

WHY IS THIS A CAN'T MISS EVENT?

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

THE COMPETITIVE ADVANTAGE YOU'LL GAIN FROM ATTENDING THIS CRITICAL EVENT

This conference is a must-attend event for all those who are committed to using strategic internal communications to engage their employees, drive performance and add value. You'll benefit from:

- **20 innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional communication tools that are already proven to work
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview** of internal communications innovations from leading practitioners like the **Rogers Communication Partnership, American Airlines, Developmental Disabilities Resource Centre of Calgary, Genome Alberta**, and many more
- **Acquiring new knowledge** to help transform your communications and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading internal communications initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to revolutionize your employee communications, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

Collaborate Using the Conference Wiki:

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



Dear Communication Colleagues,

Welcome to the era of the social enterprise! Sounds great doesn't it? But what does this mean? What does it look like...and how do I communicate the imperative of social tools to my leadership team?

The social enterprise capitalizes on new ways of connecting with people and content to transform how value is created and business gets done. The process of getting from 'here' to 'there' is a challenging road fraught with objections; namely concerns around privacy, security, productivity and culture.

And while avoiding social tools may defer some internal struggles in the short term, avoiding them in the long term may just lead to your extinction. Talent acquisition and retention are the underlying variables that will ultimately determine the success of your organization and by avoiding the very social tools that the best and brightest employees will expect in the workplace, may just put you last on the list as prospective employer.

Sounds sensational and dramatic doesn't it? Not to the 53% of Canadian companies who say they will spend more on enterprise social tools in 2012 according to research by IDC.

I invite you to join me at the A.L.I.'s 7th Strategic Internal Communications Conference this March in Vancouver. Together we'll look at how to extend the reach and impact of enterprise communications by leveraging social strategies and traditional communications techniques, as well. You will leave with step-by-step lessons on how to build off your traditional communications strategy and equip your organization for change. You will hear from your peers that have dipped their toes into the social waters with small-scale projects and from others that have embraced the social enterprise and transformed their organization to engage employees, drive performance & add value, including how:

- **TELUS** successfully deployed collaboration techniques and behaviors into their organization DNA and workflows
- **Developmental Disabilities Resource Centre of Calgary (DDRC)** quieted the fears of the techno-phobe to advance internal communications, including social media and other technologies
- **Rogers Communications Partnership** built a solid business case using communications measures in combination with key business measures to gain senior leadership support

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

I look forward to seeing you March 26-29, 2012 in Vancouver! Together, we'll rediscover how to develop internal communications strategies that inspire your audience/employees, encourage their engagement with your programs, and enable them to deliver better business results for your organization.

Sincerely,

Steven Green, President

TEMBOSOCIAL

Conference Chairperson

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

Rave Review From Past Communications Conference Attendee:

"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.

Strategic Internal Communications - March 26-29, 2012

Interactive Pre-Conference Workshops



Monday, March 26, 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 mastering strategic internal communications strategies that will enhance your understanding of the informative, case study presentations throughout the entire conference.

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

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

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

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

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

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

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

During this unique workshop, you will:

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

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

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

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

Complexity is not a new management concern; rather, it is a predictable outcome of the shift to the current globalized knowledge-based economy.

Complexity is characterized by constant change and the need to embrace disruption to create a new social business model.

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

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

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

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

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

Rena Kendall is the Director of Strategy at KENDALL WOOD.

INTERACTIVE, HANDS-ON WORKSHOPS

Strategic Internal Communications - March 26-29, 2012

Interactive Post-Conference Workshops

Thursday, March 29, 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 Make The Most Out Of Social Media: A Step-By-Step Process For Using Internal Communications To Advance Your Brand From The Inside Out, Deliver Core Messages & Engage Employees

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

In this thought-provoking workshop, you will learn:

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

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

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

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

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

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

Refreshments will be provided during this session.

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

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

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

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

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

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

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

INTERACTIVE, HANDS-ON WORKSHOPS

Strategic Internal Communications - March 26-29, 2012

General Sessions - Day One, March 27, 2012

AGENDA - DAY 1 - Tuesday, March 27



8:00 a.m.
Registration & Continental Breakfast

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

Chairperson's Welcome, Opening Remarks & Presentation: The Social Enterprise: Introducing Social Media To Your Organization To Drive Performance And Add Measurable Financial Value

The focus of your organization might be selling financial services, developing pharmaceuticals, or manufacturing photo sensors, but at its foundation your business depends entirely upon employee relationships. Social interactions are what it takes to get your product or service out the door of your business and into the hands of your customers. The fact is that many companies make far less of a commitment to building and maintaining these relationships than they do to maintaining the landscaping at their facilities.

In recent years, business leaders have come to see that certain intangibles such as reputation, trust and the strength of relationships make up a considerable portion of an organization's assets. Relationships add real value to a business and trust underlies every aspect of production. The value of these intangibles is described as Social Capital. An investment in Social Capital has every bit as much potential to drive production as an investment in human or equipment capital.

In this session we will explore how to introduce the idea of social media to your organization and to highlight its opportunity to drive performance and add measurable financial value.



Steven Green, President
TEMBOSOCIAL
@TemboSocial

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

How To Use Push/Pull Communication Strategies For The Grab-And-Go Workforce: Getting Your Message Out And Cutting Through The Clutter

Today's lightning-fast media has created an entirely new set of challenges for communicators to cut through the clutter, compete for employees' attention, and make sure messages stand out in a sea of information.

Oh really? Adding interactive media into its existing suite of print, video and in-person channels, the HR Communication team at American Airlines (AA) says: bring it on. As push/pull strategies make way for a grab-and-go workforce, find out ways you can:

- Select interactive applications that are a best-fit for your employees and company culture
- Get the nod from upper management to try something new
- Know what questions you need to answer before you do anything
- Turn readership into involvement into employee engagement into company results



Don Meissner, Manager, HR Communications
AMERICAN AIRLINES

10:15 a.m.



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

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

10:45 a.m.



Morning Refreshment & Networking Break

Strategic Internal Communications - March 26-29, 2012

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11:15 a.m. **NON-PROFIT CASE STUDY**

Building Inclusive Communications: How To Gain Your Employees' Trust While Incorporating Traditional And Social Media Tools

The Developmental Disabilities Resource Centre of Calgary (DDRC) has a wide variety of client relationships, because the agency provides direct support to people with intellectual disabilities in all areas of their lives. The DDRC values diversity and believes that communities are strongest when they are inclusive. They have embraced this same philosophy in their current communications strategy.

With an employee base of just under 300, who perform their daily work across the city of Calgary, the DDRC has faced many challenges as they continue to enhance their internal communications processes.

You will learn from their experiences as they share the trials and triumphs of the past 18 months, including: re-building trust; an agency-wide BlackBerry rollout; successfully re-designing a staff newsletter; building and testing a new website; re-vamping a Facebook presence, including a 500 page "likes" campaign; starting a Twitter feed; and creating the policies to support all of these initiatives.

This session will help your organization's internal communications strategy by:

- Building trust and two-way communication on multiple channels
- Quieting the fears of the techno-phobe to advance internal communications
- Tapping your own diamond-in-the-rough resources

Kate Kerr, Public Relations & Communications Manager

Rebecca Larder, Communications Assistant

DEVELOPMENTAL DISABILITIES RESOURCE CENTRE OF CALGARY

@ddrc_calgary

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

Leading In The 21st Century: From Exhausted To Effective

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

This powerful session will help you and your organization grasp:

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



Jim Trinka, PhD, Director, Air Traffic Organization Training & Development

FEDERAL AVIATION ADMINISTRATION, U.S. DEPARTMENT OF TRANSPORTATION

@jat_pilot

12:45 p.m. 

Lunch On Your Own -- But Not Alone!

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

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

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

Collaboration, the act of working with another or others on goals, actions, projects or initiatives, is quickly becoming

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AGENDA - DAY 1 - Tuesday, March 27

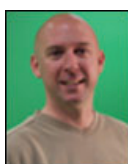


a critical component in the short- and long-term plans of any organization. Failing to incorporate basic concepts of collaboration into overarching communication and learning strategy, leadership framework, supporting technologies and other human capital mechanisms, may result in stagnant or decreased engagement as well as lower organizational productivity.

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

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

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



Dan Pontefract, Head of Learning and Collaboration
TELUS
@dpontefract

3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.

CASE STUDY

Internal Social Media Collaboration – The Enterprise Is Social, Now What?

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

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

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

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



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



Nathan Bricklin, Head of Social Strategy
WELLS FARGO
@socialbrick

4:00 p.m.

CASE STUDY

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

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

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

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

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

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



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

4:45 p.m.

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

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

5:15 p.m.

End Of Day One

5:20 p.m.



Networking Reception: Please Join Us!

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

7:00 p.m.



Dine Around

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

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

“I’ve been to many conferences and presented at a number of them. The A.L.I. summit was exceptional. Great content and organization. I’d definitely recommend this experience to others. It’s a great value.”

B. Bowman, Director, Corporate Communications & Energy Services
SECO ENERGY

“This conference was incredibly timely for me and covered exactly the content that I needed.”

R. Stevens, Director, Learning Technology & Communications
STAPLES, INC.

AGENDA - DAY 1 - Tuesday, March 27



8:00 a.m.
Continental Breakfast & Networking

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



Steven Green, President
TEMBOSOCIAL
@TemboSocial

8:45 a.m. **CASE STUDY**
From Uncertainty To Cultural Integration – How Mergers Affect Employees And How Communications Can Help

Companies that are contemplating or are in the midst of merger and acquisition activity face a myriad of challenges, from government regulatory approvals to shareholder votes. Success in those arenas does not guarantee a successful corporate marriage: the merging of cultures – or perhaps the creation of a new culture representing the best of both legacy companies – is critical. Inherent in M&A activity is the need to cut costs, a sure way to create abundant uncertainty for employees in an economic environment that is already challenging and stubbornly holding on to high levels of unemployment.

How do companies manage all of these challenges to ensure that the companies involved remain successful and focused while a merger is underway? How can communications help as part of change management, and serve to motivate employees? How do you manage unexpected delays – either in the merger process or in the flow of information to employees?

Apply the lessons from Exelon Corporation, who is dealing with these challenges today, for a discussion on what works, what doesn't, what to watch out for and the things you **HAVE** to get right, every time.



Howard Karesh, Director, Internal Communications
EXELON CORPORATION

9:30 a.m. **CASE STUDY**
Leveraging Technologies To Meet Your Communications Goals

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

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

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

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

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



Mike Spear, Director of Corporate Communications
GENOME ALBERTA
@mikesgene



10:15 a.m.



Morning Refreshment & Networking Break

10:35 a.m.

CASE STUDY

Motivate Your Business With Sharepoint: Collaborating With Your Intranet To Enhance Your Employee Communications And Engagement

New Belgium Brewing Company was often said to be born from a bike seat. Before the company's start, an aspiring young home brewer rode his mountain bike with "fat tires" through European villages famous for beer, and soon, his first brewed creations were crafted in his basement.

From there, the company's owners created what is now an alternatively-empowered, employee- owned, and very successful beer brand, which resulted into a fun-filled, story-telling, sustainable business model that is founded on a strong value system that the New Belgium Brewery coworkers live by to connect, collaborate, and engage in company culture, community, strategic planning, project management, and beyond.

This session will demonstrate how New Belgium has used SharePoint functionality and social media tools in the workplace to ensure that there are multiple avenues, while maintaining simple access for their employees to use their voice and instigate change and innovation. Ninety percent of what will be demonstrated is Out of the Box Functionality in Microsoft SharePoint!

In this session, you will take away lessons learned from this employee-owned company on how important it is to investigate business needs to gain user adoption and useful functionality for your employees. Specifically, you will learn how to:

- Create a path for your employees, allowing them to engage with one another
- Figure out what the business needs and what your employees are trying to accomplish? What are your current gaps?
- Allow your workforce to be a part of your company's overall success
- Design a corporate culture that contributes to the success of your team and the profitability of the business
- Learn creative ways to use Custom Lists, with and without InfoPath, to create a unique and collaborative user experience

When you let your employees be a part of your company's story, you might be surprised what can happen!

Tye Eyden, Communications Coordinator

NEW BELGIUM BREWING COMPANY

11:20 a.m.

CASE STUDY

Why Should You Give A Tweet About How You Communicate With Your Staff? How To Integrate Social Media Tools With Your Traditional Communications To Reach Your Employees More Efficiently & Effectively

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

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

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

Strategic Internal Communications - March 26-29, 2012

General Sessions - Day Two, March 28, 2012



Finally, you will learn about the value of:

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



Linda Andross, President
APEX PUBLIC RELATIONS INC.

12:05 p.m. 

Lunch On Your Own -- But Not Alone!

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

1:35 p.m. **INTERACTIVE SESSION**

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your internal communications challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own internal communications initiatives.

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

Cutting Through The Noise: How To Get Your Communications On The Right Channels Using Social Media And Traditional Communications

Every day, Deloitte faces the challenge of communicating a complex variety of messages between thousands of employees spanning different communication generations. Email, while convenient, is often over-used and does not appeal to a younger generation of communicators. Meanwhile, those born in the 70's and before generally do not have the same appetite for instant communication and may miss out on important communications due to overload. The result is a complex environment where the effectiveness of communications is often diluted, and messages are shared on all channels, but not necessarily targeted to the primary demographic of those channels.

With the proliferation of new communication technologies there is an exciting opportunity to get near-real-time communications on more targeted channels where audiences are engaged, listening and participating and still serve the needs of those who prefer more tradition channels and frequency.

In this session, you will hear how Deloitte balances the use of several communications platforms to keep up with the constant (and growing) demand for communications. You will gain insights to the strategies they have used and lessons they have learned trying to connect over 170,000 practitioners globally using emails, podcasts, instant messaging, employee portals and a global deployment of Yammer.

Learn how aligning your communications to the right channels in your organization can reduce the noise on those channels and improve the overall effectiveness of your communications.



Greg FitzGerald, Consultant, Information Management
DELOITTE

3:00 p.m. 

Afternoon Refreshment & Networking Break

AGENDA - DAY 2 - Wednesday, March 28

Strategic Internal Communications - March 26-29, 2012

General Sessions - Day Two, March 28, 2012

AGENDA - DAY 2 - Wednesday, March 28



3:15 p.m.

CASE STUDY

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

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

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

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

- Develop a social media strategy and why AFBS created one for the Writers' Coalition and Arts & Entertainment Plan members
- Build a social media business case
- Overcome the challenges of getting buy-in and support for your social media strategy
- Communicate benefits education and news through various social media channels
- Measure the success of using social media
- Tap into the power of social media

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



Robert Underwood, President & CEO
ACTRA FRATERNAL BENEFIT SOCIETY

Caroline Lock, Social Media Analyst
ACTRA FRATERNAL BENEFIT SOCIETY



Diane McElroy, Senior Vice President
AON HEWITT CONSULTING

4:00 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.

4:15 p.m.

Close Of General Sessions

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

Thursday, March 29, 2012

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

How To Make The Most Out Of Social Media:

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

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

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

Please see pages 4-5 for detailed descriptions.

ABOUT OUR CONFERENCE SUPPORTERS & PUBLICATIONS:



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

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



Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and 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.



If you get it, share it

Social Media Club is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter. For more information, please go to <http://www.socialmediacub.org/>



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

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



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

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

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

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"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

"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

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Sutton Place Hotel

845 Burrard Street, Vancouver, BC V6Z 2K6

Reservations: (866) 378-8866

Hotel Main Phone: (604) 682-5511

Hotel website: <http://www.vancouver.suttonplace.com/default.htm>

Reservations: <https://reservations.suttonplace.com>

Please contact the hotel directly when making your reservation. **For the conference, we have secured a special reduced room rate of \$135/night. Be sure to contact the hotel no later than February 24th to help ensure this rate and mention "2012 Strategic Internal Communications."** We recommend that reservations be made early, as the number of rooms at our rate is limited.

For those registrants that secure the special \$135/night rate, the following services will be provided complimentary:

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

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



Photo courtesy of
Tourism Vancouver

Join us in Vancouver for A.L.I.'s 7th forum on "Strategic Internal Communications Conference: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Vancouver, go to <http://www.tourismvancouver.com/visitors/>.

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 by Feb. 10th | Regular Pricing: Register after Feb. 10th |
|--|---|--|
| Conference Only (March 27 & 28) | \$1,699 CAD | \$2,099 CAD |
| Conference (March 27 & 28) Plus One Workshop (March 26 or 29) | \$2,099 CAD | \$2,499 CAD |
| Conference (March 27 & 28) Plus Two Workshops (March 26 &/or 29) | \$2399 CAD | \$2,799 CAD |
| Conference (March 27 & 28) Plus Three Workshops (March 26 & 29) | \$2,599 CAD | \$2,999 CAD |
| Conference (March 27 & 28) Plus All Four Workshops (March 26 & 29) ALL ACCESS PASS! | \$2,699 CAD BEST VALUE! | \$3,099 CAD |
| Conference Workbook Only (if not attending) | \$199* + \$30 S&H | |

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

Please add 12% HST to all prices above (A.L.I.'s GST #884005323RT0001).

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

Payment is due no later than two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card, training form, or purchase order hold will be taken to ensure your space.



SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications audience. Space is limited, so please call Kelly at (773) 695-9400 x1, 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 March 12) 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 March 12) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

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

I. Esche, Brand Manager

AAA OF NORTHERN CALIFORNIA

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

D. Curtis-Magley, Brand Management Supervisor

UNITED PARCEL SERVICE

"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



ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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

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

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

WE GUARANTEE RESULTS:

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

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

- Agricorp
- Air Canada Jazz
- Alterna Savings
- American Express Canada Inc.
- Atlantic Lottery Corp.
- Bloorview Kids Rehab
- Brantford Golf & Country Club
- Canada Post Corporation
- Canada Revenue Agency
- Canadian Blood Services
- Canadian Food Inspection Agency
- Canadian Public Relations Society
- Canadian Women in Communications
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- City of Moncton, NB
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- Government of Nunavut
- HBS Marketing
- Headline Communications, Inc.
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- Health Quality Council of Alberta
- Hill & Knowlton Canada
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- NL Centre for Health Information
- Nokia Canada
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- Ontario Media Development Corp.
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- Ontario Ministry of Labour
- Ontario Municipal Affairs & Housing
- Ontario Tourism Marketing
- PollStream Inc.
- Prescient Digital Media
- Public Health Agency of Canada
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- Radian6
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- Service New Brunswick
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***Thousands of satisfied alumni can't be wrong -
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 Bring a Team and Save – Register 3, Send a 4th for FREE!

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the March 2012 Strategic Internal Communications Conference in Vancouver.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Conference Only
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 - Pre-Conference Workshop A:** How To Assemble A Best-In-Class Internal Communications Strategy: A Step-by-Step Process
 - Pre-Conference Workshop B:** How To Use Internal Communications To Lead And Support An Organization Through Major Change
 - Post-Conference Workshop C:** How To Make The Most Out Of Social Media: A Step-By-Step Process For Using Internal Communications To Advance Your Brand From The Inside Out, Deliver Core Messages & Engage Employees
 - Post-Conference Workshop D:** Internal Communication, Employee Engagement And Measurement: Making The Connection For Your Communication's Strategy & Measuring Its Effectiveness
- I would like to order a conference workbook only
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