



Employee Advocacy: A "How to Guide" from Leading Brands

September 27, 2017
American Management Association
CA, San Francisco

Associate Sponsor:



Marketing Partner:



Agenda

Wednesday, September 27, 2017

Breakfast and Registration: 8:00 – 9:00 am

Overview

Employee advocacy programs are one of the fastest-growing trends in social media. According to the latest research, more than 80% of companies in the US now have some kind of employee advocacy program in place, ranging from social selling to internal and external communications, marketing, brand building and employee engagement and recruitment programs.

This intensive one-day seminar will help you kickstart your employee advocacy program. It will address key issues and challenges, such as how to develop the program, train and ensure the participation of employee advocates, choose the right tools and technologies and develop the right KPIs to measure program success, as well as how to manage a compliant program in a highly regulated environment and how to scale employee advocacy across a global enterprise.

You'll hear the latest trends and best practices from industry experts, as well as case studies and lessons learned from senior leaders at 3M, Adobe, Cancer Treatment Centers of America, FedEx and Thomson Reuters.

Opening remarks: 9:00 – 9:15 am

9:15 – 9:45 am

The 2017 State of Employee Advocacy

JEM Consulting – a Silicon Valley-based management consultancy for the digital age – recently conducted its second annual study on employee advocacy trends. The study explores the trends and best practices, goal-setting and measurement, training and tool usage surrounding employee advocacy programs. The findings provide a valuable resource to teams preparing to launch or who are currently managing an employee advocacy program. This session will highlight the key findings from the JEM 2017 State of Employee Advocacy Study and what this important trend in social media means for your business.

What You'll Learn in This Session:

- Top trends for the growth of employee and advocacy programs
- Goals and challenges organizations are facing as they launch and manage these programs
- How companies are measuring the success of these programs
- What's next for employee and brand advocacy

Jen McClure, CEO, **JEM Consulting**; Program Director, & Advisory Board Chair, **SNCR of The Conference Board**

9:45 – 10:45 am

Best Practices for Developing a Content Strategy for Employee Advocacy Programs: Lessons Learned from Thomson Reuters

While much of the discussion around employee advocacy best practices rightly focuses on program roll-out and adoption, it is equally important to focus on what content you will distribute through your employee channels -- ensuring that relevant and personalized messages are being provided to the right people at the right time. Best practices for employee advocacy require multiple content streams tailored to various employee types and their audiences. Your subject matter experts may require much more technical content to effectively engage their audiences, while higher level messaging will better resonate with executives. A strategic, iterative approach is required for employee advocacy just as it is for any other marketing and communications program. This session will provide you insights to develop an effective content strategy that will resonate with both your employees and their social networks.

Casey Hall, Head, Social Media Business Communications, **Thomson Reuters**

Coffee and networking break: 10:45 – 11:00 am

11:00 am – 12:00 pm

Lessons from the Leaders. How Adobe is becoming a truly social business – A customer centric approach

Starting with a global social media training program and advancing to customized, objective-based social media training programs, Adobe is working to become a truly social business. With a focus on the customer experience and building customer relationships, Adobe has built an overarching Advocates program that spans beyond social engagement, to one that impacts the customer experience across the entire organization. In this session, Lauren Freedman, Head of Social Business Enablement will reveal how Adobe is integrating their social media strategy across the enterprise, and how their employee advocacy program is playing a central role in improving customer engagement.

Lauren Friedman, Head of Social Business Enablement, **Adobe**

12:00 – 1:00 pm

Turning team members into brand advocates – The FedEx Story

Armed with an understanding that employee advocacy was the latest tool in the corporate marketing and brand strategy arsenal, FedEx's Global Social Media Lead - Julie Clement Cochran, needed to convince company leaders that a dramatic shift was necessary. Influencing a cultural shift that could unleash the power of employee advocacy was not going to be easy. Julie and her team needed to change hearts and minds. In 2016, they did exactly that.

In this session, you will learn how her team achieved the buy-in from key decision makers, how they designed and continue to measure the program that now delivers earned media dollars, and ultimately, how to ensure that Employee Advocacy remains a key tool in your social media strategy.

Julie Clement Cochran, Global Social Media Lead, **FedEx**

For sponsorship opportunities, please contact michael.felden@conferenceboard.org

Lunch and networking break: 1:00 – 1:30 pm

1:30 – 2:30 pm

Scaling Employee Advocacy at 3M

Developing an employee advocacy program that can be scaled across the enterprise is challenging to say the least, particularly for large enterprises where content and distribution is not always centrally managed. Add the difficulty of developing content across objectives, cultures and languages, and what may have started off as a small centralized pilot project, takes on mammoth proportions.

In this session, Phyllis Welsh, Employee Advocacy Lead at 3M, will describe the journey she and her colleagues took in the developing and deploying a program that could be scalable in a company of over 90,000 employees world-wide. Hear what she discovered throughout the pilot and launch process, the challenges faced in a global company, and the important insights only gained through trial and error, that will help you climb the learning curve in your company.

Phyllis Welsh, Employee Advocacy Lead, **3M**

2:30 – 3:30 pm

How to Successfully Manage an Employee Advocacy in a Highly-Regulated Environment

It's time to move beyond your internal eco-chamber and silos and get serious about investing in your most important force multiplier – your employees.

In this session, Victor Reiss, Growth/Director of Social Media at Cancer Centers of America will describe how he empowered a strategic army of employee brand advocates, the rationale behind the initiative, and what the challenges are in a highly regulated industry in designing an effective employee advocacy program.

Victor D. Reiss, Growth / Director of Social Media, **Cancer Treatment Centers of America Global, Inc**

Coffee and networking break: 3:30 – 3:45 pm

3:45 – 4:15 pm

Panel Discussion: The Nuts & Bolts of Building a Successful Employee Advocacy Program

Choosing the right tools and technologies, such as employee amplification platforms, is crucial to the success of an employee advocacy program. In this session, you will hear how leading brands differentiate the many employee advocacy platforms, and choose tools that align with their program goals to increase efficiency, boost participation, and gain valuable insights and analytics to assess program success.

Moderator:

Jen McClure, Program Director, **The Conference Board**

Panelists:

Lauren Friedman, Head of Social Business Enablement, **Adobe**

Phyllis Welsh, Employee Advocacy Lead, **3M**

Julie Clement Cochran, Global Social Media Lead, **FedEx**

Victor D. Reiss, Growth / Director of Social Media, **Cancer Treatment Centers of America Global, Inc.**

Casey Hall, Head, Social Media Business Communications, **Thomson Reuters**

4:15 – 5:00 pm

Panel Discussion & Q&A: The Road Ahead

Our experts will answer all your questions, and discuss future challenges and strategies in maximizing the return of their employee advocacy programs, addressing important topics such as:

- How to maintain participation
- How to scale globally across cultures, languages and geographies
- How to implement employee advocacy
- How to build better KPIs to measure the business impact of employee advocacy programs

Moderator:

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Victor D. Reiss, Growth / Director of Social Media, **Cancer Treatment Centers of America Global, Inc.**

Casey Hall, Head, Social Media Business Communications, **Thomson Reuters**

Closing Remarks: 5:00 – 5:15 pm

REGISTRATION INFORMATION

Online www.conferenceboard.org/employeeadvocacy

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pricing:	
Members	\$595
Non–Members	\$695

Fees do not include hotel accommodations.

Location

American Management Association Conference Center

55 4th Street

San Francisco, CA, 94103

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.