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# Comms Canada

## 2008

### Building and Sustaining a Culture of Employee Engagement

Two-Day Conference on  
**November 19-20, 2008**

Interactive Workshops on  
**November 18, 2008**

Delta Chelsea, **Toronto, Ontario**

Discover how to establish meaningful dialogue with your employees, create a shared vision and strategy, and inspire employees to be ambassadors for your organization.

**Learn proven strategies from leading Canadian organizations such as:**

- Dell Canada
- Best Buy Canada
- Ceredian Canada, Ltd.
- MDS Inc.
- City of Mississauga
- Alliance Data Loyalty Services
- Ministry of Government and Consumer Services
- Royal Canadian Mounted Police
- Ontario Power Generation



**Keynote session**  
**Unlocking Gen Y's Loyalty, Creativity, and Performance**  
**by Jason Ryan Dorsey**

Author, *My Reality Check Bounced!*  
and *Graduate to Your Perfect Job*

#### Plus interactive workshops:



Re-Inventing Internal Communications to Drive Employee Engagement

**David Moorcroft**, Consultant and Former SVP of Corporate Communications at RBC

From Vision to Action:  
Building an Engaged Corporate Culture through Strategic Storytelling



**Ken Milloy**, President, Strategic Connections Inc.  
**Nicky Fried**, VP Storytelling, Strategic Connections Inc.



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Connecting Communicators

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# Comms Canada 2008

Dear Executive:

For companies to compete in today's economic environment, the organization must establish a dialogue with employees around a clear, shared vision and strategy.

Creating a culture where employees are deeply invested in company performance – and willing to put forth extra effort – is a tough challenge facing many Canadian organizations.

**CommsCanada 2008** will help you succeed. Join senior leaders at the forefront of communication and engagement to hear proven strategies from different industries, cultures, and functions.

Every session highlights actionable solutions – discover how to apply them in your own organization.

Attend **CommsCanada 2008** and learn how to:

- Build and sustain employee engagement in a tight labor market
- Understand the Gen Y mindset
- Use communication to engage employees – even those on the road, non-wired, or working remotely
- Leverage senior leaders as change catalysts and move employees towards positive activities
- Promote employee action planning – translate feedback into effective outcomes
- And much more...

Join us in Toronto for three days of intense discussion, practical training, and leading edge conversation about employee engagement. Return to your organization with fresh ideas to implement.

The high caliber of our speakers – and thought-provoking discussion – makes professionals like you return to **CommsCanada** every year.



Register today to secure your place at this year's conference.

I look forward to seeing you in Toronto.

**Victoria Mellor**  
CEO, Melcrum

## Who should attend CommsCanada 2008: Building a Culture of Employee Engagement:

**Officers, Vice Presidents, Directors, Managers, Leaders and Specialists of:**

- Corporate Communications
- Employee Communications
- Human Resources
- Employee Engagement
- Internal Communications
- HR Communications
- Strategic Communications
- Change Management
- Public Affairs
- Marketing Communications
- Organizational Development
- In addition to communication consultants, leaders and anyone charged with impacting organizational change

## Maximize your exposure with sponsorship and exhibit opportunities

Sponsoring or exhibiting at **CommsCanada 2008** is the best way to meet and interact with your current and future clients. Our delegates are top-level decision makers from international organizations passionate about the role of corporate communications. Sponsor CommsCanada 2008 and reach them before the competition.

For more information, please contact:

**Rick Spratley**

**Phone: 312.379.6545**

**Email: rick.spratley@melcrum.com**

## So, why is Melcrum different?

**We're obsessive about quality:** Our case studies are thoroughly researched and vetted to make sure there are practical take-aways. No product pitches, no corporate PR. Just original, insightful examples that you can learn from.

**We're passionate about communication:** We firmly believe that communication is critical to business success. Through our research, publications, and events, we seek to influence the business agenda, celebrate best practices, and give communicators a leg-up in their career.

**We take a strategic approach:** We focus on how communication can influence the bottom line and support the business strategy. We focus on the practical approach rather than the theory. So we won't tell you the theory, we'll tell you the how.

**We're research-led:** We don't just report on an industry, we go much further. We research communicators' needs. We go out, we meet communicators, we talk to them in their offices, understand their challenges and our products answer their questions.

# Building and Sustaining a Culture of Employee Engagement

**We've had great feedback from past workshop delegates:**

- Melcrum workshops are the best – excellent speakers and content
- Take-away solutions to implement in my daily work
- Interactive sessions with lots of actionable ideas

## Workshop A

9:00 a.m. – 12:00 p.m.

### **From Vision to Action:** Building an Engaged Corporate Culture through Strategic Storytelling

#### Workshop Leaders:



**Ken Milloy**  
President,  
Strategic Connections Inc.



**Nicky Fried**  
VP Storytelling,  
Strategic Connections Inc.

Building a purposeful corporate culture requires engaged and aligned employees and a strong internal brand. Business results are directly linked to a unified team and what goes on internally is reflected externally to customers, stakeholders and the public. Throughout history, humans have always used storytelling to explain and connect with the world around them. In this session, participants will learn how to leverage the power of storytelling to engage employees and bring a human dimension to the strategic priorities of business, thus creating a line of sight connection for individual employees to goals and objectives.

#### **This session will help you:**

- Explore the power of story in connecting employees to goals and objectives.
- Discover strategies to link the employee story to the corporate story.
- Learn how you can use employee stories to inspire, align and reward.
- Identify story examples from your organization to support goals and objectives.

## Workshop B

1:00 p.m. – 4:00 p.m.

### **Re-Inventing Internal Communications to Drive Employee Engagement**

#### Workshop Leader:



**David Moorcroft**  
Consultant and Former SVP  
of Corporate Communications at RBC

Research shows that companies with more engaged employees are likely to outperform their peers. But in an era where employees have become more sophisticated and cynical consumers of information, can internal communications significantly move the "engagement" needle higher? During this session, David Moorcroft will explore external research and real life experience from 30 years in Corporate Communications to show how to reinvent the employee communications function to create a clearer line of sight between organizational strategy, objectives and personal contribution, measurably increase employee engagement, and positively impact bottom line results.

#### **In this interactive session, participants will learn:**

- The key trends that are impacting the receptivity of employees to organizational communication.
- How to successfully shift communication resources towards producing outcomes rather than outputs.
- The types of skills and abilities needed to build a more powerful communications team.
- How to build a powerful communications strategy that clearly aligns with organizational strategy.
- The keys to creating a more dynamic and engaging communication culture.

#### Supporting Publications:



Strategic Communication Management is the "one-stop" guide for today's professional communicator. In every issue, you'll find practical ways to take a strategic approach to communication. As Elizabeth Armstrong, Senior Corporate Affairs Manager at Standard Chartered Bank, says: "Not only is it the sole publication pitched at managing the communications function, its ever-growing pool of top notch contributors work hard to ensure good coverage of international communication practices." To download your free sample copy, visit [www.melcrum.com](http://www.melcrum.com).



**INTERNAL COMMS hub**  
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*The ultimate online resource for internal communicators:*

Melcrum's 10 years

of research in internal communication means in one site you have hundreds of resources at your fingertips, available wherever you are. With tried-and-tested advice from industry leaders, training resources, "how to" guides, downloadable templates, news and analysis, people moves and jobs, interactive Q&A with experts like Angela Sinickas and Helen Coley-Smith, email discussion and networking – this is truly an indispensable one-stop resource.

#### Special Thanks To our Sponsors:



*Strategic Connections Inc. – the Canadian engagement and internal communication experts*

Strategic Connections Inc. is dedicated to helping clients who are serious about establishing competitive advantage through aligned and fully engaged employees. As leaders in the field of strategic internal communication, employee engagement and storytelling we've established a reputation for achieving results through unique, practical solutions, excellence in service and thought leadership. Strategic Connections Inc. delivers the award winning engagement and alignment program, The Storytellers.

**8:00 Continental Breakfast and Registration****8:30 Welcome from the Chair**

**Ken Milloy**, Vice President Storytelling  
**Strategic Connections, Inc.**

**8:45 Keynote Session:  
Unlocking Gen Y's Loyalty, Creativity and Performance**

For the leaders of most organizations, there is a mystery about the newest members of their workforce, often called Gen Y or Millennials. Their values, work ethic, and certainly the way they communicate, seems foreign to those from previous generations. Consider this keynote presentation a blueprint to understanding the mindset of this new generation.

Jason Ryan Dorsey is a nationally-renown expert on Gen Y – how they think, make decisions, and create priorities. Jason knows Gen Y's mindset because he's a member of Gen Y and in the last ten years he's helped 300,000 of his peers prepare for and enter the workforce. Now he teaches employers how to keep them. This unique vantage point is why major media outlets including *60 Minutes*, *20/20*, *NBC's Today Show*, *ABC's The View*, *Fortune Magazine*, *The Wall Street Journal*, *NPR's On Point*, and *USA TODAY* have relied on Jason to reveal Gen Y's attitude, beliefs, and expectations.

Jason's keynote session will provide: an insightful look at Gen Y, specific strategies for communicating with Gen Y, and immediately actionable ideas you can take back to your office to increase the loyalty, creativity and performance of your Gen Y employees.



**Jason Ryan Dorsey**, The Gen Y Guy  
Author, *My Reality Check Bounced!* and *Graduate to Your Perfect Job*

**9:45 Morning Break and Book Signing with Jason Ryan Dorsey**

**10:05 Six Best Practices that Build a Culture of Engagement**

Building and sustaining a culture of engagement requires a full commitment from leadership and a climate that regularly considers how the corporate environment influences employee attitude, productivity, well-being and loyalty. Yet there are some key practices that can help propel an organization in the right direction. Ceridian Canada understands this. They have been featured in the 50 Best Employers in Canada list for the past six years. And through their experiences, the organization has been able to identify a strong link between their engagement, performance, and revenue levels.

This session will offer practical ideas to drive engagement throughout your culture, including the effective development of frontline leaders and high-potential performers, a realistic assessment of alternative work arrangements, and Human Resource strategies that speak across generations.



**Sylvia Klarer**, Human Resource Director  
**Ceridian Canada Limited**  
*Listed in 50 Best Employers in Canada*

**11:05 Two-Way Communication Successfully Driving Employee Engagement**

"Your Voice was Heard" is the motto of the communication planning that drives the City of Mississauga's exemplary employee engagement efforts. This simple message sets the tone and sustains the municipality's strategic initiative of being an employer of choice. This session will explore how they take a proactive approach to understanding the demographic and workplace issues affecting their employees and creating a shared vision and strategy for the future. Learn how communication can be the key conduit to employee engagement – even with employees that are non-wired, on the road, or in alternative work arrangements – and to building a workforce that is motivated, loyal, and willing to put forth their discretionary effort.



**Sonja Banic**, BAA, ABC, Manager, Public Affairs



**Heather A. MacDonald**, BES, CHRP, Director of Organizational Wellness,  
Chair of Engagement Committee  
**City of Mississauga**

**12:05 Luncheon**

**1:15 Engaging Employees in the Sustainable Values of the Organization**

In a tight labor market, internal branding is one of your most valuable assets. It can be the tipping point for a current or potential employee. Ontario Power Generation has enriched its internal brand by educating employees about the organization's sustainable development practices. It builds stronger relationships with employees, demonstrates the core values of the organization, and appeals to employees' philanthropic interests. Communicating an organization's commitments to these efforts is extremely powerful, especially with Gen X and Y employees. This session will explore OPG's compelling communication plan to engage employees, including the business case for doing so, and how you can use similar strategies and tactics within your own organization.



**Dr. Blair Feltmate**, Director of Sustainable Development  
**Ontario Power Generation**

**2:15 Afternoon Break**

**2:30 Leveraging Your CEO and Senior Leaders as Communicators**

When it comes to leading employees through periods of transformation, there's consensus that senior leadership needs to be at the forefront. But preparing leaders to be transparent and authentic – while asking employees to be supportive of change and deliver excellent results – is both challenging and complex. Under the direction of a new CEO, global life sciences company MDS Inc. launched a new business strategy in 2005 that saw the company move from six to three businesses and focus on driving improved performance. This session will examine the solid communication planning and execution that leveraged their senior leadership as catalysts for change, and moved employees to positive action.



**Janet Ko**, Senior Vice President, Communications  
**MDS Inc.**

**3:30 Leveraging Enterprise 2.0 to Foster Engagement, Innovation and Collaboration**

One of the keys to the long-term success of prosperous organizations is the opportunity for employees to build communities across organizational silos, cultivate and discuss new ideas, collaborate on developing those ideas, and retain and share knowledge. LoyaltyOne, a division of the marketing and loyalty services firm, Alliance Data, was experiencing accelerated growth. It turned to Enterprise 2.0 technologies to ground the firm's state-of-the-art approach to employee engagement and knowledge sharing. The result was



an in-depth change management effort and knowledge solution that gave every associate the ability to publish content through technologies such as social bookmarking, a corporate Facebook, wikis, blogs and forums. This session will explore the business case, change management effort, implementation challenges, and lessons learned.

**Kevin McLoughlin**, Senior Manager, Knowledge Management

**Christine De Siato**, Internal Comms Manager, Knowledge Management  
**Alliance Data Loyalty Services**

**4:30 Chair Summary**  
**Networking reception immediately following.**



**Dine Around in Toronto**

Melcrum will arrange for dinner reservations at a variety of restaurants in Toronto. Participants can elect to sign up for one of the dinners and meet other participants in an informal setting.

**Day Two** Thursday, November 20, 2008

**8:00 Continental Breakfast**

**8:45 Welcome from the Chair**

**9:00 Creating a Winning Culture – and Sustaining it During Major Change**

Every organization strives for the combination to a winning corporate culture – one that attracts the best employees, provides a setting for growth and opportunity, and has them endorsing the brand to their friends and neighbors. The culture is put to the test during a major change, when employees are uncertain about the future. This session will explore Dell's entry into Ottawa, the start-up of a new and thriving culture, and the keys to maintaining extraordinary levels of engagement, even during downsizing. From this session, discover best practices for attracting the right talent to your organization and retaining them in a thriving culture. Come prepared with questions about implementing this forward-thinking approach in your own organization.



**Blair Patacairk**, Director Communication/Public Affairs  
**Dell Canada**

**10:00 Engaging the Hearts and Minds of Employees in a Tight Labor Market**

Competing for the best employees in a tight labor market means much more than raising base salaries or increasing hourly wages. The most effective organizations are engaging the hearts and minds of employees by establishing transparent and two-way communication with them. Best Buy Canada responded to this complex challenge of building engagement with 20,000 employees, representing a diverse employee audience from both the Best Buy and Future Shop brands. This session will explore Best Buy's successful approach to restoring employee commitment and loyalty by gathering substantial input from employees, emphasizing two-way communication, making small (and some large) changes, and using metrics to prove the results.



**Kelly Cardwell**, Director of Rewards & HRIS



**Janice Antaya-Finlayson**, Vice President of Corporate Human Resources  
**Best Buy Canada**

**11:00 Morning Break**

**11:15 Culture, Climate & Communications: Engagement and Major Change**

In 2008, Canada's national police force began one of the most complex change processes in Canadian history. The vision for change included building upon an organizational culture so strong that it is a major Canadian icon and one of the most recognizable "brand" symbols in the world. The challenges included enhancing employee engagement, creating new leadership models, and significantly adapting communication processes to a changing world of expectations and technology. All of which and more occurred under tremendous new media scrutiny and demands for quick success!

Using new research and development tools, the RCMP Change Management Team is coordinating a team of more than 100 national change leaders in exploring how organizational culture links to the daily organizational climate, and how workplace engagement is affected by systems of authority, responsibility, accountability, and communications. This session will share success stories and frustration. It will also provide new research data on how to create effective workplace engagement through leadership, teamwork, and communications.



**Dr. Eli Sopow**, Director of Research & Analysis,  
National Change Management Team  
**Royal Canadian Mounted Police**

**12:15 Luncheon**

**1:15 Roundtable Discussions: Leading Solutions to Common Engagement Challenges**

Melcrum conferences attract such high-caliber attendees, that our participants always want more time to discuss ideas with each other. Here's your chance! We will track the subjects that are creating the most interesting dialogue and provide opportunities for meaningful discussions.

**2:00 Afternoon Break**

**2:15 Translating Results into Action through Employee Action Teams**

Once the Employee Engagement Survey is complete, the really hard work has just begun. Organizations that make strides in their engagement levels drill deep down into the survey results, create a culture of accountability, and translate the survey results into action at the local level. This session will examine how the Ministry of Government and Consumer Affairs is creating an engaged organizational climate by taking a fresh look at the analysis of survey results, action planning with a cross-section of employees, and translating the feedback into appropriate and specific actions. This co-presentation will provide the unique insight from both the corporate level and a local ministry that has implemented an action plan.

**Michele Ratsch**, Talent Management Coordinator  
Ministry of Health & Long-Term Care/Ministry of Health Promotion  
Human Resources Branch



**Claude André**, Senior Advisor, Service Excellence Office  
Transformation, Innovation and Excellence Branch, Modernization Division  
**Ministry of Government and Consumer Services**

**3:15 Closing Remarks**

Two-Day Conference on **November 19-20, 2008**  
 Interactive Workshops on **November 18, 2008**  
 Delta Chelsea, **Toronto, Ontario**



# Comms Canada 2008

## Melcrum Membership

### Yes I am a Melcrum member.

To be a Melcrum member you must be a subscriber to either **Strategic Communication Management** or the **Internal Comms Hub**. As a member you save 10% off the full price of the Summit. It's easy, choose your conference package and tick this box and you'll save 10%!

### Yes, I would like to become a Melcrum member

& save 10% off the full Summit price. Become a Melcrum member by subscribing to either **Strategic Communication Management** or the **Internal Comms Hub** and you'll save 10% off the Summit price plus Melcrum reports, practitioner guides and future events.

### Special membership prices for CommsCanada summit registrants:

- \$199 CDN - Internal Comms Hub
- \$425 CDN - Strategic Communication Management (print only)
- \$625 CDN - Premium Package (Hub + SCM print/online)

## Early Bird Savings!

	Before September 12 <sup>th</sup>	After September 12 <sup>th</sup>
<b>Premier Package</b> (all sessions including pre-conference workshops)	\$1649 CDN	\$1,799 CDN
<b>Standard Package</b> (all sessions and 1 pre-conference workshop)	\$1499 CDN	\$1649 CDN
Conference Only	\$1249 CDN	\$1399 CDN
<b>Not-for-profits receive \$150 off.</b>		



### Venue:

**Delta Chelsea**  
 33 Gerard St West, Toronto ON M5G 1Z4, Canada  
 Hotel Phone: 416-595-1975 • Hotel Fax: 416-585-4375  
 Reservations: 800-243-5732

Discounted hotel rates are available in conjunction with this event. Please reserve your hotel room in advance to secure the best rates.

**About the hotel:** Located in the heart of downtown Toronto, guests are within minutes of the city's best theatre, shopping and attractions. The hotel is two blocks from Eaton Center and approximately a 30-minute drive from Pearson International Airport.

**Please note:** Fees do not include hotel accommodation. Preferential rates have been arranged for the CommsCanada delegates at the Delta Chelsea. Please contact the hotel directly to make your reservation, quote the conference name as your reference.

The hotel will only hold the preferential rooms until October 18<sup>th</sup>, so we recommend booking early. The preferential rate is subject to availability. Please phone the reservation desk at 1-800-243-5732.

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### Yes, I'd like to register for the CommsCanada Conference 2008

#### Premier Package

2-day conference plus 2 pre-conference workshops - \$1,799  
**Register before September 12<sup>th</sup> and pay only \$1649**

#### Standard Package

2-day conference plus 1 pre-conference workshop - \$1649  
**Register before September 12<sup>th</sup> and pay only \$1499**

#### 2-day Conference only - \$1399

**Register before September 12<sup>th</sup> and pay only \$1249**

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If you do not wish to receive offers from third-party organizations, but would still like to hear from Melcrum please check this box.

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## 5 Easy Ways To Register:

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