

# Exclusive Networking Event – Chicago

March 28, 2008, 8.15am

Please join us for a networking breakfast briefing seminar to hear presentations from communication consultant Ann Adams, alongside communication practitioners Lisa Hartenberger and Kyle Rose of Navistar and Beth Miller, Unilever.

Plus, take advantage of networking opportunities during this informal breakfast.

**Date:** March 28, 2008  
**Time:** 8:15am – 11:15am

**Venue:** Hilton Suites, Magnificent Mile  
198 East Delaware, Chicago, IL 60611  
Tel: 312.664.1100

**Cost:** \$40

**FREE** to members of the *Internal Comms Hub* and subscribers to *SCM*

Non-members can join the Hub for only \$199. Call 312.379.6525 for more information.



## Creating communications harmony when singing solo



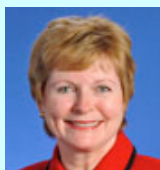
Beth Miller  
*Communications Manager*  
**Unilever Foodsolutions Americas**

Even in large organizations, the communications function often rests with a small team – even a solo professional. With merely one heart, one brain, two hands and two feet, how can a department of one deliver the best possible service?

As the sole professional communicator for her company in North and South America, Beth Miller offers tips and strategies for achieving excellence when you're the one and only communicator in a large organization. Her matter-of-fact style and practical experience will address the solo communicator's need to:

- Balance and perform the roles of thinker and doer.
- Engage a successful team without budget or headcount.
- Plan for the next five years while dealing with the next five minutes.

## Planning, partnering and scrambling your way up the communication career ladder



Ann Adams  
*Communication Consultant and former VP of Internal Communication and Marketing*  
**Motorola**

With 25 years' communication experience with Fortune 500 companies, Ann brings her candid perspective on:

- Personal accountability
- Coping with competitive, fast-changing business environments
- Leading and developing teams
- Networking and partnering
- Delivering what the C-suite wants

## Techniques for communicating effectively with employees

*International Truck & Engine Corporation's 8-week strike in 2007*

Lisa Hartenberger  
*Director, Communications and Reputation*  
**Navistar**  
Kyle Rose  
*Manager, Communications and Reputation*  
**Navistar**

US based manufacturing companies are going through significant change to become competitive in an increasingly global marketplace.

As such, the communications to employees working at these companies requires new, strategic and candid approaches.

This session will overview how Navistar and its manufacturing operations approached stakeholder communications through various stages of a recent labor contract negotiations process with its unionized workforce. Lisa and Kyle will cover techniques used leading up to the negotiations, as talks began, during an 8-week strike, and as employees returned to work.

To register for this event, call 312.379.6525  
or book online at [www.melcrum.com/hubchicago](http://www.melcrum.com/hubchicago)