

25th

Intranets for Corporate Communications

Maximize the impact of your intranet

February 19 & 20, 2015, Toronto

Workshop Included:
Successful Content Management: Developing a Content Strategy

who should attend

Vice-Presidents, Directors, Managers & Consultants involved in: Corporate & Internal Communications, Web Services & Coordination, Human Resources, Information Technology, Change Management

course highlights

- Hear from the pioneers who know the ins-and-outs of building state-of-the-art intranets
- Integrate your intranet into your communications plan
- Present the business case of a organization-wide intranet to senior management
- Help motivate employees to realize the organization's goals and affect positive behavioural changes
- Tame an often unwieldy corporate intranet into a coherent and value-creating knowledge sharing tool
- Promote wider changes within the organization as a whole

"I gained a lot more from this course than I ever could have imagined!"

"Brought me a nice overview of intranets. Nice broad spectrum discussions on the subject."

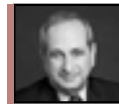
"I will use 100% of it!"

"Excellent, practical ideas. Good approaches to strategy, and lots to ponder"

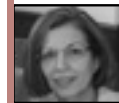
"Got some great tips on site organization. Great ideas as well. Thanks."

Speakers & Participating Organizations

Two-Day Event!



Course Leader
Lou Milrad,
Milrad Law Office



Course Leader
Loris Parekh,
Revera Inc.



Yvette Bernard,
Oxford Properties Group



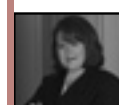
Keith Damsell,
Franklin Templeton Investments



Dan Donovan,
Continent 8 Advisors Inc.



Apoorv Dwivedi,
MNP LLP



Madeline Long-Duke,
Weber Shandwick



Diane McElroy,
Aon Consulting



Cathy McKnight,
Digital Clarity Group Inc.



Howard Oliver,
What If What Next™



Jeff Pekar,
Towers Watson

COURSE LEADERS

LOU MILRAD

Lou Milrad is a Business & IT Law Lawyer at **Milrad Law Office**. He is an experienced and well-known Toronto-based Business and IT Lawyer and the creator and editor of "Computers and Information Technology."

LORIS PAREKH

Loris Parekh is Director, Digital Communications at **Revera Inc.**, where she designed, developed and rolled out an external website, and then moved on to create a new intranet to support the company's nearly 30,000 employees.

KEITH DAMSELL

Keith Damsell is Vice-President, Global Internal Communications at **Franklin Templeton Investments**. Leads a global team in charge of corporate news, employee events and earnings. The team partners with a mix of key HR, marketing, sales, and technology stakeholders on a range of strategic projects and initiatives

DAN DONOVAN

Dan Donovan is Managing Partner at **Continent 8 Advisors**. He is a communications, public affairs executive with experience in the worlds of government, NGOs and corporations.

DIANE MCELROY

Diane McElroy is Senior Vice President & Practice Leader, Communication Consulting at **Aon Consulting**.

CATHY MCKNIGHT

Cathy McKnight is Founding Partner of **Digital Clarity Group Inc.** She works with clients to maximize their engagement, knowledge management, and the opportunity to build relationships with all their customers.

HOWARD OLIVER

Howard Oliver is the CEO & founder of **What If What Next™**, a firm specializing in marketing and public relations.

CO-LECTURERS

YVETTE BERNARD

Yvette Bernard is Manager Interactive Media Corporate Communications at **Oxford Properties Group**.

APOORV DWIVEDI

Apoorv Dwivedi is Director, Marketing Strategy at **MNP LLP**. He has over 15 years of marketing experience, and he is responsible for the development and execution of national marketing plans for all clients & services groups.

MADELINE LONG-DUKE

Madeline Long-Duke is Vice President, Corporate Practice, Employee Engagement Lead at **Weber Shandwick**.

JEFF PEKAR

Jeff Pekar is a Consultant at **Towers Watson's** Communication and Change Management practice in Toronto. He specializes in communication strategy and implementation.

COURSE PROGRAM



INTRANETS AND MOBILE DEVICES - MANAGING THE LEGAL RISKS

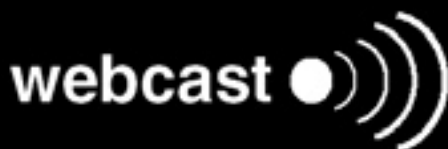
In today's business world, a rapidly growing number of users access the intranet through mobile devices. Organizations need to understand the potential challenges and legal risks involved. This session will explore the impact that mobile technology has had on intranets and related risk management techniques.

- Best practices for limiting mobile technology litigation exposure
- Strategic advantages to the organization
- Common tasks that done on mobile devices
- Key information needed by staff when mobile
- Risk to the organization associated with employees use
- How the organization mitigates the risks
- Steps to take to address security issues

GETTING EMPLOYEES TO ADOPT THE INTRANET

To be successful, organizations must go beyond thinking solely along the lines of on-time, under-budget goals and consider what makes intranets not only used but indispensable. This session will explore how to create an intranet that engages your employees and review techniques that will improve its adoption.

- Importance of research techniques for defining real employee challenges and developing a solid blueprint for success
- Having content created that engages employees
- Aligning the intranet with your organizational goals
- Meeting the shifting needs of employees and the organization



While nothing compares to the experience of attending the live event, with its enhanced networking opportunities and direct contact with leading experts, for those unable to attend in person FP provides a convenient option to still benefit from this unsurpassed learning experience:

FP's live interactive Webcasts allow you to actively participate in events, from downloading all material distributed by lecturers to asking speakers questions.

INTEGRATING A CORPORATE INTRANET INTO A STRATEGIC COMMUNICATIONS PLAN

An effective corporate intranet has the ability to streamline, measure and coordinate internal communications efforts. But what role should the intranet play in internal communications and the overall communications plan? This discussion examines how to effectively integrate the intranet into your communications planning.

- Building an intranet strategy taking into account business communication objectives
- Intranet strategy principles and components
- Intranet tools that support communications and employee engagement
- Considerations for various audience types, including off line employees
- Recognizing technology issues, including limitations for the mobile workforce
- Establishing an intranet that supports your mission and corporate culture

USING WEB 2.0 TO ENGAGE EMPLOYEES

Transforming internal communications from a static one-way, top down approach to a dynamic two-way dialogue can enhance employee engagement, leading to greater job satisfaction and improved morale. This session will examine how to engage employees through the intranet.

- Using social media intranet tools to foster employee engagement and reinforce corporate culture
- Achieving open, honest and consistent communications
- Leveraging an effective online employee community
- Encouraging feedback and online dialogues around major corporate issues
- Use of digital networking

THE INTRANET AS A GLOBAL COMMUNICATIONS VEHICLE

An intranet is often the foundation of a viable internal communications program. However, complex challenges that are often difficult to overcome arise when an intranet must also support connections between sites across broad geographies. This discussion outlines how to develop an intranet that serves the unique needs of its users in multiple work cultures while continuing to support organizational objectives.

- Assessing needs and determining tools
- Maximizing global impact with minimal resources
- Minimizing duplication and enhancing effectiveness
- Ensuring key messages are delivered and understood
- Complimentary communications vehicles

SUCCESSFUL INTRANET CONTENT DESIGN AND EXECUTION

Traditionally intranets were a place where internal communication would provide corporate information and employees were passive recipients of static-and often unexciting corporate news. However, today, intranet content is becoming much more richly textured and interactive, generating exciting prospects and challenges for content management. This discussion details:

- Developing content that allows information to flow both ways
- The importance of content as the backbone of the intranet
- How to set realistic goals and user expectations for your intranet
- Keeping your intranet current, relevant and meaningful to employees
- Empowering employees to engage with the brand and become advocates
- Successful Intranet content design and execution

INTRANETS FOR CHANGE MANAGEMENT

All too often, leaders focus on the nuts and bolts of change, while neglecting its effects on the people and culture of an organization. An effective corporate intranet can help lay the groundwork for a flexible, open organizational culture that will help pave the way for effective change management as well as smooth out the transition process. This presentation will demonstrate how a strong intranet can provide a backbone to change management initiatives.

- Communicating important information central to the change required
- Helping employees understand changes beyond the company's direct control
- Maximizing intranet flexibility to meet shifting requirements in periods of transition
- Common and emerging obstacles to successful change communication
- Creating conditions for dynamic internal communications
- Incorporating employee feedback and consultations on change initiatives
- Leveraging social media to enhance organizational alignment

LAUNCHING A NEW HR INTRANET

Even the best corporate intranets will begin to show their age over time and need to be reviewed and renewed in order to maintain their effectiveness. This presentation will explore the process of setting up an HR intranet and ensuring the content stays relevant by continually upgrading intranet tools.

- Establishing goals: critical decision points before you start to build
- Comparing available technologies
- Understanding information architecture and usability issues in the design of an intranet
- Identifying key stakeholders and their needs
- Obtaining management support and funding
- Engaging their industry via social media and turning employees into engaged advocates for what they do

PUTTING SOCIAL MEDIA TO WORK IN YOUR INTRANET STRATEGY

Social media and SharePoint have emerged as true “game changers”, technology that promises tremendous breakthroughs in intranet performance as well as considerable risks in over-investment and weak adoption. This session will describe how to maximize the ROI of social media.

- Critical success factors required to strategically manage the deployment of social media
- Maximizing the performance of SharePoint and social media
- Framework for building a strategy within the intranet ecosystem to optimize usage & adoption of emerging technology

WORKSHOP

SUCCESSFUL CONTENT MANAGEMENT: DEVELOPING A CONTENT STRATEGY

This workshop will highlight the importance of a practical, efficient content strategy and process that will help you save resources while building compelling content for internal users. Learn more about:

- Recycling content between internal and external users
- Identifying topics and authors your readers will actually read
- Avoiding “corp-speak” most employees ignore
- Establishing content purpose
- Conducting content gap analysis
- Practical logistics of choice of content

PROCEEDINGS



The "Proceedings" is your Web repository of learning resources for this event. It includes:

- the recording of the lectures at the forthcoming event itself, including documentation, slides and audio-visual;
- 25 or more carefully selected additional lectures (below), which are intended as a recommended enrichment of the course content, with many additional topics covered.

The price of the Proceedings (one user licence) is \$299 if you are attending in person or by Webcast; or \$799 otherwise.

Intranet as a Driver for Business Initiatives and Change Management

Alasdair Stuart-Bell
Jumping Elephants

Getting Employees to Adopt the Intranet

Priya Bates
Loblaw Companies Ltd.

Launching a New corporate Intranet

Jonathan Ward
Industry Canada

Measuring the Productivity of Your Corporate Intranet

Mike Atyeo
Neo Insight Inc.

Intranet as a Global Corporate Communications Vehicle

David Daigle
Public Works and Government Services Canada

Mobilizing Intranets

Jennifer Savage
WebDrive Canada Inc.

Improving Knowledge Management Through a Social Intranet

Jayson Peltzer
Communications Security Establishment

Integrating a Corporate Intranet into a Strategic Communications Plan

Randy Woods
Non-Linear Creations Inc.

Meeting Internal Communications Goals Using Intranet Tools

Ashish Bhagrath
National Gallery of Canada

The Intranet and the End-User

Jonathan Anthony
Teekay Corporation

Case Study: Canadian Tourism Commission Intranets Transition to Drupal

Janet Miller
Canadian Tourism Commission

Engaging Employees in Enterprise 2.0: An Emerging New Model for Internal Communication

Ron Shewchuk
Ron Shewchuk Consulting Inc.

Putting Social Media to Work in Your Intranet Strategy

Tara Knight
West Fraser Timber Company Ltd.

Achieving Intranet Buy-in at ICBC

Kirk Grayson
ICBC

Employee Portal Adoption Strategies for Sharepoint

Chris Radcliffe
Habano Consulting Group

Case Study: Launching a New Corporate Intranet at RBC Global Asset Management

Chris W. Dotson
RBC Global Asset Management

Case Study: CFI's Online Training University

Catherine King
Canadian Fertilizer Institute

Integrating Social Media Channels with Your Corporate Intranet

Shawna Newbery
Fleishman-Hillard

How to Achieve Intranet Buy-In & Encourage Use

Priya Bates
Loblaw Companies Ltd

Results Map

Caroline Kealey
Ingenium Communications

Managing Goals & Expectations

Laurie Maybury
Canadian Transportation Agency

Conducting a Usability Assessment

Mike Atyeo
Neo Insight

Case Study: Intranet Design Strategies

Denise Eisner
Systemscope

Transforming Internal Communications

Heather Harmse
Vancity

Case Study: Valley First Credit Union

Doug Ebner
Valley First Credit Union

Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Courtyard by Marriott Downtown Toronto, 475 Yonge Street, Toronto, ON, M4Y 1X7

Conditions: Registration covers attendance for one person, the supplementary course material as described in this document, lunch on both days, morning coffee on both days and refreshments during all breaks. The proceedings of the course will be captured on audio or video.

Time: This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 5:00 p.m.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee less 15% administration fee will be provided upon cancellation in writing received prior to February 5, 2015. No refunds will be issued after this date.

Discounts: Federated Press has special team discounts. Groups of 3 or more from the same organization receive 15%. For larger groups please call.

Payment must be received prior to February 12, 2015

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TO REGISTER FOR 25TH INTRANETS FOR CORPORATE COMMUNICATIONS

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Approving Manager Name _____
Approving Manager Title _____
Organization _____
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WEBCAST + PROCEEDINGS: \$1874
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