

8th Annual Internal Branding & Employee Engagement

Aligning the Brand Promise with Internal Audiences to Increase Growth and Consumer Satisfaction

May 9-10, 2013
Orlando, FL

[More Registration Details, Click Here!](#)

Attending This Premier marcus evans Conference Will Enable You To:

- **Promote** transparent relationships among employees, customers, partners, management, and senior leadership to ensure enterprise-wide brand engagement
- **Leverage** internal mobile, and social engagement platforms to increase commitment, connection and awareness among stakeholders
- **Utilize** gamification and social collaboration principals to communicate and enhance employee motivation
- **Create** a comprehensive internal brand message to increase brand consistency across globally dispersed internal audiences
- **Ingrain** senior leadership and management cultures into every layer of internal brand messaging to enhance top-down buy-in
- **Utilize** persona-based approaches to understand diverse audiences and to measure program impact across non-traditional segments
- **Merge** marketing and human resource efforts to provide to provide internal and external audiences with consistent brand messaging
- **Measure** employee engagement while supporting a lively exchange of ideas to increase motivation and the achievement of strategic goals
- **Proliferate** a meaningful impression of the brand to internal audiences in order to encourage brand behavior that resonates externally

Who Should Attend:

SVP's, VP's, Directors and Senior Managers in::

- Internal Branding
- Internal/ Employee Communications
- Employee Engagement
- Corporate Communications
- Employee Experience
- Employee Relations
- Employer Brand
- Organizational Development
- Internal/HR Marketing
- Human Resources
- Service Delivery

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Optimizing the power

of your employees
to deliver your brand
promise and gain a real
competitive advantage. ”

Engaging internal audiences in the brand promise to promote growth.



Current Speakers Include:

Ginger Hardage

Sr. VP Culture & Communications
Southwest Airlines

Mary Lou Panzano

Head, US Internal Communications
Bayer HealthCare

Paula Erickson

Vice President, Global Communications
& Brand Public Relations
Beam

Scott Wright

Executive Director, Global Communications
Merck

Gautham Appaya

Director, Employee
& Executive Communications
GE Aviation

Eden Sulzer

Director/Communications Business Partner
Cardinal Health

Chelley Pratt

HR Director
Isle Casino Hotel Waterloo

Missy Cousino

Managing Director, Internal
and Labor Communications
American Airlines

Melissa Stagnaro

Director, Corporate Communication
Chobani

Kristin Kelley

Director of Internal Communication
and Meetings & Events
Darden Restaurants, Inc.

Clare Singleton

Director, Internal Communications
Tyco Fire & Security

Lenore Feder

Director, Corporate Responsibility
& Communications
Viacom

Samantha Cummis

M&A Internal Communications
Dell Inc.

Tracey Kelly

Manager, Corporate Communications
Ikea

Arlene Amitirigala

WestLAC Employee Communications Manager
DIAGEO Latin America & Caribbean

Jennifer Pakradooni

Director of Communications, Americas
DHL Global Forwarding

Larry Galardi

Director, Employee Communications
Siemens Healthcare Diagnostics

Kelli Parsons

Senior Vice President
& Chief Communications Officer
Fannie Mae

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Booking Info:

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Pre-event Workshop | May 8, 2013

Registration 12:00pm

Session 1:00pm – 5:00 pm

Enhancing Cross-Functional Buy-In for Internal Branding Efforts through the Application of Enterprise Engagement Principles

- Developing employee engagement fundamentals while designing enterprise-wide internal branding initiatives
- Promoting ownership of the “brand promise” at external touch points through an application of the Enterprise Engagement Framework
- Aligning current internal branding messaging with enterprise engagement strategies to ensure the promulgation of a common language that articulates the goals and requirements of the brand promise
- Developing an integrated engagement framework customized to account for unique organizational needs and structures for the delivery of an aligned enterprise-wide approach to a branded customer experience

Bruce Bolger, Managing Director
Enterprise Engagement Alliance

Enterprise Engagement Curriculum program

Held exclusively in conjunction with select **marcus evans** events around the U.S.

Engagement has emerged as a critical business discipline closely linked to organizational success. Engagement is a new field critical to senior management, chief marketing officers, human resources and financial management seeking more effective ways to achieve organizational goals by engaging all of the people throughout their enterprises.

An enterprise approach to Engagement enables organizations to achieve sales, marketing, and quality, productivity, wellness, and other goals by scientifically addressing all of the key factors that go into Engagement that are not in the wheelhouse of traditional advertising agencies or consultants.

This education program is essential because Enterprise Engagement not only involves an understanding of all external and internal audiences across the organization but a unique combination of skills and tactics, including:

- Leadership—a clear vision, goals, and objectives
- Assessment to continually understand changing levels of engagement
- Communication to effectively inform the target audiences
- Training to ensure people are capable of doing what's asked of them
- Collaboration and innovation to stay ahead of the market
- Rewards and recognition to make people feel supported
- Measurement to monitor results

The half-day program will enable senior level as well as operational management to understand the economics of Engagement, best practices, the framework for implementation, and the potential return on investment.

Key benefits to the half-day program:

- Gain a concise overview of Enterprise Engagement, the economics and framework
- Participate in an exercise enabling attendees to apply the Enterprise Engagement framework to their specific organizations in a confidential manner
- Walk away with a clear framework for implementing an enterprise approach to Engagement that takes into account each company's unique circumstances
- This workshop will provide participants with the necessary preparation to complete the Certified Engagement Practitioner online test and receive a formal certification in the emerging field of Enterprise Engagement

DISCLAIMER:

This agenda may be subject to change for reasons outside of our control. Marcus Evans, Inc. reserves the right to replace, substitute, or remove any speaker in the event of an emergency or any unforeseen situation in which a confirmed speaker is unable to attend the event. Marcus Evans, Inc. will make every effort possible to substitute a speaker in this circumstance with an equally qualified professional for the confirmed presentation. However, Marcus Evans, Inc. does not guarantee the possibility of replacement.

Day One | May 9, 2013

8:00 Registration and Morning Coffee

8:45 Chairperson's Opening Remarks

CREATING A COMPREHENSIVE INTERNAL BRAND MESSAGE TO INCREASE BRAND CONSISTENCY ACROSS TO GLOBALLY DISPERSED INTERNAL AUDIENCES

9:00

Developing a Communications Philosophy to Enhance Employee Understanding of Internal Branding Initiatives

- Establishing a global mandate and mission for internal brand communications across the enterprise
- Creating a common language that is both understandable and exemplifies the brand to all audiences across the organization
- Clearly articulating the core link between the brand promise and the company vision to increase rank and file buy-in
- Reinforcing competencies and behaviors critical to achieving the business vision and operational brand delivery strategies

Ginger Hardage, Sr. VP Culture & Communications
Southwest Airlines

9:45

Optimizing Cultural Storytelling as an Integral Part of the Business Strategy

- Transforming the organizational culture through the use of cultural storytelling
- Designing effective organizational culture stories that influence brand behavior while identifying the right time and medium for delivery
- Framing cultural storytelling to create a sense of living the brand promise when communicating with internal and external stakeholders
- Utilizing cultural storytelling as a powerful branded change management technique

Gautham Appaya, Director of Employee & Executive Communications
GE Aviation

10:30 Networking Break

MERGING MARKETING AND HUMAN RESOURCE EFFORTS TO PROVIDE INTERNAL AND EXTERNAL AUDIENCES WITH CONSISTENT BRAND MESSAGING

11:00

Breaking Down Organizational Silos to Create Meaningful Alliances for Improved Internal Brand Messaging and Employee Engagement Initiatives

- Realizing the positive impact of removing organizational barriers to promote effective delivery of internal branding messages
- Creating internal branding and employee engagement initiatives that enhance buy-in across traditionally siloed businesses to ensure consistency across the enterprise
- Ingraining methodologies that promote collaboration between internal branding, human resources and internal communications professionals to align internal messages
- Enhancing the delivery of internal branding and employee engagement initiatives through the development of coalitions with management from various business units across the enterprise
- Working closely with senior management and the team that handle external branding to ensure alignment and consistency between external and internal brand communication

Eden Sulzer, Director/Communications Business Partner
Cardinal Health

11:45

Enhance Merger and Acquisition Integration through a Holistic Cultural Initiative

- Integrating cultural development and merger change management aspects into key internal branding programs
- Incorporating brand messaging and internal dialogues to long-term goals and merger priorities
- Obtaining cross-department collaboration to improve merger & acquisition integration programs for culture development and consistency
- Fast-tracking integration programs to meet business goals

Samantha Cummis, M&A Internal Communications
Dell Inc.

12:30 Networking Lunch

PROLIFERATING A MEANINGFUL IMPRESSION OF THE BRAND TO INTERNAL AUDIENCES IN ORDER TO ENCOURAGE BRAND BEHAVIOR THAT RESONATES EXTERNALLY

1:30

Creating Common Purpose to Achieve Remarkable Things

Based on the current Fannie Mae employee communication and engagement program as a case study, we will explore how to build strategies to create common purpose inside an organization during a period of substantial change, such as a business transformation, leadership transition or merger integration.

We will discuss how to:

- Engage employees to understand the company's purpose and invest themselves in contributing to change
- Utilize leadership communication to drive dialogue and transparency
- Create an environment where talent chooses to come to the company and stay, even in uncertain times
- Celebrate achievement

Kelli Parsons, Senior Vice President & Chief Communications Officer
Fannie Mae

2:15

Utilizing a Persona-Based Approach to Delivering Internal Branding & Engagement Programs

- Increasing message connections to employees by understanding who your audience is through persona-based segmentation
- Delivering the "voice of the employee" through characteristically structured personas
- Using personas to test communications tool effectiveness
- Delivering meaningful insights to each layer of the organization

Scott Wright, Executive Director, Global Communications

Merk

3:00

Interactive Roundtable Discussion

Re-examining the Value of the Print Medium for Enhanced Internal Branding and Employee Engagement Communications

- Identifying when use of print mediums is more beneficial than digital platforms
- Utilizing print mediums for "field" or "on-site" workforce who do not always have computer access
- Understanding the value bulletin boards, posters, and newsletters can bring to a "digitally bombarded" workforce

Larry Galardi, Director, Employee Communications
Siemens Healthcare Diagnostics

3:45 Networking Break

4:15

Increasing Engagement, Connection and Awareness through Mobile and Social Media Platforms

- Achieving rapid organizational transformation and knowledge sharing through internal communities on customized internal social platforms
- Leveraging information gained through social platforms to enhance employee commitment
- Identifying and influencing organizational influencers while recognizing under-utilized talent and skills
- Utilize social media to support cultural change and enterprise productivity
- Connecting to dispersed and front-line employees via social networking on mobile platforms

Clare Singleton, Director, Internal Communications
Tyco Fire & Security

5:00

Extending Enterprise-Wide Engagement across the Brand to Ensure Employees, Customers, Partners and Senior Leadership are Included

- Aligning enterprise engagement programs to brand messaging
- Linking internal and external messages to the employee and business value propositions
- Identifying points of identification and motivators related to what builds trust, retention and recognition of the internal brand
- Creating buy-in on how engagement and commitment to the brand and business helps multiple business groups across the enterprise

Jennifer Pakradooni, Director of Communications, Americas
DHL Global Forwarding

5:45 Chairperson's Closing Remarks

6:00 End of Day One

8:00 Registration and Morning Coffee

8:30 Chairperson's Opening Remarks

PROMOTE TRANSPARENT RELATIONSHIPS AMONG EMPLOYEES, CUSTOMERS, PARTNERS, MANAGEMENT, AND SENIOR LEADERSHIP TO ENSURE ENTERPRISE-WIDE BRAND ENGAGEMENT

9:00

Promoting the Internal Brand through Integration with Other Talent Management Activities

- Improving the on-boarding process to help new talent believe and live the brand
- Designing internal branding programs to enhance the employee lifecycle
- Providing opportunities for new employees to personally connect with the brand
- Creating a long term approach to brand on-boarding objectives

Paula Erickson, Vice President, Global Communications & Brand Public Relations
Beam

9:45

Realizing a Competitive Edge through Strategic Brand Communication and Brand Ambassador Development

- Establishing business-level specializations that align brand engagement and business strategies
- Creating business specific branding that is consistent with the organization's employer brand
- Constructing a business-level branding toolkit to develop focused internal branding materials that reduce reaction time and promote program ownership
- Providing brand ambassadors with training on communications to succeed across social and traditional media platforms
- Determining what makes a successful and agile internal brand culture for that specific business unit

Mary Lou Panzano, Head, US Internal Communications
Bayer HealthCare

10:30 Networking Break

LEVERAGING INTERNAL MOBILE AND SOCIAL ENGAGEMENT PLATFORMS TO INCREASE COMMITMENT, CONNECTION, AND AWARENESS AMONG STAKEHOLDERS

11:00

Harnessing a Strong Internal Brand to Attract and Re-Recruit Top Talent

- Seeking-out candidates that possess key traits of the brand
- Ensuring a branded impression throughout the candidate recruiting experience
- Making sure candidate and employee touch messages are in line with the organization's goals and brand
- Delivering a powerful and consistent message is visible at every career stage
- Tracking the impact of internal branding efforts
- Creating open and personalized communication throughout the employee's lifecycle

Missy Cousino, Managing Director, Internal and Labor Communications
American Airlines

11:45

Realizing Engagement through Corporate Social Responsibility (CSR) Initiatives

- Effectively communicate sustainability efforts that evolve into internal branding programs
- Sustaining interest and engagement in CSR programs
- Highlighting the relationship between what company does in terms of CSR and its business goals
- Creating authenticity in communications around green efforts to solidify employee connections to the brand

Lenore Feder, Director of Corporate Responsibility & Communications
Viacom

12:30 Networking Lunch

1:30

Interactive Roundtable Discussion

Exploring Research Methodologies to Improve Executive Buy-in for Internal Communication Programs

- Identifying research processes that link the correlation of internal branding initiatives and employee communications and bottom line goals
- Analyzing the role of quantitative vs. qualitative consumer feedback methods in the development of meaningful brand messaging design strategies
- Transforming unstructured research data into usable knowledge in the design of internal branding initiatives
- Investigating multiple interactive research approaches to determine best path to understanding the holistic employee

Chelley Pratt, HR Director
Isle Casino Hotel Waterloo

2:15

Creating Opportunities for Employee Recognition at Various Touch Points Across the Enterprise

- Exploring numerous styles of employee engagement incentives to promote desired cultural behaviors
- Determining the value of employee recognition programs to deliver on the employee value proposition
- Assimilating long and short-term goals into employee recognition incentives to optimize operational efficiency
- Examining the value of annual recognition events to improve employee morale
- Exploring team-based and individual recognition awards to optimal employee value delivery

Kristin Kelley, Director of Internal Communication and Meetings & Events
Darden Restaurants, Inc.

3:00

Defining Values and Enhancing the Internal Brand through Utilizing Employee Feedback

- Redefining who we are and what makes Chobani special
- Utilizing employee feedback surveys to create brand ambassadors
- Developing a philosophy and credo through understanding employee feedback
- Creating identification with philosophy and credo through utilizing the Values Perfect video

Melissa Stagnaro, Director, Corporate Communication
Chobani

3:45 Networking Break

4:15

Training Managers to Effectively Cascade Internal Branding Information

- Coaching leadership on how to communicate authentically
- Having managers understand what kind of questions should be asked before sending out messages
- Ensuring leaders are up to speed on new communication channels that employees like
- Equipping managers to interpret messages from the communications funnel to the employees
- Explain to Senior Leadership and Management Culture that they are a part of the brand

Arlene Amitirigala, WestLAC Employee Communications Manager
DIAGEO Latin America & Caribbean

5:00

Focusing on Usability and Simplicity when Designing Brand Messaging Programs to Strengthen the Internal Culture

- Understanding the importance of simplicity and ease of use in creating successful engagement and branding programs for increased and early adoption rates
- Limiting non-core content to emphasize messages and reduce noise clutter and repeat the brand message for increased enterprise-wide recognition
- Ensuring the internal communications infrastructure is aligned and capable to effectively cascade brand messages to the internal culture
- Positioning the internal brand as a supporting pillar and driving force behind the external branding initiative
- Identifying operational barriers to the positioning of a strategy that addresses how employees best receive messages
- Connecting employees through an intranet to share successes and ideas to enrich the internal culture and solve common issues linked to the performance of brand behaviors

Tracey Kelly, Corporate Communications Manager
IKEA

5:45 Chairperson's Closing Remarks

6:00 End of Conference

SPONSORSHIP INFO

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting: **Garret Neader**, Garretn@marcusevansch.com.

PRODUCER INFO

I would like to thank everyone who has assisted with the research and organization of the event, particularly the speakers for their support and commitment. **Kristine Kawanna**, Conference Producer, kristineka@marcusevansch.com.

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The EEA is a coalition of companies and associations dedicated to the concept that engagement is an enterprise-wide endeavor that "begins with people and ends with profitability." The primary mission is to support research, education and outreach that creates a better understanding of how organizations can make the connection between engaging people in business and long-term financial performance. www.enterpriseengagement.org.



The ISPI South Florida chapter is dedicated to helping business leaders acquire the education and learning tools that advance the use of performance improvement best practices while building strategic business relationships that help our community.



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