

Don't Miss The **6th National Forum** From The Advanced Learning Institute's Acclaimed Communications & Marketing Training Series...



**SOCIAL MEDIA SUMMIT**  
How To Use Blogging, Podcasting & the Latest Web 2.0 Technologies  
To Engage Your Employees,  
Reach Your Customers & Build Your Brand  
October 20-23, 2008 • New York, NY

**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. Dziedzic, Public Relations Specialist

**Xerox**

\*\*\*\* Register by September 12th To Save \$400! \*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

**REGISTER TODAY!**

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**KEY TAKE AWAYS:**

Attend this conference to learn how to use social media, and leverage the latest interactive Web 2.0 tools and techniques

to advance your organizational goals, by:

1. **Engaging** your organization to use blogging and podcasting to maximize effectiveness, increase productivity, inspire innovation, and advance your culture
2. **Developing** a social media (blogging, podcasting, wikis, social networks, 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 your program's results
7. **Harnessing** the collaborative power of your organization's blog/podcast to drive organizational performance

**SPEAKING ORGANIZATIONS:**

Hear practical solutions you can apply immediately to help integrate social media strategies and new Web 2.0 technologies into your communications and marketing programs to build customer and employee relationships and drive bottom-line results from:

**Ernst & Young LLP**

**General Motors**

**IBM**

**H&R Block**

**Southwest Airlines**

**U.S. Department of Defense**

**Sabre Holdings**

**Siemens Corporation**

**Watson Wyatt Worldwide**

**NetApp**

8. **Building** senior management support for your social media programs
9. **Determining** the Web 2.0 spaces that have relevance for your organization and brand
10. **Measuring** the value of your organization's social media strategy: determining key metrics and gathering employee and/or customer feedback
11. **Leveraging** Web 2.0 technologies to build a brand culture internally and externally
12. **Developing** your online communications to meet the needs of a diverse employee population
13. **Transforming** your organization's blog/podcast from purely an information source to a comprehensive strategic tool
14. **Building** the business case and demonstrating the ROI of your social media program
15. **Monitoring** customer feedback and satisfaction
16. **Creating** an opportunity for employees to communicate with customers directly and informally
17. **Marketing** your social media programs both internally and externally to encourage their use
18. **Discovering** an untapped audience and potential business opportunities

**TMP Worldwide**

**Weber Shandwick**

**xynoMedia Technology**

**v-Fluence Interactive**

**Supporting Organizations:**



**Presented by:**



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

**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."

**MAXIMIZE YOUR TRAINING...**

**Choose From Four Workshops For Ultimate Value & Learning!**

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

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

**Monday, October 20, 2008 9:00 a.m. – 12:00 p.m.:**

Social Media 101: What You Need To Know To Tell Effective And Compelling Stories Online

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

**Monday, October 20, 2008 1:30 p.m. – 4:30 p.m.:**

PR And Web 2.0: How To Successfully Integrate Web 2.0 Into Your Communication Plan

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

**Thursday, October 23, 2008 8:30 a.m. – 11:30 a.m.:**

How To Leverage Social Networking To Attract New Hires and Engage Employees

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

**Thursday, October 23, 2008 1:00 p.m. – 4:00 p.m.:**

Social Media 102:

A Step-By-Step Process For Actually Creating Your Organization's Unique Social Media Strategy

## **WHO WILL ATTEND:**

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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:**

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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:

- **16 innovative speakers** at your disposal to share their strategies and experiences in corporate blogging, podcasting and other Web 2.0 technologies
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards, you will make many new contacts
- **A comprehensive overview** of social media innovations from leading practitioners **like Southwest Airlines, General Motors, Ernst & Young, Siemens Corporation, Sabre Holdings**, 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 your 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:

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### 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:

- **Southwest Airlines** has learned how to leverage today's social media tools to successfully support company efforts
- **Sabre Holdings** created a breakthrough online corporate community to connect its disperse workforce around the world
- **Ernst & Young** is using social media to reach and engage the fast-growing Generation Y workforce

Register today online at [www.aliconferences.com](http://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, 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 4<sup>th</sup> for FREE! Call (888) 362-7400 or (773) 695-9400 or go online at [www.aliconferences.com](http://www.aliconferences.com) for more details.**

## **RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:**

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*"My brain is full of great ideas and useful tips. I really appreciate the extra opportunities to speak with the experts one-on-one, and am looking forward to continued online communications."*

L. Wilson, Web Designer  
**Bechtel**

*"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**

*"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, October 20, 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 and practical approach to mastering social media that will enhance your understanding of the informative, case study presentations throughout the entire conference.

### **Choose A or B or BOTH for maximum value and learning**

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

#### **MORNING PRE-CONFERENCE WORKSHOP A**

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

#### **Social Media 101: What You Need To Know To Tell Effective And Compelling Stories Online**

Social media has transformed the way companies and their brands tell stories. It's no longer a one-way monologue, where marketers provide consumers with a message. Today, it's a two-way dialogue where consumers are not only part of the conversation and consuming messages, but creating them as well.

This informative and interactive workshop will help you understand how the ever-expanding world of social media can be leveraged to put your message at the epicenter of today's digital lifestyle. Specifically, we'll cover:

- Blogs and why they are so important in today's market
- Consumer-generated media destinations (YouTube, Revver, Flickr, etc.)
- Popular tools like widgets and social bookmarking (Digg / del.icio.us)

You'll leave this workshop with an understanding of what social media is and how you can use it to tell effective stories for yourself, your organization, and your brand.

**WORKSHOP LEADER: Adam Keats, Senior Vice President, Weber Shandwick.** Adam has been with Weber Shandwick since 2006 and leads its interactive, emerging and social media practice in Chicago. He has more than 12 years of experience in the space, including extensive experience providing senior-level strategic counsel and overseeing the creation and implementation of digital/social media projects for some of the world's best-known brands, including the "got milk?/Milk Mustache" Campaign, DiGiorno, Microsoft, Barilla, Kraft and Unilever/Axe.

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

**Afternoon break/lunch on your own.**

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

#### **AFTERNOON PRE-CONFERENCE WORKSHOP B**

#### **PR And Web 2.0: How To Successfully Integrate Web 2.0 Into Your Communication Plan**

The stats are impressive: Web 2.0 spaces (social networks, blogs and forums) are growing at lightning speed and they are fast becoming the incubators for consumer opinions and perceptions. Countless companies are scrambling to find their own strategy for engaging these spaces. Where do you begin? Start by determining the Web 2.0 spaces that have relevance for your organization and brand – and then use their respective online influence and visibility to define your communications and messaging strategy and prioritize outreach efforts to build your brand and enhance your organization's reputation.

Attend this dynamic and interactive workshop session and learn how you can:

- Conduct the critical reconnaissance work
- Bypass Web 2.0 space that won't deliver measurable results – and shape those that will
- Benchmark and measure your organization and brand's Web 2.0 footprint

**Take-home bonus:** Get an exclusive peek at v-Fluence research that reveals why Web 2.0 spaces – such as discussion groups and blogs – may be a wiser, and more powerful place for you to focus your online PR and marketing initiatives.

**WORKSHOP LEADER: Jay Byrne is President of v-Fluence Interactive**, an online PR and marketing agency that provides online analytics, strategy and execution support to help brands and organizations more effectively manage their online opportunities and risks and measure the results.

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## **AGENDA - DAY 1: Tuesday, October 21, 2008**

**8:00 a.m.**

### **Registration & Continental Breakfast**

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**8:30 a.m.**



### **CHAIRPERSON'S ADDRESS**

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

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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**

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Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

**10:10 a.m.**



### **Morning Refreshment & Networking Break**

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10:40 a.m.



## **Southwest Airlines: Nuts About Online Communication - - How To Leverage Today's Social Media Tools To Successfully Support Company Efforts**

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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 just listen to online conversations and when to chime in
- How to woo and leverage online influentials

Christi Day, Public Relations Specialist

**Southwest Airlines**

11:35 a.m.



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

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Social networking has become a buzz-phrase, but what does it really mean and how can your organization benefit from it? As a company with over 300,000 employees in over a hundred countries, IBM employees have a real need to be able to connect and feel part of a team with people who may not share the same location or language. To unite the company IBM CEO, Sam Palmisano, issued a mandate to "make IBM small."

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

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

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

Kevin Winterfield, Internal and Executive Communications

**IBM**



12:30 p.m.

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

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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.



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

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

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

In this session, you'll learn:

- How social networking inside the company can save your company money and your people time.
- How social networking in the workplace can beget real business results
- How to sell-in social media to the C-suite by using physical-world analogies
- What to avoid when setting up your social network
- How to get people who are turned off to terms like "social networking," "social media," "Web 2.0" and "corporate community" turned on to actually doing these things

Al Comeaux, Senior Vice President, Corporate Communications

### **Sabre Holdings**

2:55 p.m.



## **Afternoon Refreshment & Networking Break**

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3:10 p.m.



## **Using Social Media To Reach And Engage The Fast-Growing Generation Y Workforce**

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With an estimated eighty-five percent of college students in the U.S. using Facebook, it is a natural way to reach students and other younger audiences in today's high-tech landscape. Ernst & Young (EY) launched its Facebook Sponsored Group in 2006 and was the first professional services firm to use Facebook to enhance its recruiting efforts. EY's Facebook page currently has over 16,000 "fans" that can view news, videos, and interview tips as well as interact directly with EY recruiters through "The Wall" discussion board.

In this session, you will hear the story behind EY's experience with Facebook, including the process of gaining buy-in from firm leadership to enter into the world of social networking. You will also gain insights on best practices around campus recruitment and common stereotypes of Gen Y. Practical tips and strategies will also be shared to help you understand how to better reach and engage this fast-growing component of the workforce in your own organization.

Daniel Black, Director, American Campus Recruiting  
**Ernst & Young LLP**

4:05 p.m.



## **How To Integrate Social Media (Blogging, Podcasting & Other New Media) With Traditional Channels To Maximize Your Communication Efforts And Results**

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The Department of Defense (DoD) is increasingly turning to "New Media" to improve its communications and information sharing. In this session, you will learn how DoD is using web 2.0 & beyond, mobile content, blogger engagement, podcasting and other new media tools to reach its audiences without breaking the budget and without mainstream media filters.

DoD is using the new media definitions to define its audiences. It's all about connectivity. Understanding this connectivity helps promote your own website search engine results and takes your information directly to your audiences.

Here are a few examples of why new media plays such a critical role in DoD communications, and why your organization needs to be ready to engage in this information and communication revolution too:

- Did you know that the top government and organization podcasts downloaded from iTunes are from DoD?
- Did you know that when you talk to one blogger, you are potentially talking to 2 million virally-linked people per blogger?
- Did you know that the blogosphere is doubling in size every 6 months? Did you know that more than 1.1 billion people worldwide are now online?
- Did you know that web traffic to blogs of the top 10 online newspapers grew 210% this past year?

Web 2.0 & beyond and social/consumer generated media is changing the way we work, communicate and live. As a result, DoD is engaging in two-way communications with the blogger community – it's all about the viral spread of your message via the connectedness of the blogosphere.

This session will help you prepare your organization to join this new information and communication revolution by:

- Applying simple, low-cost, effective ways to broaden your communications reach using new media tools
- Repackaging your existing communication products to streamline your messages

Jack Holt, Chief, New Media Operations  
Office of the Assistant Secretary of Defense for Public Affairs

**U.S. Department Of Defense**

5:00 p.m.

**End Of Day One**

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5:15 p.m.



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

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

## **AGENDA - DAY 2: Wednesday, October 22, 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.



### **SPECIAL PRESENTATION**

### **Brand Management – Talking The Talk In A Web 2.0 World**

A Splog and an Imglish walk into a pub

... the Splog says to the Imglish "ru in the txt-off tom?"

The Imglish replies "afaik, I s/b ttlyl."

OK, if you understood any of that, maybe you're an early adopter. If not, time to get with Web 2.0—AKA connecting people via social media. Amazingly, it's taken less than a year to generate 50 million social media users (TV and the PC took 13 and 16 years respectively to attract that many people), with the medium becoming such a big part of our culture that many feel lost without it.

Not surprisingly, social media is also starting to play an important role in the world of business – especially in terms of recruitment. Why? Because today, a significant portion of the candidates companies seek are NOT actively looking for jobs, so the jobs have to look for them. And more and more that means using social media. Facebook, Myspace and YouTube are where the Millennials "graze" and they continue to impact the way in which this demographic seeks and shares information. Bottom line: social media is where businesses have to meet potential employees, build their brand and – literally – talk the talk.

Steven Ehrlich, Vice President of Client Development

### **TMP Worldwide**

*With more than 15 years of educational marketing, brand articulation, website development, and software development experience, Steven Ehrlich has become recognized as a "change missionary" – speaking at various events across the country on new communication technology and how it affects the way we reach people in today's world. Gain instant insight into how your organization can effectively use Web 2.0 to connect companies to current and potential employees. Don't miss this unique and dynamic speaker!*

9:35 a.m.



## Morning Refreshment & Networking Break

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10:05 a.m.



### CASE STUDY

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

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General Motors celebrates 100 years of doing business on September 16, 2008 and there are many components that incorporate the celebration. One of them is the GMnext web site. This web site has been developed to communicate and build anticipation for the vision of General Motors over the 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**

11:00 a.m.



### CASE STUDY

## How To Integrate Emerging Media Into A Well-Established Multi-Channel Brand To Reach New Audiences

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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, Director of Communications & Communities, Digital Tax Marketing

**H&R Block**

**11:55 a.m.**

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

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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.

**1:30 p.m.**



### **INTERACTIVE SESSION**

#### **Group Exercise:**

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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.

**2:15 p.m.**



### **CASE STUDY**

#### **How A Fortune 500 Company Is Using Social Media To Communicate With Its Global Employee Audience**

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Sometimes it is better not to ask, but to just go ahead and hit the install button. Siemens social media experience began with a 20 Euro piece of software and a small web server that ignited a conversation about the changing face of corporate communication.

Siemens has around 400,000 employees working to develop and manufacture products, design and install complex systems and projects, and tailor a wide range of solutions for the industry, energy and healthcare sectors. So, what happens when such a diverse global workforce meets blogging, social networks and web 2.0?

Using specific examples from Siemens' social media experiences, you will learn how to:

- Transition traditional corporate rollouts to more social media-friendly avenues
- Use social networks like Facebook to supplement your corporate communications
- Discover unknown things about your company by becoming an early adapter
- Avoid the pitfalls of executive blogging

Jim Lukach, Manager Online Communications  
**Siemens Corporation**

**3:10 p.m.**



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### **Afternoon Refreshment & Networking Break**

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**3:25 p.m.**



### **CASE STUDY**

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### **Shifting A Corporate Culture To Embrace Social Networking And Strengthen Your Brand**

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Persistence and vision are essential to any major change. Growing support within a global Fortune 1000 company for a whole new way of communicating is no exception.

NetApp had been using Podcasting, VODs, and wikis internally and had an external blogging program for years. Looking for a way to strengthen its brand as well to communicate with and listen to employees and customers, NetApp decided to implement online communities as part of their social media strategy.

Naturally, moving in this new direction brought on some challenges, including:

- Convincing decision-makers and leaders that an online community had business implications and is more than Facebook
- Identifying a software application that was enterprise ready and satisfied IT and security concerns
- Aligning disparate groups to support a common software platform
- Securing budget and resources

Attend this session and discover how your organization can embrace online communities and strengthen your own brand. Specifically, we'll cover how to:

- Make survey data actionable
- Socialize your vision
- Build alliances across an organization that lead to executive buy-in
- Secure adequate budget and staff
- Select your initial pilot implementations
- Grow your program organically
- Use online communities to strengthen your brand

Francesca Karpel, Senior Manager & Strategist  
**NetApp**

**4:20 p.m.**

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

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

**4:30 p.m.**

### **Close Of General Sessions**

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\*\*\*\* Register by September 12th To Save \$400! \*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

## POST-CONFERENCE WORKSHOPS: Thursday, October 23, 2008

### INTERACTIVE WORKSHOPS

These workshops are designed to take your conference experience to the next level. Post-conference workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, practical and 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 Social Networking To Attract New Hires and Engage Employees

As business professionals and smart managers know, simply joining online communities is not enough – we need to implement strategies for harnessing social media to recruit and retain the best and brightest; and we need to extend our use of social media to project a strong corporate brand to our employees. Join us as we discuss how to leverage the power of social networking to attract, retain and promote loyalty among recruits, employees and alumni.

Specifically, during this session you will:

- Learn how social networking, employment branding and website development are interrelated
- Discover how to join the conversation taking place online and the critical success factors that make or break the process
- Review examples of ways to empower your employees via social networking
- Understand successful strategies for implementing recruitment and branding campaigns using social media

In addition, this workshop will enable you to:

- Introduce a social networking strategy for your organization
- Actively engage your workforce
- Inspire your employees and deliver consistent communication on brand online
- Learn tips and tricks on how to harness Facebook and LinkedIn in the workplace

**WORKSHOP LEADERS: Steven Ehrlich is the Vice President, Client Development at TMP Worldwide Advertising and Communications, LLC.** He brings more than 15 years of educational marketing, brand articulation, website development, and software development experience to TMP. Since joining TMP in 2001, Steven has focused on driving innovation through the use of new and emerging technologies as marketing and recruiting tools. Steven has authored white papers for recruitment-related organizations, most recently for the National Association of Colleges & Employers (NACE) for the Future Directions Task Force titled Campus Recruiting 2017. He is also a frequent contributor to TMP Worldwide's monthly Edge e-newsletter, and he speaks frequently on the following topics: Emerging Technologies, Interactive Development, Higher Education Marketing, Social Networking, Strategy, Web 2.0, and Using Interactive Tools to Reach Active & Passive Candidates.

**Deirdre Mammano is the Director, Interactive Strategy at TMP Worldwide Advertising and Communications, LLC.** As the founder of gettinghired.com, a web site dedicated to providing employers, educators and job seekers with behavioral assessment and job matching tools, Deirdre brings more than 6 years of interactive knowledge to TMP along with a deep understanding of developments in new media and interactive technology as they relate to the recruitment marketplace. In addition to delivering custom-designed campaigns for national and global clients, Deidre also delivers

strategic roadmaps for integrating video, mobile marketing, virtual worlds, website development and search engine marketing (SEM)/search engine optimization (SEO) to get the right mix of media needed to recruit and retain top talent.

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

**Afternoon break/lunch on your own.**

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

## **AFTERNOON POST-CONFERENCE WORKSHOP D**

### **Social Media 102: A Step-By-Step Process For Actually Creating Your Organization's Unique Social Media Strategy**

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Are you attending conferences to learn more? Great!

Then are you returning to the office and not acting on what you've learned? Not so great.

If so, you should attend this session to avoid the "busy-ness" factor and exponentially increase the odds of actually implementing what you learn.

This interactive workshop will provide you with your own written copy of the workshop leader's *Social Media Strategy Blueprint* – a workbook that walks you through the nuts and bolts of actually creating your organization's unique social media strategy.

During this working session, you will determine exactly:

- How your firm will link social media with your overall business goals
- Which six 'slices' of the social media 'pie' will work best for you
- How to fit social media into your already busy schedule
- How to get the right people on your 'social media bus'
- The best, mistake-proof way to evaluate social media consultants
- How, when and what to measure to track your social media success

You will leave this workshop with the makings of your own social media blueprint that you can copy and share with your team so you can hit the ground running as soon as you're back in the office.

**WORKSHOP LEADER: Lena West, a well-known blogger and columnist, is known for her straight-forward delivery style.** She is also the award-winning CEO & Chief Strategist of xynoMedia, a New York-based social media strategy and development firm. Some of the companies she has worked with include: MasterCard, Pitney Bowes, Philips and Hyperion.

#### **Testimonials From Past Lena West Sessions:**

*"Incredible! Great interaction and format!"*

*"I really enjoyed Lena's approach – she was very dynamic and shared a lot of savvy tips and processes that added a unique perspective and strategy on the media. I'd love to attend another session from her!"*

*"Great overview – good insights. Liked the use of examples on the web!"*

#### **VENUE AND LODGING:**

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**ALL CONFERENCE SESSIONS WILL BE HELD AT THE:**

**American Management Association (AMA) Conference Center**  
1601 Broadway

New York, NY 10019

(On Broadway and 48th Street near Times Square. Entrance is on 48th Street.)

Phone: 212-586-8100 - Fax: 212-903-8168 - Customer Service: 1-800-262-9699

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

**Renaissance NY Times Square**

Two Times Square

714 Seventh Avenue @ W. 48th Street

New York, NY 10036

212-765-7676

Type **A10** in the Corporate/Promotional Code Box for special rate

Click here to make an online reservation. <<http://www.marriott.com/hotels/travel/nycrt-renaissance-new-york-hotel-times-square/>>

**Belvedere Hotel**

319 West 48th Street

New York, NY 10036

Main (212) 245-7000

Toll Free: 888-468-3558

Type **AMA** in the Access/ Promo Box for special rate

Click here to make an online reservation.

<<http://www.reservationpage.com/C00148/H00040/pickdate.aspx?ckla=1&pc=&lg=&gd=54a6b04d-a99f-4ff3-8d31-f4a75be14275>>

**Hampton Inn Times Square North**

851 Eighth Avenue

New York, NY 10019

212-581-4100

Click here to make an online reservation.

<[https://secure.hilton.com/en/hp/res/choose\\_dates.jhtml;jsessionid=JRCQSJNLTOK1ECSGBIX2VCQKIYFCXUUC?hotel=NYCMTX&corporateCode=0560008850&\\_requestid=79624](https://secure.hilton.com/en/hp/res/choose_dates.jhtml;jsessionid=JRCQSJNLTOK1ECSGBIX2VCQKIYFCXUUC?hotel=NYCMTX&corporateCode=0560008850&_requestid=79624)>

**Sheraton Manhattan**

790 7th Ave.

New York, NY 10019

866-500-0223

main (212) 581-3300

Click here to make an online reservation.

<[http://newyorkcity.destinations.starwoodhotels.com/amaNewYork/?EM=SALP\\_AMA\\_SMH\\_NYC&omniReferrer=http%3A//www.amanet.org/exec\\_conf\\_cntr/new\\_york/hotels.htm](http://newyorkcity.destinations.starwoodhotels.com/amaNewYork/?EM=SALP_AMA_SMH_NYC&omniReferrer=http%3A//www.amanet.org/exec_conf_cntr/new_york/hotels.htm)>

**Millennium Broadway**

145 West 44th Street

New York, NY 10036

212-768-4400

Click here to make an online reservation.

<<https://reservations.synxis.com/LBE/rez.aspx?Hotel=11533&Chain=5303&lang=1&Pro mo=AMA>>

**Crowne Plaza Manhattan**

(connected to the AMA Conference Center,  
where the conference sessions are being held)

1605 Broadway  
 New York, NY 10019  
 800-243-6969  
 main (212) 977-4000

Click here to make an online reservation.

<[http://www.ichotelsgroup.com/h/d/cp/1/en/advancedsearch;jsessionid=BBASPLLDXQJIUCTGWAKCHPQKM0YDKIY4?roomResult=none&hotelCode=nycmh&quickRes=city&\\_rateCode=CO R&\\_corpld=100206704&\\_requestid=81914](http://www.ichotelsgroup.com/h/d/cp/1/en/advancedsearch;jsessionid=BBASPLLDXQJIUCTGWAKCHPQKM0YDKIY4?roomResult=none&hotelCode=nycmh&quickRes=city&_rateCode=CO R&_corpld=100206704&_requestid=81914)>

The AMA Center is conveniently located in the heart of New York's world-famous Times Square. It is centrally located near historic tourist attractions such as Carnegie Hall, Lincoln Center, and Madison Square Garden. Airport access is just 6 miles away at La Guardia Airport (LGA), 12 miles away at Newark Liberty International Airport (EWR) and 13 miles away at John F. Kennedy International Airport (JFK). To view detailed ground transportation options (taxi cab, bus, subway & car rental) go to:

[http://www.amanet.org/exec\\_conf\\_cntr/new\\_york/around\\_ny.htm](http://www.amanet.org/exec_conf_cntr/new_york/around_ny.htm).



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Join us in the city that never sleeps for A.L.I.'s 6th National Conference on "SOCIAL MEDIA: 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 on your visit to New York City, go to [www.nycvisit.com](http://www.nycvisit.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.

<b>Group Discount: Register 3 colleagues and the 4<sup>th</sup> is FREE!</b>	<b>Earlybird Pricing: Register with payment by September 12<sup>th</sup></b>	<b>Regular Pricing: Register with payment after September 12<sup>th</sup></b>
Conference Only (October 21 <sup>st</sup> & 22 <sup>nd</sup> )	\$1,299	\$1,699
Conference Plus <b>One</b> Workshop	\$1,699	\$2,099
Conference Plus <b>Two</b> Workshops	\$1,999	\$2,399
Conference Plus <b>Three</b> Workshops	\$2,199	\$2,599
Conference Plus <b>Four</b> Workshops – <b>All Access Pass!</b>	<b>\$2,299 BEST VALUE!</b>	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 S&H	

\*IL residents will be charged 9.75% sales tax on workbook orders.

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

**SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:**

This conference provides an excellent opportunity to market your products and services to a targeted communications and marketing audience. Space is limited, so please call Amy at (773) 695-9400 x17, for more information.

## GROUP DISCOUNTS:

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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:

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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:

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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:

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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 October 6<sup>th</sup>), 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 October 6<sup>th</sup>) 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:

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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:

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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/>.

## **WE GUARANTEE RESULTS:**

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

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

- AT&T
- Nationwide Insurance
- Prudential
- R.R. Donnelly & Sons
- Commonwealth Edison
- Allstate Insurance
- First USA Bank
- Chrysler
- Disney
- Polaroid Corporation
- American Express
- Shell Chemicals
- Verizon
- Capital One Financial Corporation
- IBM Corporation
- BellSouth Corporation
- Pennzoil-Quaker State Company
- National Semiconductor
- Gateway
- Hewlett-Packard
- Chase Manhattan Bank
- General Motors
- Lockheed Martin
- Microsoft
- Motorola
- Target Corporation
- Sprint Nextel
- Pharmacia Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- State Farm Insurance
- AstraZeneca Pharmaceuticals
- Morgan Stanley
- American Electric Power
- Mayo Clinic
- Cisco Systems, Inc.
- Southwest Airlines
- Whirlpool Corporation
- John Deere
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- Starbucks
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**Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!**

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# SOCIAL MEDIA SUMMIT

How To Use Blogging, Podcasting & the Latest Web 2.0 Technologies

To Engage Your Employees,  
Reach Your Customers & Build Your Brand  
October 20-23, 2008 • New York, NY



## Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the October 2008 Social Media Summit in New York, NY

**Please check:**

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

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- Conference Plus Workshop(s):
  - Pre-Conference Workshop A: Social Media 101: What You Need To Know To Tell Effective And Compelling Stories Online
  - Pre-Conference Workshop B: PR And Web 2.0: How To Successfully Integrate Web 2.0 Into Your Communication Plan
  - Post-Conference Workshop C: How To Leverage Social Networking To Attract New Hires and Engage Employees
  - Post-Conference Workshop D: Social Media 102: A Step-By-Step Process For Actually Creating Your Organization's Unique Social Media Strategy
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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

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