

**Don't Miss The Advanced Learning Institute's 2nd National Forum In Its Acclaimed
Communications & Social Media Training Series...**



**Rave Review from a February 2008 Social Media for Internal
Communications Conference Attendee:**

"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

***** Register by October 2nd To Save \$400! *****
To Register, Call (888) 362-7400 -or- (773) 695-9400

REGISTER TODAY!

www.aliconferences.com

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

KEY TAKE AWAYS:

Attend this conference to learn how to use social media for internal communications 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 through interactive, collaborative forums and other social media tools
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 your program's results
7. **Harnessing** the collaborative power of your

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:

Wachovia Corporation

JetBlue Airways

H&R Block

Eastman Kodak Company

**Centers for Disease Control
and Prevention (CDC)**

IBM

Abbott

Sabre Holdings

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 blog/podcast: determining key metrics and gathering employee feedback
10. **Leveraging** Web 2.0 technologies to build a brand culture internally and externally
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

Presented by:



**Your Communications
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Since 1997**



**San Diego County, California,
Regional Airport Authority,
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Supporting Organizations:

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IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS



Be Heard™



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, practical workshops to focus on your individual needs:

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

Monday, November 17, 2008, 9:00am – 12:00pm:

Social Media 101:

Using Web 2.0 Technologies And Collaborative Processes To Create Engaging Team Experiences

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

Monday, November 17, 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, November 20, 2008, 8:30am – 11:30am:

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

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

Thursday, November 20, 2008, 12:00pm – 3:00pm:

How To Develop A Comprehensive Content Strategy For Your Communications Program

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
- Online Communications
- Corporate 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
- Technology & Digital Media
- eBusiness

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:

- **17 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
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **The opportunity to customize your learning by participating in unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with practical strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview** of social media innovations from leading practitioners like **IBM, Wachovia, H&R Block, Abbott**, 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 the **“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 leaders who are in the trenches with these new tools today, so you can be strategic in planning and deploying your own social media strategies -- to align them with business objectives, and to integrate them with traditional media.

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:

- **IBM** used social media tools to help facilitate teamwork and turn their global organization into a community
- **San Diego County Regional Airport Authority** launched an employee blog that not only engages employees and offers them a creative outlet for educational expression, but also communicates positive messages about the organization and enhances transparency to external audiences in a unique and compelling way
- **H&R Block** implemented social media tools into their corporate news site to drive bottom-up and two-way communications

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, November 17-20, 2008 in San Francisco, CA.

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 meeting 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. [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

"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.

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

J. Choyce, Technology Manager

Hewlett Packard

PRE-CONFERENCE WORKSHOPS: Monday, November 17, 2008

Take social media from complexity to clarity through these interactive pre-conference workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while taking a hands-on, common sense and practical approach to mastering social media that will enhance your understanding of the informative, case study presentations throughout the entire conference.

Choose A or B or BOTH for maximum value and learning

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: Using Web 2.0 Technologies And Collaborative Processes To Create Engaging Team Experiences

Creating a workplace where all employees can bring their unique talents, skills and passions to the table is imperative. Yet with the diverse and dispersed teams that exist today, organizations are challenged to find ways to keep their employees fully engaged and connected. There is a huge opportunity to leverage the many existing social media tools and technologies to create a more collaborative and engaging experience for employees.

In this highly interactive and hands-on session, you will learn how to use social media tools and technologies to support your existing internal communication practices. You will also experience easy-to-use team engagement tools that can be used either face to face or virtually, to immediately connect employees across different backgrounds, skill sets, generations, and genders.

Specifically, you will:

- Receive an overview of social media tools and examples of their use within leading-edge companies
- Learn the steps needed to launch a blog or start a podcast
- Experience creative team collaboration tools and practices
- Identify how these can support existing engagement strategies

You'll leave this workshop with 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 LEADERS: Sheryl Lewis is the Managing Director of ROI Communication. She directs a dynamic team of nearly 60 communication professionals, and works closely with ROI clients to offer strategic counsel on a range of key initiatives. Prior to joining ROI in 2002, Sheryl worked for 15 years at Quantum Corporation, one of the world's leading storage suppliers for personal and enterprise computers, serving in a broad array of roles that included VP of Talent Management, Director of Management and Organizational Development, Director of Business Excellence, and Director of Product Marketing. She holds a B.A. in Economics from Cornell University, and an M.B.A. from Harvard Business School.

A Silicon Valley native, Michelle Campbell is a talented, technologically savvy Communications Consultant at ROI Communication. She has experience in all areas of internal communications, specializing in project management, metrics and measurement, web content development and the production of print and video collateral. Before joining ROI Communications, Michelle held a number of in-house communication positions at global high-tech companies, such as Lucent Technologies, Cadence Design Systems, AT&T Broadband, and eBay Inc. Michelle earned a B.A. in Communication Studies from San Jose State University, and received additional training and certifications in Project Management from Villanova University and Technical Communications from De Anza College.

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 will 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 Starter Kits on CD-ROM and online modules available by subscription that provide tools for communicators to conduct their own focus groups, surveys and strategic planning.

Testimonials From Past Angela Sinickas Sessions:

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

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

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

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

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AGENDA - DAY 1: Tuesday, November 18, 2008

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



CHAIRPERSON'S ADDRESS

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.

You won't want to miss this top-rated session from one of the experts on new technologies for communications!

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

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

Building The Corporate Community: How One Company Launched A Social Network To Engage Employees, Reduce Costs And Create Efficiency

Sabre Holdings knew it needed to connect its disperse workforce around the world. The global travel marketing and distribution company's employees were feeling disconnected and needed to find ways to work with little-known colleagues in other offices.

Sabre could have tried lots of traditional communications efforts, excessive travel, job swapping and other more expensive ways to bring people together. Instead it launched SabreTown, a breakthrough online corporate community that generated 65 percent adoption among Sabre's 9,000 employees worldwide in just three months after launch, with even 50-somethings joining in. Thousands of questions have been asked and answered, hundreds of groups formed, with countless people found, walls knocked down and geographic barriers overcome. All of it has led to more efficiency and cost savings. Now other companies are following suit.

In this session, you'll learn:

- How social networking inside a company can save time and money
- How social networking in the workplace can beget real business results
- How to sell-in social media to the C-suite by using physical-world analogies
- What to avoid when setting up your social network

- How to get people who are turned off to terms like "social networking," "social media," "Web 2.0" and "corporate community" turned on to actually doing these things

Al Comeaux, Senior Vice President, Corporate Communications

Sabre Holdings

11:35 a.m.



CASE STUDY

How To Energize Employees And Create Internal Buzz Around Corporate Change Using Social Media

Started in 2000, New York-based JetBlue Airways shook the airline industry with brand new planes, live television, exceptional customer service and a stylish look, all with a goal to deliver their promise to "Bring Humanity Back to Air Travel." For the past eight years, JetBlue has not only established itself as a major player in the industry, but has also received high marks for its stand-out brand and superb customer service -- recent honors include being ranked as Highest in Customer Satisfaction Among Low Cost Carriers in North America by J.D. Power and Associates and as a Most Admired Company by Fortune Magazine.

With skyrocketing fuel costs, and an ever-changing economic, competitive and social environment, JetBlue decided it was more important than ever to re-focus on their customer service and quality product. So, earlier this year the airline said good-bye to flying and all that goes with it and said hello to Happy Jetting in a national advertising and brand campaign. The brand change not only replaced words like "fly", "flying" and "flyer" with "jet", "jetting" and "jetter" but also highlighted what JetBlue offers that others don't. With this kind of statement, JetBlue had to make sure its crewmembers understood the business strategy, stood behind the campaign and delivered on its promise. This was done through several internal components including an internal YouTube-style website.

In this session, you'll learn how to:

- Introduce new mediums for peer-to-peer communications – including new social media tools similar to YouTube
- Use employees to help communicate brand messages
- Utilize the Intranet as a two-way communication tool
- Align internal and external brand messages
- Get employees to feel ownership and stand behind a corporate change
- Successfully communicate and internally launch a brand campaign

Kimberly Ruvolo, Brand Manager

JetBlue Airways

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 for internal communications concerns.

2:00 p.m.



CASE STUDY

How To Use Social Media Tools To Turn Your Global Organization Into A Community

Social networking has become a buzz-phrase, but what does it really mean and how can your organization benefit from it? 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. To unite the company IBM CEO, Sam Palmisano, issued a mandate to "make IBM small."

In this session, we will look into the social media tools that IBM is using to help facilitate teamwork and a sense of community, by sharing examples of:

- Social networking and how you can tailor programs for your large or small organization
- Global jams where thousands of employees around the world can voice ideas that get turned into real corporate programs
- Simple tools, used to drive culture, such as instant messaging to create an atmosphere where everyone from individual contributors to vice presidents is 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

2:55 p.m.



Afternoon Refreshment & Networking Break

3:10 p.m.



Don't Be Afraid Of Employee Bloggers: How To Guide The Power Of Employee Blogging To Engage Employees, Drive Change And Enhance Transparency - - On A Shoestring Budget

The Goodwill Ambassablog is a unique approach to employee blogging at the San Diego County Regional Airport Authority, the public agency that operates historic San Diego International Airport at Lindbergh Field.

As a regional government agency, the Airport Authority was uncertain how, if at all, to enter the blogosphere; so it launched an employee blog with a twist – one that not only engages employees and offers them a creative outlet for educational expression, but also communicates positive messages about the Airport Authority and enhances its transparency to external audiences in a unique and compelling way.

The *Goodwill Ambassablog* is proving to be a stellar, ultra-low-cost, "new media" supporter of the Airport Authority's Goodwill Ambassador Program, which recruits agency employees to serve as 'goodwill ambassadors' about the Airport Authority and Lindbergh Field to their friends, family members and community contacts. The blog features ongoing employee-written posts & comments, video & music clips, photos, quizzes, polls, convenient forwarding features and more. The Ambassablog recently won a national "silver medal" award in the 2008 Airports Council International-North America *Excellence in Marketing & Communications Contest*.

In this session, you will gain insight on how to:

- Implement an employee blogging program in the public sector
- Create a blog similar to the *Goodwill Ambassablog* and get it operating successfully on a shoestring budget
- Effectively implement and monitor a dual-purpose (internal/external) blog for public entities

- Overcome technical challenges
- Gain upper management understanding and support

Steve Shultz, Deputy Director, Public & Community Relations
**San Diego County, California, Regional Airport Authority,
 San Diego International Airport**

4:05 p.m.



CASE STUDY

Giving Employees A Voice: How H&R Block Built An Online Community

Web 2.0 is facilitating the evolution of organizational cultures in critical ways that go beyond improving internal communications. At H&R Block, America's sixth largest retailer, the internal communications team implemented social media tools into their corporate news site to drive bottom-up and two-way communications. This strategic shift provided a venue for the H&R Block associates to be heard. Using these new tools resulted in more employees who are better-informed and have a means to express their opinions and ideas to key leaders who consider their feedback.

In this presentation, you will learn how Web 2.0 and culture can combine to provide a new source of competitive advantage that:

- Improves strategic alignment
- Increases employee engagement
- Improves the quality of decision-making
- Enhances the rate and quality of product and process innovation

This session will help all communications professionals understand what type of organizational culture will benefit from social media as well as what benefits can be expected.

Kristina Patrick, Senior Project Manager, Outreach & Business Development
H&R Block

Michael Lee Stallard, CEO and Co-founder, author of *Fired Up or Burned Out*
E Pluribus Partners

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, November 19, 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.



CASE STUDY

How To Transform A Globally Dispersed, Complex Company Into A Connected, Passionate, And Strategically-Agile Family

In this thought-provoking session, you will learn how a large, Fortune 250, "command and control" company with 20,000 new employees and 40 newly acquired companies became more connected, personal, passionate and engaged. This case study will cover EMC's experiences with culture building, internal and external employment branding, employee engagement, and organizational behavior transformation. It will provide you with how-to's, lessons learned and results-to-date.

Specifically, EMC will share with you the key tools they utilized including:

- A roadmap, message architecture and execution plan
- Their Culture Talk platform encompassing a social network, a "Visual Talk Radio" show, and a blog
- Experiences with Second Life, Twitter, LinkedIn, Facebook, employee blogs, and more
- Results from employees: discussions, blogs, meet-ups, rising satisfaction ratings, new ideas, and rising revenue and profit

In addition, you will leave this session with new insights on how to:

- Start a dialogue with employees in a way that doesn't feel like corporate-speak or an advertising campaign
- Roll out your own organization-wide social network
- Engage your senior executives with using social media for strategy execution
- Align HR, Marketing and IT to support your campaign
- Avoid common pitfalls along the way

Polly Pearson, Vice President of Employment Brand and Strategy Engagement
EMC

Len Devanna, Director Web Strategy
EMC

9:35 a.m.



Morning Refreshment & Networking Break

10:05 a.m.



CASE STUDY

Making The Business Case For The Investment In Social Media

There is no question that social media is no longer a "nice to have" but a "must have" for any global, diverse organization that is seeking to fully engage its employees. We in communications know that, but how do you make the business case to your executives? How do you obtain the investment and support needed to create your own portal infrastructure that delivers social networking, collaboration and other communications tools?

You will leave this session with a clear understanding of how to:

- Define the key partners and stakeholders in your company
- Manage the shift in culture that social media engenders not just for the organization, but within the communications function itself
- Lay out the benefits of a robust portal infrastructure
- Seal the deal and get the program going

Arati Randolph, Senior Vice President and Head of Employee Communications

Wachovia Corporation

11:00 a.m.



Government CASE STUDY

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)

Kay Golan, Director Employee Communication

Centers for Disease Control and Prevention (CDC)

11:55 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 for internal communications concerns.

1:30 p.m.



INTERACTIVE SESSION

Group Exercise:

More and more organizations are beginning to apply Web 2.0 rules and tools to optimize themselves for innovation, growth and efficiency. But how do they get started? What are the tools? And most importantly, what are the rules? In this unique interactive, hands-on session, you will participate in a discussion on the tools and best practices aimed at helping business leaders take the first steps. You will break up into small working groups, and discuss various approaches to designing and implementing a Web 2.0-driven internal communications plan.

Giovanni Rodriguez, Co-Founder/Managing Partner

THE CONVERSATION GROUP

2:15 p.m.



CASE STUDY

How To Define The Benefits, Overcome Challenges Of Implementation And Govern The Use Of Social Media Within Your Organization

Most employees will be predictable - - some will engage groups, others will elevate the brand, others will participate (predictably) ... and then there will be those who (predictably) misbehave... but the most difficult group to manage will be those that make up new rules; those that take social media to places you never expected or know you don't want to explore.

During this session, you will hear how Abbott has:

- Defined a clear set of social media benefits as related to a multinational healthcare conglomerate
- Begun to manage the challenges of implementing social media tools within the organization
- Tackled governing social media activities

You will also receive an overview of how Abbott expects social media to evolve.

Simon Goldberg, Director, Electronic Communications and Social Media

Abbott

3:10 p.m.



Afternoon Refreshment & Networking Break

3:25 p.m.



How To Use Public Blogs To Communicate Marketing Efforts With Employees, Validate Their Expertise, And Boost Morale

During this session, you will hear how:

- Kodak's blogs originate from the people of Kodak and the positive results as a result
- Blogs can inform people throughout your organization on the latest marketing initiatives
- Employee blog participation confirms employee knowledge base and boosts morale

Jennifer Cisney, Chief Blogger
Eastman Kodak Company

4:20 p.m.

Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

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

4:30 p.m.

Close Of General Sessions

***** Register by October 2nd To Save \$400! *****
To Register, Call (888) 362-7400 -or- (773) 695-9400

POST-CONFERENCE WORKSHOPS: Thursday, November 20, 2008

INTERACTIVE WORKSHOPS

These workshops are designed to take your conference experience to the next level. Post-conference workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive and practical, 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 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 and interactive workshop and hear how McDonald's, IBM, Disney, and other companies are using blogs internally to grow their businesses and build their brands.

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, Founder/Principal of Fission Strategies, specializes in helping Fortune 500 companies, major non-profit organizations and leading trade associations manage their brands and their campaigns online. Cheryl has 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: MomsRising, Sandisk, 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."

"Cheryl was probably one of the best speakers I have heard. Her demeanor was great!"

"Thank you for giving me hands-on tools!"

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 Develop A Comprehensive Content Strategy For Your Communications Program

Social media has radically changed the way people look for, find, and consume content - in all aspects of their life. This workshop will focus on how to account for this in your content strategy, and subsequently how it impacts the approach to internal communication planning and content distribution.

Participants will engage in a discussion on:

- The typical decision making process
- Why this is important - Walking the Walk, Top to Bottom
- How to build valuable, credible, and relevant content
- Empowering employees

During this interactive workshop, you will learn:

- Why operating in a clean and transparent manner is so important
- How to go about building a comprehensive content strategy
- How to develop the right kinds of content

WORKSHOP LEADER: Chris Beland, a Partner and Director in Ogilvy's Interactive Marketing and Social Marketing practices, oversees the digital marketing & advertising agenda across multiple clients at Ogilvy New York. With CRM, Social, & Traditional Advertising experience in the telecom, financial services, consumer electronics, and retail verticals, Chris represents the new POV, weaving all channels into comprehensive programs. Chris leads digital/social strategy and implementation teams for several Ogilvy clients, including American Express, Thomson Reuters, and Dove. Chris has also helped to develop, and is a leader within, Ogilvy's Social Marketing Practice. Prior to joining Ogilvy, Chris set digital marketing strategies and developed global communication programs for Digital Impact (now Acxiom Digital) clients such as Hewlett Packard, SBC Corporation (now AT&T), Fidelity Investments, Citizens Bank, PNC Bank, Victoria's Secret, Bath & Bodyworks, and New York & Co.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Argonaut Hotel

495 Jefferson Street at Hyde
San Francisco, CA 94109
Reservations: 866-415-0704
Main Phone: 415-563-0800
<http://www.argonauthotel.com/>

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been set aside at a special reduced conference room rate of \$209/night. Please be sure to call the hotel no later than Monday, October 27, 2008 to help ensure this rate and mention that you are attending the Advanced Learning Institute's conference. We recommend that reservations be made early.

Located in the heart of Fisherman's Wharf, San Francisco's most popular destination, this historic waterfront hotel - named for the Gold Rushers who sought their fortune here - offers guests an inviting atmosphere, personal services and amenities, and the experience of a luxury San Francisco boutique hotel. From the stunning **waterfront views of the Golden Gate Bridge and Alcatraz Island** to the richness, comfort and unique nautical decor of each guestroom, the luxury Argonaut Hotel makes for an ideal location to enjoy historic Fisherman's Wharf and the exceptional City by the Bay.

Join us in San Francisco for A.L.I.'s 2nd 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 lunch for afternoon post-conference workshop attendees.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by October 2nd	Regular Pricing: Register with payment after October 2nd
Conference Only (November 18 th & 19 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 Four Workshops – All Access Pass!	\$2,299 BEST VALUE!	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 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 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 November 3rd), 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 November 3rd) 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 SUPPORTERS:



The San Francisco Chapter of the International Association of Business Communicators (IABC) is one of the largest and most diverse chapters in IABC. 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: www.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>.



Be Heard™

For nearly three decades, the Silicon Valley Chapter of the International Association of Business Communicators (SVIABC) 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>.



Established in January 1978, IABC|Sacramento is a local chapter of IABC representing more than 125 professional communicators in the Sacramento area.

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.htm>



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 backgrounds for conversations that matter.

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



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

For more information, please go to: www.ccmconnection.com.



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

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

WE GUARANTEE RESULTS:

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

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

- AT&T
- Nationwide Insurance
- Prudential
- R.R. Donnelly & Sons
- Commonwealth Edison
- Allstate Insurance
- First USA Bank
- Chrysler
- Disney
- Polaroid Corporation
- American Express
- Shell Chemicals
- Verizon
- Capital One Financial Corporation
- IBM Corporation
- BellSouth Corporation
- Pennzoil-Quaker State Company
- National Semiconductor
- Gateway
- Hewlett-Packard
- Chase Manhattan Bank
- General Motors
- Lockheed Martin
- Microsoft
- Motorola
- Target Corporation
- Sprint Nextel
- Pharmacia Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- State Farm Insurance
- AstraZeneca Pharmaceuticals
- Morgan Stanley
- American Electric Power
- Mayo Clinic
- Cisco Systems, Inc.
- Southwest Airlines
- Whirlpool Corporation
- John Deere
- Staples
- Starbucks
- PepsiCo

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

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SOCIAL MEDIA For Internal Communications

How To Engage Employees, Drive Change & Improve Your Bottom Line Using **BLOGGING, PODCASTING** & The Latest **WEB 2.0** Technologies

November 17-20, 2008 • San Francisco, CA

Registration Form

Please photocopy for group members.

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

Please check:

E-mail Priority Code: _____ Amount Due: _____

☐ Conference Only

☐ Conference Plus Workshop(s):

☐ Pre-Conference Morning Workshop A: Social Media 101:

Using Web 2.0 Technologies And Collaborative Processes To Create Engaging Team Experiences

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

☐ Post-Conference Afternoon Workshop D: How To Develop A Comprehensive Content Strategy For Your Communications Program

☐ I would like to order a conference workbook only

☐ Please add me to your mailing list to receive future conference notifications

Name: _____

Title: _____

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Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

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Approving Manager's E-mail: _____



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