

PRESS INFORMATION – For immediate Release

Melcrum presents two important Intranet events

- **Mastering Intranet Management: 21-22 September, University of Warwick**
- **Intranets with Impact: 8-10 November, Hotel Palomar, Philadelphia**

London: 2 September 2010 -- Melcrum is presenting two important new events in the field of Intranets. The first is Mastering Internet Management, to be held on 21-22 September at University of Warwick. The second is Intranets with Impact, to be presented on November 8-10 at Hotel Palomar, Philadelphia. Both events are of crucial significance for organisations wishing to use their intranets successfully.

Mastering Intranet Management, will be presented by Sam Marshall, Director of ClearBox Consulting, and John Baptista, Assistant Professor at Warwick Business School. Melcrum's two-day intranet training masterclass will equip intranet managers with the skills and core competencies required to ensure the intranet fulfils its role as a pivotal business portal.

Says Melcrum's group managing director Robin Crumby, 'We've seen increasing demand for advice on how to establish a solid strategy for intranet management. For those new to the role, the workshop offers a structured syllabus for acquiring the essential skills to manage corporate intranets. For those who already have some experience, it offers a way to consolidate knowledge and gain recognised credentials. All participants will gain frameworks and practical ideas that can be immediately applied.'

Participants in the two day course will learn how to; define and develop an intranet strategy, including roles and responsibilities, identify the most suitable content and delivery methods, including social media, make efforts measurable, establish standards, policies and governance.

Cost for Melcrum members is £1,435 per person, and for non-members: £1,595. More at:

http://www.melcrum.com/products/training_courses/skills/subjects/intranet_masterclass.shtml

Intranets with Impact is a highly interactive three day workshop that demonstrates how to bring together the five core elements of intranet management to deliver not only a functional, useful resource for employees, but also a business-critical tool that delivers value and Return On Investment, and drives culture change and dialogue.

Presenter Stacy Wilson, ABC, is president of Eloquor Consulting, Inc., and has two decades of communication experience. Stacy was previously director of internal and executive communications for Sprint Corporation's 71,000 employees.

The workshop will look in depth at how to define strategy and business goals, how to determine if your intranet is currently contributing to those goals, and how to evaluate and make choices about new intranet technologies.

Price for Melcrum members is \$2,695, and for non-members: \$2,995. For more information:

<http://www.melcrum.com/intranetswithimpact/>

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About Melcrum

Melcrum, a privately held research and training business, is the leading authority on best practice, emerging trends and strategy in internal communication.

Melcrum advises internal communication leaders at 69 per cent of the Global Fortune 100 largest organizations and 84 per cent of the FTSE 100. Through independent research and executive education, Melcrum helps internal communicators achieve the rewards and recognition they deserve.

With global networks and offices in the UK, USA and Australia, Melcrum researchers and editors spend their time meeting and talking to practitioners to find out where the best work gets done. Melcrum makes these tools, techniques, and case studies available to its members through publications, research, events, forums and web sites.

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