

Back By
Popular Demand!
Don't miss THE Internal
Communications
conference of 2010...
Packed with proven
strategies to revitalize
your communications!



Strategic Internal Communications

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

November 15-18, 2010 in Washington, DC

KEY TAKE AWAYS:

Strategic internal communications impacts your organization's effectiveness dramatically – now more than ever! Attend this conference to discover actionable tools and breakthrough strategies to help you leverage the power of social media and traditional communications to forge stronger employee engagement, drive bottom-line results, and prove your worth, including:

- **Motivating and engaging** employees in your business strategy for performance-driven results
- **Using** leadership communication to build employee trust and engagement
- **Building** the business case for adding social media into your existing communication plans—including Twitter, Facebook, social networks, wikis, podcasts and more
- **Utilizing** strategic internal communications as a catalyst for culture and leadership transformation in a mission-driven organization

SPEAKING ORGANIZATIONS:

Hear practical, real-world advice on how to transform the role of internal communications to one that adds value and drives change to achieve results, from leading communications practitioners at these top organizations:

The Walt Disney Company

IBM

Nationwide Insurance

Grainger

The Associated Press

ConAgra Foods, Inc.

Tupperware Brands
Corporation

Federal Aviation Administration,
U.S. Department of Transportation

European Broadcasting Union

Union Pacific Railroad

NASA Langley Research
Center

Mohawk Industries, Inc.

National Wildlife Federation

Minority Business Development Agency,
U.S. Department of Commerce

NetApp

Bridge Consulting

Vernacular Group

Schroeder Group

Jim Shaffer Group

Arceil Leadership Ltd.

Organizational Research Forum, Inc.

The Storybranding Group

Amy Selwyn

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SOCIAL
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CLUB
if you get it, share it

Mashable
The Social Media Guide

NA
GC

ccm
Council of Communication Management
where inspired communication professionals gather

capitolcommunicator

Benefits of Attending

What You Will Learn:

Attend the Strategic Internal Communications conference to hear the latest practical advice from other organizations' internal communications initiatives. You will leave with tools, tips, and strategies for:

- **Using** strategic internal communication to communicate radical change and achieve business results
- **Leveraging** technologies, and your Intranet, to provide the correct information efficiently
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees
- **Focusing** your message to cut through the clutter and deliver your key message effectively
- **Implementing** an employee engagement campaign as a business asset to positively affect the bottom line
- **Developing** an effective social media strategy
- **Involving** the right partners (Communications, HR, Marketing, Operations, etc.) across your organization to engage employees and drive results
- **Integrating** social media tools with your traditional communications to reach your employees more efficiently and effectively

Rave Review from a Past Conference Attendee:

“Amazing case histories – the results of the companies who have come in the past and have presented again demonstrate the value of the conference.”

J. Serben, Director, Creative Services
EDWARD JONES

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and “best practices” is an important element in this communications evolution.

That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other communication professionals engaged in the “journey.” Join your colleagues now to learn how to use strategic communication to engage employees, drive performance and add value.

Join The Conference Wiki

All attendees will be invited to expand their network and continue the conversation in the conference wiki --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.

**Register by September 24th
to Save \$400!**

To Register, call 888.362.7400 or
773.695.9400 or visit us online @
www.aliconferences.com

Benefits of Attending

The Competitive Advantage You'll Gain From Attending This Critical Event:

This conference is a must-attend event for all those who are committed to using strategic internal communications to engage their employees, drive performance and add value. You'll benefit from:

- **25 innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional internal communication tools that are already proven to work
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups—you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities**— be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview of internal communications** innovations from leading practitioners like **Nationwide Insurance, Grainger, ConAgra Foods, Federal Aviation Administration, and many more**
- **Acquiring new knowledge** to help transform your communications and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading internal communications initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to revolutionize your employee communications, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Access to the conference wiki**— you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

WHO WILL ATTEND

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

- Internal Communications
- Employee Engagement
- Corporate & Brand Identity
- Corporate Communications
- Interactive Media
- Brand Development
- Online, Publication & Web Content
- Training & Development
- Organizational Transformation & Development
- Human Resources
- Electronic Communications
- Business Development
- Media Relations
- Communications Management
- Emerging/Digital Media
- Social/New Media
- Employee Communications
- Change Management
- Intranet Communications
- Public Relations/Affairs
- Global Communication
- Strategic Planning

And all those interested in engaging their employees, driving performance, measuring their communications, and getting a seat at the table.

A Letter from the Conference Chairperson

Dear Communication Colleagues,



In this challenging economic climate, many organizations are struggling to remain focused on achieving their business objectives. The good news is that today's professional strategic communicators can play a critical role in building this much-needed focus. To accomplish this, it's essential that we deliver real value each and every day. **No one cares how much "stuff" we produce—we need to prove that we're creating the communication systems, tools and culture that will help employees better understand the business and take the actions necessary to drive business results.**

This is the focus of the **Strategic Internal Communications Conference**, November 15–18, 2010. As the business landscape continues to shift and new employee and customer expectations take shape, our approach to communication—and to measuring its impact—must evolve if we are to remain vital business partners within our organizations. **There's no better time than now to learn from leading thinkers and fellow colleagues about how to revitalize your work.**

The conference will feature a mix of thought leaders and seasoned practitioners who will share their innovations and lessons learned, with an emphasis on harnessing the power of social media to drive employee communication and engagement. We will learn about cutting-edge models and methodologies and hear about some of the best case studies within our discipline. We'll have the opportunity to experience creative work and ask questions of our speakers as well as one another. And yes, we will have fun throughout the entire event.

By attending this conference, you will hear proven strategies, firsthand, from leading organizations, on how to revitalize your internal communications, including how:

- **The Walt Disney Company's** *On The Inside* news channel and engagement strategy is building employee engagement while changing behavior
- **Grainger** uses social media vehicles internally to advance the dialogue
- **NASA Langley Research Center** is integrating internal quantitative and qualitative culture assessments to define an internal storyline with the training, resources and materials employees need to convey it

Don't be left behind—register today online or call the conference hotline at 888-362-7400 to attend A.L.I.'s conference on "Strategic Internal Communications: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value," this November 15–18 in Washington, DC. It will be a perfect opportunity to refresh and retool as you seek new ways to deliver proven value for your organization in 2011 and beyond.

I look forward to seeing you at this information-packed, must-attend event for internal communicators!

Sincerely,

Chris Gay, Principal
BRIDGE CONSULTING
Conference Chairperson

'How-To' Workshops

MAXIMIZE YOUR TRAINING!

Choose From Four Workshops For Ultimate Value
And Learning!

Sign up for your choice of these highly-interactive sessions:

Monday, November 15, 2010

Pre-Conference Morning Workshop A

8:30 a.m. – 11:30 a.m.

How To Create Powerful Messages And Employee Engagement
While Achieving Buy-In— Effective Building Blocks To Your Internal
Communications Program

Pre-Conference Afternoon Workshop B

1:00 p.m. – 4:00 p.m.

Developing A Business-Driven Engagement Strategy To
Maximize Results

Thursday, November 18, 2010

Post-Conference Morning Workshop C

8:30 a.m. – 11:30 a.m.

Real-World Measurement For Real-World Communication

Post-Conference Afternoon Workshop D

1:00 p.m. – 4:00 p.m.

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

**Register 3 & Send a 4th for Free—
Bring Your Marketing, HR & Communications Team!**

To Register, call 888.362.7400 or 773.695.9400
or online @ www.aliconferences.com

RAVE REVIEWS FROM PAST ATTENDEES

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

B. Bowman, Director,
Corporate Communications &
Energy Services
SECO ENERGY

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

G. Groomes, Director of Field
Communications
TRANSAMERICA

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

R. Stevens, Director, Learning
Technology & Communications
STAPLES, INC.

*"Outstanding! One of the most
amazing conferences I have
attended in a while."*

A. Kaszowski, Web Producer
ST. JOSEPH'S HEALTH CARE
LONDON

Pre-Conference Workshops

MONDAY, NOVEMBER 15

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering strategic internal communication strategies 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

8:30 a.m. to 11:30 a.m. : PRE-CONFERENCE MORNING WORKSHOP A

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

How To Create Powerful Messages And Employee Engagement While Achieving Buy-In— Effective Building Blocks To Your Internal Communications Program

Do your internal communications inspire and motivate others—or simply inform and promote? Is your messaging strategy more like a fast-moving two-way highway or a one-way street at rush hour? Do you know the most important “secret” for effective employee engagement?

Those questions and many more will be explored throughout this interactive workshop, which will introduce you to the most effective building blocks of any internal communications program. During the session, you'll learn new techniques and participate in applied exercises to create significantly more powerful internal messaging and employee engagement strategies. You'll find out how to develop and customize effective messages that work inside your own unique organization. And you'll learn about ways to build employee allegiance and buy-in as you develop your communications strategy.

Ultimately, this comprehensive session will help you:

- Assess your organization's internal communications style and the best ways to get attention within IT
- Use the four-rung “messaging success ladder” to transform fact-based, attribute-oriented messages into more engaging, more outcome-oriented communications
- Align your internal communications program with key employee motivators
- Understand and apply the two most effective internal communications approaches
- Define the four most critical internal messaging tools every organization needs

WORKSHOP LEADER: Cindy Atlee is a Partner at The Storybranding Group, where she helps clients develop authentic brands and communications strategies that align internal stakeholder meaning with external target audience motivation.

11:30 a.m. to 1:00 p.m.: AFTERNOON BREAK/LUNCH ON YOUR OWN

1:00 p.m. to 4:00 p.m.: PRE-CONFERENCE AFTERNOON WORKSHOP B

Developing A Business-Driven Engagement Strategy To Maximize Your Communication Results

Do employees in your organization have a clear understanding of your business goals and what each person can do to help achieve them? If not, you have a real opportunity to increase employee engagement and improve bottom-line results. Research shows that employee understanding of the business strategy and how their work contributes to the company is one of the top drivers of employee engagement. Creating this line of sight, however, can be particularly challenging in an environment where many organizations are undergoing significant change and employees may be receiving disjointed and even conflicting messages about the business.

In this workshop, you will learn, through simulation and best practices, how to develop a data-driven, business-focused and inspiring employee engagement strategy including:

- Assess the internal and external landscape to drive engagement objectives
- Establish clear and compelling messages about the business to ensure everyone is aligned with business priorities
- Define and support the leaders' roles in engagement
- Use creative and inspiring tactics to engage the hearts and minds of employees
- Identify ways to measure business impact

WORKSHOP LEADER: Chris Gay, ABC, is a Co-Founder of Bridge Consulting, a firm that partners with organizations to create employee engagement, communication and change solutions that connect people and strategy to achieve business results.

Agenda, Day One

TUESDAY, NOVEMBER 16

7:30 a.m.

Registration & Continental Breakfast

8:00 a.m.

Chairperson's Welcome & Opening Remarks

Chris Gay, Principal
BRIDGE CONSULTING

8:15 a.m.

How To Use Strategic Internal Communication To Connect Employees To Your Organization's Strategy And Help Them Deliver On The Customer Promise

CASE STUDY

In 2008, Nationwide Insurance made the customer experience the core of its corporate strategy. As cultural change activities helped redefine the company's *On Your Side* brand promise, company associates were exposed to a new set of principles to guide behaviors. These behaviors evolved into a set of four actions that were adopted as a guide for personal interaction with both customers and fellow associates.

In this session, follow Nationwide's journey to help associates understand how to deliver personalized customer experiences. In particular, you'll hear how the role of the Chief Customer Advocate helped associates adopt an "I Care" attitude.

This session will showcase how your own organization can utilize and incorporate:

- Employee engagement in your customer service mission
- Lessons learned from a case study of IABC Gold Quill-winning online communications
- Ways to foster unique personal outreach to your associates
- Internal communication which will integrate strategy, brand and the customer experience

Mark Mills, ABC, Senior Consultant – Internal Communications
NATIONWIDE INSURANCE

9:00 a.m.

Building And Utilizing Various Internal Communication Channels To Ensure Better Message Delivery To A Diverse, Global Workforce

CASE STUDY

Mohawk Industries has grown dramatically through acquisition of selected companies whose businesses complemented the core expertise that Mohawk has developed. Today, the company is a "family of brands" organization employing nearly 30,000 people, with operations that span the globe and are actively being developed to meet the flooring needs of customers worldwide.

Being a "company of companies," Mohawk has numerous challenges, including in the area of internal communications. For many years, the corporate communications task was largely handled by one person. In June of 2009, the company began the process of building what we now hope will become a world-class corporate communications department.

In this session, you will learn how the communications team, in just the past year, has begun to identify, refine and formalize methods and systems to create and utilize various communication channels for better message delivery to their diverse working environments. In some cases, this has meant understanding the verbal culture and enhancing the quality of that channel, and in other cases, it means developing methods from scratch.

Agenda, Day One

TUESDAY, NOVEMBER 16

While your environment may make it challenging to gather metrics, you will leave this session with tips on how to:

- Utilize proven methods to validate the effectiveness of our message delivery
- Evaluate levels of engagement
- Coordinate the right channels and develop messages that further your company's strategic goals

Diane Raulston, Communications Specialist
MOHAWK INDUSTRIES, INC.

Stephen Grass, Communications Manager
MOHAWK INDUSTRIES, INC.

9:45 a.m.

Break-Out Blitz!

Network And Discuss Strategic Internal Communication Challenges With Your Fellow Conference Attendees

This session will open the conversation by connecting you with other conference participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

10:15 a.m.

Morning Refreshment & Networking Break

10:45 a.m.

Numbers Don't Lie: Managing Communication To Drive Better Performance And Shareholder Value

CASE STUDY

It's an elusive goal for many communication professionals. Determining how to deliver results that clearly impact the organization's bottom line. Unfortunately, it's often too easy for communication people to get lost in the everyday output they have delivered for years – instead of focusing on what really matters – helping your company sustainably improve performance by engaging employees. The difference: focusing on outcomes more than outputs.

This lively and provocative discussion will reveal what progressive communication pros are doing to measurably add value – in effect, significantly changing the paradigm of how communication functions have traditionally operated. The results speak for themselves:

- FedEx's internal communication department led a project that improved U.S. exports by 23%, with a return on investment of 1,660%
- ITT Corporation's employee communication function helped improve quality by 40% and created a new model for implementing lean transformations across the globe
- ConAgra Foods' communication leaders reduced safety incidents by 30%, improved yield loss by 25%, and reduced other supply chain costs by more than 60% in strategic manufacturing and warehouse operations

Communications professionals at these companies did one simple thing: they channeled their energy and resources on the results that were most important for the business. During the session, you'll hear how you can take immediate steps to:

- Shift from performing traditional output-based work to helping leaders address communication breakdowns that impede progress
- Help managers become better leaders and enable employees to be catalysts for improving performance
- Find a place for existing communication tools in the overall mix of solutions and use them surgically to improve outcomes

Agenda, Day One

TUESDAY, NOVEMBER 16

Bob Kula, External Affairs and Communication
CONAGRA FOODS, INC.

Jim Shaffer, Leader
JIM SHAFFER GROUP

CASE STUDY

11:30 a.m.

How To Strategically Infuse Social Media Into Your Traditional Employee Communications Program To Drive Team Engagement At Every Level Of Your Organization

Over the past 85 years, Grainger has established itself as a leading distributor of the products businesses and institutions need to keep their facilities running. Their tag line, "For the Ones who Get It Done", reflects the passion their 18,000 employees around the world have in serving customers and communities every day and during emergencies.

The company serves customers through multiple channels – branches, the phone, and online. To have empowered and energized team members at every level, Grainger has used multiple vehicles over the years to highlight the company's vision and celebrate team members who get it done. Over the past few years, Grainger has used social media vehicles internally to advance the dialogue.

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

- Best use social media vehicles in conjunction with face-to-face and other communication channels
- Leverage senior leadership to tell the story and drive communications results
- Set the right expectations with leaders and employees
- Celebrate community programs and events using social media to further employee engagement and the internal brand
- Further change management during a crisis using the right mix of communication vehicles

Anjali Reddy, Director, Internal Communications
GRAINGER

12:15 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 join others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communications concerns.

GOVERNMENT CASE STUDY

1:45 p.m.

Leading In The 21st Century: From Exhausted To Effective

In this session, you will hear about an innovative, research-based approach designed to increase employee engagement by building and exercising 21st century leadership competencies. Managers still play an important and vital role on employee performance and retention. Now, see how a long list of possible managerial activities and competencies was reduced to the "vital few accelerators" that have the most impact on improving both employee engagement and leadership effectiveness. This approach ensures that managers remember fundamental activities that create positive energy by recognizing and appreciating what is working (success), which produces greater engagement and momentum for change – ultimately achieving "breakthrough" increases in organizational results.

Specifically, you will gain an understanding of:

- The "vital few accelerators" that drive outcomes of employee engagement and leadership effectiveness

Agenda, Day One

TUESDAY, NOVEMBER 16

- How to apply the “vital few accelerators” on-the-job
- The value of using an appreciative inquiry-based approach to leadership

Jim Trinka, PhD, Director, Air Traffic Organization Training & Development
**FEDERAL AVIATION ADMINISTRATION,
U.S. DEPARTMENT OF TRANSPORTATION**

2:30 p.m.

CASE STUDY

Getting Your Customer-Centered Culture On The Right Track By Coordinating Your Marketing And Employee Communications Efforts: Proven Strategies To Communicate With A Unionized Workforce

When he signed the Pacific Railroad Act in 1862, President Abraham Lincoln marked the beginning of a legendary company – the Union Pacific Railroad (UP). Today, UP operates in the western two-thirds of the nation, while linking to the eastern United States, Mexico and Canada.

Its 43,000 mostly unionized employees serve 25,000 customers, including steamship lines, vehicle manufacturers, agricultural companies, utilities, intermodal companies and chemical manufacturers. A Fortune 150 company, UP’s network delivers the energy, food, raw materials, durable and consumer goods that support the nation’s growth.

In the past three years, UP’s performance has achieved a record-setting pace, providing service that is winning customers who shipped by other methods, primarily truck, to ensure consistent, timely and reliable deliveries. Building on its success, UP is coordinating its marketing communication and employee communications efforts. Critical to the external marketing communication is its alignment with and reinforcement of the railroad’s internal, customer-centered culture.

During this session, you will hear about strategies and tactics that helped this high-end performing organization succeed. Specifically, you will learn proven ways to:

- Get employees to understand the strategy and deliver the promise made to new and existing customers
- Implement an employee engagement campaign as a business asset to positively affect the bottom line
- Translate the strategy into specific employee behaviors
- Involve corporate communications, marketing and sales, and operations to engage employees and drive results

Anne Walsh, Director-Employee Communications
UNION PACIFIC RAILROAD

3:15 p.m.

Afternoon Refreshment & Networking Break

3:30 p.m.

NON-PROFIT CASE STUDY

Incorporating Social Media Into Your Workplace: How To Convince Your Senior Leaders And Empower Your Staff To Spread Your Organization’s Message

Social media is often perceived as a waste of time or yet another task. The National Wildlife Federation has found that this isn’t always the case. Their social media strategy empowers a number of staff and programs to find their niche while using social media. They have discovered that when done right, social media can greatly improve the efficiency of internal and external communication.

In this session, we will discuss everything from tools used to save time, to how to trust staff to disseminate important messages. You will learn from the National Wildlife Federation on how your organization can:

Agenda, Day One

TUESDAY, NOVEMBER 16

- Measure results when each program has a different goal
- Choose the right tools that make internal communications better
- Convince senior leaders the value of social media
- Empower the right staff to spread your organization's message

Danielle Brigida, Digital Marketing Manager
NATIONAL WILDLIFE FEDERATION

Michael Sola, Senior Director, Information Technology
NATIONAL WILDLIFE FEDERATION

4:15 p.m.

CASE STUDY

How To Create And Use A Social Media Strategy To Unite A Global Workforce, Strengthen Employee Engagement And Reinforce Your Brand: Building An Online Community For Employees

Employees around the globe at NetApp wanted more voice within the organization - with each other and with leadership. They wanted their questions answered and ideas shared. Using this feedback, NetApp built an online community, NetApp Live, uniting its global workforce and reinforcing its brand.

Learn from NetApp's journey, #1 on Fortune's Best Companies to Work For in 2009 and #7 on Fortune's Best Companies to Work For in 2010, how to build an online community for employees, including:

- Creating a cross-functional team to drive the initiative
- Conducting an extensive RFP process
- Developing social media guidelines and policies
- Identifying the people and skills needed to manage the site
- Analyzing the metrics to assess the impact and demonstrate your value
- Seeing the value of having Millennial's work on social media behind the firewall

In this session, you will discover why NetApp realized that social media is an investment in their organization's future, and how it should be an investment in your own organization to maximize the effectiveness of your internal communication efforts.

Francesca Karpel, Senior Manager, Internal Communications
NETAPP

5:00 p.m.

End Of Day One

5:10 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 Washington, DC's fine dining while you continue to network with your colleagues.

Agenda, Day Two

WEDNESDAY, NOVEMBER 17

7:30 a.m.

Continental Breakfast & Networking

8:00 a.m.

Chairperson's Opening Of Day Two & Presentation

Developing A Strategic Business Communication Strategy That Creates Alignment And Delivers Results

In these turbulent times, it is more critical than ever to ensure that employees clearly understand the business strategy, how it relates to the larger marketplace, and what they can do to help achieve results. To ensure that everyone is aligned with the organization's business priorities, messages need to be clear and focused; leaders and managers should be aligned and engaged in communicating about the strategy; and communication methods must "breakthrough the clutter" to gain employee mindshare.

Through the examples from a variety of best practices and case studies, you will learn how to create breakthrough communications in your organization by:

- Sorting through conflicting organizational messages to develop a clear and compelling message map
- Partnering with your leaders to determine their role and the support you can provide
- Finding the balance between strategic intent and creative execution
- Measuring results, not only of your communications, but of the impact on the business

Chris Gay, Principal
BRIDGE CONSULTING

8:55 a.m.

Engaging Employees And Shifting Corporate Culture Using Micro-Blogging, A Social Networking Site, Email And Video

What if employees had a new way to learn, share and connect? At Disney, in the world of processes, policies and system changes – it was needed desperately. A new approach was launched and employees became connected more than ever. The journey started with a simple newsletter that blossomed into a multi-tier news channel, using micro-blogging, a social networking site, email and video.

Go behind the scenes to explore the creation and growth of Disney's *On The Inside* news channel and engagement strategy, and hear about their successes and challenges along the way. See, firsthand, how a vision and a little passion can build employee engagement while changing behavior.

Specifically, you'll learn from Disney why:

- Adding fun to your guiding principles is key
- A negative reputation can be a plus
- Convincing the critics it can be done with results
- Tactics and resources can be very inexpensive or at no cost
- It's okay to push corporate boundaries

Christopher Swan, Manager, Training & Communication
THE WALT DISNEY COMPANY

9:40 a.m.

Morning Refreshment & Networking Break

Agenda, Day Two

WEDNESDAY, NOVEMBER 17

CASE STUDY

10:05 a.m.

Using Social Media To Streamline Your Organization's Internal Communications And Unify Its Online Presence

For more than 60 years, Tupperware Brands Corporation has made a difference in the lives of women around the world by offering an independent business opportunity. Today, Tupperware Brands is a portfolio of global direct selling companies, selling premium innovative products across multiple brands and categories through an independent sales force of 2.4 million.

As a truly global organization that now reaches nearly 100 markets around the world, the challenge is to inspire, motivate and communicate with the independent sales contractors who are face-to-face with the consumers. Unlike full-time employees who may speak for the whole company, each salesperson has a unique approach to the business and to word of mouth communication. In this session, you will hear about how the communications team at Tupperware Brands established a social media policy to guide, rather than restrict, its disparate sales force.

Specifically, in this session, you will get an inside look at how Tupperware Brands introduced social media as a means to streamline internal communications and unify the company's online presence. Leave with the four key steps you will need to know to successfully integrate social media into your internal communications, including:

1. Understanding the existing online presence and perceptions
2. Developing a policy that balances individual freedoms but maintains some control
3. Introducing corporate channels to communicate about new products, initiatives and guidelines
4. Monitoring online communication to ensure adherence to the policies

Elinor Steele, Vice-President, Global Communications & Public Relations
TUPPERWARE BRANDS CORPORATION

GOVERNMENT CASE STUDY

10:50 a.m.

What's Your Real Story? Using A Culture Assessment Process And Story-Based Communications Tools To Engage Your Employees And Build Value For Your Organization

This innovative case study will show how a NASA research center "found its voice," engaged its technical staff in a more accessible way of talking about the organization, and learned how to tell its real story—all through a cohesive, culture-based process called "Storybranding."

The NASA Langley Research Center has always done wide-ranging, ground-breaking work in science, exploration and aeronautics—and didn't have a cohesive, understandable way to talk about what its disparate parts added up to or why its mission was so important. Through Storybranding, the Center was able to define and tell a cohesive story about its far-flung work, and learn how to engage others in the most meaningful and motivating aspects of its mission. This in-depth session will share the process, which integrates internal quantitative and qualitative culture assessment to define an internal storyline with the training, resources and the materials employees need to convey it. You will also learn about the Organizational & Team Culture Indicator, the foundational Storybranding assessment tool that "types" an organization based on the storylines that best define its values, strengths and operating style.

Specifically, you'll learn about a process to:

- Help your organization understand the storylines that shape its purpose, personality and behavior
- Involve your entire organization in the development of an authentic, inspiring and compelling storyline or brand
- Identify and leverage the cultural strengths most likely to create internal and external communications success
- Increase the resonance and effectiveness of all communications programs

Agenda, Day Two

WEDNESDAY, NOVEMBER 17

Lelia Vann, Science Director
NASA LANGLEY RESEARCH CENTER

Cindy Atlee, Partner
THE STORYBRANDING GROUP

11:35 a.m.

CASE STUDY

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

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

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

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

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

Kevin Winterfield, Social Systems and Digital Influence
IBM

12:20 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 join others in a small, interactive group setting to network and brainstorm solutions to your most pressing internal communications concerns.

1:50 p.m.

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

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

2:20 p.m.

How To Build An Internal Communications Program That Even Naysayers Can Believe In And Participate In—In Just Four Steps And On A Limited Budget

Eurovision, the operating arm of the European Broadcasting Union, is the world leader for distributing content—primarily news and sport video and programs – to the world's top broadcast and media platforms. Its customers

Agenda, Day Two

WEDNESDAY, NOVEMBER 17

INTERNATIONAL CASE STUDY

include some of the largest and most demanding media organizations in the world, and its staff are comprised primarily of journalists and engineers -- neither of which is known for its deep-seeded love of marketing!

In terms of internal communications, the company faces a tremendous challenge: convincing naysayers that having a brand position, a business strategy and a communications program is anything but a waste of money! Also, it is important to get them to participate, or, at a minimum, not sabotage the effort.

In this session, you will learn how this organization developed a communications strategy based on market perception and market input, and then how it went about convincing staff to not only go along but to embrace the key messages.

You will leave this session with answers to the following important questions, and lessons on how to apply them to your organization, such as:

- How do you find out what your customers really think? How do you find out what your customers really want?
- How can you take that information and turn it into key messages for your business? For your staff?
- How do you get staff to understand why this is important?
- How can you do all of this without spending millions of dollars?

These results and benefits are genuine tools you can take back to your organization and start using right away. You will walk away with a four-step program for moving from auditing your competitive environment to launching an internal communications program that even naysayers will accept (okay, maybe a bit grudgingly).

Peter Vickers, Head of Marketing, Eurovision Operations Department
EUROPEAN BROADCASTING UNION

Amy Selwyn, Strategy Expert
AMY SELWYN

3:05 p.m.

Afternoon Refreshment & Networking Break

3:20 p.m.

CASE STUDY

How To Communicate And Implement Your Organization's New Business Strategy: Turning Employees Into Brand Champions Using The Latest Communication Channels

On any given day, more than half the world's population sees news from the Associated Press (AP). Founded in 1846, the AP is the world's oldest and largest newsgathering organization with about 3,700 employees located in more than 300 countries. From its roots as a membership cooperative news agency providing content and services to its member and subscriber news organizations, AP today continues to be viewed as an essential provider of accurate, fast and independent news around the clock.

In recent years, however, the AP has evolved from a traditional news cooperative to a multi-platform provider of a full range of news content for both businesses and consumers. This shift in business strategy needed to be communicated, understood and implemented throughout the organization before it could be communicated externally. In order to internalize the strategy, AP developed a new master-brand program that would be used to engage staff in delivering the strategy through behaviors, procedures and organizational actions. In this session, you will learn how the AP engaged its staff as champions of the brand and drivers of the business strategy.

Specifically, you will get an inside look into best practices and successful tools for:

- Creating a program to engage staff in the brand and business strategy
- Ensuring your staff to see the relevance in their work
- What communications plans and tools are used to educate and involve staff

Agenda, Day Two

WEDNESDAY, NOVEMBER 17

- How program findings were implemented within the organization
- Using technology and digital platforms to further engage internal stakeholders

Christine Tash, Director of Branding and Design
THE ASSOCIATED PRESS

Bill Schroeder, Principal
SCHROEDER GROUP

GOVERNMENT CASE STUDY

4:05 p.m.

Using Social Media Tools And Other Channels To Communicate More Effectively With Your Employees - - In Just Three Easy Steps

Government agencies are often saddled with bureaucracy, protocols and lots of memos; yet, how much communication is really going on? The Minority Business Development Agency at the U.S Department of Commerce, one of the smallest agencies within the federal government, has found communication amongst their entire agency, less than 100 employees, challenging.

With geographic issues, information being used as power, and no real leader in internal communications, information was intermittent at best. You will leave this session learning how you too can successfully use social media tools and other channels to communicate more effectively with your employees by implementing these three steps for better internal communications within your organization:

1. Start with a communications audit and ask questions
2. Determine who will lead internal communications efforts within your organization
3. Develop a variety of channels to communicate more effectively

Lahne Mattas-Curry, Public Affairs Specialist
MINORITY BUSINESS DEVELOPMENT AGENCY, U.S. DEPARTMENT OF COMMERCE

4:50 p.m.

Chairperson's Recap:

Key Take Aways 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.

Chris Gay, Principal
BRIDGE CONSULTING

5:00 p.m.

Close Of General Sessions

4 Easy Ways To Register:

1 **CALL** 888.362.7400
or 773.695.9400

2 **FAX**
773.695.9403

3 **WEBSITE**
www.aliconferences.com

4 **MAIL A.L.I.**
8600 W. Bryn Mawr Ave.
Suite 920-N
Chicago, IL 60631

Post-Conference Workshops

THURSDAY, NOVEMBER 18

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, 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.: POST-CONFERENCE MORNING WORKSHOP C

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

Real-World Measurement For Real-World Communication

Employees today have many sources of information about their work environment: their own direct observation, the grapevine, social media, their past experience with certain executives or managers, news from relatives and friends, Internet forums, their feeling of dignity and significance on the job, the company's policies and procedures, a manager's castoff remarks, the news media, perhaps a labor union, even their own intuition. All told, what a company states is rarely what employees actually hear, and it's what they hear that counts. That is what must be measured.

In this highly-rated, fast-paced session, you will learn to distinguish between the "official truth" as management sees it and the "ground truth" as employees experience it, to respect both for what they are, and to begin measuring the gap in clarity and credibility between intended messages and actual messages.

Specifically, this interactive workshop will teach you the:

- Three voices of communication every company uses: formal (official media), semi-formal (management programs and policies), and informal (working relationships) and the powerful effect of their integration on employee engagement
- Five big myths of surveying employees, three huge employee fears you must face, seven mistakes that rookies often make in survey research, and eight keys to your measurement success
- Four stages of building employee engagement for your next initiative or program
- Secrets of planning a communication strategy that recognizes implicit as well as explicit communication

WORKSHOP LEADERS: **Thomas J. Lee, President of Arceil Leadership Ltd.**, teaches leadership communication to management teams in numerous Fortune 500 companies. **Andrew Mosko is the Founder & Managing Principal of Organizational Research Forum, Inc.**, a firm that specializes in the collection and analysis of survey data.

11:30 a.m. to 1:00 p.m.: AFTERNOON BREAK/LUNCH ON YOUR OWN

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

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

This is a workshop for all those people out there who believe that harnessing the power of tools like Facebook, Twitter, blogs and micro-blogs, and media-sharing sites like YouTube is a great idea. This is also a workshop for those people out there -- and they are a decidedly smaller group than the first group -- who think this is a bunch of nonsense and who suggest we all just get off our Facebook pages and get back to work!

Social media, simply defined, is about Web-based, conversational media. Practically speaking, social media is about enabling conversations: dialogue, opinion, perspective, social context, community, fact, communication, collaboration, education and entertainment. And, perhaps more than anything else, social media is about influence -- the bedrock upon which successful relationships are built.

Using this as the backdrop, you will be led in a fun, hands-on, challenging and interactive workshop on social media strategies. Together, we'll look at organizations that are especially successful in harnessing the power of this phenomenon to engage employees, drive performance and add value. And, we'll talk about specific ways in which to engage your employees in social media within your organization. There's no point in hoping this "stuff" will just go away. It's here to stay. And it's here to help...if you know how to make it work for you!

In this session, we will take a look at some very powerful social media tools currently in use in successful organizations along with lessons on how to:

- Define goals for a social media strategy for your organization, roadmapping a strategy that will work in your environment and with your staff
- Support your brand position and use social media to help your organization really "live the brand"
- Think about content -- how to make it sing for your employees
- Cope with the inevitable paranoia factor ("Who said that?")
- Debunk myths, assumptions and other bad guys

By the time you leave this workshop, you will have a solid understanding of social media: what it is and how it can be used as an integral part of your internal communications program. Now, tweet that!

WORKSHOP LEADERS: **William Schroeder, Co-founder of Vernacular Group**, has worked with a range of organizations in the areas of brand strategy, corporate identity and internal brand building and communications programs. **Amy Selwyn, Co-founder of the Vernacular Group**, has 27 years of experience in strategy and marketing, and has special expertise in news, media and content, including social media.

About Our Supporters

brandchannel Official Media Partner: Brandchannel

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

brandchannel. always branding. always on.



More than a professional association, the **Council of Communication 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: <https://www.ccmconnection.com/>.



The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons. The principal purpose of NAGC is the advancement of communications as an essential professional resource at every level of national, state and local government. For more information, please go to: <http://www.nagc.com/>.



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

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



The Federal Communicators Network (FCN) formed in 1996 as a national organization for Federal communicators to help bring reinvention information to front-line Federal workers and "create an environment for reinvention to flourish."

FCN has more than 600 members, 75% of which are from Federal agencies, offices, and military establishments in Washington DC, across the country and around the world. The remaining 25% are from the legislative and judicial branches; interagency, international, nonprofit, and private groups; state and local organizations, and Federal unions. With this range of talent, expertise, and circulation, the FCN is a powerful agent for communicating the message of better government.

Membership to FCN is open to all Federal employees willing and able to promote better government that costs less and delivers results Americans care about. In addition, non-government persons engaged in communication or public relations whose professional activities enhance, further, or support the objectives of the FCN, are also welcome to join. For more information, contact Jeff Brooke at jbrooke@gpo.gov.



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

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



Capitol Communicator brings together over 33,000 unique communicators who influence and educate the Mid-Atlantic region and the world, by providing them with news; trends; education; and opportunities for networking, career enhancement and showcasing great work. Capitol Communicator focuses on a highly-targeted community of professionals in: public relations, advertising, marketing, online/offline media, graphic design, video, photography, Internet and the multitude of support professions that supports this regional multi-billion dollar industry.

Capitol Communicator is a social networking community both online and offline. Its staff is engaged in professional organizations across a broad spectrum of media. Its readers are highly educated, affluent, diverse in gender, race and are engaged urban professionals of all adult ages.

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

Venue & Registration Fees

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Doubletree Hotel Washington DC-Crystal City

300 Army Navy Drive

Arlington, VA 22202

T: 703-416-4100 or 888-222-8733

<http://doubletree1.hilton.com>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the reduced rate of \$219/night. Please call the hotel no later than October 15, 2010, to ensure this rate and mention Group "ALI: Strategic Internal Communication."** We recommend that reservations be made early as rates are subject to availability.

The Doubletree is located across the Potomac from Washington, DC in Arlington, Virginia. This full service hotel is within walking distance to The Pentagon and Fashion Centre Mall at Pentagon City. This convenient location, surrounded by major government centers and top area attractions, makes it easy to explore and discover D.C. The hotel is located 2 blocks away from the Pentagon City Metro which serves the Blue & Yellow lines. The hotel offers complimentary shuttle service to and from Ronald Reagan Washington National Airport (DCA), located just 5 miles away.

For more information, discounts and maps for your visit to Washington, DC, please go to: <http://washington.org/>.

REGISTRATION FEES:

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

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by September 24th	Regular Pricing: Register with payment after September 24th
Conference Only (November 16th & 17th)	\$1,299	\$1,699
Conference Plus One Workshop	\$1,699	\$2,099
Conference Plus Two Workshops	\$1,999	\$2,399
Conference Plus Three Workshops	\$2,199	\$2,599
Conference Plus All Four Workshops	\$2,299 BEST VALUE!	\$2,699
Conference Workbook Only (If not attending)	\$199* + \$20 S&H	

*IL residents will be charged 9.25% 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.

RAVE REVIEWS FROM PAST ATTENDEES

"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.

"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now; that I wonder what was really holding us back. This conference helped us solidify our plan."

D. King, Application Support & Web Manager

ATLANTIC HEALTH

"I loved the practical examples. All the speakers were great with real stories to share that I could relate to. The networking was FANTASTIC..."

*S. Beelher-Walsh, Brand Manager
MD FINANCIAL*

Discounts & Policies

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications audience. Space is limited, so please call Kelly at (262) 723-1284, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,299! Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration. Note to small departments—register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

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

PROGRAM CHANGES:

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

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before November 1st) a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after November 1st) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

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

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges. The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

Communications • Marketing • Brand Management • Human Resources
Health Care • Strategic Planning • Government
Performance Management • Marketing • Biometric • Technology

RAVE REVIEWS FROM PAST ATTENDEES

"A great selection of topics and presenters. An excellent utilization of time!"

J. Sanchez, Director of
Corporate Communication
U.S. SUGAR CORPORATION

"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

"Practical advice and information that I can use in my own planning process."

B. Swanson, Manager,
Editorial Communications
WENDY'S INTERNATIONAL,
INC.

"Once again, this conference filled my pockets with ideas to take back and implement. What a stellar array of movers and shakers - thank you for sharing the knowledge!"

M. Lewis, Director of Creative
and Strategic Development
MINNESOTA DEPARTMENT
OF TRANSPORTATION

We Guarantee Results!

Since 1997, 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 another event.

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

- Northwestern Memorial Hospital
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- Prudential
- Chrysler
- Allstate Insurance
- Capital One Financial Corporation
- American Heart Association
- State Farm Insurance
- American Express
- Disney
- IBM Corporation
- Mayo Clinic
- U.S. Department of Defense
- John Deere
- PepsiCo
- Shell Chemicals
- Verizon
- Microsoft
- Lockheed Martin
- Southwest Airlines
- American Cancer Society
- Pennzoil-Quaker State Company
- Kaiser Permanente
- Target Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- AT&T
- AstraZeneca Pharmaceuticals
- Whirlpool Corporation
- Sprint Nextel
- Merck
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- Starbucks
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or online @ www.aliconferences.com

RAVE REVIEWS FROM PAST ATTENDEES

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

D. Curtis-Magley, Brand Management Supervisor
UNITED PARCEL SERVICE

"Amazing case histories – the results of the companies who have come in the past and have presented again demonstrate the value of the conference."

C. Verdi-Sarwar, Director of Communications & Marketing
CITY OF CORAL SPRINGS, FL

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

S. Shoemaker, Director of Employee Communication
AT&T

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

J. Choyce, Technology Manager
HEWLETT PACKARD

