

Back By Popular Demand! Don't Miss This 6TH Updated Program Packed  
With Proven Strategies To Help You Revitalize Your Internal  
Communications -- A Strategic Communications Forum You Can't Miss!

# STRATEGIC INTERNAL COMMUNICATIONS

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



**October 3 - 6, 2011 • San Francisco**

**Register by August 12<sup>th</sup> to Save \$400!**

## WHAT YOU WILL LEARN

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
- **Building** the business case for adding social media into your existing communication plans
- **Using** strategic internal communication to communicate radical change and achieve business results
- **Developing** a tighter focus on the metrics that matter to your employees and the business
- **Making** your intranet valuable, user-friendly and trusted - - on a limited budget
- **Dispelling** the confusion and discovering the exciting promises as well as the challenges of using Web 2.0 tools
- **Setting** measurable communication objectives that connect communication activities with bottom-line results
- **Communicating** more specifically and concretely to deliver business results by measurably influencing your audience's behaviors
- **Incorporating** social media technologies into your existing communications plans to maximize results
- **Engaging** senior leadership to ensure they are consistently modeling messages and leading the charge – including using social media tools to connect with employees
- **Seeing** the importance of two-way communication and the impact you can achieve by conversing with your audience
- **Focusing** your message to cut through the clutter and deliver your key message effectively
- **Developing** an effective social media strategy
- **Identifying** internal champions across multiple departments and company functions
- **Involving** the right partners (Communications, HR, Marketing, Operations, etc.) across your organization to engage employees and drive results

## 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:

**Cisco**

**Wells Fargo and Company**

**IBM**

**American Airlines**

**San Francisco  
Public Utilities Commission**

**Xilinx, Inc.**

**LEGO**

**State Compensation Insurance Fund**

**Tasty Catering**

**La Salle University**

**Washington State Office of the  
Attorney General**

**Bonfire Communications**

**Sinickas Communications, Inc.**

**Siegel+Gale**

**BrandED Consultants Group**

**AboutFace Media Inc.**

**Ogilvy Public Relations Worldwide**

**Aviat Networks**

**ROI Communication**

**Dan Sapp Inc.**

## SUPPORTING ORGANIZATIONS

**brandchannel**



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To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)**

# Strategic Internal Communications - October 3-6, 2011

## 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**  
**Electronic Communications**  
**Business Development**  
**Media Relations**  
**Communications Management**  
**Emerging/Digital Media**  
**Social/New Media**  
**Employee Communications**  
**Change Management**  
**Intranet Communications**  
**Public Relations/Affairs**  
**Global Communications**  
**Strategic Planning**  
**Online, Publication & Web Content**  
**Training & Development**  
**Organizational Transformation & Development**  
**Human Resources**

And all those interested in engaging their employees and driving performance.

## 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 internal communications to engage your employees, drive performance and add value.

## 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:

- **20 innovative speakers** at your disposal to share their strategies and experiences in using social media and traditional 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 **Cisco, Pitney Bowes, LEGO, San Francisco Public Utilities Commission**, 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

### Collaborate Using the Conference Wiki:

All attendees will be invited to expand their networks and continue their conversations via the conference wiki --- an online tool providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event.

# Strategic Internal Communications - October 3-6, 2011

## Dear Communications Colleagues,

Our success as communicators is measured by our ability to drive behavior changes that positively impact our organizations – whether that means aligning our customer service operations around a consistent tone of voice, or fostering collaboration to break down silos and unify teams.



This fall's Advanced Learning Institute conference helps you gain a greater understanding of the power of communications by connecting you with peers who have successfully used social technologies to ignite and accelerate the adoption of new behaviors.

### By attending this fall's conference, you will learn how to:

- Leverage emerging technologies and social media to increase two-way communications
- Engage your organization in the essence of your brand purpose and promise
- Use internal communications as a lever for better business performance

### Leading organizations will share proven strategies and tools on how to revitalize your internal communications, including how:

- **American Airlines** used five steps towards convincing upper management that now is the right time to open the social media gates to employees
- **Washington State Office of the Attorney General** is using effective communication tools, internally, including blogs, videos, and anonymous suggestion boxes to keep employees engaged, connected and informed
- **IBM** has created a globally collaborative employee culture both internally and externally

Attend "**Strategic Internal Communications: How To Use Social Media And Traditional Communications To Engage Employees, Drive Performance And Add Value,**" **October 3-6, 2011**, and learn priceless insights from your peers.

Register today by calling the conference hotline at 888-362-7400, or register here online to hear from communicators, marketers and human resources 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 in October.

Regards,

Gordon Rudow, Co-founder and CEO  
**BONFIRE COMMUNICATIONS**  
Conference Co-Chairperson

Preston Lewis, Co-founder & Director  
**BONFIRE COMMUNICATIONS**  
Conference Co-Chairperson

**P.S. Make your investment pay off even more by bringing your communications team! Register 3 people and get the 4th for FREE! Click here for details or call (773) 695-9400 for more details.**

### RAVE REVIEWS FROM PAST STRATEGIC INTERNAL COMMUNICATIONS CONFERENCE ATTENDEES:

*"Really great combination of very diverse presentations covering a wide range of topics."*

M. Mourato Gordo, Senior Management Officer

**UNITED NATIONS**

*"Day one was full of useful nuggets of wisdom and experience...really strong speakers all day."*

J. Taggart, Senior Consultant, Communication and Change Management

**TOWERS WATSON**

# Strategic Internal Communications - October 3-6, 2011

## Interactive Pre-Conference Workshops ~ Monday, October 3, 2011

### Monday, October 3, 2011

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 communications strategies that will enhance your understanding of the informative, case study presentations throughout the entire conference.

... Your Choice of **FOUR** Workshops ...  
Attend them all 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.

##### **"I've Chosen My Communication Tools, Now What?" How To Develop And Implement Compelling Content For Your Internal Communications Strategy To Drive Employee Engagement**

You've narrowed down the tools you want to use for your internal communications plan – that's a great first step. Now, how do you go about creating content to utilize those tools effectively?

In this workshop, you will be guided to greater understand the ins and outs of creating compelling content for use in your internal communications. You'll learn practical approaches and tips to developing content that grabs the attention of your audience, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to further communication. Case studies will be presented to illustrate how video content was created and implemented for internal communications purposes, and demonstrate how in some cases, this content can serve double-duty as an outward-facing strategy.

In this compelling, hands-on workshop, you will leave with strategies and tools to help you:

- Create a content strategy
- Develop compelling content that your audiences want
- Create content that utilizes social media tools including Yammer, Facebook and You Tube to communicate with your audience where they're spending their time
- Implement video content in a wide range of internal communication approaches: from emails and newsletters to online magazines and beyond
- Apply these approaches to your specific content needs

**WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc.** AboutFace is a content marketing agency that creates short form documentary videos for their clients, and then optimizes that content for use within social media.

#### 11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

#### 12:30 p.m. to 3:30 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

##### **How To Use Social Media To Advance Your Internal Communications And Advance Your Brand: A Step-By-Step Process**

Social media has become an organic part of companies' daily communications and an integral way to both advance brands and measure impact. Though engaging in social media has become less of an option for companies and more of a necessity, it can be difficult to know how to effectively get the results you want. As with most successful initiatives, leveraging the power of social media involves starting with a well thought out strategy and an understanding of the investment required. How do you make sure you're getting the right return?

In this thought-provoking workshop, you will learn:

- What it means to effectively be 'social'
- What the most impactful social media platforms are and why you should be using the
- How effective measurement can be part of your organization's plan

The world of social media is continually expanding and growing, providing endless opportunities for those who strategically join the conversation. There are also unique codes of conduct you may unwittingly break at the risk of your brand if you're not careful. Impactful social media programs begin within an organization and flow outward. This session will examine how to organically use social media to engage and empower your employees, and in the process, have them become some of the most important brand ambassadors your organization has. In addition, you will learn how to maintain your brand's voice and incorporate your core messages.



**WORKSHOP LEADER: Marisa LeVeque is a senior strategist at Siegel+Gale,** and has worked with clients in a wide variety of industries spanning healthcare (Baylor Health Care System, Emblem Health.), technology (McAfee, Microsoft, Yahoo!), logistics (Penske, Agility Logistics), energy and utilities (Southern California Edison, FMC Technologies), gaming (Activision, Sony PlayStation), agriculture (Dow AgroSciences), professional services (Pillsbury Winthrop Shaw Pittman LLC) and nonprofit organizations (Aidmatrix) on brand strategy, naming, alignment, and interactive initiatives, including mobile and social media strategy.

# Strategic Internal Communications - October 3-6, 2011

## Interactive Post-Conference Workshops ~ Thursday, October 6, 2011

### Thursday, October 6, 2011

#### 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.

##### **Change Management: Communicating And Connecting For Results**

As a business leader, it's never enough to simply be heard. It's not even enough to be understood. Whether you're talking up, down, across or outside of your organization, your meetings, events, speeches and conversations must move others to change. Whether it be one-on-one or one-on-one thousand, leaders must create change when every time they talk.

In this challenging, engaging, and highly-interactive workshop, you will be introduced to the to his "Delta Communication Model" -- a powerful strategic methodology for driving results in any important business communication.

Throughout the course of this workshop, you will experience:

- A compelling and strategic thinking and planning process for selecting ideas and images that move others to action one-on-one or one-on-one thousand
- The psychology and physiology of greater comfort in challenging communication situations
- The physical choices each must make to express greater authority, commitment and connection
- The power of committing to genuine presence and connection
- The liberating possibilities of life without PowerPoint

**WORKSHOP LEADER: Dan Sapp has almost 20 years experience consulting and coaching with senior executives and their teams.** In 1997, Dan founded Dan Sapp & Associates and quickly gained a reputation for his ability to help executives brand their leadership through their impact as communicators.

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#### 11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

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#### 12:30 p.m. to 3:30 p.m. – POST-CONFERENCE AFTERNOON WORKSHOP **D**

Refreshments will be provided during this session.

##### **Linking Communication Measurement To Your Business Strategy To Deliver Results**

Executives usually ask for one of two types of help from communicators: to create a communication tool or to increase awareness/understanding of a topic. This session will help communicators get beyond communicating just for awareness or understanding of broad organizational messages, to communicating more specifically and concretely to deliver business results by measurably influencing your audience's behaviors.

In this session, you will learn the difference between communicating a business strategy and communicating in a way that fulfills the strategy—sometimes without even mentioning the strategy itself. You will also be provided with a step-by-step process for engaging your executive management in communication planning in a way that feels like other, logical business processes they are comfortable with, including:

- Determining which stakeholder groups are most important in helping to achieve a particular goal
- Identifying the ideal behaviors for each stakeholder group to reach the goal
- Discovering through informal research which knowledge and attitude messages are contributing to the current (incorrect) behaviors and which messages would better motivate the ideal behaviors
- Choosing the best channels for the ideal knowledge and attitude messages, and especially finding the balance between traditional and social media
- Setting measurable objectives for the messages, channels and desired behavior outcomes
- Using measurement to demonstrate achievement of those objectives

**WORKSHOP LEADER: Angela Sinickas is President of Sinickas Communications, Inc.** ([www.sinicom.com](http://www.sinicom.com)), a consulting firm dedicated to helping organizations achieve business results through focused diagnostics and practical solutions.

#### **Rave Review From Past Strategic Internal Communications Conference Workshop Attendee:**

*"Very good. There was a great deal of information provided that can be used immediately in my workplace."*

INTERACTIVE, HANDS-ON WORKSHOPS

# Strategic Internal Communications - October 3-6, 2011

## General Sessions - Day One - October 4, 2011

8:00 a.m.

### Registration & Continental Breakfast

8:30 a.m.

### Chairpersons' Welcome & Opening Remarks



Gordon Rudow, Co-founder & CEO  
Preston Lewis, Co-founder & Director  
**BONFIRE COMMUNICATIONS**

8:45 a.m.

#### AWARD WINNING

### Engage Or Entangle Employees?

#### How To Use Traditional Communication Tools To Create Employee Entanglement

Tasty Catering's CEO & Founding Partner is a 40-year serial entrepreneur who has started 29 companies, acquired three and currently is the President/CEO of seven organizations.

He has given numerous presentations about corporate culture, leadership, brand image and corporate sustainability. However, his latest interest involves the nature of employees and the difference between an entangled and engaged work ethic.

A recent Gallup study stated, on a national average, 30% of the work force is engaged in their company's strategic vision, 53% are disengaged; they do just what is needed and the remaining 17% are actively disengaged, or toxic.

One might be under the impression that having an engaged employee would aid in the success of a business, with hard workers who get their jobs done efficiently and effectively.

However, A Towers Perrin study revealed that 20% of workforce employees are giving full effort on the job and spend their discretionary time thinking about how to improve their organization. Meaning, beyond these employee's daily work routine they are thinking about the betterment of the company.

These entangled employees are ideal to help foster a successful business and a cohesive work culture.

Now, how can you increase that 20% through effective communication tools?

Targeted for communication professionals, human resource professionals and leaders, this award-winning case study will:

- Help you recognize the damage caused by unengaged employees
- Reveal methods of entanglement used by several award-winning, employee-centric organizations
- Demonstrate communication instruments that speak from staff to staff which develop entangled employees
- Illustrate the impact of entangled Tasty Catering employees which resulted in increased performance, productivity and profitability due to effective communication of their culture
  1. The CFO thought the company kitchen should generate revenue 24 hours a day. His private research and discretionary thinking led to designing a formula for a healthy muffin which won a national RFP. He started a satellite company that now produces 5 million pieces per year and is the CEO and an equal shareholder.
  2. The Communications Director thought that Tasty Catering's corporate gift line was not eco-responsible and not in line with Tasty Catering's culture. Her private research and discretionary thoughts led to designing a more sustainable corporate gift line. She started a satellite corporate gift company and is the CEO and an equal shareholder.

Tasty Catering's entangled staff has launched three other companies in the past four years.

Tasty Catering was named in the top 5 Best Places to Work in Illinois the past five years, taking #1 in 2008 and 2009, Inc. Magazine's Top 20 Workplaces in 2010, Wall Street Journal's Top 35 Small Companies in 2008 & 2009. Don't miss hearing the secrets behind this successful organization's internal communications strategy and how you can apply them to your own organization's plans.



Thomas (Tom) J. Walter, CEO & Founding Partner  
**TASTY CATERING**

# Strategic Internal Communications - October 3-6, 2011

## General Sessions - Day One - October 4, 2011

9:30 a.m. **\*\*SPECIAL PRESENTATION\*\***

### Learning From The Top: Applying The Secrets Of CEOs' Communication (And Business) Success To Your Own Organization

Today, executives are under more pressure than ever before to play a demanding communications role ... listening to concerned employees, facing relentless journalists, meeting with prospective customers, appearing before inquisitive government officials, recording videos for driven sales people, talking to angry protesters. The global economic meltdown has turned a bright spotlight on the gap between CEOs' communications skills and the information needs of their various stakeholder audiences.

There is tremendous value in a CEO who can communicate effectively ... and tremendous risk in a CEO who can't. Few business schools prepare them for this round-the-clock job. Learn the key tenets of leadership communications from the world's top CEOs who've mastered corporate communications skills.

You will hear the results of what top leaders are doing and learn their communication secrets, including answers to the following questions:

- What role does leadership communication play in corporate communication today?
- What advice do CEOs have for other executives who want to master communication?
- What expectations do CEOs have of their corporate communication teams?
- How can you measure and improve your leaders' communication effectiveness?



Brad Whitworth, ABC, Fellow, Senior Communication Manager

#### CISCO

*Brad Whitworth joined Cisco as a senior communication manager in 2007 and, before that, led communication programs at HP, PeopleSoft and AAA. A former broadcaster, Brad now speaks regularly to communication groups and university classes around the world. Brad served as IABC chairman in 1989-90 and was named a Fellow of the association in 1996. His communication work has earned six IABC Gold Quills.*

10:15 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!

10:45 a.m. 

### Morning Refreshment & Networking Break

11:15 a.m. **CASE STUDY**

### Social Media Take-Off: 5 Steps To Getting Employees Of All Ages And Levels On Board And Soaring

How does a 90-year-old company, with nearly 88,500 full-time and part-time employees worldwide, with longstanding traditions break its own mold to compete for top talent entering the workforce and still capture the interest of senior employees who possess key knowledge and experience?

The HR Communications team at American Airlines (AA) answers that question with a suite of interactive online, print, video and in-person channels. There is something for everyone – even for senior leaders who don't want to commit to a full-time blog. Now in place for more than a year, new evidence that employees are eager to learn, share and lead AA into its next 90 years is starting to emerge. That's great news for AA customers, stockholders, and the people who make it all possible, the AA employees.

Learn from this fascinating company and apply their lessons to your organization, such as:

- A company is never too old to try something new
- The five steps towards convincing upper management that now is the right time to open the social media gates to employees

# Strategic Internal Communications - October 3-6, 2011

## General Sessions - Day One - October 4, 2011

- Making internal social media mirror what employees experience externally, yet building a unique company “communication identity”
- Knowing the most important question you should ask before starting something new



Don Meissner, Manager, HR Communications  
**AMERICAN AIRLINES**

### 12:00 p.m. **CASE STUDY**

#### **Low Budget Ideas For Creative High-Impact Internal Communications: Getting The Right Messages To The Right People Using The Latest Tools And Technology**

San Francisco Water, Power and Sewer (also known as the San Francisco Public Utilities Commission) provides water to 2.5 million people in the San Francisco Bay Area. It also provides municipal power and treats waste and storm water for San Francisco. With over 2,000 employees spread across California at various offices, strategic internal communication is vital to maintain our operations.

You don't need a big budget for creative, high-impact internal communications. Take advantage of simple, high-tech tools that get your important messages to the right people for little or no cost!

Despite the budget cuts faced by many organizations, it IS possible and easy to create high-impact and impressive internal communication programs. Think big on a small budget through the use of video, social media, podcasting, contests, email and other tools. Examples to be showcased on how you can also implement cutting-edge tools on a small budget for your internal communications strategy, include:

- In-house videos: Many standard office or personal cameras have good quality video recording capabilities. Free video editing software can help you produce free to low budget videos you can share at meetings, online and at office locations.
- Animoto videos/presentations: Create beautiful multi-media videos using photos, text, video clips and music. Get rid of your sleepy Power Point presentations by using Animoto! The annual subscription is affordable and worth the small investment. Animoto integrates with social media for easy promotion externally, too.
- Social Media: Social media technology can be free and useful tools for internal and emergency communications.

Other topics include how to tap into contests, events, 'Constant Contact' emails, mobile phone technology, free widgets and more!

Amy Sinclair, Public Relations Officer  
Teresa Young, Public Relations Assistant

**SAN FRANCISCO PUBLIC UTILITIES COMMISSION**

### 12:45 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.

### 2:15 p.m. **INTERNATIONAL CASE STUDY**

#### **How To Communicate To And Engage With Employees At All Levels: Aligning Employees With Your Strategy**

The LEGO Operating Model is the platform where all leaders across the value chain gather to make the key, cross-functional decisions in the company. The challenge presented is to educate and engage employees at all levels about the Operating Model, especially those that are finding themselves implementing cross-functional decisions, even when these decisions are not rooted in their respective departments. Therefore, it is crucial to communicate strategies successfully and engage employees across the entire company. The success of a company lies in the employees' understanding of the overall strategic direction.

# Strategic Internal Communications - October 3-6, 2011

## General Sessions - Day One - October 4, 2011

Below are some of the initiatives you will learn from LEGO that can be applied to your organization, including how to:

- Create strategic framework maps for leaders to see how the big picture fits into the concrete activities
- Communicate the key decisions in an editorial content - SharePoint articles, newsletters, etc.
- Report the key decisions to the team leaders across the value chain who in turn, are responsible to cascade the relevant information down to their employees
- Utilize the creation of a board game to educate employees about the Operating Model
- Interview leaders across the value chain to explain how the Operating Model impacts different areas of the business
- Incorporate the Operating Model to the corporate E-learning, which explains the key process at LEGO



Manel Romeu Bellés, Senior Communications Consultant, Operating Model Development  
**LEGO**

3:00 p.m.



### Afternoon Refreshment & Networking Break

3:15 p.m.

#### GOVERNMENT CASE STUDY

### How To Use Social Media And Traditional Communications To Foster Positive Employee Satisfaction And Improve Morale

Retaining a qualified and effective workforce can be challenging within the limitations of the public sector, especially during tough budget times. Employees who feel appreciated and know senior managers are listening to them are more content and productive, and internal communications plays a vital role in fostering employee satisfaction.

Both traditional and new media communication tools can enhance the interaction between employees and senior managers and help improve employee morale and cultivate a positive work environment.

In this session, you will learn how to use effective communication tools, internally, including blogs, videos, and anonymous suggestion boxes to:

- Keep employees engaged, connected and informed
- Help employees accept change and transition
- Recognize employee achievement
- Improve employee health and productivity
- Maintain high employee morale



Sarah Lane, Internal Communications & Social Media Manager  
**WASHINGTON STATE OFFICE OF THE ATTORNEY GENERAL**

# Strategic Internal Communications - October 3-6, 2011

## General Sessions - Day One - October 4, 2011

4:00 p.m. **CASE STUDY**

### Developing The Best Communication Model To Help *Your* Business Succeed

Business moves with amazing speed these days, and organizations survive and thrive only when they quickly adapt to evolving business priorities and goals. How should you design your communication model to respond to these changes? How do you position yourself to powerfully support and drive business objectives?

Through the experiences of Cisco's Corporate Communications team, those critical questions will be answered, along with tools to help you:

- Learn about different models for developing a global communications community
- Redesign the way your team works together to provide innovative, specialized, efficient communication service to the company

In this dynamic session, you will gain an insider's perspective on Cisco's innovative agency approach and how it is being implemented as well as the valuable lessons learned along the way!

Aliza Hutchison, Director, Strategic Communication

**CISCO**

Sheryl Lewis, Managing Director

**ROI COMMUNICATION**

4:45 p.m. **INTERACTIVE PANEL**

### More "How To's" To Help You Get The Work Done: An Interactive Panel Discussion With Today's Speakers

Need to dive deeper into specific topics? Want more details? Here's your chance! Available speakers from today's sessions will answer your questions to help you innovate your own internal communication plans.

Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

5:15 p.m.  
**End Of Day One**

5:20 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!

7:00 p.m.



### Dine Around

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

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

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

B. Swanson, Manager, Editorial Communications

**WENDY'S INTERNATIONAL, INC.**

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

S. Shoemaker, Director of Employee Communications

**AT&T**

AGENDA - DAY 1 - Tuesday, October 4

# Strategic Internal Communications - October 3-6, 2011

## General Sessions - Day Two - October 5, 2011

8:00 a.m.



### Continental Breakfast & Networking

8:30 a.m.

#### CHAIRPERSON'S ADDRESS

### Chairperson's Opening Of Day Two & Presentation: Harnessing The Power Of Co-Creation: How Leading Organizations Are Engaging Their Employees

One of the most powerful catalysts to engagement is the process of involving employees in the generation of ideas that address an 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.

This session will share methods for driving co-creation efforts within your organization to engage your employees at all levels. Case studies will be used to lead you through a series of pointed inquiries, facilitating breakthrough thinking and leading to significant improvements in both employee engagement and leadership support, including how to:

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



Gordon Rudow, Co-founder & CEO  
**BONFIRE COMMUNICATIONS**

9:30 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**

10:15 a.m.



### Morning Refreshment & Networking Break

# Strategic Internal Communications - October 3-6, 2011

## General Sessions - Day Two - October 5, 2011

AGENDA - DAY 2 - Wednesday, October 5

10:35 a.m.

### CASE STUDY

#### How To Communicate Through Major Changes And Live To Tell The Tale

Aviat Networks is a leader in wireless transmission solutions. Their products and services are used by mobile operators around the world to connect people and technology. Over the last year, the company underwent a significant restructuring program. Throughout this process, it was vitally important to keep employees informed of decisions and changes so they could focus on delivering results. But with more than 1,000 employees residing in over 30 countries, keeping the team aligned with the strategic vision of the company was a big challenge. Using multiple communications vehicles and an integrated approach, employees tracked company progress and understood the impact individual actions can have on results.

In this session, you will explore ways that you and your organization can:

- Make your messages more meaningful
- Identify advocates in every office
- Reach the hard to reach remote and mobile employees
- Use every option in the Communicator's Toolbox
- Measure, analyze, adjust, repeat

Jennifer Graybeal, Internal and Leadership Communications Manager

#### AVIAT NETWORKS

11:20 a.m.

### CASE STUDY

#### Taking Steps To Make Your Intranet Valuable, User-Friendly And Trusted

Wells Fargo And Company is a diversified financial services company providing banking, insurance, investments, mortgage, and consumer and commercial finance through more than 9,000 branches, 12,000 ATMs, and the Internet across North America and internationally. In 2008, Wells Fargo announced they were acquiring Wachovia Financial. Starting in 2010, major work began on integrating the two corporate intranets into a centralized home using the SharePoint MOSS 2003 platform.

In this presentation, you'll learn how your organization can add value to your intranet with basic best practices that (many times) can solve user frustration with the typical internal site, making it easier for them to do their job.

You will also learn lessons for your own organization's intranet, including:

- Why it's not just about technology. Steps will show you how to increase value to the site without spending much more than you are today.
- Steps to take to ensure your site is valuable BEFORE you look at changing systems
- Ask people what they need – then ask them again
- The lost art of "Findability" – how to build it with the assumption that search will never work
- How to make it a trusted source for all online content
- Governance – yes it's boring but it has to be built
- Information management – what it is and how this new discipline will lead to intranet value



Brad Bellaver, Communications Manager

#### WELLS FARGO AND COMPANY

12:05 p.m.



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

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

# Strategic Internal Communications - October 3-6, 2011

## General Sessions - Day Two - October 5, 2011

1:30 p.m. **INTERACTIVE SESSION**

### 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 internal communications initiatives.

2:00 p.m. **CASE STUDY**

### Friending, Sharing, Tweeting And Building Community: A Social Media Approach To Internal Communications And Employee Engagement

Social media takes center stage in the internal brand development process. This session will focus on how a network of 50 schools in the United States, including La Salle University, harnessed the power of social media to support the network's strategic internal communications to transform the system's culture.

For three years, blogs, Facebook, Twitter and YouTube have been enlisted to educate and engage stakeholders in the brand development process and to foster a passion for emerging media. The end result was an adopted brand strategy embraced by a diverse community of stakeholders well-versed in the powers and charms of social media.

This session will reveal lessons you can apply to your organization, including:

- An understanding of the role social media plays in the brand development process
- Insight into how social media fosters buy-in for branding in complex organizations
- The ability to determine which social media platforms complement brand building
- Actionable ideas for creating a community of brand champions
- An evangelical enthusiasm for developing and executing brand strategy through social media



John Dolan, Vice President for Enrollment Management  
**LA SALLE UNIVERSITY**



Rex Whisman, Founder and Chief Strategist  
**BRANDED CONSULTANTS GROUP**

2:45 p.m.

### Afternoon Refreshment & Networking Break

2:55 p.m. **CASE STUDY**

### Reinvigorating The Brand From The Inside Out And Igniting Growth: The Strategic Value-Add Of Your Organization's Internal Communications

Xilinx, Inc. is the world's leading provider of programmable platforms in one of the fastest growing segments of the semiconductor industry, with 3,000 employees across the globe. After 25 years in business a major initiative was launched to refresh a brand that had become outdated, while reigning in more than 38 sub-brands that existed in the company.

However, from the outset, the communications team knew that reinvigorating the brand had to be more than a visual identity effort. The company also understood that its people were what made the Xilinx brand special and differentiated. Employees were dealing with many changes, including the introduction of a new corporate strategy (Xilinx XV) and culture changes, the need to aggressively drive growth, as well as an updated brand.

So how do you align your employees to recommit as brand ambassadors and take ownership for their role in driving

# Strategic Internal Communications - October 3-6, 2011

## General Sessions - Day Two - October 5, 2011

growth – all in times of turbulent change? And how do you do this while building a new internal communications function from the ground up?

This session will help your organization target solutions on the:

- Philosophy and strategic approaches to solving the problem
- Critical elements for driving employee alignment in your organization
- Programs and tools that drive alignment and significant increases in your employee engagement
- Lessons learned throughout the process

Finally, you will learn how to achieve much with little – smaller companies can still do great things!



Rachel Watkins, Director Employee Communications  
**XILINX, INC.**

### 3:40 p.m. **CASE STUDY**

#### **When Initiating A Two-Way Conversation With Employees Is A Bad Idea: How To Balance Social Media And Traditional Communications During Times Of Change**

State Compensation Insurance Fund (State Fund) is the largest provider of workers' compensation insurance in California and one of the largest in the nation, with more than 7,000 employees across 18 offices in California. After navigating a reputational crisis and launching a new brand, State Fund began to explore how it might use social media to engage employees and customers. Just as the communications department was settling on a plan, the company's new CEO initiated a plan to restructure the company's geographic footprint, closing some offices and consolidating others. This plan is anticipated to save about \$200 million in annual operating costs over the next three years, but will require many employees to relocate (and as some will either not be able to relocate or will choose not to, will result in a smaller workforce).

This presentation will cover the benefits and risks associated with traditional and newer communications channels, and specifically, will answer the following questions:

- When does it make sense (and not) to open a new communications channel?
- When is inviting two-way conversation a good idea – and when is it not? What are the risks and benefits?
- How can companies and your leaders encourage employee influencers to model "positive" communications, and what effect can that have on employee morale in your organization?



Jennifer Vargen, Senior Vice President, Marketing and Communications  
**STATE COMPENSATION INSURANCE FUND**



Beth Haiken, Senior Vice President  
**OGILVY PUBLIC RELATIONS WORLDWIDE**

### 4:25 p.m.

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

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

### 4:45 p.m.

#### **Close Of General Sessions**

# CONFERENCE SUPPORTERS:



**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.



If you get it, share it

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

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 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/>



As one of the largest, most diverse IABC chapters, the 300-member San Francisco chapter offers a wide variety of resources to Bay Area members. Proximity to leading companies, top speakers, and IABC world headquarters allow the chapter to consistently provide outstanding professional development seminars, networking opportunities, special events and monthly programs for corporate, nonprofit and independent communicators.

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

## RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

*"This conference was the most engaging I've ever attended.*

*What an incredible group of speakers!"*

**G. Grooms, Director of Field Communications**

**TRANSAMERICA**

*"Each session had several tidbits and nuggets that were very relevant. I have several actionable ideas I will bring back to my organization."*

**C. Riggs, Director, Corporate Communications**

**STRATOS GLOBAL**

*"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**

# Strategic Internal Communications - October 3-6, 2011

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Hyatt Regency San Francisco Airport

1333 Bayshore Highway  
 Burlingame, CA 94010  
 T: (650) 347-1234  
<http://sanfranciscoairport.hyatt.com/>

If you would like to make your reservation on their website, please follow this link: <https://resweb.passkey.com/go/60c52753>.

### Internet service will be provided free of charge in all guest rooms.

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at a reduced rate of \$269/night. Please be sure to call the hotel no later than September 18, 2011** to help ensure this rate and mention that you are attending the "Strategic Internal Communications" conference. We recommend that reservations be made early, as the number of rooms at our rate is limited.

The Hyatt Regency San Francisco Airport is a Four Diamond hotel and is located on San Francisco Bay -- just 15 minutes from the excitement of downtown San Francisco -- you'll enjoy easy access to all the attractions surrounding their luxury hotel. This newly updated hotel surpasses every standard with a pampering array of amenities and services (including complimentary 24-hour access to the fitness center) with an emphasis on sustainable and green practices. Their atrium-style hotel offers views of the bay, mountains or their picturesque atrium foliage.

For convenient arrivals or departures, the hotel provides complimentary shuttle service every day, 24-hours a day, to/from San Francisco International Airport (SFO), which is a mere 10-minute commute (3 miles). The hotel also offers complimentary trolley service Monday-Saturday to/from downtown Burlingame, which offers many shopping and dining options. In addition, the hotel's 24-hours a day, complimentary transportation and convenient access to the BART Station at the San Francisco Airport puts you within easy reach of all the city's major attractions, restaurants and nightlife.

If you'd like to explore what San Francisco has to offer, you may take the Bay Area Rapid Transit (BART). Here is a link to the BART website with maps of the system and operating hours. <http://www.bart.gov>



Photo courtesy of tripadvisor.com

Join us in San Francisco for A.L.I.'s 6th "Strategic Internal Communications Conference: How To Use Social Media & Traditional Communications To Engage Employees, Drive Performance & Add Value" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to San Francisco, go to <http://www.sanfrancisco.travel/>.

## REGISTRATION FEES:

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

<b>Group Discount: Register 3 colleagues and the 4th is <b>FREE!</b></b>	<b>Earlybird Pricing: Register with payment by August 12th</b>	<b>Regular Pricing: Register with payment after August 12th</b>
Conference Only (October 4 & 5)	\$1,499	\$1,899
Conference Plus <b>One</b> Workshop	\$1,899	\$2,299
Conference Plus <b>Two</b> Workshops	\$2,199	\$2,599
Conference Plus <b>Three</b> Workshops	\$2,399	\$2,799
Conference Plus <b>All Four</b> Workshops - ALL ACCESS PASS!	<b>\$2,499 BEST VALUE!</b>	\$2,899
Conference Workbook Only (if not attending)	\$199.00* + \$20.00 S&H	
*IL residents will be charged 9.75% sales tax on workbook orders.		

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

VENUE & REGISTRATION FEES

## 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 \$1,499! **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 September 19) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after September 19) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

### RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE 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.**

*"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 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**

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

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Communications · Brand Management · Human Resources · Social Media  
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Performance Measurement · Government · Biometrics · Pharmaceuticals**

## 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 a future event.

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

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- 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
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- Southwest Airlines
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- Pennzoil-Quaker State Company
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***Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!***

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# STRATEGIC INTERNAL COMMUNICATIONS



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

October 3 - 6, 2011 • San Francisco

## Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the Oct. '11 Strategic Internal Communications Conference in San Francisco

### Please check:

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

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Morning Workshop A: "I've Chosen My Communications Tools, Now What?" How To Develop And Implement Compelling Content For Your Internal Communications Strategy To Drive Employee Engagement
  - Pre-Conference Afternoon Workshop B: How To Use Social Media To Advance Your Internal Communications And Advance Your Brand: A Step-By-Step Process
  - Post-Conference Morning Workshop C: Change Management: Communicating And Connecting For Results
  - Post-Conference Afternoon Workshop D: Linking Communication Measurement To Your Business Strategy To Deliver Results
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

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