

Don't Miss The **5th National Forum** From The Advanced Learning Institute's Acclaimed Communications & Marketing Training Series...



Rave Review from a Past Social Media Conference Attendee:

"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. Dziejdzic, Public Relations Specialist
Xerox

**** Register by May 1st To Save \$400! ****
To Register, Call (888) 362-7400 -or- (773) 695-9400

REGISTER TODAY!

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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, 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 and increase productivity
2. **Developing** a social media (blogging, podcasting, wikis, etc.) strategy to drive performance-based communications
3. **Understanding** how these new social media technologies work including legal considerations, IT support, policy and guidelines
4. **Establishing** a stronger sense of community and brand
5. **Determining** key steps and strategies for setting up and managing an effective blog
6. **Integrating** new social media tools with traditional media to multiply results
7. **Harnessing** the collaborative power of your organization's blog or podcast to drive organizational performance
8. **Building** senior management support for your social

SPEAKING ORGANIZATIONS:

Hear practical solutions you can apply immediately to help integrate social media strategies and technology into your marketing and communications programs to build customer and employee relationships and drive bottom-line results from:

Watson Wyatt Worldwide

Disney Parks

General Motors

Best Buy

H&R Block

Johnson & Johnson

Fairfax County, Virginia

Mayo Clinic

Southwest Airlines

media programs

9. **Measuring** the value of your organization's blog/podcast: determining key metrics and gathering employee and/or customer feedback
10. **Leveraging** your organization's blog/podcast 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. **Building** the business case and demonstrating the ROI of your social media program
14. **Monitoring** customer feedback and satisfaction
15. **Creating** an opportunity for employees to communicate with customers directly and informally
16. **Marketing** your blog/podcast both internally and externally to encourage its use
17. **Discovering** an untapped market

Presented by:



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Supporting Organizations:



Village of Round Lake, Illinois

SAP

CommAvia

Widmeyer Communications

xynoMedia Technology

The MarketingSavant Group

The Conversation Group

Amplify Public Affairs

GasPedal

WHY IS THIS A CAN'T MISS EVENT?

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

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this social media evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

EXPAND YOUR LEARNING...

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

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

Monday, June 9, 2008 9:00 a.m. – 12:00 p.m.:

Social Media 101:

What You Need To Know To Start Your Own Organization's Blogging/Podcasting Strategy

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

Monday, June 9, 2008 1:30 p.m. – 4:30 p.m.:

How To Use Social Media To Enhance And Improve Your Internal Communications Efforts – And 7 Steps To Take Your Internal Social Media Program To An External Marketing Program

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

Thursday, June 12, 2008 8:30 a.m. – 11:30 a.m.:

How To Choose The Right Social Media Tools And Applications To Evolve Your Organization

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

Thursday, June 12, 2008 1:00 p.m. – 4:00 p.m.:

Advanced Social Media Strategies: How To Make Social Media Work For Your Organization

WHO WILL ATTEND:

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

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

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are committed to using social media to engage their employees, reach their customers and build their brand to achieve real business results. You will benefit from:

- **22 innovative speakers** at your disposal to share their strategies and experiences in corporate blogging, podcasting and other Web 2.0 technologies
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards, you will make many new contacts
- **A comprehensive overview** of social media innovations from leading practitioners like **Best Buy, General Motors, H&R Block, Disney Parks, Mayo Clinic, Fairfax County, VA** and many more

- **Acquiring new knowledge** to help transform 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** how to use new social media tools to foster 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 MESSAGE FROM THE CONFERENCE CHAIRPERSON:



Dear Communications, Marketing, 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 for a variety of purposes.

Traditional advertising, the mainstream press, and 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 both internal and external communications.

How Will This Conference Help You and Your Organization?

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

In this next generation of eCommunications, organizations are expanding the connections they have with customers, employees and the media. Organizations are using the latest social networking sites and tools to sell their services or products, to build relationships, and strengthen their brand. Internally, they are used to engage employees, provide information, create interactive collaborative forums, and strengthen culture.

What Does This Mean For You?

Attend this conference and you will learn how you can take advantage of these new tools and techniques. 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.

You'll learn how the best and brightest in the business have incorporated these emerging media to engage their audiences and advance their businesses. This conference will feature both case study presentations and hands-on, interactive workshops, with plenty of time to discuss and network with others in the field!

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

- **Disney Parks** is addressing the new frontier of conversational communication
- **Southwest Airlines** has learned how to leverage today's social media tools to successfully support company efforts
- **Best Buy** created its BlueShirt Nation community site to bring employees together and get them talking, thinking, learning and making something

Register today online at www.aliconferences.com or by calling our conference hotline at 888-362-7400 to attend A.L.I.'s **"SOCIAL MEDIA SUMMIT: How To Use Blogging, Podcasting & The Latest Web 2.0 Technologies To Engage Your**

Employees, Reach Your Customers & Build Your Brand," this June in Chicago, to hear from communicators and marketers who are currently utilizing social media tools. I look forward to seeing you at this information-packed event.

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

P.S. Make your investment pay off even more by bringing a team! Register 3 people and get the 4th for FREE! Call (888) 362-7400 or (773) 695-9400 or go online at www.aliconferences.com for details.

RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:

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

G. Groomes, Director of Field Communications
Transamerica

"Wonderful, diverse content. Appreciated the diversity in speakers, topics and ideas. I feel like I got a Social Media 301 course during the two days of general sessions."

M. Bartlett, Vice President of VSC Relations & Communications
Arise Virtual Solutions Inc.

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

M. Bhattacharyya, Communications Manager
Sonnenschein Nath & Rosenthal LLP

"It drew a variety of organizations, which was great in terms of gaining perspective and knowledge."

K. Medwick, Director of Marketing and Communications
Nebraska Children & Families Foundation

"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."

S. Russ, Director of Internal Communications
The Reader's Digest Association, Inc.

"Really appreciated the 'real world' demonstrations."

I. Wada, Director of Communications
Charles Schwab & Co., Inc.

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

I. Esche, Brand Manager
AAA of Northern California

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

S. Palmer, Director, Communications and Health Marketing
Alabama Department of Public Health

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

S. Shoemaker, Director of Employee Communications
AT&T

"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, June 9, 2008

Take social media from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while

taking a hands-on, common sense approach to mastering social media that will enhance your understanding of the informative, case study presentations throughout the entire conference.

Choose A or B or BOTH for maximum value and learning

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

MORNING PRE-CONFERENCE WORKSHOP A

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

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

Are you planning to launch a blog? Interested in starting a podcast? This workshop will help you think through the questions that you will need to answer before you get started. It will provide an overview of the expanding world of social media including popular tools and destinations like YouTube, Flickr and Digg and with practical advice on how to integrate these into your web presence.

Specifically, this informative workshop will cover:

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

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

WORKSHOP LEADER: John Breyault, Director, Research, has been a member of the Amplify Public Affairs (APA) team since 2003, and has an extensive background in the application of Web 2.0/3.0 technologies such as blogging, social networking, virtual worlds and public policy issues. Prior to joining APA, Breyault was a financial analyst at Sprint where he managed the company's international long distance and data networks in the Europe, Middle East, and Africa regions.

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 Use Social Media To Enhance And Improve Your Internal Communications Efforts – And 7 Steps To Take Your Internal Social Media Program To An External Marketing Program

Some people may think that social and emerging media tools are just for customers. However, they can greatly improve your internal communication, peer networking and knowledge sharing and management initiatives if used properly. This workshop will show you how to leverage the most prominent social media tools to strengthen your internal communications processes and improve the effectiveness of any customer-focused organization. If you're considering social media for customer/external communications, this workshop will also give you specific insights and help you to 'eat your own dogfood' before going headlong into social and emerging media & marketing with your customers and prospects.

Each attendee will take away:

- A comprehensive understanding of each and every internal social media tool available to their organization
- Concrete examples of organizations that are employing these tools
- A roadmap of where to start and how to progress in your internal social media endeavor
- Develop the business case to sell internal social media based communication tools to management
- The seven steps to taking social media from an internal endeavor to an external marketing program
- A comprehensive workbook which explains how to learn more about each of the tools discussed

WORKSHOP LEADER: Dana VanDen Heuvel is an award-winning marketing blogger and author of the American Marketing Association's Marketech '08 Guide to Marketing Technology and creator of the TechnoMarketing training series. Dana is a widely recognized expert on blogging, podcasting, RSS, Internet communities and interactive marketing trends and best practices and speaks regularly on these topics at industry events. Dana founded BlogSavant, a division of VanDen Heuvel Executives, LLC, one of the nation's first weblog and social media marketing consultancies, which he is still active in. He currently runs The MarketingSavant™ Group, a marketing technology consulting and training firm that helps marketers leverage emerging marketing technology to grow their business.

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AGENDA - DAY 1: Tuesday, June 10, 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.

Michael Rudnick, Global Intranet & Portal Practice Leader

Watson Wyatt Worldwide

9:30 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.

10:00 a.m.



Morning Refreshment & Networking Break

10:30 a.m.



CASE STUDY

Integrating New Media With Traditional Media To Multiply Results

Mayo Clinic is the most powerful health care brand in the United States. Besides word-of-mouth recommendations from former patients and from physicians, stories in the news media are the most important reason why patients come to Mayo Clinic from great distances, across the country and around the world, for medical care.

Mayo is using the same audio and video tools that make traditional media stories possible to create opportunities for enhanced direct interactions with potential patients. Through coordinated production and re-purposing of "old media" video and audio content for podcasts and web streaming, and by engaging in social networking sites such as Facebook, Mayo Clinic is taking "word of mouth" to a new level.

In this session, you'll learn how:

- Mayo has integrated mass media and personalized media to improve results from both
- Mayo has applied these tools in employee communications
- How advances in technology make this strategy more affordable for any organization

Lee Aase, Manager, Syndications and Social Media

Mayo Clinic

11:20 a.m.



CASE STUDY

An Intranet IT Portal That Drives Collaboration And Innovation

Johnson & Johnson Information Technology (IT) developed an engaging and interactive intranet portal, based on Microsoft Office SharePoint Server 2007. This portal serves as an enterprise-wide communications vehicle for IT information, showcases innovation, provides a competitive advantage, improves productivity, and increases employee engagement.

In this session, we'll cover:

- Developing a strategy for creating an employee portal
- Planning the introduction of social media
- Enabling a 2-way dialog for enterprise-wide IT communications
- Showcasing innovation and IT's capabilities
- Providing timely internal and external news

Patty Crowley, Portal and e-Communications Manager

Johnson & Johnson

12:10 p.m.

Lunch On Your Own -- But Not Alone!

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

1:40 p.m.



KEYNOTE PRESENTATION

Word of Mouth Marketing: Actionable Tactics to Build Your Brand With Minimal Investment

Word of mouth and social media are core strategies for any organization - but they get more important when budgets are tight. You need to build an army of customers who promote you because they love your brand, not because you're paying for media. Learn exactly what you should do to create a word of mouth marketing campaign for your organization. Learn specific strategies to engage with consumers and generate positive word of mouth about your brand. Learn the 5 steps to starting an impactful, effective, sales-driving campaign. We're going to get specific here:

Who to hire, where to start, and how to make it successful.

This presentation will get hands-on and specific, including tons of real-world examples, including:

- Finding the right people to talk about you (influencers and evangelists)
- Giving them something to talk about (viral email, samples, buzz, and more)
- Creating tools to make it easier for them to talk to each other (blogs, discussions, tell-a-friend forms)
- Participating in the conversation
- Tracking and measuring results

Andy Sernovitz, Author

Word of Mouth Marketing: How Smart Companies Get People Talking

GasPedal

2:30 p.m.



How To Use Social Media To Stay In Touch With Today's Online Community

Are people in your organization wondering what a blog is, what you're supposed to do with a wiki, or how to use Facebook? Well, they shouldn't be because these and other social media terms are dominating our society. Your organization may be being discussed on blogs or featured on YouTube right now!

In this session, you'll learn what social media is, how it differs from traditional media, and why it is important for staff to be monitoring and responding to these new communications vehicles. You'll also learn how you can use some of these tools to redefine and enhance your current internal communications efforts.

This presentation will have you walking away thinking about:

- The importance of two-way communications and how to give your employees a voice. (Example: Fairfax County recently started a Chat with the County Exec, which has been very popular. It's a live, online moderated discussion where employees can submit questions about a specific topic and the county executive responds in real-time.)
- How to get your business message to the right audience by utilizing sites such as MySpace, Facebook, and YouTube. (Example: Fairfax County and the library have launched pages on each of the three sites mentioned to get their message to their audience.)
- The rise of citizen journalism and how it could directly affect your organization

- How to push out information, both internally and externally, in ways beyond the traditional corporate emails and press releases (think RSS and Podcasts)
- How to create a social media policy for your organization so all employees are aware of their roles and rights

Jeremy Lasich, Deputy Director for Communications, Office of Public Affairs
Fairfax County, Virginia

3:20 p.m.



Afternoon Refreshment & Networking Break

3:30 p.m.



CASE STUDY

How To Integrate Emerging Media Into A Multi-Channel Brand

H&R Block is the world's largest tax services provider and one of the most recognized brands in America today. With over 13,000 retail offices in the U.S., Block has a physical presence within a five-mile radius of nearly every American home.

But Block is more than retail offices; it also has a strong digital tax product offering as well, but low recognition in the marketplace. With emerging media changing the way marketing communications connects with its customers, Block has had to also change. No longer do the tried and true tactics of more than 50 years continue to be effective means of acquiring and retaining new digital tax clients.

The new taxpayer of today is looking for do-it-yourself digital tax solutions from a company that they view as “digitally dialed-in” and H&R Block is not generally first of mind.

In this session, you will learn:

- How Block is blatantly advertising through Social Media ..and getting away with it
- The ins and outs, pros and cons of launching an online community to put “fun” into tax and garner the attention of a new generation of taxpayers
- How to effectively use YouTube, MySpace, Facebook, & Second Life sites to reach new audiences

Paula Drum, Vice President of Marketing, Digital Tax Solutions
H&R Block

Denise Sposato, Communications Manager, Digital Tax Solutions
H&R Block

4:20 p.m.



CASE STUDY

How To Get Your Organization’s Blog Off The Ground Quickly And Easily – And How To Overcome Common Pitfalls

A short time ago, CommAvia, a marketing communications company focused on the aviation industry, realized that something was happening with interactive media that they needed to be a part of in order to promote themselves as communications knowledge brokers. At first, they were not certain how creating a blog might impact their company, especially since their industry was extremely conservative about media.

They decided the best business decision was to jump in and learn as much as they could while they looked for ways to integrate their blog, Jetwhine.com, with their current business plan. A few months after creating their blog, something happened that was never expected. People liked the blog - - and they wanted more. Soon after, an industry sponsor requested to be involved anyway they could because it was clear to them that CommAvia knew much more about Web 2.0 than their own staff.

By last fall, Jetwhine.com had evolved into a significant part of CommAvia's external marketing strategy. By December 2007, they started having internal meetings focused on how they might expand their Web 2.0 presence within the industry for their current clients as well as some of the new companies they were connecting with.

Jetwhine.com is now one of the most popular aviation blogs on the internet, sometimes grabbing 2,500 hits a day from 93 different countries. All the successes at Jetwhine.com have come at a price, however - some related to the loss of a customer and some problems related to their having little understanding of the technology behind the blog.

During this session, you will learn:

- Why you should blog and when you should not waste your time
- How to know when anyone is listening and why you should care
- Whether the tone of your blog should be personal or corporate
- How to syndicate your blog for free
- How to handle a client when their name appears on your blog unexpectedly
- What to do when those same clients won't return your phone calls
- How to decide whether readers should comment freely, be moderated or whether there should be no comments at all
- How to know when it is time to call for help with the look and feel of the blog

Robert P. Mark, CEO
CommAvia

5:10 p.m. **End Of Day One**

5:30 p.m.



Networking Reception: Please Join Us!

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

7:00 p.m.



Dine Around

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

AGENDA - DAY 2: Wednesday, June 11, 2008

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two

Michael Rudnick, Global Intranet & Portal Practice Leader

Watson Wyatt Worldwide

8:40 a.m.



How To Handle The Communication Revolution: Engaging Audiences In A World Where Consumers Have An Increasing Ability To Choose Who They Engage With

The biggest challenge facing Corporate America today is the Communication Revolution currently unfolding all around us. The rules of engagement have literally been turned on their head as companies and brands struggle with the question of control vs. credibility and how to measure and monetize success in the emerging Social Media environment. This presentation will incorporate a dialogue that couples together a vision for where the world of communications is headed, together with specific examples of how Disney Parks is addressing the new frontier of conversational communication.

Examples will include case studies on the:

- Recently launched Disney Mom's panel
- Mickey Mom's Club social community
- Recent User Generated Content branding campaigns such as Disney Dream Jobs and Disney CMO
- World of Virtual Magic Kingdom, a community where consumers create their own avatars and engage with the brand in a dynamic social environment online
- Viral video concepts
- Co-branded online content platforms

The content will also include how each initiative was measured and key learning's applied.

Attendees will hear first hand how:

- Each initiative was orchestrated
- Key internal barriers and challenges faced, as well as how they were overcome
- Leveraging community activation can achieve remarkable results within lower budget parameters
- Each program was measured and which programs were more successful in driving consumer engagement

Duncan Wardle, Vice President, Global PR

Disney Parks

9:30 a.m.



How To Harness The Power Of Social Media Both Internally And Externally -- From Product Development, To Market Intelligence, To Sales, To Communications, To Marketing, To Building Communities

New social media tools and techniques are changing the role of communicators and marketers in organizations across the globe -- enabling you to expand your voice in the marketplace and within your organization. This is the opportunity in front of us.

This session will share the experiences of SAP and the results of the SAP Global Social Media Survey -- including their lessons learned since engaging the blogosphere in 2006.

SAP is using social media both internally as well as externally – from product development, to market intelligence, to sales, to communications, to marketing, to building communities.

Leave this session with tools and tips for using social media in your own organization, including how to:

- Use social media tools across PR, HR, Blogger Relations as well as internal communications and collaboration
- Set up and manage a blogger relations team
- Use social media tools to become engaged with your market by participating where the market participates
- Use an internal "Twitter" application called "Shout it" as well as an internal "LinkedIn" social network called Harmony
- Communicate externally using Twitter Channels, blogs, public wikis, discussion forums, etc. to engage customers, business partners and even the more traditional and new media segments of the market
- Harness the power of building communities to foster your own communications or marketing role within your organization

Michael Prosceno, Vice President, Social Media Relations

SAP

Chris Heuer, Founder

Social Media Club

And Partner

The Conversation Group

10:20 a.m.



Morning Refreshment & Networking Break

10:50 a.m.



CASE STUDY

Southwest Airlines: Nuts About Online Communication

A blogger once wrote that Southwest Airlines was riding the blogosphere "like a wild horse." Ask anyone on the Southwest Communication Team, and they'll agree that it has been a wild ride.

For more than two years, Southwest Airlines has navigated the uncharted territory of Social Media – first, with its award-winning corporate blog, Nuts About Southwest, and later with tools such as YouTube, LinkedIn, and Facebook. Along the way, Southwest has experienced both highs and lows, but they keep saddling up for more. From virtual riots to an industry crisis, Southwest has learned how to leverage today's social media tools to successfully support Company efforts. Through real-life case studies and examples from the last two years, the Southwest Team will show you how to effectively make, manage, and maintain successful online communities and share every lesson they've learned along the way.

Key takeaways from this insightful session will include:

- How to strategize and develop web 2.0 campaigns that move your company ahead
- How to use social media tools for crisis communications

- How to read, analyze, and understand online conversations
- When to listen to online conversations and when to chime in
- How to woo and leverage online influentials

Paula Berg, Public Relations Manager

Southwest Airlines

Christi Day, Public Relations Specialist

Southwest Airlines

11:40 a.m.



CASE STUDY

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

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

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

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

Steve Bendt, Sr. Manager Social Technology

Best Buy

Gary Koelling, Sr. Manager Social Technology

Best Buy

12:30 p.m.

Lunch On Your Own -- But Not Alone!

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

2:00 p.m.



INTERACTIVE SESSION

Group Exercise:

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

Chris Heuer, Founder
Social Media Club
and Partner
The Conversation Group
2:45 p.m.



Afternoon Refreshment & Networking Break

3:00 p.m.



How To Use Blogging To Improve Communications And Establish A Stronger Sense Of Community

The Village of Round Lake is one of the fastest growing communities in the state of Illinois with over 300% growth in 8 years. Drawing a community together and timeliness are crucial to communicating with your constituents. The Village of Round Lake's 3 year old blog has served to accomplish and drive many very important community wide issues forward much faster then could be accomplished conventionally.

The Village uses its blog to drive home seven major "informational" points:

1. To hear the story of what's going on, straight from the horses mouth (the Mayor) so rumors and half truths can be addressed immediately
2. To solicit comments that could result in good ideas for the community
3. To develop a sense of community, from the disparate variety of communities and residents in the Village
4. To humanize the face of elected officials and let citizens know where they stand and what they intend to do
5. To increase public involvement, staff involvement and outside involvement through readership.
6. To promote yourself, create issue leadership on a broader scale then you would ordinarily get from your relative status
7. To talk about big projects and what they mean to the Village

As a result from postings on their blog, the Village of Round Lake has seen numerous improvements regarding each of the seven above-mentioned points.

In this session, you will hear real-life examples of how blogging allows leaders to talk over the top of nay-sayers and go direct to their constituents/customers/staff, with their message or vision. You will learn how blogging has improved communication, and the life of this Village's residents - - and how to find similar success within your own organization.

Bill Gentes, Mayor
Village of Round Lake, Illinois

3:50 p.m.



How A 100 Year Old Company Uses Social Media To Communicate, Celebrate And Grow Their Brand For Tomorrow

General Motors is going to celebrate 100 years of doing business on September 16, 2008 and we have many components that incorporate the celebration. One of them is our GMnext web site. This web site has been developed to communicate and build anticipation for the vision of General Motors next 100 years.

The GMnext web site has been built with Web 2.0 technology components that are geared to engage people on both the rational and emotional levels on five core business concepts of the organization that include:

1. Design
2. Green
3. Technology
4. Reach
5. Ideas

The website was developed to generate a two-way dialogue between our audiences and GM employees on these five subjects and communicate GM's centennial message directly.

A variety of social media tools have been employed to connect GM, its regions and its brands with customers, employees and influencers throughout the globe. Among these are the GMnext blog, "Our Thoughts, Your Thoughts", a historical wiki, micro-blogging, vlogs, RSS feeds, and podcasts, as well as web chats with a variety of employees.

During this session you will hear about General Motors' wins and successes as well as their struggles and challenges while developing the GMnext web site. Specifically, we'll cover:

- What worked with the development of the GMnext program
- What didn't work and why
- Details on the launch – which included a 24 hour global web chat
- Key takeaways and benefits from the program

This will be a fascinating behind-the-scenes descriptive presentation that will show you how a 100 year old company communicates, celebrates, and grows with social media technology and processes.

Natalie Johnson, Manager, Social Media Communications

General Motors

4:40 p.m.

Chairperson's Recap:

Key Takeaways And What To Do When You Get Back To The Office

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

5:00 p.m.

Close Of General Sessions

**** Register by May 1st To Save \$400! ****
To Register, Call (888) 362-7400 -or- (773) 695-9400

POST-CONFERENCE WORKSHOPS: Thursday, June 12, 2008

INTERACTIVE WORKSHOPS

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

Choose C or D or BOTH for maximum value and learning

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

MORNING POST-CONFERENCE WORKSHOP C

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

How To Choose The Right Social Media Tools And Applications To Evolve Your Organization

The amount of available social networks and tools is constantly growing, but which is right for your organization to leverage for the purpose of internal communications or knowledge sharing? The rise of social media has given us the benefit of free or low cost tools and networks that make excellent internal networking and productivity tools, and almost all of them are hosted and managed on the Web (or in the "Cloud") where your IT department won't need to worry about them. But is it that easy? Before you toss out your intranet and Outlook, you should consider the cultural and security issues you'll need to navigate, and a willingness to put your company's best assets -- it's knowledge -- out in the cloud.

In this workshop session, you will learn about:

- Early consideration factors before adopting social media applications as a mission critical resource
- How to identify gaps in knowledge sharing and internal communication, and how they can map to existing and new social media tools
- Free vs. pay, installed vs hosted: when it's best to pay the fee for "professional" versions instead of using the free version of any social media tool and should you host it or have it hosted by someone else
- How to prioritize your first social media-as-internal tool initiatives for early successes
- Opportunities in extending tool features through application programming interfaces (APIs) with a little help from IT
- How to measure direct impact from a qualitative and quantitative view, as well as being ready for unanticipated uses and benefits

WORKSHOP LEADERS: Barry Reicherter is an award-winning digital marketing strategist with more than 15 years in product marketing and management. Barry has created authentic, effective digital marketing campaigns and programs for clients ranging from government agencies, to consumer brands, and non-profits. Before joining Widmeyer Communications as Senior Vice President for Digital Strategy this year, Barry led Porter Novelli's digital marketing group in Washington, D.C. With Barry at the helm, Porter Novelli's digital marketing group produced results-driven, market leading digital marketing programs, including the consumer package goods industry's first sponsored podcast for Dixie with MommyCast, the all-consumer-driven SeaWorld.com, Crayola's new Beginnings product line launch, and many more. With technology innovation stints at AOL, Active.com and Best Software (now Sage Software), Barry has seen the development and implementation of almost every online tool and application available.

Sue Sunday is a senior digital strategist with 14 years of Internet marketing experience. Sue identified the potential of Web marketing back in 1994, when she developed a plan for her company to be one of the first computer resellers on the Internet. From there, Sue took her expertise to New York Life, where she developed the first Web presence for a \$2.8 division of this Fortune 100 company.

After New York Life, Sue worked in digital consulting for several years, advising senior-level clients on Internet strategy, including web site design and development; search engine marketing (paid search); search engine optimization (organic search); affiliate marketing; email marketing; and Web site usability.

Sue then returned to client-side work for one of the top 10 credit card companies in the world. While there, Sue created Internet strategies, spanning a broad spectrum of traditional and emerging Internet marketing technologies, including Web 2.0, social networking, RSS, click-to-call, and widgets.

Sue holds an MBA with concentrations in Marketing and Information Systems from the University of South Florida.

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

Afternoon break/lunch on your own.

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

AFTERNOON POST-CONFERENCE WORKSHOP D

Advanced Social Media Strategies: How To Make Social Media Work For Your Organization

Many times you attend conferences and learn a bunch of great information, but when you return to the office, real life edges in and innovative ideas somehow end up taking a back seat. This interactive workshop will help you choose the nuts and bolts to create your own social media strategy and formulate an individualized implementation plan.

During this working session, you will learn:

- How to link social media with your overall business goals
- The six 'slices' of the social media 'pie' and which will work best for your organization
- How to fit social media into your already busy schedule
- How to get the right people on your 'social media bus'
- How to evaluate social media consultants to ensure that you select the best firm
- How to measure, when to measure, and which metrics to use, to track your social media success

WORKSHOP LEADER: Lena West is the CEO & Chief Strategist of xynoMedia Technology, a New York-based firm that helps high-growth businesses decode and implement internet-based technology (Web 2.0 and social media) to increase quality lead generation, improve relationships with clients and solidify thought leadership. Some of the companies she has worked with include: MasterCard, Pitney Bowes, Philips and Hyperion.

VENUE AND LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Hyatt Regency Chicago

151 E. Wacker Drive
Chicago, IL 60601
Phone: 800-233-1234
<http://www.chicagoregency.hyatt.com/hyatt/hotels/index.jsp>

Please contact the hotel directly when making your reservation. For the conference, a limited number of rooms have been set aside at a **reduced conference room rate of \$299/night. Please be sure to call the hotel no later than May 8, 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.**

The Hyatt Regency is conveniently located on Chicago's Magnificent Mile, within blocks of some of the city's best restaurants, shops and entertainment. Join us in Chicago for A.L.I.'s "Social Media Summit: How To Use Blogging, Podcasting & the Latest Web 2.0 Technologies To Engage Your Employees, Reach Your Customers & Build Your Brand," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.



Photo courtesy of Chicago Convention and Tourism Bureau

Join us in Chicago for A.L.I.'s "Social Media Summit: How To Use Blogging, Podcasting & the Latest Web 2.0 Technologies To Engage Your Employees, Reach Your Customers & Build Your Brand," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to Chicago please go to www.meetinchicago.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, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by May 1st	Regular Pricing: Register with payment after May 1st
Conference Only (June 10 th & 11 th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
Conference Plus Two Workshops	\$1,999	\$2,399
Conference Plus Three Workshops	\$2,199	\$2,599
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Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 8.75% sales tax on workbook orders.		

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

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications and marketing audience. Space is limited, so please call Amy at (773) 695-9400 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 May 26th), 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 May 26th) 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:



International Association of Business Communicators (IABC) Chicago is a diverse group of professional communicators employed in public relations, employee communications, community relations, graphic design, marketing and media production.

CHICAGO

IABC/Chicago is the oldest chapter in the U.S. They provide services, activities, and networking opportunities to help people achieve professional excellence and drive the success of their organizations through effective communication strategies and practices.

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



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

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



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

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



CIMA is Chicago's only interactive-centric professional organization dedicated to the enhancement and acceleration of business opportunities, professional development, and exponential networking for over 900 interactive marketing professionals in Chicago.

Founded in 1997, CIMA remains one of the veteran interactive associations in the country with critical emphasis on thought-leadership and cross-media outreach through forums, panels and seminars with experts from our Windy City and beyond. Events are held monthly on third Thursdays of most months and we welcome members and non-members alike.

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

WE GUARANTEE RESULTS:

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

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

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- Shell Chemicals
- Verizon
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- BellSouth Corporation
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- National Semiconductor
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- General Motors
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- Microsoft
- Motorola
- Target Corporation
- Sprint Nextel
- Pharmacia Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- State Farm Insurance
- AstraZeneca Pharmaceuticals
- Morgan Stanley
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- Mayo Clinic
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- Southwest Airlines
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Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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Registration Form *Please photocopy for group members.*

Yes, I'd Like to register for the June 2008 Social Media Summit Conference in Chicago

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

Conference Only

Conference Plus Workshop(s):

- Pre-Conference Morning Workshop A: Social Media 101: What You Need To Know To Start Your Own Organization's Blogging/Podcasting Strategy
- Pre-Conference Afternoon Workshop B: How To Use Social Media To Enhance And Improve Your Internal Communications Efforts – And 7 Steps To Take Your Internal Social Media Program To An External Marketing Program
- Post-Conference Morning Workshop C: How To Choose The Right Social Media Tools And Applications To Evolve Your Organization
- Post-Conference Afternoon Workshop D: Advanced Social Media Strategies: How To Make Social Media Work For Your Organization

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