

Don't Miss The Advanced Learning Institute's NEWEST Conference In Its Acclaimed Communications & Social Media Training Series...



Rave Review from a Past Social Media Conference:

"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.

***** Register by December 19th to Save \$400! *****

Click Here To Register or Call (888) 362-7400 -or- (773) 695-9400

REGISTER TODAY!

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16 KEY TAKE AWAYS

Attend this conference to learn how to use social media and leverage the latest interactive tools and techniques to advance your organizational goals, by:

1. **Engaging** your organization to use blogging and podcasting to maximize effectiveness, increase productivity and improve internal communications
2. **Developing** a social media (blogging, podcasting, wikis, etc.) strategy to drive performance-based communications
3. **Understanding** how these new 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 an effective blog
6. **Integrating** new social media tools with traditional media to multiply results
7. **Harnessing** the collaborative power of your organization's blog or podcast to drive organizational performance
8. **Building** senior management support for your social media programs
9. **Measuring** the value of your organization's

SPEAKING ORGANIZATIONS

Hear practical solutions you can apply immediately to help integrate social media technology into your communication programs to engage employees and dramatically improve internal communications from:

American Express

Best Buy

Rolls-Royce Corporation

Sun Microsystems

Mayo Clinic

IBM

Toyota Motor Sales U.S.A.

Centers for Disease Control and Prevention (CDC)

California State Automobile Association

International Fund for Animal Welfare

Cisco Systems, Inc.

blog/podcast: determining key metrics and gathering employee feedback

10. **Leveraging** your organization's blog/podcast to build your internal brand
11. **Developing** your online communications to meet the needs of a diverse employee population
12. **Transforming** your organization's blog/podcast from purely an information source to a comprehensive strategic tool
13. **Developing** the business case you need to win sponsor approval and roll out the best technologies for meeting your business goals and objectives
14. **Monitoring** employee feedback and satisfaction
15. **Marketing** your blog/podcast both internally and externally to encourage its use
16. **Discovering** an untapped market

Fleishman-Hillard

Watson Wyatt Worldwide

Sinickas Communications, Inc.

Issue Dynamics, Inc.

Bonfire Communications

The Conversation Group

The MediaTile Company

Participating Sponsor:



Presented by:



**Your Communications
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IABC SACRAMENTO





WHY IS THIS A CAN'T MISS EVENT?

According to *Business Week*, blogs and podcasts are "simply the most explosive outbreak in the information world since the Internet itself."

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 professionals engaged in the "journey."

EXPAND YOUR LEARNING...

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

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

Monday, February 4, 2008, 9:00am – 12:00pm:

Social Media 101: What You Need To Know To Start Your Own Organization's Blogging/Podcasting Strategy

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

Monday, February 4, 2008, 1:30pm – 4:30pm:

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

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

Thursday, February 7, 2008, 8:30am – 11:30am:

How To Leverage New Technologies To Drive Conversation And Collaboration Within Your Organization

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

Thursday, February 7, 2008, 12:00pm – 3:00pm:

How To Use Blogs And Other Web 2.0 Technologies To Enhance And Improve Your Internal Branding Efforts

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:

- Employee Communications
- Communications Research
- Corporate & Brand Identity
- Corporate Communications
- Electronic Communications
- Marketing
- Employee Engagement
- Human Resources
- Information Services
- Brand Development
- Business Development
- Internal Communications
- Intranet Communications
- Change Management
- Online & Publication & Web Content
- Public Affairs
- Organizational Development
- Quality Improvement
- Strategic Planning
- Public Relations
- Training & Development
- Organizational 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 engage their employees and maximize their internal communications to achieve real business results. You will benefit from:

- **22 innovative speakers** at your disposal to share their strategies and experiences in corporate blogging, podcasting and other web 2.0 technologies
- **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
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with 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 **IBM, American Express, Best Buy, Toyota Motor Sales U.S.A., Mayo Clinic**, and many more
- **Acquiring new knowledge** to help engage your employees 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** from your peers to help you use new social media tools to foster your own 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

A LETTER FROM THE CONFERENCE CHAIRPERSON:



Dear Communications, PR or HR Executive:

Today's communication landscape is morphing right before our very eyes. On a daily basis, new and innovative social media and eCommunication tools, techniques, and technologies are being used to engage employees, provide information, create interactive collaborative forums, and strengthen culture.

Traditional employee communications are all under attack by these new, powerful, and pervasive technologies. From blogging and podcasting, to Second Life, these are just a few early examples of emerging social media in which everybody is simultaneously a creator and receiver of content. These and other new channels are changing the face of internal communications.

How Will This Conference Help You And Your Organization?

At our **“SOCIAL MEDIA for Internal Communications”** conference, you will learn how to make social media work as part of your communication strategy, which social media tools may work best for your organization and how to implement these tools as part of your communication mix to maximize results. Join us to be a part of the discussions on the emerging trends communicators need to know.

What Does This Mean For You?

You'll get best practices and hear lessons learned from the leaders who are in the trenches with these new tools today. With these new tools and technologies, you will learn how to be strategic in planning and deploying your own social media strategies and how to align them with business objectives, and to integrate them with traditional media.

At this conference, you will hear proven strategies and practical experience, firsthand, from leading organizations and practitioners like yourself, on how to use new social media tools to improve your communication initiatives and practices, including how:

- [Mayo Clinic](#) is using new social media tools to create and transmit culture and to more fully engage employees
- [Centers for Disease Control and Prevention \(CDC\)](#) uses new web 2.0 tools to engage employees in a two-way conversation – and the pitfalls and payoffs along the way
- [Cisco Systems](#) is educating their employees about new web 2.0 tools and driving adoption

Register today to discover how social media tools can drive extraordinary results. Call our conference hotline at 888-362-7400 to reserve your space for A.L.I.'s **“SOCIAL MEDIA for Internal Communications”** conference, February 4-7, 2008 in San Francisco, CA or [click here](#).

You'll leave with lots of new ideas, practical solutions and new contacts to put to work immediately to improve your own performance and the performance of your communication plans.

Join your colleagues for 4 days of education, practical advice, inspiration and networking. With our blue chip faculty of 20 corporate communicators, this conference promises to be the most valuable event you'll find all year – you can't afford to miss it!

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

Sincerely,

Michael Rudnick, Global Intranet, Portal & eComms Practice Leader
Watson Wyatt Worldwide
Conference Chairperson

P.S. Make your investment pay off even more by bringing a team! Train 4 people for the price of 3! Call (888) 362-7400 or (773) 695-9400 for details or [click here for details](#).

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

"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

"Great examples. Good discussion."

S. Patton, Senior Media Relations Consultant

Kaiser Permanente

"I was very impressed with the speakers and attendees."

P. Berg, Senior Specialist of Public Relations

Southwest Airlines

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

M. Bhattacharyya, Communications Manager

Sonnenschein Nath & Rosenthal LLP

"I really enjoyed the conference. I got a lot of actionable information."

M. Szlemp, Director, Global Marketing Services & Brand

Intermec

"The conference was very well-rounded; friendly group."

R. Massey, Director, Strategic Communication

USDA Forest Service

"Overall, the conference was very informative and enjoyable."

K. Smith, Director, Brand Marketing

Alliance Data

"I learned a lot of helpful ideas and insights."

C. Osolin, Principal Public Information Officer

Lawrence Livermore National Laboratory

"All my skepticism towards blogs is now gone. I got a lot of great ideas from the workshops and discussions."

J. Goldstein, Senior Manager of Web Strategy

Informatica Corporation

"The conference content was great - please do more events like this one."

C. Baldassano, Senior Vice President

Take On The Day LLC

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

J. Choyce, Technology Manager

Hewlett Packard

PRE-CONFERENCE WORKSHOPS: Monday, February 4, 2008

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 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

9:00 a.m. to 12:00 p.m.

MORNING PRE-CONFERENCE WORKSHOP A

Registration and continental breakfast will begin at 8:30 a.m. for the morning workshop attendees.

Social Media 101: What You Need To Know To Start Your Own Organization's Blogging/Podcasting Strategy

Are you planning to launch a blog? Interested in starting a podcast? This workshop will help you think through the questions that you will need to answer before you get started.

You will leave this interactive session with a solid understanding and an overview of the expanding world of social media including popular tools and destinations like YouTube, Flickr and Digg and with practical advice on how to integrate these into your communications strategy.

Specifically, you will learn:

- The state of the blogosphere and other social media
- The steps you need to take to launch a blog or start a podcast
- Strategies for creating content and generating interaction with your readers and/or listeners
- Examples of how to measure success

You'll leave this workshop with blogging/podcasting best practices, policies and procedures, and the tools and skills that you and your staff will need to be successful in reaching your audience.

WORKSHOP LEADER: Kevin Reid is the Vice President of Issue Dynamics, Inc., (IDI) a leading Washington, DC-based public affairs firm which has been aligning allies, connecting voices, and promoting action for more than 20 years. Kevin heads up IDI's Internet group, which manages online campaigns from design and development to messaging, mobilization and analysis. Kevin also oversees IDI's Blogger Relations programs, including client blog building, monitoring, advertising and training. Kevin has more than a decade of experience in online communication and mobilization.

Testimonials From Past Kevin Reid Sessions:

"This was a great introduction! Very well done."

"Good stuff; loved the topic and I learned a great deal."

"Excellent information and presenter!"

"Great information with things to take back and share!"

"Very good for beginners...thanks!"

12:00 p.m. to 1:30 p.m.

Afternoon break/lunch on your own.

1:30 p.m. to 4:30 p.m.

AFTERNOON PRE-CONFERENCE WORKSHOP B

How To Measure The Role Social Media Plays In Your Overall Internal 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 employees are using the new tools (measuring activity), but also 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 employee demographic subgroups would use different social media tools

- Electronically track actual usage of all web-based communication tools, including the "old" tools like 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:

"Very good real world examples."

"Angela was worth the price of the whole conference. Very informative."

"I enjoyed the topic."

"Enjoyable; I have lots of tools to take back with me."

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AGENDA - DAY 1: Tuesday, February 5, 2008

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



Chairperson's Welcome, Opening Remarks & Presentation

The Read/Write Intranet: How To Drive User Engagement And Productivity

Commitment. Trust. Credibility. Focus. Hallmarks of engaged users and high-performance organizations...and the holy grail for most communications strategies.

So what does the Read/Write Intranet have to do with employee communications and engagement? Everything. Growing percentages of your user population prefer - and increasingly expect - to interact with their organizations in the very same way.

With the power of user-generated content roaring across the internet, organizations have been slow to enable such read/write capabilities on their existing intranets and enterprise portals.

At this stage in the rapid evolution of social media, there are many different strategies, tools, and approaches. Some organizations are thinking about basic collaboration, others about two-way communications, and still more about workflow, motivation and a range of other issues.

In this session, we will explore the various facets of user-generated content, and how such robust technology can be harnessed within the enterprise.

9:40 a.m.



Speed Networking

Become acquainted with your fellow conference attendees in this fun and fast-paced forum! You'll have a chance to meet and greet your colleagues.

10:10 a.m.



Morning Refreshment & Networking Break

10:40 a.m.



CASE STUDY

Embracing Social Media: Why, When, And How?

The use of social media has exploded and organizations are realizing that it is not just for teenagers anymore. It can be used by employees to share knowledge, develop and strengthen relationships, and build communities. As organizations embark on this new journey, it can be overwhelming. There are so many different tools and technologies available, and a host of issues that need to be considered. Which tools should you use for what purpose and how do you achieve a real business value?

During this session, you will hear about:

- Sun's overall approach to social media
- Specific examples of how Sun uses different social media tools, including wikis, blogs, RSS feeds, Facebook, and IM, for different purposes
- Five key enablers to building communities in any organization
- The questions you should ask yourself before you begin to use social media in your organization

Sheira Ariel, Sr. Organisation Specialist
Sun Microsystems

Carrie Motamedi, Sr. Manager & CTO Business Communicator
Sun Microsystems

11:35 a.m.



CASE STUDY

How To Use Social Media To Engage Your Employees

Mayo Clinic has the strongest national brand in healthcare, and the most important factor in building that reputation has been word-of-mouth recommendations of satisfied patients. Keeping employees informed about

news that affects them and communicating Mayo Clinic's priorities has been essential to staff satisfaction and fostering the employee culture that strives to give the best care to every patient, every day. This has helped Mayo Clinic create the patient experience that is responsible for Mayo's brand position.

In this presentation, you will hear about Mayo Clinic's experiences and social media experiments, ranging from departmental blogs to podcasts to streaming video to wikis. Specifically, this session will cover:

- The challenges of implementing social media in a well-established organization, factors crucial to success and barriers to overcome
- How social media is likely already part of your business, whether you realize it or not
- How to build a strategic framework and choose tactics that will contribute to success: not just of your social media programs, but in achieving the business goals your programs are designed to support

Learn from the Mayo Clinic's experience and its course ahead as they use social media and new media tools to provide new opportunities to create and transmit culture and to more fully engage employees.

Lee Aase, Manager, National Media Relations and New Media
Mayo Clinic

Linda Donlin, Manager, Employee Communications
Mayo Clinic

12:30 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.

2:00 p.m.

AWARD WINNER!



How To Develop And Maintain An Employee-Focused Intranet Portal And Online Newspaper: Using Web 2.0 Tools To Build Community

During this session, you will hear about the development and maturation of the Centers for Disease Control and Prevention's (CDC) employee communication program and its award-winning cornerstone product *CDC Connects*, the employee focused inTRANet portal and online newspaper.

Through stories, practical steps and lessons learned, you'll hear how the CDC reaches out to their most valuable asset – their employees. In addition, you'll learn how to:

- Focus employee communication on what is important
- Make your intranet a popular must-read news channel
- Make fresh news and accessible enterprise tools work together
- Build community using fresh content, photos, video & more
- Introduce an internal blog and help it mature
- Engage employees in a two-way conversation: the pitfalls & payoffs
- Work toward synergy with external communications (media and marketing)

2:55 p.m.



Afternoon Refreshment & Networking Break

3:10 p.m.



CASE STUDY

Lessons Learned: The Clandestine Birth, Untimely Death And Hopeful Resurrection Of Toyota's Internal Blog

What happens when Corporate Communications sets sail with an internal blog to stimulate peer-to-peer dialogue, only to run aground with the Legal Department?

This dispatch from stormy seas will reveal:

- Why Toyota quietly launched a blog on its intranet news site
- What transpired when it waded into controversial waters
- How an external corporate blog charted a different course
- What's on the horizon for the new internal blog following in its wake

Dan Miller, Intranet News Editor, Corporate Communications
Toyota Motor Sales U.S.A.

4:05 p.m.



Non-Profit CASE STUDY

How To Connect With Your Audience Using Social Networking

Social networking applications are changing the way people communicate. In this session, you will participate in a discussion with the International Fund for Animal Welfare (IFAW) and discover how they are using social networking to share information, facilitate action and drive membership. You will also learn how your organization can adapt some of these tactics and strategies to remain relevant online.

Specifically, you will hear:

- An overview of the major social networking sites that matter most including Facebook, MySpace, YouTube, and Second Life and how to start your own presence in these networks
- Clearly defined strategies you can adopt now to engage your constituency in the social media space using Web 2.0 tools including RSS, Feedburner, iTunes and Podcasts
- Examples of how IFAW is using social networking to make this a better world for animals and people

J.C. Bouvier, Online Community Coordinator
International Fund For Animal Welfare

Kevin Reid, Vice President
Issue Dynamics, Inc.

5:00 p.m.
End Of Day One

5:15 p.m.



Networking Reception: Please Join Us!

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

6:30 p.m.



Dine Around

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

AGENDA - DAY 2: Wednesday, February 6, 2008

8:00 a.m.
Continental Breakfast & Networking

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

Michael Rudnick, Global Intranet, Portal & eComms Practice Leader
Watson Wyatt Worldwide

8:40 a.m.



How To Drive Collaboration And Communication On A Global Scale By Leveraging New Web 2.0 Technologies

Go behind the scenes to hear how Cisco Systems is using web 2.0 technology to create new employee experiences -- by leveraging telepresence, video, blogging, social networking sites and more to engage and empower employees.

You will hear how to use new social media tools to foster better communications as well as more collaboration, by:

- Educating employees to drive adoption of new web 2.0 tools
- Enabling participation by a broad employee base by creating a communications center for excellence
- Building a collaborative space on your intranet to enable employees to participate in blogs and discussion forums
- Walking employees through the process of understanding which web 2.0 tool solves their particular business challenge
- Creating a collaborative culture and building a global community

Maureen Kasper, Director, Corporate Communications
Cisco Systems, Inc.

9:35 a.m.



Morning Refreshment & Networking Break

9:55 a.m.



How To Use Digital Signage To Improve The ROI Of Your Social Media Program

So your company has embraced social media. You're using blogs, RSS, videos and podcasts to deliver messaging. But how do you reach the workforce who are away from their desks, or maybe have no desks at all and can't even access your intranet? Digital signage may just be the tool to enhance your social media efforts and give you another tool for your belt.

During this session you will:

- Hear how Rolls-Royce (and other companies) uses digital signage to expand social media's reach and impact to improve internal communications, employee engagement and internal branding
- Learn strategies to get more bang for your buck out of your social media with little added effort
- Discover the mechanics and technology behind digital signage and determine what's best for your organization

Chuck Gose, Director of Business Development
The MediaTile Company

and formerly Internal Communications Manager
Rolls-Royce Corporation

10:50 a.m.



Best Buy's BlueShirt Nation: How To Use Social Media To Create Trust, Break Down Barriers & Build A Community Of Engaged Employees

BlueShirt Nation is a community site available to all Best Buy employees with over 14,500 members as of October, 2007 – nine months after it's official launch. It was built using open source software and, perhaps more importantly, open source philosophies. It's intent is to bring employees together, and get them talking, thinking, learning and making something. Whether it's making a friend or making a business breakthrough – making something is the end goal (if an end goal is necessary).

In a time when the idea of innovation is being so often identified as something to strive for that it nearly loses its meaning, the unvarnished voice of the employee keeps the tip of the argument sharp. Because BlueShirt Nation is purely voluntary and accessible from home, the average users tend to profile as an employee who is more passionate, engaged, interested and knowledgeable than average. Often, it is impossible to predict what topics of conversation will prove most relevant and it is even harder to predict where a given conversation will go in the largely un-moderated atmosphere of BlueShirt Nation. Peer to peer information exchange is having a growing impact on how people do their jobs. The site is already gaining a reputation as a place where you can search for and find answers, or as a place where you can post a question. The very fact that employees feel they have a place to find and share information has had the overall effect of creating trust and reliance on each other breaking down cultural and geographic barriers between stores and between stores and corporate.

Learn how you, too, can build a community in your own organization through new social media tools – with positive results.

Steve Bendt, Sr. Manager Social Technology
Best Buy

Gary Koelling, Sr. Manager Social Technology
Best Buy

11:45 a.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.

1:15 p.m.

 **INTERACTIVE SESSION****Group Exercise:**

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.

Chris Heuer, Founder

Social Media Club

and Partner

The Conversation Group

1:45 p.m.

 **CASE STUDY****Making IBM Small: How Social Networking Can Turn A Corporation Into A Community**

Social networking has become a buzz-phrase, but what does it really mean and how can your organization benefit? As a company with over 300,000 employees in over a hundred countries, IBM employees have a real need to be able to connect and feel part of a team with people who may not share the same location or language. IBM CEO, Sam Palmisano, has issued a mandate to “make IBM small.” In this presentation, we will look into social media tools IBM is using to help facilitate teamwork and a sense of community.

During this session, you will hear:

- Examples from IBM’s use of social networking and how you can tailor programs for your large or small organization
- IBM’s global jams where thousands of employees around the world can voice ideas that get turned into real corporate programs
- IBM’s culture-driven use of simple tools such as instant messaging to create an atmosphere where everyone from individual contributors to vice presidents are accessible
- Existing and emerging tools – open source and otherwise – you can use today to start building communities

It’s about building a culture and content and, good news, it doesn’t have to cost a fortune!

Kevin Winterfield, Internal and Executive Communications

IBM

2:40 p.m.

**Afternoon Refreshment & Networking Break**

2:55 p.m.

 **CASE STUDY**

Join The Discussion Now: How An Electronic Feedback String Is Driving Cultural Change, Getting AAA Employees Talking And Solving Problems

“Join the Discussion Now” is an online tool that allows the 8,000 employees of the California State Automobile Association (AAA) to participate in a virtual discussion at the end of each day’s intranet article. This feedback string has employees talking, encouraging them to air their opinions, get answers to questions and solve problems. The result is a daily open dialogue among employees, regardless of job title or where they work, and it’s all unfiltered and instantaneous. The employee communications team has never had to remove a comment – largely due to a simple sign-in process that ensures employees are accountable for their words. With the tool in place, much of the work occurs behind the scenes to socialize the feedback string with executives and others who would normally be reluctant to participate. Two years after its launch, the tool is credited with helping change the culture of the organization and foster an environment where it’s safe to say what you think.

Go behind the scenes of this social media tool to learn how to:

- Get a dialogue started using your own intranet
- Encourage open and honest opinions
- Work with senior executives to get them involved
- Use social media tools to drive culture change

David Kligman, Senior Publications Manager
California State Automobile Association

3:50 p.m.

Giving Employees A Voice: How American Express Took Its First Steps In Building An Internal Online Community

Employees at companies of all sizes are increasingly looking for new ways to connect inside the enterprise. From Facebook to Digg.com, there are many lessons to be learned – and strategies to be gleaned – from how online communities of like-minded individuals interact in ways never before imaginable.

This session offers insight on American Express’ online employee forum, In The Loop. During this session you will learn:

- How the company launched its first online employee forum
 - Overcoming hurdles including getting senior management buy-in, legal approval etc.
- How the employee forum has already evolved
 - New features, new branding, more interactivity, new ways to connect
- Lessons learned in the day-to-day management of the forum
 - Observing employee behavior online and learning from what they do
- How to build and sustain a strong, connected community across the global organization
 - Keeping them talking, seeding topics, taking it to the next level

Kit Thompson, Director, Online Employee Communications
American Express

4:45 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.

5:00 p.m.

Close Of General Sessions

***** Register by December 19th to Save \$400! *****
Click Here To Register or Call (888) 362-7400 -or- (773) 695-9400

POST-CONFERENCE WORKSHOPS: Thursday, February 7, 2008

INTERACTIVE WORKSHOPS

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

Choose C or D or BOTH 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.

How To Leverage New Technologies To Drive Conversation And Collaboration Within Your Organization

Now that you've captured technology tips from your peers and heard some case studies around integrating social media, what will you do next? This post-conference workshop will cover proven ways of identifying the right technology or social media platform to further your organization's conversations and collaborative efforts. Whether it's using a wiki for project collaboration, integrating vidcasts into training programs, or developing discussion forums to gather insights from multiple audiences, these techniques will yield more effective and collaborative communications across borders and time zones.

In this highly-rated, informative workshop, you will learn how to:

- Use audience-centric communication planning to measure your organization's readiness to adopt new social media strategies
- Select and integrate the most relevant and sustainable technologies and content within your organization's existing culture and infrastructure
- Communicate your key messages through these new technologies, whether you are an early adopter or just considering new approaches
- Utilize social media within your current internal, partner or corporate communications infrastructure
- Develop the business case you need to win sponsor approval and roll out the best technologies for meeting your business goals and objectives

WORKSHOP LEADERS: Vivien Dai is the Director of Campaign Services at Bonfire Communications, an award-winning internal communications agency. In her role as campaign advisor to the company's senior consulting team, Vivien works to evolve the company's methodologies and practice. Vivien leads high-profile strategic campaigns, including large-scale facilitations, global business transformations, and re-branding and re-positioning initiatives. Her clients have ranged from Fortune 100 companies to nonprofit organizations in industries as diverse as technology, packaging, retail, entertainment, biotechnology and healthcare.

Joining Vivien will be Marady Hill, Campaign Director at Bonfire. Marady is a seasoned management consultant with over 18 years of experience in the fields of entertainment, high technology, healthcare, biotech, transportation and environmental management. She is passionate about helping organizations navigate complex change with clear communications that engage employees and deliver results. With a passion for integrating creative ideas with technology and business objectives, Marady has managed numerous multimillion-dollar projects that exceeded all expectations. Her experience includes working with clients like Harrah's Entertainment, Walt Disney Imagineering, Genentech, other leading, global companies, and state and federal government agencies.

Testimonials From Past Bonfire Communications Sessions:

"Outstanding; lots of new learnings; very interesting!"

"I think this was so helpful. It gave me a lot of good information to think over and work through. Thanks!"

"I'm completely energized to get started on implementing my learnings."

12:00 p.m. to 3:00 p.m.

AFTERNOON POST-CONFERENCE WORKSHOP D

Box lunches will be provided at 11:30 a.m. for the afternoon workshop attendees.

How To Use Blogs And Other Web 2.0 Technologies To Enhance And Improve Your Internal Branding Efforts

Existing forms of corporate internal communications, such as intranets, are often static, criticized and under-utilized. Recent innovations in online technology – often referred to as Web 2.0 – offer new opportunities to make your internal communications more interactive. You can create conversations, share information more quickly, get feedback, build trust and even use internal blogs as an early warning system for employee grievances.

Attend this cutting-edge workshop and hear how McDonald's, IBM, Disney, and other companies are using blogs internally to grow their businesses and build their brand. Additionally, you will learn:

- How blogs actually work
- How to rollout an internal blog successfully
- How HR strategies can protect you, your company and your internal bloggers
- How to manage positive and negative comments effectively
- How to build your brand inside your organization using Web 2.0

WORKSHOP LEADER: Cheryl Contee, Vice President at Fleishman-Hillard, specializes in helping Fortune 500 companies, major non-profit organizations and leading trade associations manage their brands and their campaigns online. Cheryl comes to Fleishman with extensive non-profit and business online marketing, branding, communications, advocacy, and fundraising experience. Cheryl consistently creates award-winning sites and is a pioneer in the field of Web 2.0 and blogger relations including blog creation/management, blog advertising, blog training and blogger outreach. Clients include: Visa, Yahoo, Blue Cross Blue Shield Association, Verizon, International Fund for Animal Welfare, ACLU, The U.S. Holocaust Memorial Museum, Amnesty International USA and many others. Cheryl is regularly invited to speak at major conferences and client events. Cheryl received a degree at Yale University with a major in Ethics, Politics and Economics and has an International Executive MBA from Georgetown University.

Testimonials From Past Cheryl Contee Sessions:

"I loved the demonstrations and relevant examples."

"Very practical, usable, and focused at needs of audience."

VENUE AND LODGING:

ALL CONFERENCE SESSIONS AND LODGING ARRANGEMENTS HAVE BEEN MADE AT:

JW Marriott San Francisco

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<http://www.marriott.com/hotels/travel/sfojw-jw-marriott-hotel-san-francisco/>

For this conference, we have secured a special reduced room rate of \$239 per night. Please be sure to contact the hotel directly no later than January 10th to help ensure this rate and mention that you are attending the "Advanced Learning Institute's Social Media for Internal Communications Conference." We recommend that reservations be made early, as the number of rooms at our rate is limited.

With a style all its own, the architecturally stunning JW Marriott San Francisco takes center stage in Union Square, the cultural heart of San Francisco. Step into a world of luxury complemented by the finest shopping and dining. All the city has to offer, including Moscone Convention Center, China Town and Nob Hill, are just steps away. Airport access is 14 miles away at San Francisco International Airport (SFO) and 20 miles away at Oakland International Airport (OAK).

Join us in San Francisco for A.L.I.'s Conference on "SOCIAL MEDIA for INTERNAL COMMUNICATIONS: How To Engage Employees, Drive Change & Improve Your Bottom Line Using Blogging, Podcasting & The Latest Web 2.0 Technologies," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to San Francisco, go to <http://www.onlyinsanfrancisco.com/>.

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, evening networking reception and breakfast/lunch for workshop attendees.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by December 19th	Regular Pricing: Register with payment after December 19th
Conference Only (February 5 th & 6 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
Conference Plus ALL Four Workshops	\$2,299 BEST VALUE!	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 8.75% sales tax on workbook orders.		

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold 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 x17, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,299! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments—register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before January 21st), 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 January 21st) 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 PARTICIPATING SPONSOR:



ROI Communication is a full-service internal communication consulting firm focused on helping large organizations adapt and succeed in times of change. ROI Communication works extensively with complex, global Fortune 500 companies to enhance the impact of internal communication within their businesses. Our breadth and depth of experience enables us to develop and implement solutions that work – not just in theory,

but in practice.

We provide a wide range of services – everything from strategic planning to hands-on implementation and interim staffing. Always flexible and professional, we partner with our clients to help them identify, articulate and achieve their communication goals to propel their businesses forward. For more information go to: www.roico.com.

ABOUT OUR SUPPORTERS:



The San Francisco Chapter of International Association of Business Communicators (IABC) is one of the largest and most diverse chapters in IABC (around 300 members). The

San Francisco Chapter offers a wide variety of resources to members in the Bay Area. Close proximity to leading companies, top speakers, and IABC world headquarters allows the chapter to consistently provide outstanding monthly programs for both corporate and independent communicators, professional development seminars, networking opportunities, and periodic special events.

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



IABC Orange County is as vibrant an organization as the area itself. While the majority of chapter members are employed in corporate communications, we also have increasing member representation from public relations and marketing agencies, nonprofit organizations,

government agencies as well as freelance writers and consultants. All are committed to strategic, interactive and integrated business communication management, and all have a commitment to continued professional development and a desire to network with other communicators.

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



For nearly three decades, the Silicon Valley Chapter of the International Association of Business Communicators (SV-IABC) has provided a professional network and learning community for hundreds of Bay Area communicators committed to delivering strategic, integrated communications.

SV-IABC brings together a passionate group focused on improving organizational effectiveness and delivering measurable results. In an environment fueled by innovation and growth, our members represent diverse disciplines within communications.

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

Members include public relations and communication professionals from Fortune 500 companies, small businesses, communication agencies, nonprofit organizations, government agencies as well as freelance writers and consultants. All have a commitment to continue professional development and a desire to network with other communicators.

For more information, please go to: <http://sacramento.iabc.com/index.html>



The Los Angeles chapter of the International Association of Business Communicators (IABC Los Angeles) is part of a global network that provides the content, the credibility and the community to help communication professionals succeed in their careers. Established in January 1946 as the Los Angeles chapter of the Pacific Coast Association of Industrial Editors and having joined IABC in 1981, the chapter has continued to evolve as the premiere association for business communicators.

IABC Los Angeles serves the entire Los Angeles Metropolitan Area including: Downtown, South Bay, San Fernando Valley, Westside and points in between. Members work in the public and private sector as consultants, independent business owners, and corporate staff in such diverse fields as marketing, advertising, corporate communications, government relations, human resource communications and shareholder relations.

What do they all have in common? A commitment to continuing professional development and a desire to interact with a diverse and interesting group of communicators. For more information, please go to: <http://la.iabc.com/index.shtml>



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.



The International Association of Online Communicators (IAOC) is a nonprofit professional organization devoted to Internet public relations and online marketing communications. Our goal is to provide a network through which practitioners, educators and students in these fields can share knowledge and ideas, and join together to define and advance their roles in this emerging professional arena. Membership is open to all those whose work or teaching is centered on Internet content creation, including writers, editors, producers, bloggers, college professors, students and marketers. In addition, the association hosts one of the most dynamic blogs on the subject of online communications: <http://www.IAOCblog.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:

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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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SOCIAL MEDIA For Internal Communications

How To Engage Employees, Drive Change & Improve
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Registration Form

Please photocopy for group members.

Yes, I'd like to register for the Feb. '08 Social Media for Internal Communications Conference in San Francisco

Please check:

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Pre-Conference Afternoon Workshop B: How To Measure The Role Social Media Plays In Your Overall Internal Communications Programs

Post-Conference Morning Workshop C: How To Leverage New Technologies To Drive Conversation And Collaboration Within Your Organization

Post-Conference Afternoon Workshop D: How To Use Blogs And Other Web 2.0 Technologies To Enhance And Improve Your Internal Branding Efforts

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