

Internal Branding Canada 2013

Unifying Strategic Goals, Internal Communications, and Brand Messaging to Create a Brand-Centric Culture

October 29-30, 2013

Sheraton Centre Toronto | Toronto, ON

Chairperson

James Temple

Director, Corporate Responsibility

PwC

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 behavioral approaches to understand diverse audiences and to measure program impact across non-traditional segments
- **Merge** marketing and human resource efforts 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:

marcus evans invites Heads, Vice Presidents, Directors, Senior Managers and other Leaders with responsibilities or involvement in the following areas:

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

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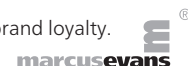
QUIRK'S
Marketing Research Review

INTERNAL BRANDING



ACCEPTING EVERYONE OWNS THE CUSTOMER."

Boosting internal culture from storytelling to STORYDOING to achieve brand loyalty.



Confirmed Speakers Include:

Liza Voticky
Director, Talent Acquisition
Coca-Cola
Refreshments Canada

Cathy Clarke, MAEd
Director, Human Resources
Planning and Strategic Projects
University Health Network

Joel Donin
Senior Brand Strategist,
Global Brand and Advertising
TD Bank Group

Julian Mills
Head, Corporate Intranet
and Internal Social Media
BMO Financial Group

Blair Pollard
Senior Vice President,
People and Culture
Holt Renfrew & Co.

Michel Bertrand
Corporate Director,
Organizational Development
Cascades

Michael Harwood
Human Resources Director
Deeley Harley-Davidson
Canada

Julie Rempel
Corporate Communications
Clark Builders

Mary Beth Alexander
Associate Vice President,
Organizational Development
and Corporate Marketing
Economical Insurance

James Temple
Director, Corporate Responsibility
PwC

Natasha Kuzmanov,
MHRM, CHRP
Human Resources Manager,
Employee Relations
University Health Network

David Oille
Senior Manager, Public Relations
Canadian Broadcasting
Corporation

Sheila Venman
Vice President, Human Resources
and Communications
Discovery Air

Vince Aragona
Associate Vice President
Creative Services,
Branding and Creative
Manulife Financial

Melanie Esteves
Director, Communications,
One McCain
McCain Foods

Jennifer Trant
Vice President, Consumer Loyalty
and Employee Engagement
AIMIA

Sylvia Ortegon
Account Supervisor,
Employee Engagement
AIMIA Mexico

Dianne Tennen
Internal Communications Lead
Microsoft Canada

8:00 Registration and Morning Coffee

8:45 Chairperson's Opening Remarks

INGRAIN SENIOR LEADERSHIP AND MANAGEMENT CULTURES INTO EVERY LAYER OF INTERNAL BRAND MESSAGING TO ENHANCE TOP-DOWN BUY-IN

9:00

Leveraging Designed On-Boarding Programs that Promote the Internal Brand to Instill Values and Promises in New Employees

- Improving on-boarding process to help new talent absorb and live the brand
- Designing internal branding programs to enhance the employee lifecycle and further ingrain the brand
- Examining face-to-face interaction in the design of an internal branding on-boarding strategy
- Providing opportunities for new employees to personally connect with the brand
- Creating a long-term approach to brand on-boarding objectives to ensure repeated brand interactions
- Unifying an enterprise-wide brand on-boarding process to instill consistent brand values in employees new and old

Michael Harwood, Human Resources Director
Deeley Harley-Davidson Canada

9:45

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
- Establishing digital brand education courses to engage employees and educate them on the brand
- Positioning the internal brand as a supporting pillar and driving force behind the external branding initiative

Mary Beth Alexander, Associate Vice President, Organizational Development and Corporate Marketing
Economical Insurance

10:30 Networking Break

11:00

Harnessing a Strong Internal Brand to Attract and Recruit Millennial Talent and Promote Employee Loyalty

- 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 that is visible at every career stage
- Tracking the impact of internal branding efforts
- Creating open and personalized communication throughout the employee's lifecycle

Liza Voticky, Director, Talent Acquisition
Coca-Cola Refreshments Canada

11:45

Leveraging Employee Recognition to Drive Customer Centricity in a Global Enterprise

- Designing a globally consistent and equitable program across diverse markets
- Creating a centrally managed system that is a strategic lever for regional business leaders
- Using recognition to reinforce the brand promise and empower staff to do what is right for the customer
- Enabling a collaboration culture that reinforces the organization's core values

Jennifer Trant, Vice President, Consumer Loyalty and Employee Engagement
AIMIA

Sylvia Ortegon, Account Supervisor, Employee Engagement
AIMIA Mexico

12:30 Networking Lunch

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

1:30

Roundtable Discussion

Leveraging Branding and Employee Engagement Practices to Accommodate Multiple Generations of Employees

- Adapting to new technologies to attract and engage millennial employees
- Establishing employee loyalty and brand buy-in with millennial workforce
- Integrating perspective of multiple generations into engagement and on-boarding practices

Michel Bertrand, Corporate Director, Organizational Development
Cascades

2:30

Panel Discussion

Instilling an "Everyone Owns the Customer" Approach to Building the Brand and Creating Unity across Enterprise

- Working closely with senior management and the teams that handle external branding to ensure alignment and consistency across external and internal brand communication
- Linking internal and external messages to the employee and business value propositions
- Creating buy-in on how engagement and commitment to the brand and business drives consumer experiences
- Unifying basic employee values by embedding a humanization of the customer as a perpetual company attitude

Blair Pollard, Senior Vice President, People and Culture
Holt Renfrew & Co.

David Oille, Senior Manager, Public Relations
Canadian Broadcasting Corporation

3:30 Networking Break

4:00

Crafting and Instilling an Employee-Driven Internal Brand in the Non-Profit Sector

- Establishing value in designing and launching an employer brand
- Aligning brand values and promises around employees' perspectives
- Harnessing input from senior leaders to front-line staff for defining an accurate internal brand image
- Implementing newly branded values across a non-profit enterprise

Cathy Clarke, MAEd, Director, Human Resources Planning and Strategic Projects
University Health Network

Natasha Kuzmanov, MHRM, CHRP, Human Resources Manager, Employee Relations
University Health Network

4:45

Panel Discussion

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

Vince Aragona, Associate Vice President Creative Services, Branding and Creative
Manulife Financial

Joel Donin, Senior Brand Strategist, Global Brand and Advertising
TD Bank Group

5:30 Welcome from Drinks Reception Host AIMIA

5:40 Chairperson's Closing Remarks

5:45 Drinks Reception Sponsored by:



6:45 End of Day One

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.
Justin Guinn, justing@marcusevansch.com.

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**, FarazT@marcusevansto.com.

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8:30 Registration and Morning Coffee

8:50 Chairperson's Opening Remarks

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

9:00

Bridging the gap between complex technical projects and front-line employees around the world

- Developing a global multi-year internal communications plan to support a large scale technical deployment (SAP) with room to adapt and evolve
- How to be the "translator" for project jargon between IT teams, leaders and employees
- Low tech suggestions on how to reach/engage front-line and factory employees – especially those who do not use computers regularly
- Ideas to address common global internal communications challenges such as languages and culture

Melanie Esteves, Director, Communications, One McCain
McCain Foods

9:45

Transform your business from the inside out

In a world where the pace of innovation will continue to accelerate, it's more important than ever for companies to be more nimble and agile. With enterprise social tools organizations are transforming the way people work together, allowing them to connect, engage and innovate, both internally and externally, with the tools they use every day.

Many organizations have been slow to adopt a social toolset due to perceived risk. How do you ensure social tools will improve productivity and not reduce it? How do you manage user generated content in an appropriate and cost effective way? How do you implement social tools while respecting privacy and legal concerns? How do you start on your social journey?

Through presentations, hands-on demonstrations, and interaction with enterprise social experts, this seminar offers participants a unique opportunity to discover the business value of enterprise social for your organization.

Dianne Tennen, Internal Communications Lead
Microsoft Canada

Ben Skelton, Director, Brand and Experience
Habanero

Jas Shukla, Senior Consultant
Habanero

10:30 Networking Break

11:00

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 the company does in terms of CSR and its business goals
- Creating authenticity in communications around green efforts to solidify employee connections to the brand

James Temple, Director, Corporate Responsibility
PwC

11:45

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

- Achieving organizational transformation and knowledge sharing through internal communities on customized internal social platforms
- Leveraging information gained through social platforms to enhance employee experience and commitment
- Identifying organizational influencers while recognizing under-utilized talent and skills through monitoring new platforms
- Utilizing social media to support cultural change and enterprise productivity
- Connecting to dispersed and front-line employees via social networking on mobile platforms
- Incorporating communication tools employees use in their daily lives to make work more participative

Julian Mills, Head, Corporate Intranet and Internal Social Media
BMO Financial Group

12:30 Networking Lunch

PROLIFERATE A MEANINGFUL IMPRESSION OF THE BRAND TO INTERNAL AUDIENCES IN ORDER TO ENCOURAGE BRAND BEHAVIOUR THAT RESONATES EXTERNALLY

1:30

Roundtable Discussion

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

Moderated by Chairperson

2:30

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

Julie Rempel, Corporate Communications

Clark Builders

3:15 Networking Break

3:45

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

- Reaching the workforce across geographies, languages, workforce demographics and job classes
- Identifying how your workforce gets information to optimize delivery across impactful channels
- Developing tools to communicate with all employees
- The benefits of Town Hall meetings in building community and promulgating the internal brand
- Determining and deploying multiple mediums to reach all employees on the channels where they live

Sheila Venman, Vice President, Human Resources and Communications

Discovery Air

4:30 Chairperson's Closing Remarks

4:45 End of Conference

WHY YOU MUST ATTEND

Internal branding is crucial for engaging employees and promoting the organization's growth, especially in the acquisition of a nationally selective and limited millennial workforce. Unifying the organization's strategic goals, internal communications, and brand messaging allows employees to understand the direction of the organization and commit to the brand promise. In order to ensure brand engagement at every level of the organization, it is critical to gain knowledge of evolving internal branding strategies and communication platforms. With development of new technologies, the growing popularity of internal social media, and companies leveraging new internal communications tools, the opportunities to connect and unify the organization around the brand is greater than ever.

The **Internal Branding Canada 2013 conference** will enable internal branding professionals to provide consistency across the organization, increase employee connection and awareness, ingrain the management culture in every layer of the organization, leverage innovative communication channels, and appeal to diverse internal audiences through development of internal messages that combine the goals of the organization with its brand promise.

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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



Visibility Magazine, founded in 2007, has become the guide to latest trends in internet marketing. Visibility conducts interviews with CEOs, shares opinions, reviews products, and provides a wealth of information about the movements in the industry. Additionally, Visibility will reach many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. Visibility is published quarterly and covers a wide range of topics including, but not limited to, organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Visibility embodies high-quality content, good sense, superior taste, and the character of conscientious journalism.

www.visibilitymagazine.com



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