

Register by  
October 16th  
**SAVE \$400**

*Harness the power of...*

# SOCIAL, VIDEO, & MOBILE FOR INTERNAL COMMUNICATIONS

*Engaging employees, communicating more effectively, and increasing productivity*

December 2 - 4, 2015 | Chicago, IL

## SPEAKERS

Listen, learn, and be inspired by internal communications thought leaders, including:

**Chuck Gose**  
VP Corporate Communications & SME



**Mamie Peers**  
Senior Director of Internal Communications



**Brian Moore**  
Director, Internal Communications



**Kelli Carlson**  
VP Social Engagement Leader



**Tom Prefling**  
Director, Communications



**Kathryn Everest**  
Strategist, Communications & Collaboration Solutions



**Laura Craven**  
Director of Corporate Communications & Marketing



**Larry Mathias**  
Group Manager, North America Communications Lead



*And More!*

This conference is designed for internal communicators to gain the knowledge to successfully utilize these tools and more!



MOBILE



VIDEO



INTRANETS



SOCIAL NETWORKS



INFOGRAPHIC

VLOG

DIGITAL  
SIGNAGE



GAMIFICATION

**Rave Reviews of ALI Conferences!**



Join the Conversation #ALI\_IC



**Adrienne Alesandro** @aaesand · Jul 16  
So many great ideas at #ALI\_IC! #solvingproblems #communicationexperts #bestpractices



**Courtney Kurysh** @CocoKur · Jul 17  
I have no idea how I'm going to unpack all of the goodness from the #ALI\_IC what a rad experience!



**Rick Jackson** @hablowaverly · Jul 29  
This has been one of the best (and most importantly... Relevant) conferences I've been to in years. #ali\_gov

**CULTIVATE LASTING RELATIONSHIPS WITH LIKE-MINDED PROFESSIONALS FROM VARIOUS ORGANIZATIONS AND COMPANIES!**

**Join your colleagues this December to discuss top trends, challenges, and successes with social media, video, mobile, and more for internal communications, including:**

- **Using video** to engage and inform your employees better than ever
- **Going mobile** – anytime, anywhere, with any device
- **Improving your intranet** to ensure employees are receiving the correct information when they need it
- **Boosting social media efforts** to connect employees internally and to enhance your brand from the inside-out
- **Increasing productivity** through digital tools and new, innovative technologies

**REGISTER TODAY**

Register by October 16<sup>th</sup> to save \$400!

Bring a Team and Save --- Register 3, Send a 4th for FREE!

www.aliconferences.com | TOLL-FREE: (888) 362-7400 | Phone (773) 695-9400

Organized by:





December 2 - 4, 2015 | Chicago, IL

# Harness the power of... SOCIAL, VIDEO, & MOBILE FOR INTERNAL COMMUNICATIONS

Engaging employees, communicating more effectively, and increasing productivity

## Why This Event Is Worth Your Time And Resources:

Whether you're interested in exploring the value of digital tools, looking for new and creative ways to interact with employees, or seeking ways to collaborate with other professionals in the field, this conference is not to be missed!

- **NETWORK:** 3 days dedicated to networking with over 40 senior-level internal communication professionals from across the U.S.
- **QUALITY:** Hear from over 15 leading organizations across a variety of industries
- **INTERACTION:** Panel discussions & breakout sessions designed to cover your questions and challenges that you are experiencing
- **VALUE:** Exclusive opportunity to hear & see how leading organizations are using digital tools for internal communication purposes
- **COLLABORATE:** You'll have access to all presentations and a contact list of all participants post-conference so you can stay in touch & continue to be inspired



## VENUE & LODGING

This event will be held at a business-class hotel in Chicago with sleeping rooms available onsite at a reduced group rate. Check the website for updated details.

**4 out of 5** companies have NOT found a way to implement a solution to digitally communicate with their offline employees.



**DON'T LEAVE YOUR EMPLOYEES BEHIND  
EVERY EMPLOYEE MATTERS!**

Learn how other organizations are connecting their offline or hourly employees.

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

Space is limited, so please call Michela at (773) 695-9400 ext. 218 for more information.

Meet decision makers from a variety of industries

Create, develop, and enhance credibility

Acquire a list of attendees

Distribute samples & run demos

Generate new sales & form new business partnerships

## REGISTRATION FEES

The following are included in your training registration: attendance, a conference folder and any additional meeting materials, access to the digital Dropbox to obtain electronic copies of speaker presentations, attendee networking list, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

**GROUP DISCOUNT:** Register 3 colleagues and the 4th is FREE! (4th person of team use promo code "4th")

**Early Bird Pricing**  
by October 16

**Regular Pricing**  
after October 16

**3 Day Training - ALL ACCESS PASS**  
December 2 - 4  
Includes all 4 pre-conference workshops & 2-day general sessions

**\$2,599**  
**GREAT VALUE**

**\$2,999**

**General Sessions Only**  
December 3-4  
Includes 2-day general sessions

**\$1,699**

**\$2,099**

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.

### ABOUT US:

Our conferences bring together industry leaders and experts to share valuable experience, best practices, and proven solutions to common problems. Our events are unique — you'll build peer relationships and participate in various networking sessions to help you add more value at work and advance your career.

### WE GUARANTEE RESULTS:

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

### CANCELLATION POLICY:

You may make substitutions at any time; however, please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before November 18) 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 November 18) 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.

### 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.

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