



Strategic Employee Engagement & Internal Brand Activation

USING STRATEGIC INTERNAL COMMUNICATION TO CONNECT PEOPLE, BUILD TRUST, INCREASE INNOVATION, DRIVE CHANGE AND BUSINESS RESULTS

August 5 – 7, 2014 . San Diego

REGISTER BY
JUNE 20TH
& SAVE \$400

Join the conversation
#intcomms

Meet Your SPEAKERS And BENCHMARK BEST PRACTICES With:



Kelli Carlson-Jagersma, VP,
Internal Collaboration Leader
WELLS FARGO



Eric Johnson, Association
Director of Communications
**CALIFORNIA STATE DEPT. OF
HOUSING & COMMUNITY**



Stacie Barrett, Manager,
Internal Communications
DOMINO'S



Rodney Jordan, Director
Employee Communications
COCA-COLA ENTERPRISES



Tara Herberth, Senior Director,
Brand Communication
KAISER PERMANENTE



Dennis Royalty, Advisor &
Managing Editor, Employee
Communications
ELI LILLY AND COMPANY



Lonnie Ross, Manager, Employee
Communications
DTE ENERGY



Anne Robie, Director of
Human Resources
STUBHUB



Noreen Pratscher, Manager
of Employee Communications
& Engagement, Siemens
Healthcare Customer Services
SIEMENS AG



Brian Justice, Senior Corporate
Communications Leader
CRICKET



Annie Burt, Manager, Institutional
Communications
MAYO CLINIC



Bonita Brodt, Director of
Communications
**NORTHWESTERN MEMORIAL
HEALTHCARE**



Justin Fong, VP, Internal
Communications
TEACH FOR AMERICA



Karen Moreno, Assistant
Deputy Director, Administration
and Management
**CALIFORNIA STATE DEPT. OF
HOUSING & COMMUNITY**



Kim Jokisch, Director,
Employment Branding + Media
RED HAT

**Practical tips to apply
NOW to inspire new
employee behavior
that supports your
organizations goals,
including:**

- **CREATING** an internal communication strategy that matches your organization's mission and drives culture change
- **USING** innovative crowd-sourcing technologies, gamification, and your intranet to drive significant improvements in employee engagement & leadership support
- **DEVELOPING** relevant & cost-effective content for all channels to reach, motivate, connect and inspire your employees
- **PROVIDING** a clear brand promise that your employees can understand and support
- **ENGAGING** your employees in the essence of your brand purpose and promise
- **DISCOVERING** powerful ways to inspire and empower your employees to become your biggest brand advocates
- **USING** low cost, high impact multi-dimensional communications campaigns to drive change
- **MEASURING** employee data to connect the ROI and financial impact of an engaged workforce

Learn how to **motivate, inspire, and celebrate your employees** to generate positive business results!

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WITH SUPPORT FROM



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WHAT PAST ATTENDEES SAY:

"Diverse mix of professionals from around the country & different organizations."

-Intranet Communications Mgr., ACLU

A LETTER FROM THE CONFERENCE CHAIRPERSON

Dear Internal Communications Colleagues,

In the social era, a company's ability to meet the expectations set by its brand – whether online, on the phone, in stores, or even in the design of products – can be a potent source of business growth and positive sentiment. Conversely, any failure to live up to the external or internal brand promise can instantly impact the bottom line and devastate a reputation.

This conference will give you the opportunity to learn from your peers and industry experts and consider your own brand challenges.

By attending this summer's Employee Engagement & Internal Brand Activation conference, you will learn how to:

- Design and position your brand activation effort
- Engage your organization in the essence of your brand purpose and promise
- Use internal communications as a lever for engaging employees around the world

Leading organizations will share proven strategies and tools on how to create powerful and personal connections with your employees, including:

- **Wells Fargo** introduced internal social media as a community-tool to take employee engagement to new levels
- **Mayo Clinic** integrated the use of video, storytelling, and games to motivate employees and create content that couldn't be ignored
- **Coca-Cola Enterprises** used an audience-focused, multi-media communications program to encourage employee participation to drive engagement
- **Kaiser Permanente** provided employees with the information, inspiration, and motivation they needed to embrace the brand from the inside out

Register today by calling the conference hotline at 888-362-7400, or register [here online](#) to hear from communication professionals that are leaders in our field, inventing new and innovative ways of engaging employees at work to drive performance and add value to their organization.

We look forward to meeting you this August in San Diego!

Regards,



Preston Lewis, Cofounder & Director of Business Development,
BONFIRE COMMUNICATIONS
Conference Chairperson

P.S. With innovative employee engagement & internal brand activation ideas from **Domino's**, **Eli Lilly**, **StubHub**, **California State Dept. of Housing & Community** and many more, you can't afford to miss it! Justify your attendance with our online tool, see website.

Start thinking about your role as a communicator in a **NEW, POWERFUL WAY—2 days, 4 workshops, 15+ case studies from your peers**. Here are 5 REASONS why this employee engagement & internal brand activation conference is one that you can't afford to miss:

- 1** 20+ corporate communications professionals & experts from a vast variety of organizations coming together to provide you with real examples, first-hand advice, and solutions proven to work
- 2** Dive into the topics that mean the most to you during our interactive break-out sessions where you will brainstorm and strategize solutions with attendees & speakers
- 3** Tailor your training experience by adding up to 4 optional workshops – discuss your biggest challenges in smaller peer groups and gain hands-on experience through creative exercises
- 4** Gain Continuing Education Hours
- 5** Return to the office with actionable tools, re-energized & inspired to revamp your employee engagement & brand activation strategy – we guarantee it!

Network & learn **INNOVATIVE EMPLOYEE ENGAGEMENT & INTERNAL BRAND ACTIVATION STRATEGIES** from your peers at:

Coca-Cola Enterprises
Domino's
Mayo Clinic
Eli Lilly and Company
Siemens AG
ZumFun
Teach for America
Bonfire Communications
Novacrea Research Consulting
Northwestern Memorial Healthcare
Cricket
AboutFace Media
Kaiser Permanente
Inward Strategic Consulting
California State Department of Housing & Community
Wells Fargo
DTE Energy
Red Hat
StubHub

WHO WILL ATTEND:

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

- Corporate Communications
- Internal Communications
- Employee Engagement
- Brand Communication
- Organizational Development
- Media Relations
- Corporate and Brand Identity
- Human Resources
- Social/New Media
- Employee Communications
- Change Management
- Intranet Communications
- Digital Communications
- Global Communications
- Strategic Planning
- Employee Relations
- Training & Development
- Public Affairs
- Enterprise Communities /or Communications

And all those interested in learning new innovative ways to engage their employees and drive culture change.

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Tuesday, August 5, 2014 PRE-CONFERENCE INTERACTIVE WORKSHOPS

Tailor your conference experience by attending your choice of any, or all, hands-on workshops. These sessions are a great opportunity to jump-start your conference experience, network with fellow attendees, and work in small groups to tackle your most important issues. All four workshops will provide you with actionable tools and tips that you can apply to your own employee engagement strategies.

Choose A, B, C, D, or
ALL FOUR for Maximum
Value and Learning

7:45 a.m. Workshop Registration and Continental Breakfast

A 8:00am to 10:00am

AMPLIFY SUCCESS BY ENGAGING YOUR EMPLOYEES: HOW TO USE VIDEO CONTENT TO COMMUNICATE, CONNECT AND MOTIVATE YOUR WORKFORCE

Learn why video should be your go-to source, to communicate, connect with and motivate your employees—and what goes into creating effective, efficient and engaging videos. Through case study examples, you'll learn common obstacles faced when utilizing internal tools for video content distribution and how these obstacles can be overcome—and in some cases, recast as opportunities. In this hands-on workshop, you will learn the foundations of effective video content development along with proven strategies, practical approaches and useful tips to creating content that engages employees and keeps the door open to ongoing interaction, including how to:

- Know the questions you should be asking before you create an ongoing online video content strategy
- Explore best practices for developing compelling, audience-engaging content
- Address expectations regarding engaging with and sharing video content and "viral views"
- Develop cost-effective video content for multiple distribution channels: both internal and external
- Create a phased strategy for developing content, measuring success and achieving acceptance
- Apply these approaches to your specific content needs

Workshop Leader: Denise McKee, COO,
AboutFace Media

B 10:15am – 12:15pm

IMPLEMENTING NEW INTERNAL BRANDING PROCESSES FOR IMPROVED EMPLOYEE ENGAGEMENT & NEW EMPLOYEE BEHAVIOR THAT SUPPORTS YOUR COMPANY'S GOALS

Attend this hands-on workshop to learn how your organization can take advantage of new ideas in internal brand planning that yield stronger employee engagement and commitment that will ultimately save you time, money and improve effectiveness. The approaches discussed in this session will provide you with more enthusiastic employees, a greater understanding of the company's vision, improved commitment and new employee behavior that supports the company's goals, in addition to:

- A step-by-step framework for effective internal branding (theory, messaging, tactical planning, program management & measurement processes to track results and impact)
- The process of creating a message architecture — process of building a comprehensive internal message that is clear and understood, relevant and personal and suggests the right behavior one should adopt
- Making internal branding effective to your audience in a meaningful way by understanding the importance of tactical resonance and message relevance
- Creating a message matrix—understanding the value of communicating the right message, to the right audience, at the right time
- Methods for tactical planning and group brainstorming that yield greater employee participation and internal buy-in that are fun and engaging
- Criteria and methods for measuring results
- What gamification is and how to include it in the tactical mix

Workshop Leader: Allan Steinmetz,
CEO & Cofounder,
Inward Strategic Consulting

12:15 pm – 1:15 pm Lunch on your own, but not alone! We will organize reservations nearby.

C 1:15pm – 3:15pm

HOW TO BUILD UNIQUE STRATEGIC COMMUNICATION CAMPAIGNS THAT DRIVE PARTICIPATION: AN AUDIENCE-CENTRIC APPROACH TO ENGAGEMENT

As a communicator, you can produce more effective employee communications just by developing a deeper understanding of your audiences. In this engaging workshop, you will come away with a unique methodology for building strategic communication campaigns. using audience-centric approach which employs a collaborative mapping technique that harnesses the collective insight of your communication and design teams. It has resulted in successful enterprise-wide programs for companies such as Gap Inc., GE, Starbucks, Oracle, and Genentech. In this comprehensive and hands-on workshop, you will leave with tools to help you:

- Apply the basics of the audience-centric communication planning methodology
- Integrate thinking models from change management, learning, and communications design
- Discover new ways to identify and meet the needs and preferences of your audiences and stakeholders
- Select and integrate new technology into your organization's culture, based on specific learning styles and audience concerns
- Build multi-dimensional campaigns that sustain mindshare and momentum, and change attitudes and behavior to meet business objectives

Workshop Leaders: Preston Lewis, Co-founder and Director
Gordon Rudow, Chief Executive Officer
Bonfire Communications

D 3:15 pm – 5:15 pm

LEARN HOW TO ACTIVATE YOUR EMPLOYER BRAND, ENERGIZE YOUR EMPLOYEES, AND ATTRACT SKILLED TALENT TO DRIVE BOTTOM-LINE RESULTS

Attracting and retaining skilled talent is a major challenge for many communication executives. With the increasing use of social media, potential candidates can learn a lot about your company. It's therefore more critical to have a clear employer brand message to attract and retain the right talent. How do you align your brand promise between customers and employees to achieve your business goals?

In this interactive and hands-on workshop, you'll learn how to:

- Identify opportunities and events to strengthen your employer brand
- Leverage internal and external communications to ignite employee passion
- Identify metrics of success for measuring your communication campaigns
- Design survey questions to measure the effectiveness of your communication campaigns

Providing you with:

- Guidelines for building a business case for your communication campaign
- Experience in creating valid and unbiased questions
- A roadmap for creating and implementing an evaluation programs

Workshop Leader: Pi Wen Looi, PhD.,
Founder and President,
Novacrea Research Consulting

You are encouraged to bring your communication campaign ideas to the workshop and use this as your launch pad to activate your employer brand and energize your employees.

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WHAT PAST ATTENDEES SAY:

"Relevant & interesting topics, good speakers, networking lunch, & happy hour."

Past Communications Conference Attendee

Day 1 WEDNESDAY, AUGUST 6, 2014

August 5 – 7, 2014 . San Diego

8:00am Registration, Continental Breakfast, & Networking

11:05am Q&A

8:30am Chairperson's Welcome & Presentation

Harnessing The Power Of Co-Creation: How To Use Crowdsourcing And Emerging Media To Engage Your Employees Enterprise-Wide

One of the most powerful catalysts to engagement is the process of involving your employees in the generation of ideas that address your organization's most pressing challenges. By opening up these important conversations,

individuals feel a part of—rather than on the sidelines of—the true game of business.

During this informational session you'll be led through a series of pointed inquiries, facilitating breakthrough thinking and leading to significant improvements in both your employee engagement and leadership support, including how to:

- Position communications as a catalyst for co-creation
- Build a holistic engagement strategy, supported by multidisciplinary communications
- Use emerging crowd-sourcing technologies to drive engagement efforts

PRESTON LEWIS, Co-founder & Director of Business Development

Bonfire Communications

Conference Chairperson



11:10am Stretch Break, Networking & Refreshments

11:20am Learning How To Bring Mindfulness Into Your Workplace To Create Focus, Connection And Improved Business Results

Multi-tasking, back-to-back meetings, pulling all-nighters and juggling multiple projects: these are all hallmarks of high growth technology companies. Bringing mindfulness into your workplace will create focus, observation and calm. The health benefits are well documented while your employees will reach higher levels of productivity and satisfaction.

During this session, you will learn mindfulness practices and discover ways to bring these practices into your workplace, including:

- Understanding what mindfulness means and the benefits of being mindful at work including stress reduction and improving productivity
- Raising awareness on how to be more mindful and aware of your surroundings in the workplace
- Learning how to inspire your employees to not only be aware of their thoughts and feelings but also to think before reacting
- Putting teaching into practice and demonstrate how you can bring mindfulness back to your workforce

ANNE ROBIE, Director of Human Resources



StubHub

11:50am Q&A

11:55am How To Integrate The Use Of Video Into Your Internal Communications Strategy To Properly Tell Your Story In A Way That Inspires And Celebrates Your Employees

Bring the story of your company to life; take your audience to the heart of the action and build an esprit de corps amongst your target audiences! This is what Teach For America has aimed to do with its own internal TV-like talk show program, "The Blank Show."

This forward-thinking session will cover different storytelling methods and go behind-the-scenes to see how it all comes together and how it can be applied to your internal communications strategy, including:

- Understanding the power of video events in shaping staff culture and internal branding
- The internal change process of abandoning a monthly newsletter and starting a talk show
- Creating buzz and generating buy-in for an hour-long show
- Behind the scenes conversations about strategy and content for the show
- The nitty gritty of putting on an amateur but high-impact production (including technology and equipment selection)

JUSTIN FONG, VP, Internal Communications



Teach for America

9:15am Speaker & Attendee Speed Networking

This fun and fast-paced forum is designed to provide you with a unique and fun opportunity to share your goals for this conference and get to know your fellow conference attendees and their employee engagement challenges.

9:45am Morning Refreshments & Networking Break

10:00am How To Activate Your Employees In Social Media And Humanize Your Brand

By introducing internal social media as a truly community-based tool and not as a replacement for intranet and email has taken employee engagement to a new level. This session will provide you with tips and tools to successfully unleash the power of your employees to increase team engagement, brand awareness and ultimately support your customers.

KELLI CARLSON-JAGERSMA, VP, Internal Collaboration Leader

Wells-Fargo



10:30am Q&A (An Opportunity To Ask Questions & Share 'Aha' Moments)

10:35am Successful Tips And Techniques To Successfully Engage & Inspire Your Employees

Learn proven examples and insights of strategic communications to engage and inspire your employees.

Drawing on the experience of a global, widely dispersed organization, you'll gain an understanding on how to successfully:

- Tell stories about your company and its leaders to build confidence and otherwise meet the needs of your audience
- Use first person effectively to engage and educate your employees
- Write good headlines, not labels, to pull employees into content
- Find examples and borrow other organization's ideas that could be winners for you, too

DENNIS ROYALTY, Advisor & Managing Editor, Employee Communications

Lilly
Eli Lilly and Company

Only 40% of the workforce knows about their company's goals, strategies, and tactics

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Day 1 WEDNESDAY, AUGUST 6, 2014

August 5 – 7, 2014 . San Diego

12:25pm Q&A (*An Opportunity To Ask Questions & Share 'Aha' Moments*)

12:30pm Lunch On Your Own -- But Not Alone! Reservations are booked!

Please sign up at the registration table to join a group of your colleagues for lunch with an informal discussion around an employee engagement & internal brand activation hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm.

2:00pm Interactive Exercise

Discuss Internal Brand Activation Challenges & Solutions: Benchmark With Your Peers

Don't miss this group brainstorm session to discuss common internal brand activation challenges with your peers. All participants will be encouraged to contribute to the discussions.

2:30pm **Driving Engagement Through A Compelling Employee Value Proposition**

Coca-Cola Enterprises has successfully developed a powerful internal brand with an audience-focused, multi-media communications program to encourage participation in its upcoming engagement survey and to drive employee engagement by influencing perceptions on how the company responds to feedback. This session will provide you with practical tools to do the same, including:

- Understanding the role of your employee value proposition in driving engagement
- Tangible examples of how change can be leveraged as an impetus to drive employee engagement
- Tips & examples you can use to enhance your organization's engagement communications strategy

RODNEY JORDAN, Director Employee Communications

 **Coca-Cola Enterprises**

3:00pm Q&A


3:05pm Afternoon Refreshments & Networking Break

3:20pm **Learning How To Explicitly And Measurable Link Your Internal Communications To Business Results**

DTE Energy set out to establish "Know/Feel/Do" goals to engage their senior leaders and then set out to fully rationalize their internal communications strategy against these outcomes. In doing so, DTE Energy changed the way the company approaches internal communications.

Following this session you will gain an understanding of how to measure your success by how your internal communication activity is linked to your senior leadership agenda, including how to:

- Align your communication strategy and priorities with your company's strategic imperatives and culture
- Explicitly and measurably link your communication activity to business outcomes
- Elevate the role of internal communications in your organization

 LONNIE ROSS, Manager of Internal Communications

DTE Energy

3:50pm Q&A (*An Opportunity To Ask Questions & Share 'Aha' Moments*)

3:55pm **Let's Make The Logo Bigger! (Or Not) – Bringing Your Brand To Life Through The Hearts And Minds Of Your Employees**

We spend a lot of time getting the signs and symbols just right – the logo, the color, the distinctive visual design. But while those elements make a strong foundation for your brand, you need the hearts and minds of your employees to bring it to life. This session explores the human side of brand activation through efforts that involve employees in building the brand narrative and tap into storytelling to help create awareness and drive culture change.

You will walk away with ideas, tools, and an understanding of how to:

- Create an awareness of what builds brand loyalty so that employees understand their essential role in "owning" the brand
- Use storytelling techniques to create brand connections that can inform and influence daily interactions with your customers
- Involve your workforce in the important work of identifying the desired brand culture so that they can help drive culture change.

 BONITA BRODT, Director of Communications
Northwestern Memorial Healthcare

4:40pm Q&A

4:45pm **Ask The Experts: Speaker Panel And Close Of Day One**

Need to dive deeper into specific topics? Want more details? Here's your chance! Several of today's speakers will be on to discuss what you've heard today, how to apply it to your own initiatives and discuss what topics you want to hear covered tomorrow.

5:00pm **Networking Reception: Please Join Us!**

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

7:00pm **Dine Around: Reservations Are Booked!**

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

Hear from internal communication professionals from industries including government, financial, healthcare, retail, and non-profit

WHAT PAST ATTENDEES SAY:

"Content – strong & relevant, Speakers – credible, Size – a good group, but not too large."

- VP, THE MATTHEWS GROUP, LLC.

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Day 2 THURSDAY, AUGUST 7, 2014

August 5 – 7, 2014 . San Diego

8:00am Continental Breakfast & Networking

8:30am Chairperson's Morning Announcements



PRESTON LEWIS, Cofounder & Director of Business Development
Bonfire Communications
Conference Chairperson

8:45am **Building a Community – Changing Company Culture: How To Connect People, Increase Innovation, And Build Trust In Your Organization Through A Powerful Intranet**

This informative session will show you how to create a culture-shifting intranet site with a small team and open source software. Learn how Domino's uses social tools, simple writing and targeted content can come together to build a site that connects people at all levels of the organization.

Following this discussion, you'll gain an understanding on how to successfully:

- Accelerate innovation by discussing ideas and getting feedback from all levels of an organization
- How to use social tools to share information and connect team members.
- Get a sneak peak of Domino's latest extranet that connects franchisees and stores under one mission



STACIE BARRETT, Manager, Internal Communications
Domino's

9:15am Q&A

9:20am **Developing A Successful Change Management Strategy After The Reorg Announcement – Aligned With Strategic Goals And Your Culture**

Learn how to use change management strategies to engage your employees in the change management process. Additionally, you will walk away with a deeper understanding of the tools for leader engagement, pre, during and post a major organizational change, including how to:

- Develop a change management communication strategy that is aligned with the your company's strategic imperatives and culture
- Engage your employees in the change management process
- Use existing, and develop new communication channels to ensure message penetration and gauge understanding
- Continue the momentum of leader communications, post-completion of the organizational change

NOREEN PRATSCHER, Manager of Employee Communications & Engagement, Siemens Healthcare Customer Services

SIEMENS Siemens AG

9:50am Q&A (*An Opportunity To Ask Questions & Share 'Aha' Moments*)

9:55am Morning Refreshments & Networking Break

10:10am Interactive Exercise

Discuss Employee Engagement Challenges & Solutions: Benchmark With Your Peers

As a follow-up to yesterday's group brainstorm session use this time to discuss common employee engagement challenges with your peers. All participants will be encouraged to contribute to the discussions.

10:40am **Simply Irresistible: How To Use Video, Storytelling, And Games To Motivate Employees And Create Content That Can't Be Ignored**

This fun and informative session will give you great ideas on how to make the important interesting. Using great writing, compelling video and even games to tell your organization's story can motivate and encourage employees to give their best. Mayo Clinic produces appealing content that reminds employees of the organization's mission and helps inspire staff to go above and beyond every single day.

Following this discussion, you'll gain an understanding on how to successfully:

- Create memorable content that furthers the goals of your organization and motivates employees to give discretionary effort
- Incorporate less traditional storytelling mediums such as self-produced videos and games into your internal communications
- Determine what content warrants more specialized treatment - and recommend alternatives for the stuff doesn't make the cut



ANNIE BURT, Manager, Institutional Communications
Mayo Clinic

11:10am Q&A

11:15am **Branding From The Inside Out: Inspiring Emotion And Ideas To Deliver An Employment Brand Experience**

There's no one who can better tell you company's story than the people who love working for you. But how do you engage and activate them as loyal ambassadors who passionately share your culture and raise morale among employees? This session will provide you with first-hand examples and tips to amplify your culture both internally and externally, reinforce your company's values and mission, and cultivate a workforce that feels a shared responsibility for your company, including how to:

- Engage your employees to tell authentic stories of your company's business and culture through video, photography, and social media
- Create a transparent, collaborative process to capture your employees' ideas, influence business decisions, and let the best ideas win
- Enhance existing programs and events – including your employee referral program and company wide-celebrations – to drive emotion, engagement and public interest



KIM JOKISCH, Director, Employment Branding + Media
Red Hat

WHAT PAST ATTENDEES SAY:

"I am going home with so much energy and so many ideas! Thank you for creating the space in which the creative spark can ignite."
- Dir. of Internal Communications, VP, U.S. BANK

"Interested to see & hear what others are doing in internal communications. Great for idea gathering, innovative solutions, & solving challenges. Engaging speakers!"
- Writer/Editor, SUTTER HEALTH

Highly engaged employees are 87% less likely to leave their current job

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11:45am Q&A (*An Opportunity To Ask Questions & Share 'Aha' Moments*)

11:50am **Business As "Unusual" – How To Enable Leaders And Engage Employees Before Change Ever Happens**

Leading during times of uncertainty – never mind actual change or transition – is one of the hardest responsibilities for managers of people. Learn how Cricket fostered higher employee engagement and productivity to meet business goals while also dealing with the uncertainty of a potential acquisition by AT&T. You will leave this session with a deeper understanding of how to manage change successfully during M&A, including how to:

- Tailor a M&A communication plan to the uniqueness of the transaction
- Turn leaders into both communicators and change agents
- Keep your employees focused on business-as-usual AND up-to-date on possible change
- Replicate the "Cricket Correspondents" as an extension of your functional team
- Implement low cost, high impact change communications

BRIAN JUSTICE, Senior Corporate Communications Leader



12:20am Q&A

12:25am **Lunch On Your Own -- But Not Alone! Reservations are booked!**

Please sign up at the registration table to join a group of your colleagues for lunch with an informal discussion around an employee engagement & internal brand activation hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm.

1:45pm **How To Beat Budget Constraints, Institutional Inertia And Employee Apathy**

With over 40 years of combined communications experience, this session will provide you with real-world examples, mistakes, and victories when it comes to improving communications to and between your staff. You will gain valuable insight on how to:

- Improve your organization's workplace environment
- Translate management buzzwords into concrete actions and observable outcomes
- Gather and distribute the success stories that bring a human face to your mission and vision
- Use simple, effective media to get your message across in multiple ways to multiple levels of management and staff
- Show executive staff the results of your efforts

KAREN MORENO, Assistant Deputy Director, Administration and Management

ERIC JOHNSON, Associate Director of Communications

California State Department of Housing & Community



2:15pm Q&A (*An Opportunity To Ask Questions & Share 'Aha' Moments*)

2:20pm **Afternoon Refreshments & Stretch Break**

2:30pm **Making Thrive Come Alive: Enabling Your Employees To Live Your Brand From The Inside Out**

Employees can't live a brand they don't feel, don't understand, or don't believe in. This session will provide you with the steps Kaiser Permanente has taken in its journey to connect employees to its external brand – and how by providing team members with the information, inspiration, and motivation they need to embrace the brand and everything it stands for, they will be prepared to inform, inspire, and motivate your customers, including how to:

- Advocate for your employees as an integral component of your external brand
- Influence beyond the messaging to what's really needed to authenticate your brand internally
- Combine a balance of information, inspiration, and motivation employees need to embrace and live the brand for your customers



TARA HERBERTH, Senior Director, Brand Communication,

Kaiser Permanente

3:00pm Q&A

3:05pm **Closing Panel: An Interactive Dialogue With Several Speakers From This Week**

Before heading back to the office, take this last opportunity to get your final questions answered in this lively discussion. Several of this week's speakers will share their tips, tricks and last bits of advice to take back to your office so that you return with a plan of action!

3:30pm **Chairperson's Recap And Close Of General Sessions**



PRESTON LEWIS, Cofounder & Director of Business Development

BONFIRE COMMUNICATIONS

Conference Chairperson

Engaged employees have 18% higher productivity – 60% higher quality work than those not engaged!

WHAT PAST ATTENDEES SAY:

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– Past Communications Conference Attendee

"Quality of attendees was exceptional. Most presenters were not consultants promoting their services."

– Sr. Mgr, Mktg. & Corp. Communications, TANDEM DIABETES CARE

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Payment is due two weeks prior to the conference, **July 22nd**. If payment has not been received two weeks before the conference, a credit-card hold, conference form or purchase order will be taken to ensure your space.

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