

September 14 & 15, 2009, Toronto

13th INTRANETS for CORPORATE COMMUNICATIONS

Maximize the impact of your intranet

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

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

"Networking was fantastic - lots of ideas and plans were generated."

"I will use 100% of it!"

who should attend

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

participating organizations

Aon Consulting Inc.
Bell Canada
Delvina Interactive
Canadian Blood Services
The Canadian Depository for Securities Limited
Hill & Knowlton Canada
NRG-FX Inc.
Ottawa Life Magazine
Prescient Digital Media
Tundra Semiconductor Corporation

course highlights

- Integrate the intranet into your communications plan
- Present the business case for an organization-wide intranet to senior management
- Tame an often unwieldy corporate intranet into a coherent and value-creating knowledge sharing tool
- Promote wider changes within the organization as a whole through the use of your intranet
- Gain the best tools to meet internal communication goals
- Adapt your intranet to include social networking and Web 2.0 advancements
- Develop an intranet that can maximize communication and foster knowledge sharing in a global context



Course Leader
Sara Durning,
Delvina
Interactive



Amanda
Brewer,
Hill & Knowlton
Canada



John Bromley,
Canadian
Blood
Services



Janet Comeau,
The Canadian
Depository
for Securities
Limited



Dan Donovan,
NRG-FX Inc.
/ Ottawa Life
Magazine



Diane McElroy,
Aon Consulting
Inc.



Julian Mills,
Prescient
Digital Media



Alain
Robillard-
Bastien,
Bell Canada



Keri Zeran,
Tundra
Semiconductor
Corporation

FACULTY

COURSE LEADER

SARA DURNING

Sara Durning brings over 9 years of interactive, experience design and information architecture to her role of Strategy and Experience Design Specialist at Delvinia – an interactive design and digital marketing firm. With an emphasis on customer-centred design, she leads project teams in the creation of digital customer experiences that meet both clients' business challenges and customers' needs. She works with clients such as RBC Royal Bank, Scotiabank, Manulife and Canadian Opera Company.

CO-LECTURERS

AMANDA BREWER

Amanda Brewer, ABC, Director of Change & Internal Communication, brings 11 years of communications and public relations experience to Hill & Knowlton. She has worked with executives and senior management teams to create visibility with employees, shareholders and stakeholders, overseen a variety of public relations initiatives and implemented internal communications programs designed to deliver on business priorities.

JOHN BROMLEY

John Bromley, is an Accredited Business Communicator and National OneMatch Stem Cell and Marrow Network Communications Manager at Canadian Blood Services. In this position, he is responsible for the management of external communications; concentrating on stakeholder and government relations, patient

services and diversity development to complement OneMatch and Canadian Blood Services' commitment to building one of the world's best hematopoietic stem cell programs.

JANET COMEAU

Janet Comeau is Manager, Corporate Communications for The Canadian Depository for Securities Limited (CDS) and was 2007/2008 President of IABC/Toronto, the largest chapter of the International Association of Business Communicators. She has been with CDS since 2002 and is responsible for all aspects of the company's communication program, including employee and stakeholder communications, media, websites and the employee portal.

DAN DONOVAN

Dan Donovan is the President of NRG-FX, a green technologies company. He is the former Vice President Public of Government and Public Affairs with Magna International. He also served as a Chief of Staff to a federal minister. Dan is the founding Publisher and current owner of Ottawa Life Magazine, the capital's longest running general interest magazine.

DIANE MCELROY

Diane McElroy, Senior Vice President, is located in Aon Consulting Inc.'s Toronto office. She acts as practice leader of the communication consulting practice, bringing over 30 years of experience in the development and implementation of strategic communication plans. She leads the intranet communication consulting team that has developed unique and innovative tools to help educate employees.

JULIAN MILLS

Julian Mills has over 20 years of experience in web strategy and design, marketing, management, business development, publishing and writing. His areas of expertise include leading intranet and Internet projects based on a clear understanding of an organization's strategic objectives, established best practices and value for service delivered, as well as developing strategic management and marketing plans and leading the execution of web initiatives.

ALAIN ROBILLARD-BASTIEN

Alain Robillard-Bastien, National Director, Usability & Accessibility at Bell Canada, has over 12 years experience in the field of usability, e-learning and new media. His current focus lies in user-centred design and methodology for large projects. In addition to working with a variety of high-profile companies and public bodies, he is a published writer and, as a member of the Board, is the Director of Strategic Partnership of the Usability Professionals' Association.

KERI ZERAN

Keri Zeran is a marketing communications professional with 15 years experience in the high technology industry. She has led successful corporate and marketing communications teams at Tundra Semiconductor, BreconRidge and Telecom Ottawa. Whether communicating with media, customers, shareholders, employees or other stakeholder groups, her commitment to excellence in communication and passion for winning are demonstrated.

COURSE PROGRAM

INTEGRATING A CORPORATE INTRANET INTO A STRATEGIC COMMUNICATIONS PLAN

Underdeveloped and underutilized, intranets get no respect until companies see how useful a good one can be in streamlining internal communication processes and coordinating public relations efforts. But what role should the intranet play in the overall communications plan? How can you take advantage of its best features and avoid some of the more common pitfalls? This discussion outlines how to effectively integrate the intranet into your communications plan.

- Building an intranet strategy that takes into account business priorities and communication objectives
- Intranet strategy principles and components
- Intranet tools that support communications
- Working intranet tactics into planning templates
- Case examples and pitfalls to avoid

ALL DRESSED UP AND NOWHERE TO GO: HOW TO ACHIEVE INTRANET BUY-IN AND ENCOURAGE USE

There really is only one way to gain buy-in throughout the organization for the corporate-wide intranet – that is by making the intranet a key business tool and convincing other departments of its necessity. This discussion outlines how to:

- Turn the intranet vision into an effective reality
- Ensure the intranet becomes and remains a key business tool
- Use the corporate intranet as a single, customized view of the enterprise
- Streamline common business processes and maximize the use of business intelligence
- Access and exploit corporate information and knowledge resources
- Provide just-in-time accessibility and information delivery

SUCCESSFUL CONTENT MANAGEMENT FOR THE INTRANET

Most intranets jeopardize their value by having more content than they can efficiently handle. Successful content management for the intranet depends on the people who produce it and on the processes and policies guiding it. This discussion outlines how to tame an often unwieldy corporate intranet into a coherent and value-creating knowledge-sharing tool.

- Where should ownership rest?
- Managing knowledge leaders, building the right content management team
- Who controls the business objectives for implementing intranet technology?
- Motivating and managing content owners: aligning the intranet to overall corporate strategies

INTEGRATING CONTENT MANAGEMENT INTO YOUR COMPANY CULTURE

For intranets to function properly, companies need to be able to feed up-to-date information throughout the organization and ensure best practices and knowledge management without duplicating information. But how do you encourage employees that are used to working in silos to adopt a new system? And can this new system be used to promote wider changes within the organization as a whole? Hear about:

- Driving people to use the intranet
- Getting employees to trust in it
- Understanding the shifting needs of employees and the organization

INTRANET DESIGN STRATEGIES

An effective intranet design is one that is perceived as being useful, usable, desirable, valuable and credible by both end-users and the organization. The design process usually starts with understanding the users – their needs, wants and expectations as well as the overarching strategy, vision and business objectives. There is a significant amount of planning involved when designing an intranet experience no matter if it is a redesign, new site or a new feature/tool. As well, it usually requires cross-department collaboration, management of a multidisciplinary team and a phased implementation. This session will focus on providing you with:

- An approach for designing the intranet experience
- Strategies for architecting an experience that empowers users to do their jobs, perform tasks, collaborate and be informed
- Solutions to common design challenges
- Best practices for a successful intranet launch

MEETING INTERNAL COMMUNICATIONS GOALS USING INTRANET TOOLS

This presentation will showcase Canadian intranet sites that deliver excellence in communication as well as excellence in workplace management resulting in increased productivity and efficiency. Find out how Canadian entities that are part of the global landscape can use the intranet to effectively meet North American and global business needs. This session will provide intranet and communication managers with guidelines on how to become valuable strategic business partners in their organizations.

- Explore best practices related to keeping the intranet current, relevant and meaningful from a business perspective
- Find out how to design your intranet as a strategic business tool, rather than just a way to disseminate communication

CONDUCTING A USABILITY ASSESSMENT: ASSESSING THE VALUE AND MEASURING THE BENEFITS OF AN INTRANET

Is your intranet optimizing its potential to reach employees and support their needs? Usability is a critical factor for organizations striving to realize the full, measurable benefits of their intranets. This discussion outlines tried and tested techniques for conducting a usability assessment of your intranet.

- Identifying potential hard cost savings
- Calculating how long it takes to pay back the costs
- Clearly defining what the organization will get for the money invested
- Establishing key performance indicators
- Measuring the benefits of delivering real time information to employees
- A model for developing a powerful ROI case

PUTTING SOCIAL MEDIA TO WORK IN YOUR INTRANET STRATEGY

Social media and SharePoint have emerged as true “game changers,” technology that promise tremendous breakthroughs in intranet performance as well as considerable risks in over-investment and weak adoption. Maximizing the return on investing in social media requires a strategic understanding of how an individual organization can most effectively plan and deploy it, and what strategic objectives it will help to achieve. This session will describe how to maximize the return on investment of social media, walking through the importance of developing necessary governance and planning.

- An appreciation for the critical success factors required to strategically manage the deployment of social media
- Insights into real world best practices for the strategies required to maximize the performance of SharePoint and social media
- A framework for building a strategy within the intranet ecosystem to optimize usage and adoption of emerging technology

WEB 2.0 IMPLICATIONS FOR CORPORATE INTRANETS

Employee expectations and behaviours are changing, forcing organizations to rethink their corporate intranet strategies and to consider new ways to enable information sharing and dialog between employees and management and across organizational boundaries. Forward-thinking internal communicators are realizing the opportunities presented by emerging Web 2.0 platforms to facilitate engagement, collaboration and trust across the organization. This session will look at how to use Web 2.0 applications to make your intranet more dynamic and socially interactive.

- Is there a quick and easy way to deliver the benefits of Web 2.0 without a huge upfront investment?
- How to start experimenting with social media in your existing intranet
- How the integration of social media technologies can assist an organization in reaching its internal communications objectives
- Making your intranet more fluid: how to foster community and engagement
- Design and measurement strategies

THE INTRANET AS A GLOBAL CORPORATE COMMUNICATIONS VEHICLE

The challenge of developing a global communications intranet lies in ensuring that content supports organizational communication and objectives while effectively addressing unique local needs. Complexities increase exponentially as the sheer volume of content-generation, translation and publishing increases across multiple locations and cultures. This discussion outlines how to best develop an intranet that can maximize communication and foster knowledge sharing in a global context.

- Extending the ROI, authored content and content management systems to support global, regional and local communication strategies
- Developing an optimal content deployment model for international intranets that addresses the needs of internal stakeholders and meets the needs of a diverse target audience
- Minimizing or eliminating duplication and waste
- Ensuring key messages are delivered and understood

MULTIMEDIA PRESENTATIONS

Register for Intranets for Corporate Communications and we will give you free of charge a CD-ROM comprising the following virtual presentations from recent Federated Press courses and conferences. Presented in their entirety with complete audio and accompanying PowerPoint slides totaling 622 minutes of expert learning, these presentations are an added bonus to this year's course. Bear in mind that these presenters are not necessarily those that you will see and hear at this year's course.

Integrating Knowledge Management into Your Intranet and Organizational Culture

Alain Savard,
Canadian Space Agency
Time: 40 Slides: 16

Strategies for Developing Intranet Content

Nandy Heule,
Heule Communications
Time: 42 Slides: 20

Integrating Content Management Into Your Company Culture

Karen Runtz,
Canada Post Corporation
Time: 42 Slides: 39

Online Metrics for Communicators

Jennifer Evans,
Sequentia Communications
Time: 76 Slides: 32

Evaluating the Success of Employee Communications Online

Louise Simos,
Ontario Ministry of Municipal Affairs and Housing
Time: 56 Slides: 15

Successful Content Management for the Intranet - Planning Content Management Success

Carmine Porco,
Prescient Digital Media
Time: 33 Slides: 53

Managing and Measuring Intranet Content

Carmine Porco,
Prescient Digital Media
Time: 45

Measuring Internal Communications for Growing Organizations

Joe Vesce,
Ontario Lottery and Gaming Corporation
Time: 36 Slides: 14

Web 2.0 Implications for Corporate Intranets

Angela Wissink,
CBC/Radio-Canada
Time: 41

Measuring Socially-Generated Media

Alan Chumley,
Hill & Knowlton Canada
Time: 60 Slides: 23

Adding a Podcast to Your Intranet: The Sounds of Success

John Meadows,
Bayer
Time: 44 Slides: 10

Gauging Employee Perceptions, Engagement, Alignment, and Satisfaction

Sandy Richardson,
Strategy Focus Business Solutions Inc.
Time: 49 Slides: 36

Assessing Communications During Times of Change

Brigitte Kocijancic,
Scotiabank
Time: 35

Internal Communications Strategy to Achieve Business Goals

Janice McNally,
Foresters
Time: 53

Audio/Video segments clickable slide by slide
Papers and overheads also included
Print any of the material for your own use



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

Cost: The attendance fee for the course is \$1825 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on the first day, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

Time: Course registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at noon.

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 will be provided upon cancellation in writing received prior to September 1, 2009. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has **special team discounts**. Groups of 3 or more from the same organization receive a **10%** discount. Groups of 7 or more from the same organization receive a **15%** discount.

Payment must be received prior to September 7, 2009

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REGISTRATION COSTS

NUMBER OF PARTICIPANTS:
 COURSE: \$1825
 COURSE + PROCEEDINGS CD-ROM:
 \$1825 + \$125 = \$1950
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 NOTE: Please add 5% GST to all prices.
 Proceedings CD-ROM will be available 60 days after the course takes place
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