

Updated Program for Spring 2009... Now Returning to Washington, DC!

Join Us To Learn How To Create THOUSANDS of Walking Ambassadors For Your Brand  
Don't Miss The 25th National Forum on...



How Branding And Communications Drive Employee Engagement And Improve Your Organization's Bottom Line  
May 11-14, 2009 • Washington, DC

**Rave Review from a Past Internal Branding Conference Attendee:**

*"This is one of the best conferences I've ever attended – the size and quality of the group were also excellent!"*

C. Verdi-Sarwar, Director of Communications & Marketing

CITY OF CORAL SPRINGS, FLORIDA

\*\*\* **Early Bird Rates Extended until May 1st!** \*\*\*

\*\*\* **Register Soon To Save \$400!** \*\*\*

**REGISTER TODAY!**

[www.aliconferences.com](http://www.aliconferences.com)

Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (773) 695-9403

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

**KEY TAKE AWAYS:**

Attend this conference to learn how to create brand champions and advance your organizational goals by:

- **Encouraging** employees to "live the brand" and removing traditions and obstacles that are hindering delivery of the brand promise
- **Using** blogs and other web 2.0 technologies to enhance and improve your internal branding efforts
- **Measuring** the effectiveness of your internal branding strategy and maximizing the ROI on your internal branding initiatives
- **Engaging** senior leadership to ensure they are modeling focused brand messages and leading the charge
- **Aligning** your external and internal branding strategies for a united message in fast-changing environments
- **Developing** a global identity to grow your brand on a worldwide basis
- **Cultivating** employee behavior that represents your values, mission, brand and business strategy
- **Rewarding** employees for demonstrating their

**SPEAKING ORGANIZATIONS:**

Hear practical solutions you can apply immediately to build bigger and better brands and drive bottom-line results from:

**National Aeronautics and Space Administration, Langley Research Center**

**Dean Foods Company**

**ServiceMaster**

**Kaiser Permanente**

**Royal Mail**

**Federal Aviation Administration, U.S. Department of Transportation**

**REM Medical Corp.**

**George Brown College**

**The Hartford Financial Services Group, Inc.**

**Exel**

brand loyalty

- **Launching** an internal branding campaign to become an employer of choice
- **Communicating** your brand during radical change or after an M&A
- **Implementing** the brand as a business asset to positively affect the bottom line
- **Bringing** your brand to life, encouraging employees at all levels to contribute to and deliver the brand promise
- **Building** the business case and demonstrating the ROI of your internal branding program
- **Accelerating** the brand building process internally by harnessing your organization's creative energy
- **Involving** the right partners -- communications, HR, marketing, line operations, etc. -- to ensure an integrated approach across your entire organization
- **Branding** for the future to strengthen your organization's morale

Presented by:



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



**Legg Mason**

**Watson Wyatt Worldwide**

**The Storybranding Group**

**Sinickas Communications, Inc.**

**The Cohesion Group**

**Parker LePla**

**Brandtrust**

**Ologie**

**Home**

**ImprovEdge**

**Supporting Organizations:**



**International Association of Business Communicators, Washington DC Chapter**



## **WHY IS THIS A CAN'T MISS EVENT? TO LEARN AND BE INSPIRED...**

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 branding evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

## HOW CAN THIS CONFERENCE HELP YOU AND YOUR ORGANIZATION?

- Is management anxious to improve the quality of its internal branding communication?
- Is your internal branding strategy failing to impact your bottom line?
- Do you want to play a critical role in building a workforce of brand ambassadors?
- Do you feel that your organization could improve employee behavior and morale?
- Do you want to make sure your employees deliver your brand promise?

If you answered "YES" to any of these questions - don't worry, you are not alone! Organizations across the globe are struggling with internal branding issues just like these. Join us to learn how to solve your internal branding challenges. Call our conference hotline at 1-888-362-7400 to register today! Join the thousands who have benefited from A.L.I. conferences and seminars.

**\*\*\* Early Bird Rates Extended until May 1st! \*\*\***  
**\*\*\* Register Soon To Save \$400! \*\*\***

### MAXIMIZE YOUR TRAINING!

#### Choose From Four Workshops For Ultimate Value And Learning!

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

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

**Monday, May 11, 2009, 9:00 a.m. – 12:00 p.m.:**

How To Maximize The Effectiveness Of Your Internal Branding Campaign:  
Putting Five Brand Realities Into Practice

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

**Monday, May 11, 2009, 1:30 p.m. – 4:30 p.m.:**

How To Align Your Internal And External Branding Strategies To Maximize Effectiveness:  
A Three-Step Process For Success

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

**Thursday, May 14, 2009, 8:30 a.m. – 11:30 a.m.:**

How To Use Blogs, Wikis And Other Collaborative Social Media Tools To Reinvent  
Your Internal Branding Campaign

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

**Thursday, May 14, 2009, 1:00 p.m. – 4:00 p.m.:**

How To Measure The Impact Of Your Internal Branding Strategies And Programs

### WHO WILL ATTEND:

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

- Internal Communications
- Employee Communications
- Marketing
- Corporate Communications
- Public Affairs
- Brand Communications
- Human Resources
- Employee Relations
- Strategic Planning
- Corporate & Brand Identity
- Brand Development
- Brand Management
- Internal & External Marketing
- Business Development
- Global Communications
- Public Relations
- Integrated Marketing Communications
- Training & Development

And all those interested in creating brand ambassadors within their organizations.

## **BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:**

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- **20 innovative speakers** at your disposal to share their strategies and experiences in internal branding
- **25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with tools and tactics that you can begin to implement in your own organization (link the "click here for more info" online to the pre-conference workshop page)
- **An abundance of networking opportunities** - be sure to bring plenty of business cards, you will make many new contacts
- **A comprehensive overview** of internal branding innovations from leading practitioners like **Dean Foods Company, NASA, ServiceMaster, Federal Aviation Administration, Kaiser Permanente**, and many more
- **Acquiring new knowledge** to transform your staff into walking brand ambassadors and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading internal branding initiatives that will ground you in advancing your own branding strategy
- **The opportunity to learn** how to foster employee behavior that represents your organization's values and mission in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

## **A LETTER FROM THE CONFERENCE CHAIRPERSON:**

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**Dear Communications, Marketing or HR Executive:**

Great companies are great at two things:

1. Their employees are passionate, especially when they are empowered to deliver superior customer service or products
2. Their customers are passionate about the value, the products and the experience delivered by employees

For a brand to be truly experienced by consumers, employees must understand and embrace their organization's brand, and be prepared to deliver on it. When this occurs, companies win in the marketplace and they create a cohesive, compelling and enriching culture that translates to direct and positive impact on the bottom line.

With that being said, most companies develop their internal and external brands in silos. Marketing takes care of the customer experience and HR takes on the employee experience. Corporate Communication is often left the thankless task of trying to make the two brands meet. New research shows that companies who truly align

both employee and customer experiences (and make sure their employees are able to deliver on the brand promise) have a significant advantage in the marketplace.

**Figuring out how to get our entire workforce, our partners, and our key stakeholders to promote and live the principles that make us unique needs our top attention.**

Brand and company reputation are also key factors in attracting and retaining talent. People are the key factor in delivering the brand's promise to customers. Alignment of the two makes good business sense. But how do companies do this? What strategies can you use to start the process and bring different functions together? Can formerly competing departments really collaborate on an aligned brand program?

In this dynamic and intersecting world of branding and communications today, it can be difficult to keep up with trends, let alone stay on the pulse of who's doing notable work. **At A.L.I.'s 25<sup>th</sup> Internal Branding Conference this May, we'll tackle these issues and other questions while bringing you cutting-edge research and practical case studies.**

At this conference, you will learn, firsthand, about internal branding strategies employed by leading organizations, including how:

- **ServiceMaster** created a single, values-driven growth culture without compromising the integrity of each of its highly recognized, industry-leading brands
- **Kaiser Permanente** identified and overcame the challenges of aligning a highly unionized, but decentralized company
- **NASA's Langley Research Center** "found its voice," engaged its staff in a new way of talking about the organization, and learned how to tell its real story

**Attend "Internal Branding: How Branding And Communications Drive Employee Engagement And Improve Your Organization's Bottom Line," May 11-14, 2009,** and learn priceless insights from your peers.

Register today by calling our conference hotline at 888-362-7400, or register online at [www.aliconferences.com](http://www.aliconferences.com), to hear from communicators, marketers and human resources professionals practicing successful internal branding strategies. It's time to realize the competitive differentiation that well-executed brand alignment can deliver.

I look forward to seeing you this May in Washington, D.C. where we'll solve the mysteries of how to develop an internal brand that your employees can bring to life and that engages your organization for better business results.

Regards,



Kathryn Yates, Global Practice Director – Communication  
**WATSON WYATT WORLDWIDE**  
Conference Chairperson

P.S. Make your investment pay off even more by bringing your communications, marketing, and HR teams! Register three delegates and the fourth is FREE! Call (773) 695-9400 for more information.

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

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*"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**

*"Great Job! I came to the conference knowing very little about internal branding. I found that the content on one session complimented another session's content."*

S. Cohen, Instructional Designer/Health Insurance Specialist

**CENTERS FOR MEDICARE & MEDICAID SERVICES**

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

R. Stevens, Director, Learning Technology & Communications

**STAPLES, INC.**

*"Substantive, yet very personal. I've been to many enormous 1000+ conferences and MUCH prefer this. Great job! Very high level presentation in an intimate, interactive setting."*

L. Butler, Senior Director

**INTERMOUNTAIN HEALTHCARE**

*"I liked the organized networking sessions--good to meet and talk with people who "speak the same language." Good, solid content, well organized conference, seamless."*

J. Debar, Director of Marketing

**GENTIVA**

*"The Internal Branding conference was the perfect combination of reasonably small audience and high-level, experienced presenters from great companies. Nice job!"*

B. Milligan, Sr. Director, Employee Communications

**AOL**

*"This is one of the best conferences I've ever attended. The speakers were terrific, the attendees were engaged, and the chairperson did a great job of pulling it all together."*

G. Robbins, Communications Manager

**ROBBINS-GIOIA, L.L.C.**

*"Excellent opportunity to share experiences – loved the case studies, too."*

K. Waetjen, Communications Specialist

**NATIONAL SCIENCE FOUNDATION**

*"Excellent forum to discuss theory & more importantly best practice on internal branding. Provided a great number of ideas that I can now look into and see what's applicable & practical for our business. Great job!"*

C. Castano, Manager, Brand Management/Corporate Identity

**EATON CORPORATION**

*"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**

*"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**

*"This conference delivered on its brand promise. I came away with a lot of good ideas, increased commitment to branding and renewed energy. Thanks for a great conference."*

**NATIONAL FUTURES ASSOCIATION**

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

B. Swanson, Manager, Editorial Communications

**WENDY'S INTERNATIONAL, INC.**

## **PRE-CONFERENCE WORKSHOPS: Monday, May 11, 2009**

Take internal branding from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while taking a hands-on, common sense approach to mastering internal branding that will enhance your understanding of the informative case study presentations throughout the entire conference.

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

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

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

### **How To Maximize The Effectiveness Of Your Internal Branding Campaign: Putting Five Brand Realities Into Practice**

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How do you successfully answer the ever-increasing challenge to grow your business, even in the face of slashed budgets? It's time to re-launch a service provided by your company in order to stay innovative (and stay ahead of the competition), but how do you make it happen successfully and without destroying your customers' trust? In other words, how do you make near-miracles happen for your business and yourself? It all boils down to understanding the true essence of the brand and putting its truths into practice.

In this session, you will learn:

- Brands are about feelings, not about facts and figures. Understanding how employees and customers FEEL can reveal insights that conventional marketing research cannot and can be more valuable to creating long-term relationships and building brand value.
- The brand is the world's most powerful business tool, but is often the least understood. When it's time to aggressively grow the business, breathe new life into a product or service or even protect the company image during a crisis, your brand is your biggest asset.
- The brand is not part of the business; it IS the business (brand = promise = action = image). And executing on the brand strategy must be the responsibility of all parties, from the corporate CEO to the admin and from the agency general manager to the account executive.
- The little things you do are far more important than the big things you say. By following through on your brand promise, you foster trust among both employees and customers, thereby building brand value and encouraging business growth.
- Brand building is common sense, but could be more common in business. It's important for organizations to realize that every brand is a story -- that's how humans learn best. How will your story be told?

As a workshop participant, you will:

- Comprehend the five essential truths of branding and how to implement them within your own organization
- Create and/or strengthen your brand position statement

- Analyze your brand promise
- Evaluate your brand touch points
- Identify whether or not your brand touch points and brand promise are in alignment -- and make sure they're in sync

**WORKSHOP LEADER: Daryl Travis is CEO of Brandtrust and for more than 20 years, he has advised some of the world's largest and best-known brands and counseled senior marketers on emotional branding.** His clients have included American Express, Craftsman, Discover, Easter Seals, FedEx, GE, Harley-Davidson, HP, Kraft, Kimberly-Clark, Motorola and Tropicana, among others. Travis is a renowned speaker and author of a powerful book, "Emotional Branding: How Successful Brands Gain the Irrational Edge." He is also in the midst of writing a second book that will reveal how new understandings of brain science and psychology are making many old-line marketing and research methods obsolete.

### Testimonials From Past Daryl Travis Sessions:

*"Excellent information – the most worthwhile session I've attended in years!"*

*"Interesting, engaging, eye and mind-opening."*

*"Phenomenal session... well worth staying for."*

*"Best presentation overall!"*

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

**Afternoon Break/Lunch On Your Own**

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

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

### **How To Align Your Internal And External Branding Strategies To Maximize Effectiveness: A Three-Step Process For Success**

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Watson Wyatt's research tells us there is a powerful correlation between an aligned internal / external brand and financial performance. Yet how do companies go about determining which brand attributes to align and how do they make sure the employee experience reflects the brand promise?

This workshop will use scenarios to teach the process of brand alignment. Roll up your sleeves and learn:

- Why doing the work pays huge dividends to your company and your career
- The three steps to creating brand alignment
- Key functional partners in successful brand alignment
- Why change management is a critical success factor

In this workshop, you'll see how launching a brand alignment initiative can bring success to your organization and to you. You'll gain practical knowledge by using a three-step brand alignment process during small group exercises. Once your teams have created high-level brand alignment plans, we'll take a look at opportunities and barriers to successful implementation. This highly interactive, practical workshop will give you a blueprint for brand alignment and implementation success.

In just three hours we'll:

- Establish an evidence-based brand alignment rationale to help position the work internally

- Use a practical process in hands-on, small group exercises based on real organization scenarios
- Determine how different functions' perspectives can support or destroy your success
- Use critical change management skills to mitigate risk to your project

**WORKSHOP LEADER: Kathryn Yates, Watson Wyatt's Global Practice Director for Communication, has led global brand initiatives and successful implementation as both a financial services line executive and a senior consultant.** Kathryn is accomplished in all aspects of employee communication, brand alignment and change management using her particular expertise to help organizations develop strategies and programs to build strong, productive employee-employer relationships. She has spoken widely on the topic of effective communication, behavior change and evidence-based management solutions.

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**\*\*\* Register Soon To Save \$400! \*\*\***

## **AGENDA - DAY 1: Tuesday, May 12, 2009**

**8:00 a.m.**

**Registration, Continental Breakfast & Networking**

**8:30 a.m.**



**CHAIRPERSON'S WELCOME**

**Chairperson's Welcome & Opening Remarks:**

Kathryn Yates, Global Practice Director – Communication  
**WATSON WYATT WORLDWIDE**

**8:40 a.m.**



**CHAIRPERSON'S ADDRESS**

**Aligning Employees And Customers Around The Brand: An Internal Branding Approach To Improving Attraction, Retention And Engagement To Boost Performance**

While almost all managers understand their business strategy only half of them can articulate their company brand and under half of their customer-facing employees say they aren't able to deliver on the brand promise for lack of training, tools or other support. New research by Watson Wyatt uncovers the gap between customer and employee experience as well as the performance power when the two are aligned. In this session, you will learn how this research can guide an analysis of your own organization's brand alignment.

**In addition, you will take a simple brand alignment quiz to help diagnose opportunities for improvement.** Based on years of experience and the latest research, this session will help you understand the distinct DNA of organizations and how you can successfully leverage brand attributes to attract, retain and engage employees.

Kathryn Yates, Global Practice Director – Communication  
**WATSON WYATT WORLDWIDE**





























