

Don't Miss The **3RD** Updated Program Packed With Proven Strategies To Help You Use Social Media To Revitalize Your Internal Communications -- A Strategic Communications Forum You Can't Miss!

# SOCIAL MEDIA For Internal Communications

How To Engage Employees, Drive Internal Collaboration, Increase Productivity & Improve Your Bottom Line Using The Latest Enterprise 2.0 Technologies

April 16 - 19, 2012 • New York, NY

REGISTER BY FEBRUARY 16<sup>TH</sup> TO SAVE \$400!

## KEY TAKE AWAYS

Social media impacts your organization's effectiveness dramatically – now more than ever! Attend this conference to discover actionable tools and breakthrough strategies to help you leverage the power of social media to forge stronger employee engagement, drive internal collaborations, increase productivity, and improve your bottom line using the latest in enterprise 2.0 technologies, including:

- **Building** senior management support for your social media programs
- **Engaging** your organization to use various social media tools to maximize effectiveness and increase productivity
- **Deciding** where social media fits in your organization
- **Providing** an environment for people to network, share ideas & socialize
- **Turning** social media into a core business tool for knowledge management and internal communications
- **Building** the business case and demonstrating the ROI of your social media program
- **Driving** participation and involvement in new social media tools
- **Finding** the right social media tools for your employee audience
- **Understanding** the impact of social media in a corporate environment
- **Developing** a social media strategy and policy to drive performance-based communications
- **Understanding** how new social media technologies work including legal considerations, IT support, policy and guidelines
- **Determining** key steps and strategies for setting up & managing an effective social network
- **Integrating** new social media tools with traditional media to multiply results
- **Harnessing** the collaborative power of your organization's intranet to drive organizational performance
- **Measuring** the value of your organization's social media efforts: determining key metrics and gathering employee feedback
- **Leveraging** your organization's intranet to build a brand culture internally and establish a stronger sense of community

## SUPPORTING ORGANIZATIONS



brandchannel

## SPEAKING ORGANIZATIONS:

Learn practical, real-world solutions you can apply immediately to help integrate social media tools into your communication programs to engage employees and dramatically improve internal communications from leading communications practitioners at these top organizations:

Mayo Clinic

Grainger

Coldwell Banker Real Estate

IBM

Federal Aviation Administration,  
U.S. Department of Transportation

Honeywell Aerospace

Washington State  
Office of the Attorney General

Hiscox

Sprint Nextel

Rightpoint

The McGraw-Hill Companies

Reader's Digest Association

MediaTile

Object 6

Waggener Edstrom Worldwide

Towers Watson

Siegel+Gale

Intersol Group Limited

Chaordix VP

MSL Atlanta

American Dental Association

Presented by:



Advanced Learning Institute  
Your Communications  
Training Partner Since 1997

Register by February 16th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!  
To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)

## WHO WILL ATTEND:

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

Internal Communications

Employee Engagement

Corporate & Brand Identity

Corporate Communications

Interactive Media

Brand Development

Electronic Communications

Business Development

Media Relations

Communications Management

Emerging/Digital Media

Social/New Media

Employee Communications

Change Management

Intranet Communications

Public Relations/Affairs

Global Communications

Strategic Planning

Online, Publication & Web Content

Training & Development

Organizational Transformation  
& Development

Human Resources

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

## WHY IS THIS A CAN'T MISS EVENT?

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this communications evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other communication professionals engaged in the "journey." Join your colleagues now to leave how to use social media to engage employees, drive internal collaborations, increase productivity, and improve your bottom line using the latest in enterprise 2.0 technologies.

## BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all those who are committed to using social media for internal communications to engage their employees, drive change and improve their bottom line using the latest web 2.0 technologies. You'll benefit from:

- **21 innovative speakers** at your disposal to share their strategies and experiences in using blogs, podcasts, wikis, Twitter, and other Enterprise 2.0 tools in the communication arena
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview** of social media innovations from leading communications practitioners like **Mayo Clinic, Sprint Nextel, Reader's Digest Association, Salesforce.com**, and many more
- **Acquiring new knowledge** to help transform your communications and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading social media for internal communications initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to revolutionize your employee communications, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Access to 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

### **Collaborate Using the Conference Wiki:**

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

## Dear Communication Colleagues,



Social media – it seems like you can't escape those two words!

Everywhere you turn there's another conference or article – even an Oscar-nominated movie dedicated to the effectiveness of these new communication channels. How can we ensure we use them effectively? Do they replace long-established options like print and face-to-face communication, or is there a natural role for them to play that complements these tried and true approaches?

**Ultimately, our strategic communication choices come down to knowing our audience and having a clear vision of what we want to accomplish – then making strategic decisions about which communication tools will help us achieve this.**

Of course, that's easy to say and often quite difficult to do. We're beset with pressures to do more with less, become experts on the latest trends, and get our information out everywhere: on time, on budget and on message. So it's a good thing communicators are generally a social bunch - we can seek out similar professionals and industry colleagues to learn from their experience - getting insight on the strategies that were really effective and/or avoiding the pitfalls they've uncovered the hard way!

At the Advanced Learning Institute's Social Media for Internal Communications conference in April, we'll tackle the challenges of creating effective communication strategies using all the available "arrows in our quiver" and address how to ensure these programs engage employees and create value for your organization using the latest research and industry case studies.

Among the many things you'll learn at the conference:

- See the importance of two-way communication and the impact you can achieve by conversing with your audience
- Variety is the spice of life – communicators have more options and more reach than ever before – but they also have more competition
- Storytelling isn't just for children – stories connect your audiences to an idea and a vision, and better yet, they enable other people to retell them
- How to target messages effectively so the message cuts through the noise and is heard and understood by your audience
- There are three P's in communication – Processors (i.e. technology of all kinds), Print and People – you can't get it done by just using one
- How to engage your target audience by using their "Heads, Hearts and Hands" and understanding the tricks which marketers use to effectively capture our attention

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

Sincerely,

Dr. Adam Wootton, Director of New Media and Social Media

**TOWERS WATSON**

@adamwootton

Conference Chairperson

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

**Add to the dialogue! Using #ALISMIC, tweet your questions and comments to Angie, the conference producer, prior to the conference @Angie\_ALI**

## Monday, April 16, 2012

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering social media for internal communications that will enhance your understanding of the informative, case study presentations throughout the entire conference.

.... **Choose ALL FOUR Workshops for Maximum Value and Learning** ....

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

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

#### **Making The Most Of Social Media: A Step-By-Step Process For Using Internal Communications To Advance Your Brand From The Inside Out**

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

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

In this thought-provoking workshop, you will learn:

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

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

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

### 11:30 a.m. to 1:00 p.m. – **Afternoon break/lunch on your own**

### 1:00 p.m. to 4:00 p.m. – PRE-CONFERENCE WORKSHOP **B**

Refreshments will be provided during this session.

#### **How Crowdsourcing (Two-Way Communications) Can Tap Into The Full Creative Power Of Employees: The Future Of Internal Communications**

The crowdsourcing phenomenon, using information drawn from the public on the Internet, has rapidly made inroads into just about every industry, for a myriad of purposes. From engaging employees, customers and partners in co-creation and problem solving, to identifying new business opportunities, to building brands, just to name a few. Crowdsourcing can help shape a new way in which companies can tap the full creative power of their employees. But with this new method comes both tremendous opportunities and challenges.

This workshop will explain why crowdsourcing is gaining so much momentum, and will walk you through a typical internal crowdsourcing engagement. You will gain a firsthand overview about everything that goes into planning a successful engagement including the planning process, crowd recruitment, incentive structures, and moderation.

After the end of this workshop you will:

- Have an understanding of crowdsourcing and where it's being used
- Understand how crowdsourcing is revitalizing older management practices
- Understand why employees of companies who have used crowdsourcing report higher levels of employee satisfaction
- Know what is critical to crowdsourcing success, and which pitfalls to avoid
- Learn (or recognize) where crowdsourcing might apply to your organization, and how to get started

**WORKSHOP LEADERS: Eric Collard is a consultant with the Intersol Group Limited,** now specializing in stakeholder relations, social media and crowdsourcing. Eric is a seasoned communications professional, with over 10 years' experience in government, NGO's and the private sector. @\_eclinc

**Randy Corke, Vice President of Business Development, Chaordix VP** works with companies around the world in conceptualizing and designing crowdsourcing programs to build organization value. @rcorke



Thursday, April 19, 2012

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

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

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

This interactive workshop is designed to get you/internal communicators to think differently about the way you educate and engage with employees to achieve better outcomes. We will explore marketing techniques, behavioral economics, audience segmentation and social media and discuss how they can be used to get employees to pay attention, take action and change behaviors long term.

In this interactive session, we will also put thoughts into action. By working individually and in groups, you will apply theories to current challenges you face.

You will walk away from this workshop knowing:

- Why it's important to reach employees' "heads, hearts and hands"
- The 11 behavioral economic precepts all internal communicators should know
- The importance of social media and two-way dialogue
- What you can learn from others' successes and failures
- Key ways you can "shake things up" at their organizations and get results.

**WORKSHOP LEADER: Dana Hurley, a Consultant with Towers Watson**, specializes in developing and implementing communication strategies that capture employees' attention and drive behavioral change. She works on a wide range of projects that promote physical and financial wellness, launch benefit changes, shape performance management programs and transform how work gets done within HR. @dvhurley

## 11:30 a.m. to 1:00 p.m. – Afternoon break/lunch on your own

## 1:00 p.m. to 4:00 p.m. – POST-CONFERENCE WORKSHOP D

Refreshments will be provided during this session.

### Increasing Your App-titude: How Smartphone And Tablet Apps Are Changing Internal Communications – And How You Can Incorporate These New Tools Into Your Strategy

The use of mobile devices to access information over the web is growing exponentially. In fact, the growth is so explosive that accessing the web over a mobile device will soon become the primary way people connect to the Internet. Your employees are already accessing their personal information through their mobile devices. They expect, not just want, to be able to do same thing with work information and communications. Are you ready to deliver information this way?

In this workshop, you'll learn how the mobile market is growing and how that growth applies to your own internal communications efforts. You'll discover ways to incorporate apps, texting and mobile video into your communications strategy so that you're taking advantage of this growing trend and harnessing the power that mobile devices offer you in reaching your employees.

By the end of this workshop, you will have working knowledge on:

- Mobile trends and tips
- Enterprise app usage and how it works
- A framework for including apps in your communications strategy
- The process for how to think about what kind of enterprise app might be right for your specific needs
- The steps you need to take get a typical app developed and what to look for in an app development partner

**WORKSHOP LEADERS: Jason Anthoine is Senior Vice President at MSL Atlanta's Brand and Talent practice**, where he leads a team of communications professionals in developing internal communications strategies, plans and tactics that deliver business results. @jasonanthoine

**Branden Lisi is President at Object 9** where he has 20 years of experience integrating business strategies, design and digital development. @thenewbrandguy

## General Sessions, Day One -- April 17, 2012

8:00 a.m.

### Registration & Continental Breakfast

8:30 a.m.

#### CHAIRPERSON'S ADDRESS

### Chairperson's Welcome & Presentation:

### The Art Of Effective Communication: How Social Media And Game Mechanics Have Changed The World For Employee Communication

Engaging employees with communication is a major challenge for many companies. Out on the Internet, social media is changing the way we communicate with friends and colleagues. However, many companies have not been able to use social media to connect with their employees and engage them with their message.

Effectively blending both traditional and social communication and the use of new techniques such as behavioral economics and game mechanics can help companies effectively engage their employees. This session will introduce the topic of social media, explain why it is different and talk about how it can be effectively teamed with game mechanics and behavioral economics to effectively communicate with your employees.

After this engaging presentation you will walk away with a better understanding of the changes social media and game mechanics have for employee communication, including how:

- A simple framework for social media can help you devise a strategy for its use
- Using social media can augment traditional communication methods
- Practical solutions can get you in the game
- The use of game mechanics and behavioral economics can enhance your communication strategy

Dr. Adam Wootton, Director of New Media and Social Media

**TOWERS WATSON**

@adamwootton

9:30 a.m.

#### CASE STUDY

### How To Engage Employees In Your Company's Strategies Through The Use Of Social Media

Millions of people from all walks of life have found answers at Mayo Clinic, making its brand one of the most-recognized in the world. All employees know that its primary value, handed down from the Mayo Brothers more than a century ago, "The needs of the patient come first" guides their daily work. For the eighth year in a row, Mayo Clinic has been named to Fortune Magazine's Best Places to Work list, a testament to this employer's commitment to an engaged workforce that lives its brand.

In this session, you will hear how Mayo Clinic uses tried-and true communication tools, in addition to the latest social media techniques, to communicate with employees.

After listening about Mayo Clinics strategies for Social Media, you will walk away with the understanding of how it has been:

- Communicating its strategic objectives to employees and measures their understanding of the objectives
- Effectively uses its intranet as a news and information resource
- Using social media to enhance employee engagement



Karen Trewin, Manager, Institutional Communications and Community Relations

**MAYO CLINIC**

@mayoclinic

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

11:10 a.m.

### GOVERNMENT CASE STUDY

## How To Engage Employees To Accomplish Strategic Goals

In this energizing session, you will hear about the latest innovative research designed to increase employee engagement and productivity. You will learn how focusing on the “vital few accelerators” can have significant impact on enhancing employee morale and encouraging more discretionary effort to accomplish your organization’s strategic goals. Now, our time-oppressed workforce can edit their “To-Do” lists to retain only those activities that create positive energy by recognizing and appreciating what is working successfully, which produces greater engagement and momentum for change; ultimately achieving “breakthrough” increases in organizational results. In many cases, this involves the use of social media to facilitate communication.

This powerful session will help you and your organization grasp:

- The value of using an appreciative inquiry based approach to new and ongoing work
- The “vital few accelerators” that drive outcomes of employee engagement and leadership effectiveness
- How to apply the “vital few accelerators” on-the-job to accomplish strategic goals.



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

**FEDERAL AVIATION ADMINISTRATION, U.S. DEPARTMENT OF TRANSPORTATION**

@jat\_pilot

11:55 a.m.

### CASE STUDY

## Infusing Social Media Into Your Traditional Employee Communications Program: How To Drive Team Engagement At Every Level Of Your Organization

Over the past 87 years, Grainger has established itself as a leading distributor of the products businesses and institutions need to keep their facilities running. Their tag line, “For the Ones Who Get It Done”, reflects the passion their 18,000 employees around the world have in serving customers and communities every day and during emergencies.

The company serves customers through multiple channels – branches, the phone, and online. To have empowered and energized team members at every level, Grainger has

used multiple vehicles over the years to highlight the company’s vision and celebrate team members who get it done. Over the past few years, Grainger has used social media vehicles internally to advance the dialogue.

Don’t miss this inside look at how Grainger communicates to its employees in the United States. You’ll see how your organization can also:

- Use social media vehicles in conjunction with face-to-face and other communication channels
- Set the right expectations with leaders and employees
- Celebrate community programs and events using social media to further employee engagement and the internal brand



Anjali Reddy, Director, Internal Communications

**GRAINGER**

12:40 p.m.

## Lunch On Your Own -- But Not Alone!

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

2:05 p.m. **CASE STUDY**

## How To Communicate With Your Employees Using Social Media

Coldwell Banker Real Estate is the nation's oldest real estate brand with a legacy dating back to 1906. The brand consists of approximately 1,000 independently-owned-and-operated companies who operate approximately 3,200 offices with more than 85,000 agents in 49 countries. Due to the unique nature of real estate and the "independent contractor" model, communicating brand messages and showcasing the value of the brand to internal audiences can be a challenge.

Through the use of social media, extensive use of video and a unique approach to disseminating company news and updates, Coldwell Banker has made great strides in its communications efforts. You will learn why traditional newsletters, company magazines, CEO columns and other traditional methods may not work and hopefully gain some "easy-to-digest" ideas to compliment your own efforts.



David Sirot, Vice President, North American Communications

**COLDWELL BANKER REAL ESTATE**

@coldwellbnkr

2:50 p.m.



## Afternoon Refreshment & Networking Break

3:05 p.m. **CASE STUDY**

## Ways To Avoid The Seven Deadly Sins of Social Media While Communicating With Your Employees

Every single day, individuals and companies are looking to take advantage of the opportunities social media presents us. But with these opportunities come pitfalls. Strategies can go haywire. Egos can run amok. Success can happen quickly through social media but so can failure. Are you prepared? Through the lessons learned at MediaTile, you will learn how to make sure your company isn't falling prey to the seven deadly sins of social media.

In this informative session, you will learn how to engage your employees through social media without "sinning", by incorporating the following into your strategy:

- Developing a social media strategy that keeps your company on target
- Learning how a properly executed social media policy can keep your company on track
- Hearing how other companies have sinned so that yours doesn't

Chuck Gose, Director, Business Development & Social Media

**MEDIATILE**

@chuckgose

3:50 p.m. **CASE STUDY**

## How To Overhaul Your Employee Communications Based On Your Organization's Business Priorities

With almost 40,000 employees worldwide, Honeywell Aerospace is a leading global provider of integrated avionics, engines, systems and service solutions for aircraft manufacturers, airlines, business and general aviation, military, space and airport operations. In the midst of a major functional restructuring and redefined charter, the employee communications team faced the challenge of designing and implementing a new purpose, scope and strategy that



could be successfully executed by a smaller team.

In this session, you will hear how Honeywell Aerospace accomplished these feats by overhauling their service levels and prioritizing demands based on business priorities, including how to:

- Engineer an employee communications strategy based on what adds value (and what doesn't)
- Start doing the things that matter and stop doing the things that don't
- Leverage social media channels to address both communication and operational challenges
- Introduce a new service delivery model for employee communications

Jenna Rowell, Internal Communication Strategy Manager

**HONEYWELL AEROSPACE**

@honeywell\_aero

Monica Lin-Meyer, Director, Internal Communications & Employee Engagement

**WAGGENER EDSTROM WORLDWIDE**

@waggeneredstrom

**3:50 p.m.**

### **More "How To's" To Help You Get The Work Done: An Interactive Panel Discussion With Today's Participants**

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

**4:35 p.m.**

### **End Of Day One**

**5:15 p.m.**



### **Networking Reception: Please Join Us!**

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

**6:30 p.m.**



### **Dine Around**

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

#### **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**

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

B. Bowman, Director, Corporate Communications & Energy Services

**SECO ENERGY**

## General Sessions, Day Two -- April 18, 2012

8:00 a.m.

### Continental Breakfast & Networking

8:30 a.m.

### Chairperson's Opening Of Day Two

Dr. Adam Wootton, Director of New Media and Social Media

**TOWERS WATSON**

8:45 a.m.

#### GOVERNMENT CASE STUDY

### How To Effectively Use Your Intranet To Foster Positive Employee Satisfaction And Improve Morale

Retaining a qualified and effective workforce can be challenging within the limitations of the public sector, especially during tough budget times. Employees who feel appreciated and know senior managers are listening to them are more content and productive, and internal communications plays a vital role in fostering employee satisfaction.

Using both traditional and new media communication tools on your intranet can enhance the interaction between employees and senior managers and help improve employee morale and cultivate a positive work environment.

In this session, you will learn how to use effective communication tools on your intranet, including blogs, videos, and anonymous suggestion boxes to:

- Keep employees engaged, connected and informed
- Help employees accept change and transition
- Recognize employee achievement
- Improve employee health and productivity
- Maintain high employee morale



Sarah Lane, Director of New Media

**WASHINGTON STATE OFFICE OF THE ATTORNEY GENERAL**

@sarahfrostlane

9:30 a.m.

#### CASE STUDY

### How To Gain Senior Management Support And Engage Employees To Use Social Media

Hiscox, a 100 year old international specialist insurance provider, is a new brand in the US market and using social media was a key component to their 2011 marketing and awareness activities. But, before you can utilize these tools externally, you need to get internal buy in from top executives, legal and marketing on how these tools will benefit your organization, and what you will do to minimize potential negative reputational impact. Hiscox overcame these obstacles to build large followings on key social media networks, produce an online web series focused on entrepreneurs and boost the brand's credibility and awareness in the US.

Learn how Hiscox established their social media presence in 2011 by focusing on:

- Gaining internal buy in from top management, legal and compliance to utilize social media
- Empowering your employees to use social media tools including Twitter, blogs and LinkedIn to promote their expertise, without straying too far from the brand's image
- Promoting your company's social media activities to increase engagement and generate positive feelings towards your brand internally

After learning of Hiscox's journey you will see how any company can step into the future and get going with social

media by engaging executives, negotiating with legal and building employee support to establish their brand.

Hunter Hoffmann, Head of US Communications

**HISCOX**

@hunterhny

**10:15 a.m.**

## Morning Refreshment & Networking Break

**10:35 a.m.**

**CASE STUDY**

## How To Build Advocacy From The Inside Out To Empower Employees



Sprint Nextel and its employees have undertaken an amazing turnaround and recently, the company has jumped from last to first in customer satisfaction results. This about-face was made possible by strong leadership and engaged employees. The next step in Sprint's improvement was to get employees to tell this story more broadly. Call in the Ninjas!

Don't miss hearing about Sprint's award-winning Social Media Ninjas program, an employee advocacy program that focuses on social media engagement. You will leave this session with the understanding of how to:

- Treat employees as if every one of them could be a spokesperson online
- Use internal social media platforms to make way for empowering employees in social media externally
- Structure an employee advocate program to ensure success

Sara Folkerts, Internal Social Media Manager

**SPRINT NEXTEL**

@saramiller

**11:20 a.m.**

**CASE STUDY**

## How To Use SharePoint To Transform Your Traditional Intranet Into A Social Intranet

Social media can turn the traditional enterprise intranet portal upside down. Rather than continuing to push content out and wondering why it isn't being read, forward-thinking communication departments are beginning to adopt the "Upside Down Enterprise Portal" approach. In using this idea, the American Dental Association has deployed Facebook for Dentists using SharePoint 2010. This new approach recognizes the power of the social web where thousands of information curators are sharing information with their colleagues through Twitter, Facebook, and LinkedIn. The way of the emerging "citizen editor" can be applied to the corporate intranet as a means to share relevant content.

During this fun and thought-provoking session, you will learn:

- The next generation of the social intranet environment
- Approaches to truly make your intranet social through advanced sharing and curation capabilities
- Lessons gained while implementing enterprise collaboration solutions

Toni Mark, Chief Technology Officer

**AMERICAN DENTAL ASSOCIATION**

Jeff Willinger, Director of Collaboration, Social Computing and Intranets

**RIGHTPOINT**

**12:05 p.m.**

## Lunch On Your Own -- But Not Alone!

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

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

## Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

**2:05 p.m. CASE STUDY**

## Building Buzz: Creating A Social Shift With A Social Intranet

Around the world, The McGraw-Hill Companies is known as a leading global financial information and education company. Their leading brands include: Standard & Poor's, McGraw-Hill Education, Platts energy information and J.D. Power and Associates. In 2011, McGraw-Hill redesigned its Intranet and introduced Buzz, an internal social network that became the intranet homepage for all 26,000 employees and consultants.

It was becoming increasingly important to transcend the traditional barriers of org charts, departments and geography to connect employees with each other to operate smarter, faster and better. That challenge prompted a team of communicators, human resources professionals and developers to start a project to introduce a comprehensive internal social solution that leveraged blogging, wikis and groups. The goal was to ignite collaboration, crowdsourcing, innovation and enhanced productivity.

This session will detail their journey from creation, to pilot and launch of Buzz, including:

- Gaining buy-in from senior executives
- Growing the user base in two months without any formal communication
- Working with legal and compliance department to gain approval
- Using a variety of methods and approaches from internal ads to working with individual departments to drive adoption for all employees

Learn how McGraw-Hill has successfully shifted its internal communication to a social framework to help unlock its hidden potential and how you can do the same!



Edward Ford, Enterprise Community Manager  
**THE MCGRAW-HILL COMPANIES**  
@essencebc

**2:50 p.m.**



## Afternoon Refreshment & Networking Break

**3:00 p.m. CASE STUDY**

## Enabling Employees To Effectively Converse And Collaborate In The Digital Age— And Reap The Benefits For Your Organization

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

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



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

- Enable employees to build and share their expertise inside and outside the company
- Generate, aggregate and promote social conversations of interest to your company
- Create a globally collaborative employee culture both internally and externally



Kevin Winterfield, Social Systems and Digital Influence

**IBM**

@kmwinterfield

## 3:45 p.m. **CASE STUDY**

### How To Engage Leadership And Employees And Cut Cost Through The Use Of The Latest Technology

As the world is becoming more technology based, companies are starting to embrace the ways they can communicate with their employees via new platforms. Using the iPad is one example of how to harness the technology era in the workplace. The Reader's Digest Association, Inc. (RDA) is a global multi-platform media and direct marketing company that educates, entertains and connects audiences around the world. The company and its employees are dedicated to providing customers with the inspiration, ideas and tools that simplify and enrich their lives on whichever platform they prefer. With 27 leading brands, including the master brands Reader's Digest, Taste of Home and The Family Handyman, the company reaches more than 145 million consumers. Within the past year, Reader's Digest magazine has expanded content to all digital forms, becoming the #1-selling magazine on the Amazon Kindle, and a top seller on the Apple iPad and Barnes & Noble's Nook.

In this session, you will learn how RDA energized their global leadership team by using the iPad to communicate the company's strategic goals and digital transformation objectives at the annual management conference.

After this energized session, you will gain a better understanding about:

- How to use the iPad to deliver meeting materials that are interactive, fun and emblematic of Web 2.0 tools
- Ideas to engage leadership in new ways of thinking about the business
- Ways to reduce meeting costs and provide a superior communication experience

Susan Fraysse Russ, Vice President of Global Communications

**READER'S DIGEST ASSOCIATION**

@readersdigest

## 4:30 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.

Dr. Adam Wootton, Director of New Media and Social Media

**TOWERS WATSON**

@adamwootton

## 4:45 p.m.

### Close Of General Sessions

# CONFERENCE SUPPORTERS:



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

brandchannel. always branding. always on.



If you get it, share it

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

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

For more information, please go to <http://www.socialmediacub.org/>

## RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

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

R. Stevens, Director, Learning Technology & Communications

**STAPLES, INC.**

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

D. Curtis-Magley, Brand Management Supervisor

**UNITED PARCEL SERVICE**

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Executive Conference Center

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

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

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

#### Hampton Inn Times Square North

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

#### Novotel of New York

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

#### Manhattan at Times Square Hotel (A Starwood Hotel)

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

#### Crowne Plaza Times Square Manhattan

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

#### Belvedere Hotel

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

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

Join us in New York City for A.L.I.'s 3rd "Social Media for Internal Communications Conference: How To Engage Employees, Drive Internal Collaboration, Increase Productivity An Improve Your Bottom Line Using The Latest Enterprise 2.0 Technologies" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

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

## REGISTRATION FEES:

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

<b>Group Discount:</b> Register 3 colleagues and the 4th is <b>FREE!</b>	<b>Earlybird Pricing:</b> Register with payment by <b>February 16th</b>	<b>Regular Pricing:</b> Register with payment after <b>February 16th</b>
<b>Conference Only</b> (April 17 & 18)	\$1,699	\$2,099
<b>Conference</b> (April 17 & 18) <b>Plus One Workshop</b> (April 16 or 19)	\$2,099	\$2,499
<b>Conference</b> (April 17 & 18) <b>Plus Two Workshops</b> (April 16 &/or 19)	\$2,399	\$2,799
<b>Conference</b> (April 17 & 18) <b>Plus Three Workshops</b> (April 16 & 19)	\$2,599	\$2,999
<b>Conference</b> (April 17 & 18) <b>Plus All Four Workshops</b> (April 16 & 19) - <b>ALL ACCESS PASS!</b>	<b>\$2,699</b> <b>BEST VALUE!</b>	\$3,099
Conference Workbook Only (if not attending)	\$199* + \$20 S&H	
*IL residents will be charged 9.75% sales tax on workbook orders.		

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

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications audience. Space is limited, so please call Angie at (773) 695-9400 ext 20, for more information.

## GROUP DISCOUNTS:

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

## A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

## PROGRAM CHANGES:

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

## CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before March 30) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after March 30) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.



## ABOUT THE ADVANCED LEARNING INSTITUTE:

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

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

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

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

## WE GUARANTEE RESULTS:

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:

- Agricornp
- Allstate Insurance
- American Electric Power
- American Express
- AstraZeneca Pharmaceuticals
- Alterna Savings .
- Atlantic Lottery Corp.
- AT&T
- BellSouth Corporation
- Bloorview Kids Rehab
- Brantford Golf & Country Club
- Capital One Financial Corporation
- Chase Manhattan Bank
- Chrysler
- Cisco Systems, Inc.
- CNW Group
- Cogeco
- Cognos Inc.
- Commonwealth Edison
- Corel Corporation
- Cundari
- Disney
- First USA Bank
- Gateway
- General Motors
- HBS Marketing
- Headline Communications, Inc.
- Hewlett-Packard
- IBM Corporation
- IBM Global Business Svcs.
- Interbrand
- John Deere
- Kimberly-Clark Corporation
- KPMG
- Lockheed Martin
- Mayo Clinic
- McKinley Solutions Exchange
- McMaster University
- Meridian Credit Union
- Microsoft
- Motorola
- Mobile Jam Fest
- Morgan Stanley
- MWV
- Nationwide Insurance
- Natural Resources Canada
- National Semiconductor
- Newmont Mining Corp.
- NL Centre for Health Information
- Pennzoil-Quaker State Company
- PepsiCo
- Pharmacia Corporation
- Polaroid Corporation
- PollStream Inc.
- Prescient Digital Media
- Prudential
- Public Service Commission NL
- Radian6
- R.R. Donnelly & Sons
- Shell Chemicals
- Southwest Airlines
- Sprint Nextel
- Staples
- Starbucks
- State Farm Insurance
- St. Michael's Hospital
- St. Thomas Elgin Gen. Hospital
- Target Corporation
- TD Bank Financial Group
- The Cadillac Fairview Corp. Ltd.
- The Hospital for Sick Children
- Terasen Gas Inc.
- Treasury Board Secretariat
- Thornley Fallis Communications
- Trico Homes
- U.S. Postal Service
- Verizon
- Veterinary Pet Insurance
- Watson Wyatt Worldwide
- Whirlpool Corporation
- World Health Organization

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

Event #0412A3 ©2011 A.L.I., Inc. All rights reserved.



# Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the April Social Media for Internal Communications conference in NY, NY

**Please check:**

E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Workshop A: Making The Most Of Social Media: A Step-By-Step Process For Using Internal Communications To Advance Your Brand From The Inside Out
  - Pre-Conference Workshop B: How Crowdsourcing (Two-Way Communications) Can Tap Into The Full Creative Power Of Employees: The Future Of Internal Communications
  - Post-Conference Workshop C: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value
  - Post-Conference Workshop D: Increasing Your App-titude: How Smartphone And Tablet Apps Changing Internal Communications – And How You Can Incorporate These New Tools Into Your Strategy
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Registrant's E-mail: \_\_\_\_\_

Credit Card Holder's Phone: \_\_\_\_\_

Credit Card Holder's Email: \_\_\_\_\_

Payment by:  Visa  MasterCard  Amex  Diner's Club  Discover  
 Check/Training Form (payable to Advanced Learning Institute, Inc.)

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Extra 3-4 digits on front/back of card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Signature/Name on credit card: \_\_\_\_\_

Event 0412A3 • ©2011 A.L.I., Inc. All rights reserved.

**REGISTER TODAY! • [www.aliconferences.com](http://www.aliconferences.com)**

**Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (773) 695-9403**

**Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL 60631**