

Melcrum, publishers of *Strategic Communication Management*, and the research report, *Transforming your Intranet*, are pleased to announce...



Intranet 2.0 and Portal Makeover Forum

A step-by-step approach to redesigning or upgrading your intranet or employee portal to be productive, streamlined and engaging for your employees

Interactive Forum • May 15-16, 2008

Disney's Grand Floridian Resort & Spa
Walt Disney World®, Lake Buena Vista, FL

Take a behind-the-scenes look at the highly regarded intranet sites of **Walt Disney Parks and Resorts** and **Motorola**, and learn how to apply Intranet 2.0 technologies within your organization

Led By:



Michael Rudnick
Global Intranet & Portal Practice Leader
Watson Wyatt Worldwide

Featuring:



Rick Gaffney
Manager Communication Technology
Walt Disney Parks and Resorts



Mary Owens
Director,
Employee Communications
Motorola



4 Easy Ways to Register:

PHONE: (866) MELCRUM or 312.379.6500

E-MAIL: ustraining@melcrum.com

FAX: (312) 527.4917

ONLINE: www.melcrum.com/intranets/2008

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Intranet 2.0 and

Melcrum is pleased to offer an intensive interactive forum on redesigning or upgrading your intranet. Limited to 100 participants, this Forum provides a step-by-step approach for turning your organization's intranet into the engaging, interactive, value-creating communication and productivity tool it was always meant to be. Michael Rudnick, Global Intranet & Portal Practice Leader, Watson Wyatt Worldwide will show you how to upgrade your intranet by integrating the latest designs, strategies, technologies (including Microsoft SharePoint 2007) and metrics, ensuring that your employees can find, create and use the right information when and where they need it.

Forge ahead with your intranet makeover by learning how to:

- Create a global upgrade strategy
- Develop an effective business case
- Design an engaging "consumer-grade" user interface
- Determine and deploy the right social media tools
- Use innovative techniques to drive engagement
- Create an effective navigation and information architecture
- Prioritize content transition and create an implementation roadmap
- Deploy new technologies, including Microsoft SharePoint 2007
- Use customization and personalization
- Design a viable content management and governance model
- Overcome common barriers to success
- Use the latest measurement techniques

You and your organization will benefit by:

- Receiving high-quality intensive training with minimal time out of the office
- Learning in a stimulating environment at *Walt Disney World*[®] Resort – where creativity is natural!
- Taking away practical solutions you can apply now
- Networking and benchmarking with your peers
- Seeing real-world best practices from global organizations so you'll learn what works best for other businesses
- Receiving specific answers to your challenges from our team of experts

Who Should Attend:

Vice Presidents, Directors, Managers, Leaders and Specialists of: Corporate Communications • Human Resources • Employee Communications • Employee Engagement • Internal Communications • HR Communications • Intranet Communications

In addition to communication consultants, webmasters, leaders and anyone charged with impacting organizational change.

Organizations that Have Benefited From Melcrum Workshops and Conferences In the Past:

Airbus • Allstate • American Express • AstraZeneca • Bayer Pharmaceuticals • BBC • Blue Cross Blue Shield Association • Boeing Company • Boston Scientific • British American Tobacco • Capital One • Daimler Chrysler • Genentech • General Motors • GlaxoSmithKline • Halliburton • Harley-Davidson Motor Company • HP • HSBC • Honeywell International • International Truck and Engine Company • Intel Corporation • Intuit • JP Morgan Chase • Johnson & Johnson • McDonald's • Merrill Lynch • Microsoft • Motorola • NATO • Nokia • Ontario Power Generation • PECO Energy • Pfizer • Pharmacia Ltd. • Philip Morris • Procter & Gamble • Rolls-Royce • Safeway • Scottish Power • Shell Chemicals • Siemens • Sodexo • Standard Life • T Mobile • Target Corporation • The Walt Disney Studios • Telekom Austria • Unilever Foods Division • Unisys • Visa International

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Portal Makeover Forum

About the Leader:

Michael Rudnick

Global Intranet & Portal Practice Leader

Watson Wyatt Worldwide



Michael is an industry pioneer, having developed the first intranet for Xerox in the early 1990s, long before the term was coined. He brings over 25 years of experience, the past 15 years providing intranet, enterprise and

HR portal and eCommunications technology consulting and implementation services to many global corporations.

Michael's experience includes:

- Leading intranet, enterprise and HR portal projects including strategies, roadmaps, governance and operations, business cases, assessments, upgrades and enhancements, product selection and implementations.
- Counseling on the use of "Web 2.0" technology – social media, blogs, wikis, podcasts, etc. to enable collaboration, productivity and communication amongst diverse, global employee populations.
- Deploying Microsoft SharePoint 2003 and MOSS (SharePoint 2007) as an intranet and portal solution.
- Pioneering the use of consumer-grade user experiences for the integration of disparate content and applications to support complex processes such as consumer driven health care, onboarding, total rewards, life events, etc.

Michael's clients include many of today's leading corporations across a wide variety of industries, including Accenture, American Express, Avon, BellSouth, Citizens Financial Group, Disney, GE, KPMG, Medstar Health, Pfizer, Sprint, Target, Terex, Textron, Tyco Electronics and Wyeth.

Here's what participants had to say about Michael's previous Intranet 2.0 workshops:

"Great presenter, perfect topic."

"Outstanding speaker – very relevant content"

"Michael gave me the information I needed to improve my company's intranet – a task that I have been charged to accomplish."

"The screen shots and hands-on examples were terrific."

"Seeing SharePoint in action made a big difference."

About the Case Studies:

Rick Gaffney

Manager Communication Technology

Walt Disney Parks and Resorts



Rick Gaffney is responsible for setting strategic direction and establishing governance for the *Disneyland*[®] Resort,

Walt Disney World[®] Resort, Walt Disney Imagineering and Walt Disney Parks and Resorts internal portal sites. The four sites serve as the single online source for timely, accurate and relevant information for the 90,000+ domestic Cast Members (employees) within the Parks and Resorts business unit. Rick has been with Walt Disney for 24 years and has extensive experience in Human Resources, Sales and Operations as well as Internal Communications.

Mary Owens

Director, Employee Communications

Motorola



Mary is responsible for Motorola's employee communications operations and the employee portal.

The portal, which was completely redesigned in 2006, was awarded IABC's 2007 Gold Quill Award for excellence in interactive media design. Mary leads the intranet content management and user experience team, with members in Europe, Latin America, Asia and the US. She also works with IT to match business needs with communication technologies. She developed Motorola's blogging policy and helped launch the first blogs on motorola.com.

What you'll learn



Day One: May 15, 2008

9:00 Opening Presentation

Building the Next Generation Global Intranet 2.0

- How changes in employees' needs and expectations are impacting intranets
- How intranets and portals can support current business needs
- Creating a global upgrade strategy by integrating the latest designs, strategies and technologies

10:30 Morning Break

10:45 **Creating a Business Case**

- Getting senior leadership on board
- Demonstrating the business value of an upgrade

Creating a Content Management and Governance Model

- Determining who manages the intranet, the responsibilities and measures for success
- Addressing business objectives and reducing risk

12:00 Lunch and Best Practice Sharing tables

1:00 **The Journey Behind Disney's Intranet Site**

2:00 Afternoon Break and Intranet Gallery (show off your own intranet or portal)

2:45 **How to Set up and Use Social Media and Collaboration Tools**

- Determining and deploying the right social media tools for your organization
- Using innovative techniques to drive engagement

4:00 **Wrap-Up and Action Points**

Day Two: May 16, 2008

8:45 **Implementation Secrets – Creating a Roadmap and Measurement Dashboard, and Overcoming Common Barriers to Success**

- Prioritizing content transition and creating an implementation roadmap
- Assessing your intranet's usage, costs, ROI and user satisfaction
- Taking an incremental long-term approach

9:45 Morning Break

10:00 **Motorola's Global Intranet: Implementing a Major Overhaul**

11:00 **Creating a New Intranet on SharePoint 2007 (MOSS)**

- Understanding the features of the commonly used server platform

12:30 **Summary, Action Points and Q&A**

2:00 **Behind-the-Scenes Tour**

A Special Offer for Intranet Forum Participants...

A Behind-the-Scenes Tour, Presented by *Disney Institute*



Participants in Melcrum's Intranet 2.0 Forum will have the opportunity to see first-hand how Disney makes its "magic." Take part in *Innovation in Action*, a 3-hour behind-the-scenes adventure, presented by *Disney Institute*. You'll learn about the early days of Walt Disney's career and visit a variety of *Walt Disney World*®

Resort locations for an up-close look at innovations. Journey to places most Guests never get to see for an incredible and entertaining experience.

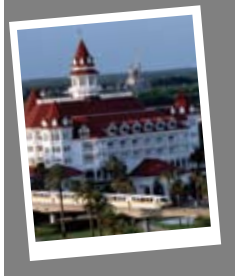
Advance registration is required.

\$50 for Forum participants (Regularly priced \$99)

Venue:

Interactive Forum May 15-16, 2008

Disney's Grand Floridian
Resort & Spa
Walt Disney World®
Lake Buena Vista, FL



4401 Floridian Way
Lake Buena Vista, FL 32830
Reservation Number: 407.824.1383 Option 1
Reference code: G0515191

*The discount room rate is \$295 per night plus
15% tax.*

Accommodation: Fees do not include accommodation. Preferential rates have been arranged for delegates of the Intranet Forum at Disney's Grand Floridian Resort & Spa. Please contact the hotel directly to make your reservation and mention you're attending the Melcrum program. The hotel will only hold the preferential rooms until April 14, 2008, so we recommend booking early. The preferential rate is subject to availability.

Fees: The fee for this event covers all written materials, lunch and refreshments. A confirmation letter will be sent to you to acknowledge your registration. Please contact us if you do not receive this within seven days of booking. This registration constitutes a legally binding contract. It may be necessary for reasons beyond the control of Melcrum Publishing to change the content and timing of the program, the speakers, the date or the venue. In the unlikely event of the program being cancelled, Melcrum will automatically make a full refund but disclaim any further liability.

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Connecting Communicators

Melcrum is a global research and training business, expert in all aspects of internal communication. Through our global networks, we connect more than 25,000 professional communicators in sharing what works. Together, we seek to improve the effectiveness and influence of internal communication.

Registration Form

- Yes, I'd like to register for the **Intranet 2.0 and Portal Makeover Forum** for \$1799 (\$1649 Before March 21st)
- Yes, I'd like to register for the **Behind-the-Scenes Tour, Presented by Disney Institute** for \$50

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Suite 403

Chicago, IL, 60610, USA

PHONE: (866) MELCRUM or 312.379.6500

E-MAIL: ustraining@melcrum.com

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70 West Hubbard,
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Chicago, IL, 60610, USA

Intranet 2.0 and Portal Makeover

Forum

