



The 2014

Extending Your Brand to Employees Conference: Creating Personal Emotional Connections with Employees and Customers

June 18-19, 2014

Sheraton New York Times Square Hotel



Pre-Conference Workshop

June 17, 2014

New Internal Branding Programs:
A Step-by-Step Framework for
Implementation

Post-Conference Workshop

June 19, 2014

Top 10 Trends in Internal Brand
Engagement and Communication

- Strategies and tactics to help rally employees for a better customer experience
- Practical steps to strengthen employee ownership of the brand



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people. strategy. results.

Benefits of attending

Engaging employees to understand your brand promise and, in turn, to be motivated and armed to deliver on it is the most fundamental and elusive mandate for marketing, communications, and human resources professionals. Join us this June in New York to learn from the most accomplished professionals who have conquered this challenge.

You will learn how to:

- Develop A Step-by-Step Framework for Implementing New Employee Branding Programs
- Foster cultural transformation that fits the company, its customers and the employee's needs to thrive in a fast paced environment
- Align external brand initiatives with internal engagement for a greater customer brand experience
- Use Multi-faceted communications strategies and tactics to actualize the Customer as the Center of Employee Attention
- Implement practical steps for executives to bring your brand strategy to life through your people
- Create customer, partner, and employee brand experience journey maps can provide a holistic view of the brand experience
- Leverage the intersection of employee communications and corporate philanthropy to build the brand
- Create new Barrier-Breaking Content, Formats and Channels for Employee Brand Engagement
- Drive growth and engagement through leadership development
- Implement social collaboration systems that activate the power of the internal crowd

■ Who should attend

Professionals in marketing, brand, communications, and human resources who are responsible for ensuring that employees receive the right messages and tools for the organization to prosper.

Previous participants of Extending Your Brand to Employees conference

Bloomberg
Capital One
Financial Corporation
Cisco
Deere & Company
eBay Inc.
Ecolab Inc.
FedEx Corporation

Hewlett-Packard Company
HSBC-North America
IBM Corporation
Intel Corporation
Intuit, Inc.
LinkedIn
McDonald's
Microsoft Corporation

Monsanto
PepsiCo, Inc.
Rockwell Collins
The Boeing Company
U.S. Navy
Verizon
Wells Fargo Bank



Pre-Conference Workshop 1-5 pm

Tuesday, June 17, 2014

A Step-by-Step Framework for Implementing New Employee Branding Programs

This hands-on workshop will teach you:

- An effective step-by-step framework for successful internal branding
- How to create a message matrix: communicating the right message, to the right audience, at the right time
- Fun and engaging methods for tactical planning and group brainstorming that yield greater employee participation and internal buy-in
- Criteria and methods for measuring results
- How to create a message architecture and experiential tactical plan for a comprehensive internal message that is clear, relevant, personal and suggests the right behavior one should adopt

Allan Steinmetz, Founder & CEO, **Inward Strategic Consulting**

Wednesday, June 18, 2014

REGISTRATION AND CONTINENTAL BREAKFAST 7:45-8:45 AM

WELCOME AND OPENING REMARKS AND INTRODUCTION TO PEERS 8:45-9 AM

Rita Shor, Conference Program Director, **The Conference Board**

A: 9-9:45 AM

Culture: Compassion and Relationships are Keys to “The Way Forward”

What would it take to avoid the cynicism around the water cooler about the probabilities that the latest “change in employee” behavior initiative will work? What can be done to engage individuals’ compassion and their relationships to foster cultural transformation that fits the company, its customers and the employee’s needs to thrive in a fast paced environment? Approach, methodology, lessons learned, and results to date will be shared by this Fortune 17 Healthcare Organization.

David Sparkman, Senior Vice President Culture, **UnitedHealth Group**

Call Customer Service at 212 339 0345

B: 9:45–10:30 AM

The Reality Challenge: Managing the Flow AND Being Engaging

How and when to say yes, and no, and maybe while keeping the right amount of information flowing internally, through the right vehicles, to the right employees, in a way that will invite and retain high quality engagement. Three members of the Internal Communications Council who work on this challenge daily will provide their perspectives and get the audience sharing ideas as well. This topic comes up often at Council meetings so we know there are experiences, advice and challenges to share!

Moderator

Allan Steinmetz, Founder & CEO, **Inward Strategic Consulting**

Panelists

Beth Jolly, Director, Internal Communications, **Campbell Soup Company**

Susan O'Connor, Director, Internal Communications, **Novo Nordisk**

Barbara Smith SVP, Director Strategic Communications & Governance, **KeyCorp**

NETWORKING BREAK 10:30–10:45 AM

C: 10:45–11:30 AM

Actualizing the Customer as the Center of Employee Attention

U.S. News & World Report has recognized Nationwide Children's Hospital as one of the best children's hospitals in America with their commitment to extending their brand of "Everything Matters". In this session, learn the steps to their success:

- A comprehensive communication audit, including an in-depth look at the needs of their diversified audience segments
- A holistic message and channel strategy, with a focus on storytelling and customization for various work environments
- A personalized executive communication strategy to increase leadership visibility
- A multi-media engagement approach that promotes organizational growth and acknowledges the employees that are critical to that success

Daryl Barker, Nationwide Children's Hospital, **Marketing and Public Relations**

Chris Gay, Principal, **Bridge Consulting**

D: 11:30 AM–12:15 PM

The Un-Bossy Boss and Your Brand

Individual contributors are responsible for bringing their best selves to work, while managers are responsible for bringing out the best in others. These are two very different things, but both very critical when you're trying to ensure that everyone in the organization understands the brand culture and strategy to bring it to life successfully. Managers and leaders are the drivers of the brand, so they need to be armed with the competencies that can in turn coach individual contributors to successfully execute the strategy. Through humor and real-life case studies, Gary Magenta, author of *The Un-Bossy Boss*, shows how the old "yell and tell" model of managing is outdated and ineffective in driving employee engagement. By immersing the audience in a creative interactive experience, Gary highlights the 12 Powerful Questions that help turn traditional manager/employee relationships into something greater and more impactful for the business. Attendees will walk away from the session with new approaches and knowledge that can help their organization drive higher levels of customer service, greater employee engagement and ultimately better results for the brand.

Gary Magenta, Senior Vice President Client Solutions, **Root Inc**;
Author of *"The Un-Bossy Boss: 12 Powerful Questions to Make You a Great Manager"*

LUNCHEON 12:15–1:15 PM

E1: 1:15–2 PM

Employee Brand Survey: A Valuable Snapshot of Internal Brand Perceptions

What do employees think and feel about the brand? To get the answer, EmblemHealth administered their external brand tracker survey internally to find out if employees felt connected to the brand and knew their contribution to its strength. The survey results provided valuable insights into employee engagement, including:

- Gaps and parities between employees and customers over the brand attributes
- Strengths and weaknesses in employee understanding and ownership of the brand

Ann Marie Gothard, Director, Communication Strategy, **EmblemHealth**

E2: 1:15–2 PM

Employee Brand Experience:

Breakthroughs Gained Via a Healthy Disregard for Traditional Brand Design

Cisco incorporated system and experience designers to create an unconventional Brand Experience team that uses human-centered design and design-thinking methods. Highlights of this session will include the customer, partner, and employee brand experience journey maps that provide a holistic view of the brand experience and the new Cisco brand language that was a result of the journey insights.

Michael Lenz, Director, Brand Experience Design, **Cisco**

Conference KeyNotes

Registration includes [this summary of conference highlights](#)
and a [post-conference interactive webcast](#)

F1: 2-2:45 PM

Leveraging the Intersection of Corporate Philanthropy and Communications

How do you engage employees in the company's charitable initiatives and drive to be a good corporate citizen when workloads are consuming? This session will examine proven strategies and tactics to foster a culture of giving. Attendees will learn how to leverage the intersection of employee communications and corporate philanthropy to build the brand by expanding their arsenal of tools that rally employees to action.

Presenter

Alison Arella, Community Investment Manager, **Cambia Health Solutions**

F2: 2-2:45 PM

Hidden Potential for Brand Engagement by Leveraging Employee Well-Being

Employee engagement often starts with how your people relate to their work. Unfortunately, that's where the thinking around engagement also usually ends... and where this interactive session begins. You'll discover and learn how to develop a higher level of engagement that transcends the job itself and better connects your employees to your brand. Research findings regarding the meaning of work and employee well-being, as well as techniques including storytelling, will help you uncover the hidden potential within your organization to better engage your people.

Moderator

Teresa J. Rothausen, Ph.D.

Susan E. Heckler Endowed Chair in Business Administration
University of St. Thomas, Minnesota

NETWORKING BREAK 2:45-3:15 PM

G: 3:15-4 PM

Easy Is The Secret Sauce: Barrier-Breaking Content, Formats and Channels for Employee Brand Engagement

How do you inspire thousands of employees around the world to live your brand when no one has time, there's no budget, and brand information is perceived as irrelevant, time-consuming, and deadly dull? Learn how SAP did it with "easy" in mind using innovative formats such as "Brand Tips in a Minute", "Training Tuesdays", and "Brand Flash" that provide practical content in a convenient and conversational way.

Joe Pantigoso, Senior Director, Global Branding, **SAP**

Presentations

Available online in advance of the conference

H: 4-4:30 PM

Cracking the C-Suite Communications Code

Sometimes, what seems simple, turns out to be anything but. Perhaps there's no greater example of this than when—and it is often—top management fails to communicate properly. If conveying messages were as simple as making announcements, then there'd be no need for this session. However, that survey after survey reveals that employees feel that senior management is remote and out of touch clearly highlights the need for better communication from the C-suite. In this session, you'll discover the challenges that KeyCorp has faced along its journey to create more relevant, transparent, and effective communication. More importantly, you'll be in a better position to crack the communications code and align your own company's leadership with your brand values.

Barbara M. Smith, SVP, Director of Strategic Communications & Governance, **KeyCorp**

I: 4:30-5:15 PM

Coming Soon: Leaders that Can Ignite Great Brand Experiences

Developing, engaging and retaining talent was identified as THE top challenge by CEOs in the 2014 Conference Board global challenge survey. Among the top strategies were improving corporate brand and employee value propositions and training and improving leadership. Guided by insights from deep-dive research on the competencies needed for leaders in the next five years, this interactive dialog explores how leadership development can achieve the internal and external stakeholder experiences that bring growth and engagement.

Rebecca L. Ray, Ph.D., Executive Vice President, Knowledge Organization and Human Capital Lead, **The Conference Board**

J: 5:15-5:45 PM

The Rest of the Story:

Verizon Reports on Results of the Voice of the Employee Initiative!

The good news: Most employees have ideas on how to improve business. The bad news: Most companies fail to account for them. Sometimes, the problem is lack of interest from senior leadership (especially problematic since practical and impactful improvements stem from the front lines). Other times, organizations simply aren't sure how to crowdsource effectively. Find out how Verizon tackled these and other challenges to eventually reap a healthy ROI on its efforts to generate and cultivate ideas among its people.

Bill Ruhl, Director, Voice of the Employee, **Verizon**

NETWORKING COCKTAIL RECEPTION 5:45-6:45 PM

Call Customer Service at 212 339 0345

Thursday June 19, 2014

REGISTRATION AND CONTINENTAL BREAKFAST 8–8:45 AM

WELCOME AND OPENING REMARKS 8:45–9 AM

K: 9–9:45 AM

Social Brand Advocacy Inside and Out

Internal social media unleashes the power of the employees to solve customer and internal problems. Wells Fargo gives their employees a leg up on social media collaboration with Genius Bars for technical help and App Workouts for hands-on experience. Employees solve business problems together faster once they are comfortable with the tools. Learn how to implement social collaboration systems that activate the power of the internal crowd for a better brand experience inside and out.

Kelli Carlson-Jagersma, VP, Internal Collaboration, **Wells Fargo**

L: 9:45–10:30 AM

Telling a Brand and Reputation Story that Attracts and Retains Outstanding People

What alignment with the external brand is needed to not only differentiate your company as a place to work, but to ignite the existing employees to reinforce the brand promise? Learn how Chevron's brand and reputation story became a successful strategic initiative to attract and retain employees and key partners.

Glenn Weckerlin, University & Association Partnerships, **Chevron**

NETWORKING BREAK 10:30–10:45 AM

M: 10:45–11:30 AM

New Balance: Designing Opportunity with Our Values

Are your employees proud to work for you? The answer often lies in their understanding of your company's purpose—one beyond improving the bottom line. At New Balance, for example, 97 percent of the organization's associates say they are proud to be part of the company and wish to remain with it. How did the footwear giant achieve such loyalty? By enacting a strong focus on responsible leadership. Between right and right now, the most successful organizations choose right. Find out how you, too, can answer to that credo and develop better relationships with your employees, customers, and other stakeholders.

Christine Madigan, Vice President, Responsible Leadership, **New Balance**

N: 11:30 –11:50 AM

Why Company Behavior Design is Key to Creating a Culture that Delivers to Both Employees and Customers

Even the best efforts to extend the brand to employees can fail if the external brand does not intersect with company culture and the employee value proposition. As one long-tenured employee commented in a focus group, "We define culture, you all don't." Finding the sweet spot between the external brand and company culture is the sweet spot for a strong internal connection with the brand.

www.conferenceboard.org/ExtendBrand2

In this case study, learn why and how a brand may have to be repurposed for a more obvious internal fit for authenticity and stickiness.

Cynthia Ciganovich, Director, Corporate Communications, **Wells Enterprises, Inc.** (maker of Blue Bunny Ice Cream)

O: 11:50 AM-12:05 PM

The Sound of Success

Music elicits emotional responses faster and more effectively than the visual. Leading edge brand work enlists both to be successful. However, the practice of utilizing music and sound to powerfully engage employees before any external reach begins is not broadly recognized. The use of sound and music can help amplify a brand or company's message to create a productive and engaged working environment.

Hear a session that received comments like “Awesome, great thought-provoking content, Outstanding, Excellent” and “Very cool, different” at a recent Brand and Reputation conference.

Joel Beckerman, Founder and Lead Composer, **Man Made Music**

EVALUATION REQUEST AND WRAP UP 12:05-12:20 PM

LUNCH FOR WORKSHOP ATTENDEES 12:30-1:30 PM

Post-Conference Workshop 1:30-4:30 pm

Thursday, June 19, 2014

Employer Brand, Internal Brand, or Employee Value Proposition What is the Difference and How Do You Develop One?

Whether to enhance recruitment and retention, increase employee engagement, or encourage employees to serve as brand ambassadors, the work for successful brand alignment must be done with a high degree of rigor. Using, a case study, this workshop focuses on:

- A process for development and implementation
- Creative techniques to discover the employer brand or value proposition
- The role of stakeholders in ensuring success
- Methods to integrate and sustain your brand or value proposition in the DNA of your organization
- Ways to measure ROI

Chris Gay, Principal, **Bridge Consulting**

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast



You might also like:

Friday, June 20, 2014 *New York*

STORYPOWER:

Crafting Stories that Help Solve Business Challenges

This full day course will cover the necessary intro, basics and principles of Storytelling along with some hands-on tools to apply to your specific projects to solve an infinite array of problems ranging from strategy, branding to overall better communication.

Workshop Leader

Shane Meeker, Company Historian & Corporate Storyteller, Procter & Gamble

For details, visit www.conference-board.org/storypower

Thursday, June 26, 2014 *New York*

Social Good:

Blending Cause and Marketing to Fuel Business Growth

This seminar will provide practical content that can serve as a road map for executives searching for the right blend of cause and marketing to grow revenue. You'll learn from **KIND Snacks**, **Citibank** and other leading companies.

For details, visit www.conference-board.org/storypower

Presentations

Available online in advance of the conference



Registration Information

Online www.conferenceboard.org/ExtendBrand2
Email customer.service@conferenceboard.org
Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2014 Extending Your Brand to Employees Conference

Sheraton New York Times Square Hotel, New York, New York

Conference (943014-2)

June 18-19, 2014

Associates \$2,295

Non-Associates \$2,895

Pre-Conference Workshop (B25014-2)

June 17, 2014

Associates **\$505** Non-Associates **\$605**

Post Conference Workshop (B35014-2)

June 19, 2014

Associates **\$605** Non-Associates **\$705**

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Extending Your Brand to Employees Conference**.

Sheraton New York Times Square Hotel
811 7th Avenue 53rd Street
New York, NY 10019

Hotel reservations cut-off date:
Tuesday, May 27, 2014

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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Program subject to change. June 2014



THE CONFERENCE BOARD
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The Conference Board
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The 2014 Extending Your Brand to Employees Conference



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Promotion Code