

Don't Miss The 3rd National Forum From The Advanced Learning Institute's Acclaimed Communications & Marketing Training Series...



Rave Review from A.L.I.'s 2nd National Social Media Summit:

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

S. Russ, Director of Internal Communications

The Reader's Digest Association, Inc.

***** Register by September 6th to Save \$400! *****

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, 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 media programs
9. **Measuring** the value of your organization's

SPEAKING ORGANIZATIONS

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

MTV

Marriott International, Inc.

H&R Block

General Motors

Microsoft

Watson Wyatt Worldwide

State of California

UNICEF

Arrow Electronics

Sun Microsystems

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

Trump University

Mercer Human Resource Consulting

xynoMedia Technology

Bonfire Communications

Smith Moore LLP

BoldMouth LLC

Issue Dynamics Inc.

BrandGames

Cone Inc.

Presented by:



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

Supporting Organizations:



If you get it, share it

New York IABC

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, October 22, 2007, 9:00am – 12:00pm:

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

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

Monday, October 22, 2007, 1:30pm – 4:30pm:

How To Create Lasting Impact And Value With Your Corporate Blog: Tips And Techniques

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

Thursday, October 25, 2007, 8:30am – 11:30am:

How To Leverage New Technologies To Drive Important Conversations Within Your Organization

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

Thursday, October 25, 2007, 12:00pm – 3:00pm:

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:

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

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

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

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

- **21 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 **Sun Microsystems, H&R Block, General Motors, UNICEF** 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 LETTER 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:

- **Marriott International, Inc.** uses blogging to connect to their customers and employees
- **Microsoft** incorporates social media to attract as well as retain employees in today's competitive market
- **MTV** makes social media, including word of mouth, work for their organization

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 October in New York City, 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:

"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

"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. Dziejzic, Public Relations Specialist

Xerox

"Great examples. Good discussion."

S. Patton, Senior Media Relations Consultant

Kaiser Permanente

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

P. Berg, Senior Specialist of Public Relations

Southwest Airlines

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

C. Osolin, Principal Public Information Officer

Lawrence Livermore National Laboratory

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

J. Goldstein, Senior Manager of Web Strategy

Informatica Corporation

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

C. Baldassano, Senior Vice President

Take On The Day LLC

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

J. Choyce, Technology Manager

Hewlett Packard

PRE-CONFERENCE WORKSHOPS: Monday, October 22, 2007

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

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 Create Lasting Impact And Value With Your Corporate Blog: Tips And Techniques

In this information-packed, interactive workshop on corporate blogging, you will learn the tools and action plans on how to revolutionize your corporate communications through the use of blogs. Whether your organization is already using blogs and social networking tools, or whether you're still debating how and where to focus, you won't want to miss this workshop. This workshop will be thought-provoking and will provide actionable plans to help you implement or upgrade your blog with expert tips and techniques for transforming your relationships.

Specifically, you'll learn how to:

- Successfully build a blog and maximize your blog's structural framework to create competitive advantage by deploying a "tool box" of online content distribution tactics
- Develop a diversification web strategy to deepen relationships with individuals that have recognized content interests with your firm
- Train your team to understand what content makes or breaks a blog
- Capitalize on opportunities to humanize your organization and build a database to measure results
- Get your blog project approved by IT
- Use blogs as community feedback tools to reach desired influencers and customers
- Apply word-of-mouth marketing principles to make blogging more predictable in terms of achieving desired corporate communication goals

WORKSHOP LEADER: Todd Tweedy is the CEO of BoldMouth LLC, a word-of-mouth marketing firm, focuses on how enterprises can leverage community participation and co-creation to support the distribution of product and service recommendations. Todd is a veteran online marketing executive. Some of his recent clients include AOL, Microsoft, The Institute for Integrative Nutrition, BlackStar, LexisNexis, Rolex, and The Motley Fool.

***** Register by September 6th to Save \$400! *****

AGENDA - DAY 1: Tuesday, October 23, 2007

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.



Chairperson's Welcome, Opening Remarks & Presentation The Read/Write Intranet: How To Drive User Engagement And Productivity

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

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

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

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

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

Michael Rudnick, Global Intranet & Portal 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.



Changing Channels: Using New Media In A Shifting Environment To Extend Your Organization's Brand Internally

Much has been made -- and rightfully so -- of the opportunities and challenges that the external "blogosphere" presents for organizations. But an often-overlooked benefit of blogging can happen inside the firewall.

During this session, you will hear:

- General Motor's experience with its internal blogging initiative
- How General Motors is taking advantage of blogging to enhance its internal culture and extend the company brand inside the firewall
- How other companies might use blogging to the same effect inside their own organizations

Christopher Barger, Director, Global Communications Technology
General Motors

11:35 a.m.



How A Fortune 500 Company Is Using Blogging To Communicate With Its Global Customer And Employee Audience

While most non-tech companies approach blogging cautiously, Marriott International, a leading lodging company with more than 2,900 lodging properties in 69 countries and territories, jumped right in with its "Marriott on the Move" blog hosted by its Chairman and CEO J.W. "Bill" Marriott, Jr. For the company, it was an easy decision to make since communicating with guests and associates has been one of its hallmarks. Driven by a core cross-functional team, members dedicated themselves to launching the blog in just one month's time.

In this session, you will learn the critical steps Marriott took in planning and execution, and overcoming obstacles, including:

- Being led by an executive champion
- Making senior leaders comfortable by involving them in the process and educating them
- Creating a sense of excitement and urgency
- Building trust by developing safeguards

In addition, you will learn why the blog is considered a critical success within the company, in the blogosphere and among customers and associates. Marriott has since launched internal blogs to augment communications within the global corporation, and it has begun exploring other social media as part of its communications transformation.

John Wolf, Senior Director of Media Relations
Marriott International, Inc.

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.



Social Media School Of Hard Knocks:

How To Avoid The Most Common Social Media Sand Traps

Social media presents opportunities for companies to increase visibility, augment sales models and interact more effectively with customers but there are many ways – if not managed properly – that social media can take a wrong turn.

During this session, you will learn:

- How to avoid the most common social media pitfalls
- The three things you need to know before your company delves into social media
- How to measure success with hard and fast numbers to tell if you're on track or not
- How to take corrective action if your social media initiatives have derailed
- What Trump University wished they had known before they began using social media

Josef Katz, Director of Marketing

Trump University

Lena West, CEO & Chief Strategist

xynoMedia Technology

2:55 p.m.



Afternoon Refreshment & Networking Break

3:10 p.m.



CASE STUDY

How To Make Social Media, Including Word Of Mouth, Work For Your Organization

New insights regarding social media and word of mouth must be imparted to brand marketers, program directors, and product managers, in order for them to understand today's market. Understanding how young adults fuel viral pass along, and migrate word of mouth conversations and content across social networks, is essential to captivate new customers.

In this session, you'll be the first to learn about findings from a new research study from MTV and BoldMouth, including:

- How knowing key motivators - by gender and age - can amplify your viral campaign success
- How interest, not acquaintance drives viral pass along and word-of-mouth dialogs among young adults
- How traditional media outlets and campaign integration can rejuvenate relationships and desired behavioral objectives
- Why content category (information vs. entertainment) choices impact the size and frequency of pass along among participants
- How brands play a significant role in word of mouth dialogs

Marcela Tabares, Vice President of Research

MTV

Todd Tweedy, CEO

BoldMouth LLC

4:05 p.m.

A Virtual Stroll Through Web 2.0: The Role Of Games, Sims, And Virtual Worlds In Engaging Next Generation Employees And Consumers

The under-35 generation is wired differently. With a mindset informed by Xbox, MySpace, iPod, and YouTube, they expect information on demand and to "have it their way," and disengage when messaging does not reflect their digital worldview. The old model for brand communications will not cut it anymore.

That's where custom brand-driven videogames and Virtual Worlds come in – delivering a relevant experience of employer brand and product knowledge, in a language that this generation values and understands.

Featured in this session:

- The latest videogame technologies to attract talent, orient them to company culture, and build brand relationships
- Case study and a "live" demo of Arrow Electronics multimedia orientation that tells their story in a fun and engaging way to make the message stick
- A strategic overview of Virtual Worlds and their growing role in brand communications, including "live" immersion into a 3D corporate Brand World

Joel Jay Cataldo, Director, Organization Effectiveness & Global Sales Excellence

Arrow Electronics

Scott Randall, President

BrandGames

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 New York City's fine dining while you continue to network with your colleagues.

AGENDA - DAY 2: Wednesday, October 24, 2007

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 Social Media Can Help Your Organization Attract And Retain Employees

Microsoft is a prominent global software company that recruited over 10,000 new employees in the past year alone and needs to stay connected with over 70,000 employees spread across nearly every country in the world. Given its size and scope, how can such a large and diverse company hope to make personalized connections with individual candidates and employees, creating that extra impression and feeling of value while fulfilling the talent requirements of an aggressive business plan?

Social media technologies have opened up tremendous opportunities for Microsoft and other companies to make real, meaningful and personal connections with people, in a world where things operate at an impersonal and global scale. Microsoft has leveraged new capabilities in the areas of blogs and social sites to make connections with internal and external individuals.

Using specific examples, you will learn how Microsoft:

- Uses executive blogs to connect personal views and vision to employees and externals alike
- Brings an open and flexible approach to employee blogging, allowing idea flow and dialog within and outside the company
- Connects with candidates in personal ways, using blogging and social media profiles and events to connect
- Specifically measures success of Public Relations strategy through social media measurement and connects these measures to overall human capital and business outcomes

Warren Ashton, Manager of Employment Branding and Communication

Microsoft

David H. Jackson, PhD, Worldwide Partner

Mercer Human Resource Consulting

9:35 a.m.



Morning Refreshment & Networking Break

9:55 a.m.



Social Networking At Sun Microsystems: How To Revamp Your Communications Mix In A Matter of Months

Sun Microsystems CEO Jonathan Schwartz came to his Global Employee Communications team with a challenge: build communities within the company using social networking technology. Schwartz, a recognized leader in this space, and one of only a few Fortune 500 CEO bloggers, has seen the positive impact social media can have since starting his own blog 3 years ago.

Through this case study example, you will hear how Sun is meeting the challenge of implementing social media with the goal of driving business results, through:

- Social networking tools
- A revitalized company intranet
- Collaboration across boundaries
- No rules

Also, you'll hear about the five things any organization needs to keep in mind as they move through the evolution from traditional employee communications channels to an effective mix of traditional and new media tools.

Paris Barker, Senior Communications Manager

Sun Microsystems

Candace LoMonaco, Senior Communications Manager

Sun Microsystems

10:50 a.m.



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 12,000 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. 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 tax clients.

The new taxpayer of today is looking for do-it-yourself digital tax solutions. In this session, you will hear how Block has been using emerging media, including blogging, YouTube and Second Life, to reach these new audiences.

Denise Sposato, Digital Communications Manager

H&R Block

Paula Drum, Vice President of Marketing – Digital Tax Solutions

H&R Block

11:45 a.m.

Lunch On Your Own -- But Not Alone!

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

1:15 p.m.



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.

1:45 p.m.



How To Get Your IT People Engaged: The Part They Don't Tell You About

As you're getting your social media agenda together, you'll most likely have an idea of how you're going to approach it. What you may not have thought about is how to get it all online. Your IT department, big or small, will play a significant role in your success (or failure) of implementing *and maintaining* your social media communication plan.

In this session, you will learn how to talk to your IT people, how to get them engaged, and how to actually make them champions of your cause! It's not hard to do as long as you understand and follow a few basic tenants, don't mind learning a few new techie terms, and have the desire to create a collaborative environment where you share your communication successes.

You will leave this session armed with the knowledge it takes, passion about your new found knowledge and skills, as well as the ability to feel comfortable around your IT staff.

Jody Rosner, Communications Officer, Office of Legislative Counsel

State of California

2:40 p.m.



Afternoon Refreshment & Networking Break

2:55 p.m.



Using Social Media To Engage Your Target Audience And Drive Real, Meaningful Action

Society is in the early stages of a dramatic transition from a "read-only" culture to a new, more dynamic "read-write" culture. The audience wants to have choice in what they do. They want to have an impact. And they want feedback when they give, transparency when they invest, and accountability on everything. Social networking and video sharing are just two of the increasing number of online techniques, joining blogging, text messaging, and others, where people no longer just interact with content by "reading" and "clicking," but digest messages and then contribute their own ideas.

Virtually every organization, whether it's a major company or a small non-profit organization, wants to know how to engage their audience and drive real, meaningful action. Today, technology, and especially the internet, provides both venues and tools for making this happen. They facilitate discussion of ideas, sharing of opinions, and meaningful and measurable engagement. But what makes it successful? What is the magic ingredient? Substance.

Organizations have both a need and an opportunity to talk about serious issues – to be authentic, transparent, and sustainable in their operations and communications. In this session, you will hear how to use social media to communicate about serious issues differently.

Specifically, you will learn:

- What makes substantive (read: serious issues) content popular on social media sites - and how is it different
- The kinds of activities organizations should be creating to engage audiences and amplify their messaging
- How to demonstrate impact and explain the context of the issues that are important to users, and relate to the society as a whole

Stephen Cassidy, Chief, Internet, Television, Radio and Image

UNICEF

Brian Reich, Director of New Media

Cone Inc.

3:50 p.m.

Legal Tips For Managing Employee Blogs In The Workplace

Blogging presents new opportunities for organization's to communicate internally and externally, but the medium also comes with some legal risks. These risks can be effectively managed with clear guidelines.

In this session you will learn how to:

- Prevent legal problems that may arise in your workplace as a result of employee blogging
- Manage blogging employees to avoid liability, both on and off company time
- Create and enforce blogging guidelines to protect your company

Denise Cline, Partner

Smith Moore LLP

4:45 p.m.

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

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

5:00 p.m.

Close Of General Sessions

***** Register by September 6th to Save \$400! *****

POST-CONFERENCE WORKSHOPS: Thursday, October 25, 2007

INTERACTIVE WORKSHOPS

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

Choose C or D or BOTH for maximum value and learning

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

MORNING POST-CONFERENCE WORKSHOP C

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

How To Leverage New Technologies To Drive Important Conversations Within Your Organization

After you have learned the technology basics at this event, this interactive workshop will prepare you for when you're back at the office. You will learn proven ways of identifying the right new technology or social media platform to further your organization's conversations and collaborative efforts. Whether it's using a blog to track a project, creating a vidcast for departmental training, or building discussion forums to gather insights from multiple audiences, these techniques will yield more effective and engaging communications across borders and time zones.

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

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

WORKSHOP LEADER: Gordon Rudow is the CEO of Bonfire Communications, an award-winning internal communications agency. He is a leading expert and engaging thought leader in the worlds of employee engagement, internal communications and branding. Gordon partners with clients nationwide to design and implement communications infrastructures and drive strategic conversations toward measurable results. Some of his recent clients include Genentech, Harrah's Entertainment, Symantec, Sun Microsystems and Banana Republic.

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.

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.

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