

9th

Internal Branding and Employee Engagement

Achieving Brand Consistency and Greater Organizational Alignment

April 29-30, 2014

Hyatt Regency McCormick Place | Chicago, IL

Conference Chairperson:

Lisa Gick
Vice President, Employee Engagement
Macy's

Attending this Premier **marcus evans** Conference will enable you to:

- **Develop** an internal branding platform that ensures enterprise-wide brand consistency and increases employee engagement
- **Incorporate** multi-platform, participatory storytelling to engage internal stakeholders and strengthen brand identity
- **Align** internal and external brands to create a more customer-centric organization while increasing earnings-per-share
- **Promote** brand transparency by adopting a top-down, bottoms-up approach to internal communications
- **Create** a consistent brand message that empowers employees to deliver the brand promise
- **Leverage** employee engagement metrics to understand the qualitative and quantitative value of internal branding
- **Engage** internal stakeholders and generate buy-in by involving all levels of management and employees in the deployment of internal branding initiatives
- **Redefine** the employee value proposition to incorporate the global brand promise and strengthen the internal branding message
- **Adopt** a values-based onboarding strategy that ensures strong brand identification and enables the creation of business-level brand ambassadors
- **Implement** a communication strategy that compels employees to embrace the brand promise

Who Should Attend:

marcus evans invites C-Level Executives, Managing Directors, EVPs, SVPs, VPs, 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
- Talent Management

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Empowering employees to deliver the brand promise by increasing multi-platform and interactive employee engagement



Realize a competitive edge through the development of a global brand message that engages employees and promotes consumer satisfaction

Featuring Case Studies from Leading Industry Experts:

Lisa Gick
Vice President,
Employee Engagement
Macy's

Gregory Hare
Vice President, Marketing
and Communications
United Guaranty Corporation

Breanne Davis
Global Employee
Communications Manager
Molson Coors

D'anthony Tillery
Director, Talent Acquisition
Whirlpool

Laura Birk
Vice President,
Human Capital and Director
Talent Management
Barilla America Inc.

Susan Goodsell
Manager, Employee
Communications
Aflac

Janice Weiss
Director of Employee Relations
Macy's

Lawrence J. Galardi
Director, Internal
Communications
Alexion Pharmaceuticals, Inc.

Sean Williamson
Senior Vice President and Head,
Internal Communications
Neuberger Berman

Diane Hupp
Vice President,
Employee Relations
**The Sherwin-Williams
Company**

Malcolm Berkley
Vice President, Strategic
Communications
and Engagement
UPS Airlines

Jolene Skinner
Director, Corporate Culture
Bridgestone Americas

Warren Lindley
Divisional Vice President,
Organization Design
and Effectiveness
Walgreens

Anne Walsh
Director, Employee
Communications
**Union Pacific
Railroad**

Vernon O'Donnell
Director, Employee Experience
Apollo Education Group

Jean-François "JF" Lappas
Corporate Affairs Executive
Imperial Tobacco

Sara Webber Lazzo
Director, Corporate
Communications
McGladrey

Jonathan Erwin
Founder and CEO
Red e App

Liz Urquhart
Assistant Vice President,
Corporate Communications
United Guaranty Corporation

Julie Rempel
Manager, Corporate
Communications and Information
Clark Builders

7:30 Registration and Morning Coffee

8:15 Chairperson's Opening Remarks

DEVELOPING AN INTERNAL BRANDING PLATFORM THAT ENSURES ENTERPRISE-WIDE BRAND CONSISTENCY AND INCREASES EMPLOYEE ENGAGEMENT

8:30

Defining a Global Brand to Breakdown Siloed Business Groups and Create a Unified Internal Culture

- Understanding attitudinal and behavioral qualities of a diverse workforce to ensure meaningful brand communications across the enterprise
- Redesigning engagement and branding programs to enhance ease-of-use and increase early adoption rates
- Connecting employees through an intranet to share successes and ideas that enrich internal culture and avoid common pitfalls to optimal brand behaviors
- Identifying components of a successful and agile internal branding culture across varied business segments to highlight commonalities and achieve brand consistency

Diane Hupp, Vice President, Employee Relations, **The Sherwin-Williams Company**

9:15

Utilizing Purposeful Internal Communications to Drive Business Strategy and Strengthen the Internal Brand

- Establishing a global mandate and mission for internal communications that reflects the brand promise
- Creating a common language that is both understandable and exemplifies the brand to all audiences across the organization
- Articulating the core link between the brand promise and company vision to increase rank and file buy-in
- Reinforcing competencies and behaviors critical to achieving organizational goals through operationalized brand delivery strategies

Sara Webber Laczko, Director, Corporate Communications, **McGladrey**

10:00

Embracing Mobile Communication to Engage and Retain Non-Desk and Field-Based Employees

- Demystifying mobile messaging, security concerns, and BYOD adoption
- Connecting fragmented employees to corporate in real-time to strengthen morale and culture, to improve customer service, and to simplify scheduling
- Utilizing analytics to assess engagement and compliance, to identify ambassadors, and to allocate communication resources
- Hear use cases from Red e App clients: GE Appliances, Papa John's, Wireless Zone, GE Lighting, and Heine Brothers' Coffee

Jonathan Erwin, Founder and CEO, **Red e App**

10:45 Networking Break

11:15

When A Company Recovers: Re-Energizing A Fragmented Employee Base

This case history shows how one company that emerged from near collapse developed a multi-channel employee communications campaign to rebuild morale and encourage teamwork.

- The challenges faced by the Communications team during and after the crisis
- Understanding the "cultural" difference between long-time employees and new hires
- Tying the messages together by developing effective channels for home office, regional office, and teleworking employees
- Celebrating the new culture: a company-wide 50th anniversary observation; an Employee Resource Group for everyone; ramping up the energy in the CEO's quarterly town halls

Gregory Hare, Vice President, Marketing and Communications

United Guaranty Corporation

12:00

Employing Business Strategy as the Gateway for Employee Engagement and Internal Branding Strategies

Leveraging social media, employee energy, current events in the business and in the lives of the employees, to improve talent attraction, internal branding and engagement activities.

What the Academy Awards can teach us about Employee Engagement:

- Selfies and Social Media works – Empowering employees to create content
- Gravity, or Going where the energy/pull of your employees is – Linking employee engagement to business strategy
- Have you been Travoltified? Every name matters – Consider the reach of the employee engagement activities and go beyond
- The 'Best' Picture category. Celebrate successes more than once a year
- #CurrentEvents are #Relevant - Let the hashtag tell the story

Laura Birk, Vice President, Human Capital and Director Talent Management
Barilla America Inc.

12:45 Networking Lunch

1:45

Identifying and Empowering Brand Ambassadors to Create a Customer-Centric Internal Culture

- Setting the stage for the creation of business-level brand champions
- Training brand ambassadors to effectively communicate across social and traditional media platforms
- Enabling brand champions to more effectively cascade brand messaging at the business level to ensure comprehension of the brand message
- Articulating the brand values through strategic and participatory storytelling to progress the internal brand culture

Warren Lindley, Divisional Vice President, Organization Design and Effectiveness
Walgreens

IMPLEMENTING A COMMUNICATION STRATEGY THAT ENABLES EMPLOYEES TO EMBRACE THE BRAND PROMISE

2:30

Adopting Internal Social and Traditional Media Platforms to Facilitate Internal Innovation and Employee Engagement

- Employing interactive and traditional platforms to increase engagement and deliver the brand promise to customers
- Creating an intranet community to enable quick response to potential internal brand messaging challenges and to reduce potential fallout
- Engaging senior management as values-driven brand ambassadors, while facilitating bottoms-up empowerment
- Reinforcing brand attributes through employee-led storytelling

Anne Walsh, Director, Employee Communications

Union Pacific Railroad

3:15 Networking Break

3:45

Building a Sustainable Strategic Platform of Employee Communications

- Assessing employee perception about company brand, workplace environment and existing communications through focus groups and one-on-one interviews to begin to roadmap a formal strategy
- Developing the company's approach to employee outreach by identifying media channels, editorial style, consistent deliverables, employee involvement, role of leadership team, etc.
- Creating specific internal campaigns that employees can participate in as a way to strengthen awareness of the company's brand while shaping the culture and building morale
- Aligning internal communications to support human resource initiatives and company values as a way to help map employees' career paths and opportunities
- Creating a consistent storytelling narrative for a global workplace / audience, incorporating traditional top-down messaging AND content for the employees by the employees
- Re-assessing employees' perceptions and opinions about what's working in communications and what could be improved

Lawrence J. Galardi, Director, Internal Communications

Alexion Pharmaceuticals, Inc.

4:30

Panel Discussion

Evolving the Internal Brand Platform to Align with Organizational Goals and Strengthen the Brand Promise

- Understanding the branding commonalities across each business unit in order to develop an aligned, interdependent global brand identity
- Tailoring the global brand message to accommodate cultural nuances across various business segments to achieve a blended internal culture
- Leveraging multi-media platforms to enhance engagement and create loyal, informed, and customer-centric employees
- Utilizing storytelling as a way to facilitate brand engagement and align internal cultures

Moderator:

Vernon O'Donnell, Director, Employee Experience, **Apollo Education Group**

Panelists:

Liz Urquhart, Assistant Vice President, Corporate Communications
United Guaranty Corporation

D'anthony Tillery, Director, Talent Acquisition, **Whirlpool**

Jean-François "JF" Lappas, Corporate Affairs Executive, **Imperial Tobacco**

5:30 Chairperson's Closing Remarks

5:45 End of Day One

Day Two | Wednesday, April 30, 2014

8:00 Registration and Morning Coffee

8:25 Chairperson's Opening Remarks

ENGAGING INTERNAL STAKEHOLDERS AND GENERATING BUY-IN BY INVOLVING ALL LEVELS OF MANAGEMENT AND EMPLOYEES IN THE DEPLOYMENT OF INTERNAL BRANDING INITIATIVES

8:30

Leveraging Storytelling as an Internal Tool to Ensure Delivery of the Brand Promise

- Adopting storytelling as a change management technique to transform internal brand culture into a unified, customer-centric, business-minded community
- Building an 'electronic campfire' around which employees can further identify with brand promise
- Elevating engagement by highlighting shared values between the employee and the organization
- Incorporating storytelling into daily operations to reinforce internal brand initiatives

Lisa Gick, Vice President, Employee Engagement, **Macy's**

Janice Weiss, Director of Employee Relations, **Macy's**

9:15

Driving Toward One BSA – Bridgestone Americas Journey to Becoming a Premier Place to Work

Over the past several years, Bridgestone Americas (BSA) has begun a cultural transformation driven by our focus on our four strategic pillars and innovation. One of these pillars is to become a Premier Place to Work (PPTW). As part of this journey, the CEO and COO have committed and invested in the HR and Communications functions in order to create, support and deliver the necessary tools, processes and programs that will create a premier work environment and deliver our pillar promise to our teammates. Ms. Skinner will provide an overview of the PPTW pillar that is the rally for our journey, the progress made to become a PPTW, and the roadmap for the journey ahead.

Jolene Skinner, Director, Corporate Culture, **Bridgestone Americas**

10:00 Networking Break

10:30

Turning a Customer Service Philosophy into the Standard for Customer Interaction and Employee Engagement

- Identifying the values and commitments of Aflac's customer service philosophy
- Creating a reward and recognition program tied to The Aflac Way
- Reinforcing success of the Aflac Way through strategic messaging of customer testimonials and employee activity

Susan Goodsell, Manager, Employee Communications
Aflac

11:15

Getting Personal: The Power of "Non-Business" Focused Internal Communications

- Leveraging your employees out-of-office stories / interests to drive stronger connections and relationships
- Creating greater awareness to help breakdown silos—both across functions and geographies, increase collaboration, and drive greater engagement
- Promoting a "we care" message to reinforce core values
- Cultivating a culture by empowering the voices of employees

Sean Williamson, Senior Vice President and Head, Internal Communications
Neuberger Berman

12:00 Networking Lunch

1:00

Redefining a Brand Promise that Strengthens Enterprise-Wide Brand Identity

- Creating business unit-specific communications that reinforce the enterprise brand
- Establishing two-way, transparent communications from the top-down and bottom-up to bolster employee loyalty
- Ensuring employee buy in and support by effectively incorporating the values and attributes of the business unit in the corporate brand promise
- Sustaining an internal communications infrastructure that effectively cascades brand messages

Malcolm Berkley, Vice President, Strategic Communications and Engagement
UPS Airlines

DISCLAIMER:

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1:45

Authoring a Brand Message that Resonates with Internal Audiences and Generates Employee Loyalty

- Developing a vision or mission statement from a brand perspective to strengthen the internal culture
- Creating enterprise-wide brand consistency by developing divisional brand identities that complement the corporate brand identity
- Enabling an internal communications infrastructure that effectively cascades brand messages to the internal stakeholders
- Facilitating a stronger internal culture by creating opportunities for stakeholders to connect on a smaller scale

Julie Rempel, Manager, Corporate Communications and Information, **Clark Builders**

2:30

Using Shared Values to Boost "Ownership" of an Internal Brand

- Unifying internal cultures through a values-driven brand strategy that reflects the perspective of Executive Leadership and the frontline employee
- Quantifying employee feedback to determine trends that impact brand effectiveness
- Understanding what drives engagement across diverse business segments and developing actionable plans to move the needle
- Tying the brand message to employee identity through storytelling and other engagement activities designed to strengthen internal culture

Vernon O'Donnell, Director, Employee Experience, **Apollo Education Group**

3:15 Networking Break

LEVERAGING EMPLOYEE ENGAGEMENT METRICS TO UNDERSTAND THE QUALITATIVE AND QUANTITATIVE VALUE OF INTERNAL BRANDING AND ACHIEVE STRATEGIC GOALS

3:45

Utilizing Engagement Indices to Track Behavioral Changes and Gauge Internal Brand Effectiveness

- Incorporating gamification strategy into engagement programs to better identify employee motivators
- Analyzing turnover rates, employee behaviors and engagement scores to better understand the overall 'health' of the organization from the perspective of employee retention and loyalty
- Tracking internal communications and resulting behaviors to assess the stamina of the internal branding strategy
- Measuring employee engagement while supporting a lively exchange of ideas to increase motivation and the achievement of strategic goals

Jean-François "JF" Lappas, Corporate Affairs Executive, **Imperial Tobacco**

4:30

Employing Metrics to Demonstrate the Value of Employee Engagement Initiatives to the Board of Directors and C-Suite

- Building a program centered around measuring the metrics that matter most and linking them to business objectives
- Leveraging data to highlight the connection between internal branding initiatives and employee engagement
- Creating a narrative around employee engagement metrics to drive a successful reporting process to leadership
- Proving the success of social media initiatives and how it truly drives business transformation

Breanne Davis, Global Employee Communications Manager, **Molson Coors**

5:15 Chairperson's Closing Remarks

5:30 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: **Faraz Tafti** at 416 304 7990 or Farazt@marcusevansto.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.
Leslie Garrett, leslieg@marcusevansch.com

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The Enterprise Engagement Alliance (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." Our primary mission is to support 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.



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WHY YOU MUST ATTEND:

With the consistent flow of research demonstrating the connection between an engaged workforce and revenue growth, improved employee retention, and customer loyalty, organizations have realized that they must deploy a more strategic approach to internal branding and employee engagement or face the realities of lost market share. However, optimizing a global internal brand platform is proving to be challenging. Developing a consistent internal brand message that can be disseminated across multiple platforms and diverse internal audiences requires advanced communication and training methodologies, and an internal culture that is well-aligned with organizational values and goals.

The **9th Annual Internal Branding and Employee Engagement Conference** will empower senior-level employee engagement and internal branding executives to create a more consistent internal brand message that unites internal audiences around the brand promise. Delegates will come together to explore vital communications strategies that enable the deployment of an internal brand message that highlights shared values between the organization and its workforce, and enables employee engagement methods that unify internal cultures through the use of story-telling and other media platforms to ensure the delivery of a fully-realized brand promise to external audiences.