

Social Media for Internal Communications

Delivering strategy and business results
through collaborative media

9th – 10th February 2010 • Grand Connaught Rooms, London

Early Bird Discount

Register by 18th December and

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Case study presentations from



Alexandra Smith
Head of Internal Communications
Channels & Innovation

Helen Farrar
Head of Internal Communications
Business Partners & Campaign Management,
Virgin Media



Geoff Timblick
Group Internal Communications
Manager, New Media
Vodafone



Keynote Presentation

Social Media: The communication revolution

Euan Semple, Social Media Consultant

There has been a fundamental shift in the way we do business. How we communicate with stakeholders and how we organise ourselves to produce those messages has changed forever. Euan Semple examines:

- What these changes mean for communicators
- How they represent a new wave of exciting opportunities for 21st century businesses and their employees
- What lies in store for communicators and what role they will play in the future of business

"Great Stuff - engaging, relevant discussions and practical tools. I'm inspired to further develop my own social media initiatives."

Roseanne Bonanno, TNT

Interactive Workshops

- Developing a social media communications strategy
- Integrating social media into intranet communications
- How to successfully use online video

4 Easy Ways to Register:

Phone: +44 (0)20 8600 4670
Email: events@melcrum.com
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Connecting Communicators

Morning Workshops – Choose A or B

Morning Workshop A • 9.00 – 12.00

Developing a social media communications strategy

A This is a highly interactive workshop made up of group discussions, case studies, presentations and hands-on activities and is designed to bring alive the benefits of using social media within the workplace. The half-day will focus on the key elements you need to consider when creating and implementing your social media strategy, including:

□ Seamlessly aligning your social media strategy with your brand values, culture and company strategy – there's no 'one-size-fits-all' approach to integrating social media tools and techniques and it's vital that whatever you do is a natural

evolution of your existing internal communications approach.

- Many leaders struggle to understand the benefits of social media in the workplace – this session will provide tips and advice on how to gain that important buy-in from your leadership team.
- Knowing where to start can be a dilemma for internal communicators – this session will demonstrate the tools and techniques to consider and you'll be able to discuss which ones are most appropriate for your company.
- Getting social with your employees is the best way for internal communicators to lead by example when

introducing new tools and techniques – this session will show you how to engage your audience through social communications, live events and collaborative techniques.

- As with all internal communications strategies, it's vital that you're aligned with your external communications approach – this session will talk you through the importance of synchronising your internal and external social media approach.



Trainer:
Abi Signorelli

Freelance communications consultant

Morning Workshop B • 9.00 – 12.00

Integrating social media into intranet communications

B For many companies the next step in maximising the business benefits of social media tools being used by employees is to integrate them into the organisation's intranet. But how do you approach this? Is a new communications strategy required and which social media tools work best on an intranet? Through a series of case study examples, exercises and debate and discussion this interactive workshop will provide you with a step-by-step guide to integrating social media into your organisation's intranet focusing on:

□ Introduction: what is your intranet for?

Is it for publishing, communicating, sharing, collaborating or connecting people? How successful is it at achieving these goals? How does it fit into employees' daily routine and workflow?

□ The rise of the social intranet

We are witnessing a shift away from the managed publishing workflow intranet model to a simpler

model of connected collaboration, using social tools such as wikis. What does this mean for the future of the intranet?

- Case study: Major Law firm
- Case study: BP Marketing
- Case study: IDEO

□ Key concepts in social business design

- Connections and networking
- The wisdom of crowds
- Signals, flow and presence sharing
- Social filters and expertise location

□ Adding social features to existing intranets

We will examine a series of simple and cost effective features that can be added to existing intranets to give them social networking elements and bring them to life. This will include:

- Generic social tools: wikis, blogs, RSS and social bookmarking

- Networking: profiles, connections and group forming
- Wisdom of crowds: social reading, writing and sharing tools
- Signals and flow: internal twitter-type tools and real-time sharing
- Social filters: personal filter tools, social search tools

□ How to get started

- Challenges and risks
- Pilots vs full-scale roll-outs
- Evaluating tools and technology
- Engagement and adoption strategies



Trainer:
Lee Bryant
Co-founder
Headshift

Afternoon Workshop

Afternoon Workshop C • 13.00 – 16.00

Corporate video – roll your own

C The use of video within companies and online across the globe has become widespread and is now recognised as one of the most effective employee and executive engagement tools at the disposal of internal communicators. The cost of the tools to make video have now fallen so far that many communicators are considering making simple films themselves.

Within this half-day workshop The Edge Picture Company, world-renowned for its groundbreaking use of business video, will share their expertise in how to

conceive and create effective video communication, so that you can begin to unlock the creative skills of you and your own teams and produce your own films:

- Raise your aspirations beyond producing simple talking-head videos
- Explain why keeping it simple, relevant, short, visual and creative is key
- Show you how to shoot like a pro and create videos yourself

- Show you how to make short and effective programmes using simple and inexpensive technology
- Examine the elements of voice, music and captions



Trainer:
Martin Ross
Senior Producer Interactive Media
The Edge Picture Company

Global Partner

SnapComms

Innovative employee communications channels:

- Digital Signage on the Screensaver: engaging visual

communications that get noticed.

- Desktop Alerts and News feeds: targeted push communications for message cut through.
- Staff Quiz and Poll Channels: targeted delivery onto the desktop, high response rates.
- Employee E-Mags: aggregation tools to reduce email overload. User generated content.
- Social Media Channels: secure, effective, easy to use, requiring little IT support resource.

Contact: Sarah Perry, +64 9 4880099, sarah.perry@snapcomms.com

www.snapcomms.com

Annual Partner

the edge
picture company

The Edge is the FTSE's favourite film company, working for a third of the UK's top 100 businesses. We deliver short, inspirational films for brand and strategic communication, films that really stay with people and change the way they behave.

The Edge we've been chosen as Production Company of the Year world-wide by New York Festivals for the last three years in a row.

Contact: Pete Stevenson, +44 (0)20 7836 6262, pete.stevenson@edgepicture.com

www.edgepicture.com

8.30-9.00 **Registration & Coffee**

9.00-09.10 **Welcome from the Chair**

9.10-10.10

Keynote address

Social Media: The communication revolution

There has been a fundamental shift in the way we do business. Driven by online social networking tools such as YouTube, Facebook and Twitter, how we communicate with stakeholders and how we organise ourselves to produce those messages has changed forever. Euan Semple will examine what these changes mean for communicators, how they represent a new wave of exciting opportunities for 21st century businesses and what lies in store for communicators and the role they will play in the future of business.

In this session learn:

- How to turn your staff into your organisations' best advocates
- How to create a culture where people contribute and connect
- How to manage dissent and tension in online environments
- How to attract the brightest recruits by understanding their changing needs



Euan Semple, Social Media Consultant

Biography: Ten years ago, while working in a senior position at the BBC, Semple was one of the first to introduce what have since become known as social media tools into a large, successful organisation. He has subsequently had four years of unparalleled experience working with organisations such as Nokia, The World Bank and NATO helping them learn how to make the most of this wired-up world of work.

10.10-11.00

Delivering live and on-demand digital video to Aviva's global workforce

Learn how Aviva World, the global intranet arm of Aviva, is taking social media to a new level using live audio and video broadcasts and on-demand commissioned video and employee-generated content to engage with its 80,000 users in 37 locations worldwide. Discover how Aviva World:

- Defined the social media business case and value proposition
- Chose external vendors and developed its own systems
- Maintained the mantra: "Content is king"
- Integrated rich media into its existing intranet
- Defined the metrics and measured the impact and usage of social media



Ismayeel Syed, Senior Technical Authority, Aviva World

11.00-11.20

Morning Coffee

11.20-12.00

Benchmarking session: Trends and developments in social media strategy

Hear the headline findings from Melcrum's latest research into social media and internal communication, benchmark your own activities against other organisations and find out which companies are leading the way in integrating social media with traditional communication activities – and how.

12.00-12.45

Creating a culture of visual storytelling

In this session find out how a major communications company is making the most of its own technology and working with The Edge Picture Company to engage employees through visual storytelling. This session will explore:

- What is DIY video, and why should we be thinking about it?
- How visual storytelling impacts on employee communication
- The role of employee-led videos to demonstrate values
- Case studies



Pete Stevenson, Creative Director, The Edge Picture Company



Phil Blundell, Managing Director, The Edge Picture Company

12.45-13.50

Lunch

13.50-14.40

Using social media to give employees a voice at Virgin Media

Open and honest communications are at the heart of Virgin Media's social media strategy, allowing remote and office-based staff to engage

and be more involved in company activities. In this session learn:

- The role of social media in driving cultural and behavioural change within Virgin Media
- Which social media channels work best for remote versus office-based employees
- Why communicators need to focus on social media content and not just technology
- What has worked and what has been a challenge in implementing social media tools across the organisation
- Where Virgin Media's social media strategy is heading to next



Alexandra Smith, Head of Internal Communications Channels & Innovation, Virgin Media



Helen Farrar, Head of Internal Communications Business Partners & Campaign Management, Virgin Media

14.40-15.30

How to balance practical security challenges with the drive for a 'hands-off' approach to social media tools

With more than 100,000 employees open to using social media tools including internal blogs, wikis and chat forums, the development of usage guidelines is a constantly evolving process complicated by strict banking regulations. In this session discover:

- How to balance practical security challenges with the need for a 'hands-off' approach to regulation
- The best approaches to educating employees on usage and content guidelines
- How ING has worked with other departments to devise policies which recognise the risks and the business benefits of social media
- How to monitor usage – who is ultimately responsible and when to intervene



Louise McGregor, Manager, Web Expert Centre Corporate Communications, ING Group

15.30-15.50

Afternoon Tea

15.50-16.40

Developing a range of social media platforms at Vodafone to get people talking

With a workforce of 80,000 people across 31 different countries Vodafone's new media team use a combination of social media platforms to allow employees to find, talk and share information with one another depending on what works for them. In this session you will learn:

- Why Vodafone is using a range of different platforms to achieve its social media strategy
- The progress in developing an intelligent 'People Finder' tool which tracks what employees are interested in and then helps to find like-minded colleagues across the company
- How using blogs and wikis is encouraging dialogue, information, knowledge sharing and feedback among employees
- How the internal communication team gained employee buy-in to an internal Twitter feed



Geoff Timblich, Group Internal Communications Manager New Media, Vodafone

16.40-17.10

Panel Discussion

This is your opportunity to debate the key challenges you face in introducing, implementing and maximising the benefits of social media within your organisation. This facilitated session will be led by experts who can help you address any burning questions and issues highlighted over the course of the day and debate them with a wider audience.

17.10-17.15

Closing remarks from the Chair followed by evening drinks and a networking reception.

"Enabled me to capture a clear vision on the direction of social media within a corporate environment, as well as the opportunity to speak with organisations which are pioneering the tools of social media."

Tony Fan, Aviva

"No matter how much you think you know - you will always learn something new."

Michelle Cullen, Intel Ireland



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Please note that only one offer or discount is applicable at any one time

*To be a Melcrum member, you have to be a subscriber to *Strategic Communication Management* or the *Internal Comms Hub*

Group Savings

Team participation is essential to every integrated communication effort. We're offering discounts when two or more employees from the same organisation attend. Teams of two receive a 10% discount. Teams of three or four receive a 15% discount. For teams of five or more please call +44 (0)20 8600 4670 or email events@melcrum.com

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About Melcrum

MELCRUM

Connecting Communicators

Melcrum runs the world's leading membership group for strategic communicators and has just launched The Social Media Benchmarking Group to help companies align social media use with business objectives.

Who is Melcrum? Melcrum is a privately held research and training business. We're committed to supporting senior-level communicators achieve the rewards and recognition they deserve.

How does Melcrum support internal communicators? With budgets and resources under pressure, we support you and your team by giving you access to a huge range of ready-to-use tools and templates, answers to your questions, independent research data you can use in your presentations, and insights into what's working for other communicators.

5 Easy Ways To Register:

PHONE: +44 (0)20 8600 4670

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FAX: +44 (0)20 8741 9975

ONLINE: www.melcrum.com/socialmedia

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Venue



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www.grandconnaughtrooms.com

The Grand Connaught Rooms has recently undergone extensive refurbishment and renovation, and is now one of London's most superior, innovative conference spaces.

Accommodation

The conference is not held in a hotel, but there are a variety of hotels near the venue. Grand Connaught Rooms work in conjunction with Trinity Conferences. Please call 0845 604 4060, give your accommodation needs and Trinity Conferences will book a hotel for you.

Terms and Conditions

Any delegate who has not paid their registration fee in full will be refused entry to the conference. Once a booking has been made it will be subject to the following terms:

- Cancellations received at least 30 days prior to the event will have their registration fee refunded in full, less an administration fee of £100 + VAT.

- Cancellations received on or after 30 days prior to the event will not have their registration fee refunded, but substitute delegates will be accepted.

These terms and conditions are effective for ALL registrations, even if payment is not received at the time of booking, and also include any delegate that is a 'No Show' on the day.

Melcrum will not accept liability for any transport disruptions, individual travel delays or other changes in circumstance. In any of these instances, normal cancellation restrictions will apply.

Fees

The fee for this event covers all written materials, lunch and refreshments.

A confirmation letter will be sent to you acknowledging your registration.

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