

Fine tune your social media strategies and plans to enhance your communications programs at the 7th National Forum -- packed with the latest tools, tips & techniques to help you transform the way you communicate...



Rave Review from a Past Social Media Conference Attendee:

"I've been to many conferences and presented at a number of them as well. The ALI summit on Social Media was exceptional. Great meeting space, content, and organization. I'd definitely recommend this experience to others. It is a great value where the attendance investment is concerned."

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

***** Register by September 10th To Save \$400! *****
To Register, Call (888) 362-7400 -or- (773) 695-9400
Bring a Team and Save – Register 3, Send a 4th for Free!

REGISTER TODAY!

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KEY TAKE AWAYS:

Attend this conference to learn how to capture the power of social media in your organization, along with helpful tools, tips and techniques to maximize your communication efforts and programs, including:

1. **Engaging** your organization to use Web 2.0 tools to maximize effectiveness, increase productivity, inspire innovation, and advance your culture
2. **Developing** a social media strategy, using Twitter, blogs, podcasts, wikis, social networks, Foursquare, and others, to drive performance-based communications
3. **Understanding** how the latest social media technologies work including legal considerations, IT support, policy and guidelines
4. **Establishing** a stronger sense of community and brand
5. **Determining** key steps and strategies for setting up and managing your social media platform
6. **Integrating** new social media tools with traditional media to multiply your program's

SPEAKING ORGANIZATIONS:

Hear practical solutions from industry leaders that you can apply immediately to help integrate social media strategies and new Web 2.0 technologies into your communications and marketing programs to build customer and employee relationships and drive bottom-line results, including:

Ernst & Young LLP

American Family Insurance

IBM

CNN Worldwide

Pitney Bowes

McCormack Baron

Centers for Disease Control and Prevention

AAA Mid-Atlantic

Ocean Spray Cranberries, Inc.

results

7. **Harnessing** the collaborative power of your organization's social media efforts to drive organizational performance
8. **Developing** a strategic social media function in your organization
9. **Building** senior management support for your social media programs
10. **Determining** the Web 2.0 spaces that have relevance for your organization and brand
11. **Measuring** the value of your organization's social media strategy: determining key metrics and gathering employee and/or customer feedback
12. **Leveraging** Web 2.0 technologies to build a brand culture internally and externally
13. **Developing** your online communications to meet the needs of a diverse employee population
14. **Transforming** your organization's social media programs from purely an information source to a comprehensive strategic tool
15. **Building** the business case and demonstrating the ROI of your social media program
16. **Monitoring** customer feedback and satisfaction
17. **Creating** an opportunity for employees to communicate with customers directly and informally
18. **Marketing** your social media programs both internally and externally to encourage their use
19. **Discovering** an untapped audience and potential business opportunities

**Join the Conference Wiki - -
Collaborate With Your Peers!**

All attendees will be invited to expand their network and continue the conversation in the conference wiki --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.

Towers Watson

v-Fluence Interactive

MS&L

Ogilvy Public Relations Worldwide

Sinickas Communications, Inc.

Eloquor Consulting, Inc.

Presented by:



**Your Communications
& Marketing Training
Partner Since 1997**

Supporting Organizations:



If you get it, share it



Council of Communication Management

Where experienced communication professionals gather

Mashable

The Social Media Guide

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 social media 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 communications and marketing professionals engaged in the "journey."

MAXIMIZE YOUR TRAINING...

Choose From Four Workshops For Ultimate Value And Learning!

Sign up for your choice of these highly interactive and practical workshops to focus on your individual needs:

- **Pre-Conference Morning Workshop A –**

Tuesday, November 2, 2010 8:30a.m. – 11:30 a.m.:

Social Media 101: Learning The Latest Social Media Tools And How To Use Them To Effectively Reach Your Target Audience

- **Pre-Conference Afternoon Workshop B –**

Tuesday, November 2, 2010 1:00 p.m. – 4:00 p.m.:

How To Measure The Role Social Media Plays In Your Communications Programs

- **Post-Conference Morning Workshop C –**

Friday, November 5, 2010 8:30 a.m. – 11:30 a.m.:

Making The Business Case For Social Media

- **Post-Conference Afternoon Workshop D –**

Friday, November 5, 2010 1:00 p.m. – 4:00 p.m.:

How To Integrate Web 2.0 Tools At The Enterprise Level:
Thinking Strategically About How To Use Social Media To Drive Business Results

WHO WILL ATTEND:

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

- Social Media
- Emerging Media
- Corporate Communications
- Employee Communications
- Communications Research
- Corporate & Brand Identity
- Electronic Communications
- Marketing
- Employee Engagement
- Interactive Media
- Human Resources
- Information Services
- Brand Development
- Business Development
- New Media
- Public Relations
- Internal Communications
- Intranet Communications
- Change Management
- Online & Publication & Web Content
- Public Affairs
- Organizational Development
- Quality Improvement
- External Relations
- Strategic Planning
- Training & Development
- Organizational Communications
- Global Communications

And all those interested in incorporating social media into their strategy toolkits.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are committed to using social media to strengthen their brands, engage their audiences and drive business results. You will benefit from:

- **23 innovative speakers** at your disposal to share their strategies and experiences with Facebook, Twitter, podcasting and other Web 2.0 technologies
- **Over 22 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, you will make many new contacts
- **A comprehensive overview** of social media innovations from leading practitioners like **American Family Insurance, IBM, CNN Worldwide, Pitney Bowes, Ernst & Young, AAA Mid-Atlantic**, and many more
- **Acquiring new knowledge** to help build your social media plans and strategies, and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to foster your organization's values and mission, 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
- **Immediate exposure to social media collaboration** via the conference wiki

A MESSAGE FROM THE CONFERENCE CHAIRPERSON:



Dear Communications, Marketing, PR or HR Executive:

Social media has emerged as the next frontier of innovative communication. Not since the dawn of the internet has a communication medium been able to deliver such a unique employee, customer and community experience and organizations are taking notice. What's more, they're quickly channeling the wisdom and energy of social media into smart business applications.

However, social media is not without risks. Some organizations are finding out about social media the hard way, under the glare of a media spotlight, after an incident has occurred. Many organizations realize this, but they still have yet to put policies or training for their employees into place to prepare them.

As social media continues to grow, leading organizations have demonstrated clear successes and corporate social media adoption continues at an increasing pace. Companies are learning the skills and techniques which are required to achieve success with corporate media – and how to measure and demonstrate that success.

The stakes continue to grow, and your customers and employees expectations are higher than ever. The influence of bloggers and social networks continues to increase through the business and political spheres. Social media will continue to change the way that companies communicate with their customers, with their employees and with the media.

How Will This Conference Help You and Your Organization?

This conference will help you understand how to utilize social media to communicate more effectively with your employees, customers, colleagues and competitors -- don't be left behind!

Externally, companies are using the latest social networking sites and tools to sell their services and products, build relationships, and strengthen their brand. Internally, they are used to engage employees, inform, create interactive collaborative forums, and strengthen culture.

You will see what leading companies have done, hear the latest thinking on utilizing social media and leave with practical ideas for how social media can help solve your business problems.

What Does This Mean For You?

Attend this conference and learn how you can take advantage of these new tools and techniques, and integrate them into your traditional communications strategies. You'll benefit from best practices and lessons learned from leaders who have incorporated emerging media so you too can be strategic in planning and deploying your own social media strategies, to align them with business objectives, and to integrate them with traditional media.

Specifically, you will hear proven strategies and practical experience on how to improve your communication initiatives and practices, including how:

- **American Family Insurance** has established a social media network that engages both its customers and 8,000+ employees
- **Ocean Spray Cranberries** used strategic business goals to guide their social technology investments for improved communication results and empowered, trusted employees
- **Ernst & Young** built a business case, secured leadership buy-in, and extended their employer brand using social media forums

Register today [online](#) or by calling our conference hotline at 888-362-7400 to attend A.L.I.'s "SOCIAL MEDIA FOR COMMUNICATIONS: How To Implement A Web 2.0 Strategy That Strengthens Your Brand, Engages Your Audiences, And Drives Business Results," this November in Atlanta, to hear from communicators who are currently utilizing social media tools. I look forward to seeing you at this information-packed event.

Sincerely,

Adam Wootton, PhD, Senior Consultant
TOWERS WATSON
Conference Chairperson

Make your investment pay off even more by bringing a team! Register 3 people and get the 4th for FREE! Call (888) 362-7400 or (773) 695-9400 for more details. [Click here for details.](#)

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"My brain is full of great ideas and useful tips. I really appreciate the extra opportunities to speak with the experts one-on-one, and am looking forward to continued online communications. "

L. Wilson, Web Designer
BECHTEL

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

G. Groomes, Director of Field Communications
TRANSAMERICA

"It was a great mix of content – great to hear personal accounts of different uses of new media. The line-up of name brand companies was what brought me here and they delivered."

B. Dziedzic, Public Relations Specialist

XEROX

"I learned a great deal and met some very interesting people."

M. Bhattacharyya, Communications Manager

SONNENSCHN NATH & ROSENTHAL LLP

"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.

"Really appreciated the 'real world' demonstrations."

I. Wada, Director of Communications

CHARLES SCHWAB & CO., INC.

"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 came to get some case studies from leading companies that I could take back and relay to others to get social media started at our department statewide. I feel much more prepared to do this and my expectations are grounded in reality instead of theory."

S. Palmer, Director, Communications and Health Marketing

ALABAMA DEPARTMENT OF PUBLIC HEALTH

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

S. Shoemaker, Director of Employee Communications

AT&T

"Well worth the money and time out of office."

C. May, Director of Public Relations

AMERICAN HEALTH INFORMATION MANAGEMENT ASSOCIATION

"The content was great; great overall information. The conference was well-rounded."

J. Choyce, Technology Manager

HEWLETT PACKARD

PRE-CONFERENCE WORKSHOPS: Tuesday, November 2, 2010

Take social media from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while taking a hands-on, common sense and practical approach to mastering social media that will 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.

MORNING PRE-CONFERENCE WORKSHOP A

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

Social Media 101: Learning The Latest Social Media Tools And How To Use Them To Effectively Reach Your Target Audience

As social networks begin to play a larger and larger role in our lives, it may be time to rethink how you form relationships, manage connections, and communicate with your audiences. Multiple companies have already started down this path, and if you haven't yet, now is the time.

This workshop will cover the best use of social media platforms, and practical, hands-on methods for creating the most effective social media-based communications programs. Designed for social media beginners and those who have jumped into the various platforms without much direction, you will leave with new knowledge and the tools necessary to become an active and engaged social media user ready to effectively connect with your audience.

Come ready to listen, take notes, ask questions, and get started on your social media journey as this session addresses:

- What is social media and why it is important
- Facebook, Twitter, blogs, and other social networks - - what they are and how to use them
- Leveraging technology to engage and collaborate with your online audience and key influencers
- Activating and encouraging word of mouth among supporters and advocates within their own networks
- Proving the value of social media
- Practical tips for getting started
- Case studies from real brands getting real results

WORKSHOP LEADER: Kristin Parrish, Digital Strategist for Ogilvy Public Relations' 360° Digital Influence team, has led digital influence strategy and execution for well-known and emerging brands and organizations including NHBLI's The Heart Truth Campaign, U.S. Centers for Medicare and Medicaid Services (CMS), VTech Learning Products, Select Comfort, American Chemistry Council, and Ford. Having developed programs for clients across mediums including print, video, as well as purely digital programs, she understands that the big idea is about strategy and the effective execution and measurement of that strategy.

With nearly five years of Ogilvy experience, Kristin is well-versed in the elements of digital strategy and successful public relations campaigns and has helped clients identify, engage with and activate their brand ambassadors across industries.

11:30 a.m. to 1:00 p.m.

Afternoon break/lunch on your own.

1:00 p.m. to 4:00 p.m.

AFTERNOON PRE-CONFERENCE WORKSHOP B

How To Measure The Role Social Media Plays In Your Communications Programs

As exciting as using new social media tools may be, they are just one more type of tool we can use when developing communication campaigns that support our organizational goals. This workshop will show you not only ways to measure how stakeholders are using the new tools (measuring activity), but also how to calculate their role in the success of the overall campaigns they are a part of (measuring outcomes).

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

- Identify the potential likelihood that various demographic subgroups would use different social media tools
- Electronically track actual usage of all web-based communication tools, including the "old" tools, e.g. intranets
- Calculate the impact social media may have played in a successful communication campaign

WORKSHOP LEADER: Angela Sinickas is President of Sinickas Communications, Inc., a consulting firm dedicated to helping organizations achieve business results through focused diagnostics and practical solutions. An award-winning organizational communicator since 1974, she has been measuring the effectiveness of communication since 1981. She wrote the manual "How to Measure Your Communication Programs" and has developed a range of Communication Audit Starter Kits on CD-ROM for communicators to conduct their own measurements, as well as 40, one-hour audio CDs on planning and measuring communication (www.sinicom.com).

Testimonials From Past Angela Sinickas Sessions:

"Excellent content, good presenter!! Lots of good ideas."

"Awesome presenter, extremely knowledgeable, made excellent points that EVERY executive/business sponsor should have."

"I appreciated the real-life examples/case studies Angela provided."

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AGENDA - DAY 1: Wednesday, November 3, 2010

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Welcome, Opening Remarks & Presentation: Success With Social Media – The Key Steps To Take

Social media has rapidly grown to be the most common activity on the internet. It is a global phenomenon which has changed the way organizations communicate with their customers, employers relate to their employees and how people communicate with each other. Innovations in this long-term structural development will continue to revolutionize relationships, changing the speed of communication, the mechanisms of communication and even the voice and tone used to communicate.

Drawing from experiences in the U.S., Europe and Asia Pacific, you'll see how organizations deal with many of the challenges around social media. You will also have access to the results from the Towers Watson communications ROI survey which will show some of the barriers organizations face when deploying social media and how to overcome them.

Finally, you will leave this session with:

- Key social media techniques that leading organizations have used to advance their reach
- Secrets to a successful social media deployment
- A list of the common pitfalls to avoid

Adam Wootton, PhD, Senior Consultant

TOWERS WATSON

Conference Chairperson

9:30 a.m.



CASE STUDY

Justifying Social Media To Management

Some communicators make the mistake of presenting a "social media strategy" to their leaders and wonder why their strategy is rejected. This session focuses communicators on identifying how specific types of social media can help them achieve the business goals their leaders care about—often at lower cost and faster than through traditional communication approaches alone. Some of the advantages of social media that are covered include enhanced ability to monitor stakeholder opinions, collaboration, innovation, and improved productivity.

The rest of this session is structured around the 10 most common reasons company leaders resist committing to social media, and provides business-like responses to each one. Many of the responses are supported by research statistics about audiences for social media as well as survey results from companies who were early adopters of the new media. The issues to be addressed include:

- A need for perceived control of information
- Concern about whether customers and employees are ready for social media, and fears about what they might say online
- Costs and whether they would provide a return on investment
- Legal liabilities

Angela Sinickas, President

SINICKAS COMMUNICATIONS, INC.

10:15 a.m.



Break-Out Blitz:

Network And Discuss Social Media Challenges With Your Fellow Conference Attendees

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

10:45 a.m.



Morning Refreshment & Networking Break

11:15 a.m.



CASE STUDY

How To Increase Your Social Media Reach And Strengthen Traditional Communications Without Increasing Costs

Social media has been used by the Centers for Disease Control and Prevention (CDC) in health communications campaigns for several years to increase reach, improve the ability to target audience segments, and facilitate participation and engagement. Likewise, social media allows CDC to easily reinforce messages in multiple formats which can further improve message reach and access as well as audience perceptions of credibility and trust with minimal effort and cost.

Hear how the CDC's Division of Unintentional Injury Prevention (DUIP) has integrated social media into two initiatives to reach parents with proven tips to protect children and teens from leading causes of injury. The development process of a series of twelve topic-specific podcasts, badges, buttons, and an interactive quiz widget will be discussed and results and findings will be shared, in addition to future plans for the use of Facebook and Twitter to expand reach.

All social media items developed and promoted by DUIP were created in-house at CDC and required no additional financial resources – evidence that social media can effectively increase reach without increased costs.

During this session, you'll learn proven ways to use Web 2.0 activities to strengthen and compliment traditional communications, including how to:

- Incorporate social media into your existing communication plans and strategies
- Reinforce print messages and broaden reach by using podcasts, badges, buttons and widgets
- Use internal resources to accomplish increased reach without increased costs

Ann Aikin, Social Media Lead, Division of eHealth Marketing
National Center for Health Marketing

CENTERS FOR DISEASE CONTROL AND PREVENTION

Shelley Sheremata Hammond, MMC, Health Communications Specialist
CENTERS FOR DISEASE CONTROL AND PREVENTION

12:00 p.m.



How To Leverage Employees Using Social Media To Accomplish Business Goals

Can you manage and encourage hundreds or even thousands of social network contributors in your company? It's not impossible!

Despite the challenges of working within a regulated and conservative industry, American Family Insurance has been described as the most aggressive company within its social network. The company manages and maintains more than 1,500 Facebook pages with contributions from local agents. The company also provides a framework that allows all of its 8,000+ employees to contribute on social networks.

Using specific examples from American Family Insurance's social media experiences, you will discover tactics for more efficient communications, including how to:

- Leverage employees using social media to accomplish business objectives
- Create social media policies that encourage participation and protect your company
- Deploy strategies that engage employees and minimize risk
- Effectively manage employee and customer participation on social networks

Troy Janisch, Digital Marketing Manager
AMERICAN FAMILY INSURANCE

12:45 p.m.

Lunch On Your Own -- But Not Alone!

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

2:15 p.m.



Enabling Employees To Effectively Converse And Collaborate In The Digital Age

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, employees and the relationships and conversations that employees have in the digital space, are defining their companies' brands. Because of this, we need to ensure that 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 employees are both inside and outside of their companies, the more current, credible and responsive the companies will be viewed.

Using examples from IBM, you will leave better prepared to maintain control of your brand by:

- Enabling your employees to build and share their expertise inside and outside the company
- Generating, aggregating and promoting social conversations of interest to your company
- Creating a globally collaborative employee culture both internally and externally

Kevin Winterfield, Socials Systems and Digital Influence

IBM

3:00 p.m.



Afternoon Refreshment & Networking Break

3:20 p.m.



CASE STUDY

Using Strategic Business Goals To Guide Social Technology Investments For Improved Communication Results

Does your organization have a social channel that isn't supporting your business in all the right ways? If so, perhaps it's time to revitalize it by rethinking the strategy behind it and getting the right champions involved.

Whether you're looking to refresh your social technology channel, or are thinking of launching one, this inside look at how Ocean Spray injected their employee forum with new energy will provide inspiration and guidance. Plus, learn how to establish great strategy at the start and how to connect that strategy to business goals and operations.

You won't want to miss the opportunity to learn:

- What steps to take to empower users and build trust
- What types of business needs are addressed by the different social technologies
- How to use your business goals to guide your decisions on social technology
- What types of metrics can help you prove your ROI

Kathie Cornelius, Manager Corporate Communications

OCEAN SPRAY CRANBERRIES, INC.

Stacy Wilson, President

ELOQUOR CONSULTING, INC.

4:05 p.m.



CASE STUDY

Using Facebook To Extend Your Brand And Become An Employer Of Choice

Facebook, Twitter, YouTube – they're the most popular social media forums for college students today. How can you get beyond the buzz and put these tools to use for your organization? How can you get Baby Boomer leadership to support these modes that are so foreign to their style?

In this session, you will hear from Ernst & Young, the first professional services firm to create a corporate page on Facebook to further extend their brand as an employer of choice. In addition, you will learn how they built the business case, secured leadership buy-in and still sustained a meaningful presence amongst their target audience four years later. Practical strategies and tips for success around building a page, managing discussions on the page (especially the 'scary' ones), and figuring out the right resources to monitor the page will also be shared.

In addition, this session will provide you with guidance on how to:

- Overcome the challenges associated with gaining leadership buy-in
- Build a highly impactful social media presence among your target audience
- Be strategic with your time and engagement with the various options
- Build your fan base and promote your social media presence, while still staying true to your organization's culture
- Connect the generations!

Deborah Compagner, Americas Communications & Marketing Leader for Recruiting
ERNST & YOUNG LLP

4:50 p.m.
End Of Day One

5:00 p.m.



Networking Reception: Please Join Us!

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

6:30 p.m.



Dine Around

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

AGENDA - DAY 2: Thursday, November 4, 2010

8:00 a.m.
Continental Breakfast & Networking

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

Adam Wootton, PhD, Senior Consultant
TOWERS WATSON

8:45 a.m.



Social Media Case Study Presentation

Coming Soon!

Jennifer Martin, Sr. Director of Digital PR

CNN WORLDWIDE

9:30 a.m.



CASE STUDY

Creating An Online Community That Increases Your Reach And Unites Your Audience Behind A Common Goal

For decades, the Georgia Forestry Commission (GFC) and the Georgia Urban Forest Council (GUFC) frequently used the same statements as consumer messaging. After researching their target demographic -- the Lifestyles of Health and Sustainability (LOHAS) segment that is focused on health and fitness, the environment, personal development, sustainable living and social justice -- the decision was made to create an online community called The Grove (www.AmericanGrove.org). The goal of The Grove is to enable members to share the experience of planting trees and commemorating special life moments with family and friends. These photos, videos and stories can then inspire others to plant trees to protect the urban tree canopy.

This presentation will explain the planning process for creating a community, tips for overcoming resistance to communications changes, best practices for transitioning from a local community to a national one and suggestions on getting buy-in from potential partnering organizations.

Jason Anthoine, Senior Vice President

Sarah Cannon, Account Executive

MS&L WORLDWIDE

10:15 a.m.



Morning Refreshment & Networking Break

10:45 a.m.



CASE STUDY

Social Media Case Study Presentation

Details coming soon!

11:30 a.m.



CASE STUDY

Developing And Implementing An Integrated Social Media Plan For Organizations With Multiple Branded Products And Locations

McCormack Baron Salazar is the nation's leading developer of economically integrated urban community real estate projects. McCormack Baron has developed and currently manages more than 70 real estate developments across the United States encompassing mixed use, affordable housing, senior living and other economically integrated urban neighborhood projects. Each project has ongoing sales, service and community engagement needs unique to their location and product type.

Working with v-Fluence Interactive, McCormack Baron developed a research, execution and measurement program for creating common digital media standards and execution plans to support local needs leveraged against corporate goals in a highly cost-effective manner. Elements incorporated included traditional digital media assets (over 50 property websites and two corporate sites), enhanced with complimentary unique local social media platforms (Facebook, FourSquare, etc.), common company-wide social media content channels (YouTube, Flickr, FriendFeed, Twitter, etc.) and other components (LinkedIn, Google Maps, Care2, Google Analytics, Webmaster tools, etc.)

Take away strategies and solutions to help you better coordinate your own social media programs across your organization, including:

- Building the business case for social media
- Managing multiple efforts
- Measuring results along the way

Brielle Killip, Marketing Director

MCCORMACK BARON

Jay Byrne, President

V-FLUENCE INTERACTIVE

12:15 p.m.

Lunch On Your Own -- But Not Alone!

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

1:45 p.m.



INTERACTIVE SESSION

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss how to implement the latest technology tools to assist you in meeting your social media challenges with your fellow attendees and our experienced speakers. You will leave with new tools and ideas for more successfully applying best practices to your own Web 2.0 initiatives.

2:15 p.m.



CASE STUDY

Joining The Social Media Conversation: Integrating New Media Content Into Traditional Channels To Stay Connected With Consumers

Web 2.0 and the resulting social media groundswell have created a paradigm shift where consumers are in control, connected and communicating with each other more than with companies and brands.

Since 2008, AAA Mid-Atlantic has been developing social strategies and utilizing social tools to more deeply engage with their members – initially with communities on their website, then later with Twitter and Facebook. Through real-life case studies and examples from the last two years, AAA Mid-Atlantic will share its journey into facing this consumer power shift by creating a new communication channel with its members.

Take the art and science of social media to the next level as you discover:

- Why developing a social media program is an essential ingredient to your customer ecosystem
- How to integrate your social community content into your traditional and digital media channels
- How to measure the value of your social initiatives
- Who are the resources needed to launch and manage your community
- Lessons learned – the good, the bad and the ugly

You'll leave this session better prepared to join the social media conversation, maintain control of your brand, and improve connections with your consumers.

Kim Snedaker, Social Media Manager

AAA MID-ATLANTIC

3:00 p.m.



Afternoon Refreshment & Networking Break

3:15 p.m.



CASE STUDY

Incorporating Social Media Into Your Communications Toolbox For Effective Marketing Outreach

Whether you are generating buzz around a new marketing campaign, promoting philanthropic outreach, or sharing your organization's corporate thought leadership, social media can be a powerful tool in your marketing toolbox; and understanding how to include it in your communications mix is key to your success in today's world of interactive marketing.

Pitney Bowes has garnered a great deal of experience in social media marketing from their recent thought leadership, philanthropic, and word of mouth activation campaigns - - including the *Holiday Mail for Heroes* program, *Fast Break to Reading* childhood literacy campaign and the Bloggers' Hub initiative during the 2009 and 2010 World Innovation Forum.

Don't miss the opportunity to discover creative ways to use social media for marketing your organization's events, programs, and campaigns as you discuss these tips and tactics:

- Listen first, talk second
- Build loyal brand ambassadors through transparency and word of mouth referrals
- Activate social media influencers by developing a robust MVP outreach program
- Develop an internal social media center of excellence to drive social media initiatives across your organization

Aneta Hall, Emerging Media Manager

PITNEY BOWES

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

***** Register by September 10th To Save \$400! *****
To Register, Call (888) 362-7400 -or- (773) 695-9400
Bring a Team and Save – Register 3, Send a 4th for Free!

POST-CONFERENCE WORKSHOPS: Friday, November 5, 2010

INTERACTIVE WORKSHOPS

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, practical and hands-on sessions. Space is limited to ensure interactivity!

Choose C or D or BOTH for maximum value and learning

8:30 a.m. to 11:30 a.m.

MORNING POST-CONFERENCE WORKSHOP C

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

Making The Business Case For Social Media

Companies around the world intuitively understand that incorporating social media and Enterprise 2.0 technologies into internal and customer facing initiatives is important. Yet after reading success stories describing what other companies have achieved, even the most enthusiastic supporters often run into a difficult question: How does one make the business case for the needed investment, or even the opportunity cost, to actually implement social media?

In this workshop, you will learn a methodology for answering this question. Specifically, you will leave with key strategies and best practices for:

- Selecting specific business priorities
- Understanding the application of social media
- Building stakeholder buy-in
- Determining and presenting your program's ROI

The session will differentiate between emerging trends and common practices by reviewing case studies from leading companies. You will leave this interactive workshop prepared to evaluate and incorporate the use of social media in your organization for both internal (e.g., recruiting, rewards) and external (e.g., call center support) facing purposes.

WORKSHOP LEADER: Vlad Gyster is an Associate Consultant in the Towers Watson Workforce Strategies and Solutions line of business in the Boston, Massachusetts office. Vlad works with clients on a diverse set of topics in the areas of emerging technologies, organizational structure, product development, and business strategy. In addition to his broad consulting responsibilities, Vlad co-developed the firm's social media service offering, which aims to assist organizations in leveraging Web 2.0 technologies to realize organizational priorities and enhance business results.

11:30 a.m. to 1:00 p.m.

Afternoon break/lunch on your own.

1:00 p.m. to 4:00 p.m.

AFTERNOON POST-CONFERENCE WORKSHOP D

How To Integrate Web 2.0 Tools At The Enterprise Level: Thinking Strategically About How To Use Social Media To Drive Business Results

There's more to social media than just knowing how to work with Facebook and Twitter. Lots more, which is why companies need to approach their social media efforts from an enterprise-wide perspective.

There are many crucial elements that go into developing and maintaining a strategic social media function. These elements touch all parts of the company, from human resources and finance to legal, marketing and beyond. Having an enterprise-wide focus takes these partners into account and gives you a holistic approach built around driving business results. As you review a number of Fortune 500 enterprise examples of social media initiatives, this session will share the ins and outs of how to look at your social media efforts strategically and with an eye toward improving the business and the brand.

Key takeaways from this insightful workshop will include:

- How to approach social media from an enterprise-wide perspective
- How to develop the right structure, policies and procedures to build a solid social media function
- How to identify and leverage the three types of online influencers - - professional and personal bloggers, elite influencers and casual influencers - - and build relationships with them
- A review of some specific client examples

- A blueprint for how to develop a strategic social media function at your organization

WORKSHOP LEADERS: Jason Anthoine, Senior Vice President, Employee Engagement Practice, MS&L Atlanta serves as senior vice president and practice leader for MS&L's Employee Engagement Practice in Atlanta, where he leads a team of communications professionals in developing internal communications strategies, plans and tactics that deliver business results. Accredited in Public Relations by the Public Relations Society of America, he has more than 20 years experience in workplace communications, internal branding and employee engagement. His portfolio of work includes strategic and creative direction for clients including Children's Healthcare of Atlanta, Cox Communications, GE, Mars Chocolate North America, Marsh, McKesson, Siemens Energy & Automation, Solvay Pharmaceuticals, VeriSign and Willis.

Melanie Babcock, Senior Vice President, Digital and Social Media Services, MS&L Atlanta has more than 15 years experience in interactive communications ranging from social media, advertising, promotions, web development and public relations. For MS&L, she leads a group of digital and new media specialists who interact with bloggers, message board moderators, social networking sites and create compelling branded content for online distribution. She's worked to promote The Home Depot's Eco Options product lines, as well as led programs for Best Buy, Carter's, Philips, Randstad and The Coca-Cola Company.

Testimonials From Past Jason Anthoine Sessions:

"This was my favorite session... it tied it all together. Great. Speaker was excellent!"

"Covered many topics, very detailed."

"Very good examples and discussion. I very much enjoyed it."

"Excellent presentation—expert."

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Atlanta Marriott Suites Midtown

35 14th Street NE
 Atlanta, GA, 30309-3645
 Main Line: (404) 876-8888
 Reservations: (800) 228-9290
<http://www.marriott.com/hotels/travel/atlms-atlanta-marriott-suites-midtown/>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the reduced rate of \$159/night. Please call the hotel no later than October 15, 2010 to ensure this rate and mention that you are attending the "Advanced Learning Institute's Social Media for Communications Conference".** We recommend that reservations be made early as both rates are subject to availability.

The newly renovated Atlanta Marriott Suites Midtown is an upscale, all-suite hotel in the heart of Atlanta Midtown, the city's corporate and cultural center. The location provides easy access to the Woodruff Arts Center, Piedmont Park, Georgia Tech, theaters, nightlife and Atlanta's finest restaurants. It is also close to MARTA, Atlanta's public rail system. For business or pleasure, you'll find everything you need at this hotel in Midtown Atlanta. Atlanta-Hartsfield-Jackson International Airport (ATL) is just 13 miles away – with an estimated taxi fare of \$32.



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Join us for A.L.I.'s 7th National Conference – "SOCIAL MEDIA FOR COMMUNICATIONS: How To Implement A Web 2.0 Strategy That Strengthens Your Brand, Engages Your Audiences, And Drives Business Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Atlanta, GA, go to <http://www.atlanta.net/>.

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials, 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 September 1st	Regular Pricing: Register with payment after September 1st
Conference Only (November 3 rd & 4 th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
Conference Plus Two Workshops	\$1,999	\$2,399
Conference Plus Three Workshops	\$2,199	\$2,599
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Conference Workbook Only	\$199.00* + \$20.00 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.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications and marketing audience. Space is limited, so please call Amy at (773) 695-9400 x20, for more information.

GROUP DISCOUNTS: REGISTER 3 & THE 4TH IS FREE!

Four or more attendees, registering together, enjoy a savings of at least \$1,299! 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 October 19th), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after October 19th) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

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:

**Brand Management · Communications · Marketing · Technology
Government · Human Resources · Performance Measurement · Strategic Planning
Health Care · Biometrics · e-Commerce**

ABOUT OUR CONFERENCE SUPPORTERS:



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 15 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

Visit <http://www.socialmediacub.org> for more information.



More than a professional association, the **Council of Communications Management (CCM)** is a true community of senior-level colleagues, built on a foundation of shared trust and mutual respect. They are a highly interactive, collegial group and are passionate about helping each other and their organizations succeed. Many members have formed lifelong connections that transcend their everyday work lives.

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



With more than 5.5 million monthly pageviews, Mashable is the world's largest blog focused on social networks and Web 2.0 news. Mashable's readers include the most tech-savvy early adopters, venture capitalists, entrepreneurs, influencers, Web 2.0 aficionados and technology journalists.

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

WE GUARANTEE RESULTS:

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:

- AT&T
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- Chrysler
- Disney
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- American Express
- Shell Chemicals

- Verizon
- Capital One Financial Corporation
- IBM Corporation
- BellSouth Corporation
- Social Security Administration
- Pennzoil-Quaker State Company
- University of Maryland
- National Semiconductor
- Gateway
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- Chase Manhattan Bank
- General Motors
- Lockheed Martin
- U.S. Census Bureau
- Microsoft
- Motorola
- Target Corporation
- Sprint Nextel
- Pharmacia Corporation
- Kimberly-Clark Corporation
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- State Farm Insurance
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- American Electric Power
- Mayo Clinic
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- Cisco Systems, Inc.
- Southwest Airlines
- Whirlpool Corporation
- John Deere
- Staples
- Starbucks
- PepsiCo

Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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for Communications
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November 2-5, 2010 • Atlanta, GA

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Yes, I'd like to register for the Social Media for Communications conference in Atlanta.

Please check: E-mail Priority Code: _____ Amount Due: _____

Conference Only

Conference Plus Workshop(s):

- Pre-Conference Workshop A: Social Media 101: Learning the Latest Social Media Tools and How to Use them to Effectively Reach Your Target Audience
- Pre-Conference Workshop B: How To Measure The Role Social Media Plays In Your Communications Programs
- Post-Conference Workshop C: Making The Business Case For Social Media
- Post-Conference Workshop D: How To Integrate Web 2.0 Tools At The Enterprise Level: Thinking Strategically About How To Use Social Media To Drive Business Results

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