

Melcrum, publishers of the research report, *Employee Engagement: How to build a high performance workforce* are pleased to announce...

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The 4th Annual Conference on

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Engaging Diverse Employee Audiences to Drive Business Results



Featuring Keynote Speaker:

Jason Ryan Dorsey

Loyalty @ Any Age:

Unlocking Gen Y's Loyalty, Creativity, and Performance

Plus 2 Essential Pre-Conference Workshops by:

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How Communicators Can Influence the Prevailing Winds

L.M. Dulye & Co • Creating a Spectator-Free Workforce:

How to Start and Sustain Employee Action Teams

Two-Day Conference: **February 27-28, 2008**

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DoubleTree Hotel Atlanta Buckhead • Atlanta, GA

Move your employee engagement efforts forward by hearing success stories from our speaking faculty:

- Caterpillar Inc.
- Lloyds TSB
- Merck & Co.
- Waste Management
- ING Americas
- Hendrick Health System
- IBM
- Kettering Health Network
- MDS Inc.
- DRS Technologies

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BEST PRACTICES CASE STUDIES AND STRATEGIES FOR COMMUNICATORS



Dear Executive:

As organizations delve deeper into Employee Engagement, the conversations are becoming more fascinating and powerful. Melcrum's 4th Annual Conference on Employee Engagement promises to be the leading forum for participants to continue this dialogue and to be inspired to achieve engagement success in their own organizations.

Some of the participants at this year's conference are familiar faces who have been with us from our very first year – and others will be just beginning their Engagement journey. In either case, we're confident you'll discover how the leading practices in Employee Engagement can work for you.

We've found that organizations are continuing to look for ways to make the business priorities of the organization relevant and meaningful to their employee audiences. Once employees understand their role in the organization – and how they can make an impact on the organization's future – they're equipped to take positive action, deliver results...and even go further than expected.

Melcrum's 4th Annual Conference on Employee Engagement will explore this from a variety of angles. By attending this conference, you'll discover ways to make your organization's mission, objectives and strategies relevant to your employees through:

- A deeper understanding of the four generations in your workforce, each with different identities, expectations and values.
- Improvements to the employee experience, including culture, recruitment, training, compensation and performance management.
- Leveraging the role of front-line managers as the drivers of advocacy and engagement within an organization.
- Creating new avenues for dialogue with employees, whether through employee action teams, social media, or managers who are better equipped to develop engaged teams.

Don't miss this opportunity to hear from the best of the best. Our speakers have been successful at building engaged and productive workforces in their organizations. Register for Melcrum's annual Employee Engagement conference and tap into our speakers' collective wisdom.

Just call (866) MELCRUM or visit www.melcrum.com to secure your spot today. You'll be inspired to return to your organization and achieve unprecedented results.

I look forward to seeing you in Atlanta.



Victoria Mellor

Victoria Mellor
CEO, Melcrum

Who Should Attend The 4th Annual Conference on Employee Engagement

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

**Corporate Communications • Human Resources • Employee Communications
Employee Engagement • Internal Communications • HR Communications
Organizational Development • Organizational Effectiveness**

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

Bring Your Colleagues and Partners – For a Discount!

We are pleased to offer a Special Discount of 10% to your organization when you send 2 or more people. Teams of 3-4 receive a 15% discount. For teams of 5 or more, please call (866) MELCRUM (635-2786) or e-mail engagement@melcrum.com.

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

Airbus • Allstate • American Express • AstraZeneca • Bayer Pharmaceuticals • BBC
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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, we understand their challenges and our products answer their questions.

Essential Pre-Conference Workshops

February 26, 2008 • DoubleTree Hotel Atlanta Buckhead

Participants at Melcrum Conferences tell us that the workshops are one of the true highlights of their conference experience. These workshops will provide you with a real interactive setting with a seasoned professional. Get ready... roll up your sleeves and delve into the subject that interests you the most.

Workshop A 9:00 a.m. – 12:00 p.m.

Leaders Make the Weather: How Communicators Can Influence the Prevailing Winds

Workshop Leader:

David Grossman, APR, ABC,
President and Principal thoughtpartner,
dg&a



Its often been said that leaders "make the weather" in an organization. More and more as business communicators, were recognizing the

role that effective leadership communication plays in employee engagement and business results. So how can we avoid being weather-beaten and harness the power of leadership communication to further business objectives?

In this workshop, David Grossman, APR, ABC, PRSA Fellow, will focus on the key principles, skills and competencies we need as business communicators to help our leaders ensure good weather. Attendees will learn how to teach leaders the theory behind effective leadership communication, and how to be counselors and coaches for leaders.

Grounded in an immensely successful proven leadercommunicator™ model, the interactive session will give attendees:

- A concrete, quantifiable business case for leadership communication as a discipline
- Innovative techniques and tactics for coaching leaders
- A model-based approach to leadership communication that can apply in any organization
- Best practices, practical tools and hands-on experiences they can put to work right away

Through this workshop, you'll be ready to start influencing - not just predicting - the weather in your organization, and turning your leaders to

Workshop B 1:00 p.m. – 4:00 p.m.

Creating a Spectator-Free Workforce:

How to Start and Sustain Employee Action Teams

Workshop Leader:

Linda Dulye,
President and Founder,
L.M. Dulye & Co.



Every engagement program should be much more than a one-hit wonder. Instead, think of each effort as part of an overall, ongoing process that must be laced with continuous improvement efforts. But its not just the role of the communications to drive engagement.

True engagement both informs and involves your entire workforce - at every level and across all functions.

One way to think about engagement is to consider employees as business partners. Employee action teams are an incredibly powerful tool. When deployed and managed correctly, these front-line team members partner with management to drive ultimate engagement and deliver ongoing results that consistently exceed the expectations of the management team.

At L.M. Dulye & Co., we call this a Spectator-Free Workforce. In this highly interactive workshop, you'll learn the steps necessary to create the team and the process correctly. And you'll learn how to keep the team empowered and engaged, which will ultimately keep the momentum going and drive positive change across the organization. This workshop will include how to:

- Select and launch employee teams, including selection of the right people
- Give teams clear direction and expectations
- Create improvement plans that are actionable and measurable
- Use a 9-step method for guiding teams through real problem solving
- Create accountability
- Report results using scorecards

Measurement is a key component of what keeps teams accountable and sustains momentum and buy-in for engagement programs. So, you'll also learn how to:

- Leverage team members to conduct measurement
- Use simple tools to regularly assess progress
- Re-think the initial strategy and any failing efforts
- Revise action plans based on improvements needed

Just Added
Workshop C 1:00 p.m. – 4:00 p.m.

Collaboration 3.0

Creating fun and collaborative team experiences to engage employees

Workshop Leader:

Sheryl Lewis,
Managing Director
ROI Communication



Creating a workplace where all employees can bring their unique talents, skills and passions to the table is an imperative. Yet with the diverse and dispersed teams that organizations have today, leaders are challenged to find ways to keep their employees fully engaged and connected.

In this highly interactive and 100% hands-on session, participants will experience out-of-the box, easy to use team engagement tools that they can put to use immediately to connect employees across different backgrounds, skill sets, generations, and genders. In this session, participants will:

- Learn simple strategies for engaging managers and employees both virtually and face-to-face
- Experience creative team collaboration tools and practices
- Identify how these can support existing engagement strategies and quickly put these to work

Some of the experiences that attendees will participate in include:

- Speed strategic planning sessions
- Collaboration tools
- Discovery icebreakers
- Virtual graphic facilitation
- Blue sky experiences

8:15 **Melcrum Remarks**

8:30 **Welcome from the Chair**



Linda Dulye,
President
L.M. Dulye & Co.

8:50 **Keynote Session**

Loyalty @ Any Age: Unlocking Gen Y's Loyalty, Creativity, and Performance

Today's workforce faces some new challenges – four distinct generations working together each with different identities, expectations and values. Successfully engaging these generations can be challenging without insight into what "makes them tick."

Jason Ryan Dorsey is a nationally renowned 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 10 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 **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 across generations, and actionable items you can take back to your office to increase the loyalty, creativity and performance of your employees.



Jason Ryan Dorsey
Author, *"My Reality Check Bounced!"* and
"Graduate to Your Perfect Job"

9:50 **Morning Break and Book Signing with Jason Ryan Dorsey**

10:10 **Moving Engagement to the Most Strategic Level**

Kettering Health Network had been on its engagement journey for several years – and experiencing success – when it recognized that there was a more effective and strategic approach than the transactional, reactive approach it had been using. The sequence of events needed to be adjusted. This session will explore how to avoid using the engagement survey as the launching pad for your engagement efforts, and instead begin by utilizing a more strategic framework that's more transformational and sustaining.



Joan Swenson, MBA, SPHR
Chief Human Resources Officer
Kettering Health Network

11:10 **Front-Line Managers as Key Influencers of Engagement**

Front line managers are unanimously endorsed as being the strongest link in driving levels of advocacy and engagement within an organization. Yet the ideal blend of training, measurement and desired values and behaviors is still a complex challenge. In addition to being able to communicate to its teams, managers need to demonstrate desired values and behaviors on a consistent basis to ensure alignment with organizational goals. During this session, the Wholesale & International Banking Division of Lloyds TSB Group, a leader in the UK's banking industry, will share its highly successful approach to engaging its people and building an organization of brand ambassadors.



David Littlechild
Head of Employee Engagement
Wholesale and International Banking Division
Lloyds TSB



Peter Snowdon
Head of Management Information and Staff Offers
Wholesale and International Banking Division
Lloyds TSB

12:10 **Luncheon**

1:15 **Choose A or B**

A Intranet 2.0: Redesigning Intranets for Improved Communication, Collaboration and Community

The latest developments with Intranets are creating opportunities for two-way communication, collaboration and innovation. These intranets are also building employee engagement and re-enforcing the brand. Learn how global financial services company ING, successfully applied the latest Web 2.0 technology to update its own Intranet and, as a result, provided a voice for employees that had previously been unheard. This session will examine how to successfully tap into social media technologies and create stronger employee communities.



Kim Arculeo
Head of Internal Communications
ING Americas

- or -

B Using Employee Action Teams to Drive 2-Way Communications and Engagement: A Best Practice Case Study

In this case study, hear how DRS Technologies, a leading supplier of military and defense systems, has put the responsibility of follow-up actions to a company wide employee survey into the hands of its front-line people. Specifically, you'll hear how to: 1) get leaders interested in and supportive of a front-line engagement process that uses action teams; 2) frame the priorities and responsibilities of action teams and tie them to real business goals; 3) select action team members and equip them for success; 4) use process-driven tools to keep teams on-task and accountable; and 5) measure and show progress.



Tami Gesiskie
Vice President Human Resources
DRS Technologies, Inc. - C4I Segment

2:25

Choose A or B

A

Achieving the Balance: Listening to Employee Feedback and Communicating Expectations

Once the engagement survey is complete, the really hard work has just begun. Organizations that make strides in their engagement levels demonstrate to employees that they're listening to their feedback and taking action. Hendrick Health System made this commitment and has experienced remarkable business outcomes – *as well as the national recognition as one of the most engaged and productive workforces*. This session will examine how Hendrick builds engagement by clearly communicating its expectations and incorporating employee feedback into action plans that can be benchmarked across departments. Also learn how this health system trains its supervisors to communicate effectively and to develop engaged teams.



Kolby Ivanhoe

Talent Development Coordinator

Hendrick Health System

- or -

B

Engaging Hard-To-Reach and Non-Wired Employees: Melcrum's Latest Best Practice Research

Leadership is one of the three big hitters that influence engagement scores the world over. But with between 50 and 70 percent of employees now working remotely from their manager, what are the communication channels, tools and tactics that are successfully engaging hard-to-reach and non-wired employees?

When face-to-face communication is impossible or when working with employee groups with little or no access to technology, what are the communication channels that work?

Drawing on the findings from Melcrum's recent research into communicating with hard-to-reach audiences that included over 50 interviews with global corporations, Victoria will share what best practice looks like when it comes to:

- Understanding the opportunities and drawbacks that new technology offers
- Communication when access to technology is limited
- Achieving successful two-way communication and team working with hard-to-reach audiences
- Case studies featuring examples of hard to reach employees, including airline pilots, restaurant employees, home workers and power plant workers



Victoria Mellor

CEO

Melcrum

3:25

Afternoon Break

3:45

Sustaining Engagement during Major Change

During a major change initiative, communicators are charged with the complex mission to help employees discover why change is needed, help them buy into it emotionally and build understanding. In the largest manufacturing division at Merck, the Communication team had this mission for 6 major change initiatives at once. This session will examine the ambitious change communication plan designed to make each of the 13,000 divisional employees in 25 countries relate to the new strategy and understand their role in the company's new direction.



Ron Maturo

Director, MMD Communications

Merck & Co.

4:45

Chair Summary

Networking reception immediately following, with special thanks to our sponsor:



Dine Around in Atlanta:

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

Day Two

Thursday, February 28, 2008

8:45

Welcome from the Chair



David Grossman, APR, ABC

President & Principal thoughtpartner

dg&a

9:00

The Message, the Medium, the Madness: Engaging a Diverse Audience

Whether your organization has a long history with four generations working side-by-side, or you're a start-up firm with a group of Millennials, your common engagement challenge is making the business priorities of the organization relevant to your audience. This session will examine how Caterpillar, with over 96,000 global employees, is changing how it leads and communicates with employees. This session will examine how listening and understanding its audience has led to changes in the content and media used to communicate...and how the changes drive engagement.



Tom Doolittle

Corporate Communications Manager

Caterpillar Inc.

10:00

Morning Break

10:15

Creating a Blueprint for Engagement

The elements that drive employee engagement in an organization touch every facet of the employee experience, including culture, recruitment, training, compensation and performance management. Through the careful study and diagnosis of these systems, Human Resources is in the position to dramatically increase engagement levels of employees and business outcomes for the organization. This session will examine successful approaches to large-scale systems changes that are working at Waste Management, as well as in other industries. Discover how to create a blueprint for engagement in your organization that addresses the roles and systems for leadership, front-line managers and the HR function.



Jay Romans

Senior Vice President, Human Resources and Chief People Officer

Waste Management

11:15 **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. MDS Inc., a global life sciences company, launched a new business strategy in 2005 that required a major shift from a strong, people-focused culture to one of high-performance. A new CEO, a move from six to three businesses and a focus on driving improved performance were just some of the changes. This session will examine the solid communication planning and execution that leveraged its senior leadership as catalysts for the change and moved the employees to positive action and success for the company.



Janet Ko
Vice President
Global Internal Communications & Organizational Development
MDS Inc.

12:15 **Luncheon**

1:15 **Roundtable Discussions**

Melcrom conferences attract such high-caliber attendees, that our participants always want more time to discuss ideas with each other. Here's your chance! Meet with conference participants who are at the same point in their engagement journey to benchmark ideas. We will track the subjects that are creating the most interest and provide opportunities for meaningful discussions.

2:00 **Engaging the Mobile and Remote Workforce**

The number of jobs that involve non-traditional office settings is on the rise - whether employees are working on the road, working from home, working at client sites, or working flexible schedules. At IBM, employees are enjoying the benefits of improved work/life balance and "The New Normal," which refers to a more fluid and flexible work environment. The challenge is to sustain communication with these remote and mobile employees so they remain engaged and aligned with the organization. This session will explore the communication tactics (including Second Life!), the training for managers, and the shift in mindset to successfully operate in this 24/7/365-day environment of a global enterprise.



Jayne Nanavaty-Dahl
Manager, Center of Excellence
IBM Workplace Communications



Andre'a D. Jackson
Manager, Worklife, Flexibility & Mobility
IBM

3:00 **Closing Remarks**



How to use social media to engage employees - \$295

is the ground-breaking research report on integrating social media tools into your communications. Get expert advice on stepping up your communication initiatives with blogs, RSS, wikis, social networking and various other social media tools.

The Employee Engagement Report - \$660



- How organizations are making the business case for investment in engagement
- What the key drivers for engagement are, with a special look at senior management and front-line staff communication
- How to embed engagement as a real process
- What the key measurement tools are and how to produce reliable results

Don't miss this opportunity to gain a behind-the-scenes look at how best practice organizations are developing their engagement strategies and reaping bottom-line benefits.

Making Managers Better Communicators - \$660

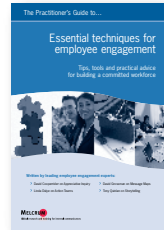


- Prove the case for investment in front-line and middle manager communication
- Define communication competencies for managers
- Set an agenda for training and development
- Pick up "top tips" and innovative ideas from industry experts
- Benefit from "tried and tested" questionnaires and real-life case studies

Middle and front-line managers can be the biggest block to your engagement efforts. Tackle the issue head-on with this report, packed with practical tools and techniques for best-practice line manager communication.

Essential techniques for employee engagement

Special Offer for \$249



Melcrom's latest research, Essential techniques for employee engagement, guides you through the 4 most important techniques for engaging employees and empowers you to successfully introduce your own initiatives. Consisting of 4 chapters, you'll get expert insight on:

- Appreciative Inquiry
- Action Teams
- Message Maps
- Storytelling

Please call **312.379.6500** to receive this special pricing.

Maximize Your Exposure with Sponsorship and Exhibit Opportunities

Sponsoring or exhibiting at the **4th Annual Conference on Employee Engagement** 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 the **4th Annual Conference on Employee Engagement** and reach them before the competition.

For more information, please contact: Rick Spratley
Email: rick.spratley@melcrom.com

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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.



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Melcrum’s 10 years of research in internal communication means in one site you

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Hub members receive special pricing on Melcrum’s conferences, research and other resources plus opportunities to participate in exclusive Members Only networking events.

With Thanks to Our 2008 Annual Sponsor:



L.M. Dulye & Co., experts in two-way and front-line communications. Our 2-Way/2-Day Assessment delivers a comprehensive baseline of your organization’s communication effectiveness in just 48 hours. For solutions

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Connecting Communicators

Melcrum is a 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.

Save The Date

Travel around the globe with Melcrum! Visit www.melcrum.com for more information about other Melcrum events.

If you’re from a multinational organization, consider training your global communications team with Melcrum’s Summits around the globe. For information about discounts for multinational teams, please e-mail rick.spratley@melcrum.com.

Early Bird Savings!

	Before January 11	After January 11
Premier Package (includes 2-day Conference and 2 Pre-Conference Workshops).	\$1,699	\$1,799
Standard Package (includes 2-day Conference and your choice of 1 Pre-Conference Workshop).	\$1,499	\$1,649
2-Day Conference only	\$1,249	\$1,399

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www.doubletreebuckhead.com

Discounted hotel rates are \$159 per night plus tax, in conjunction with this event. Please reserve your hotel room in advance to secure the best rates.

About the hotel:

The Doubletree Hotel Atlanta, in the heart of fashionable Buckhead, is located in the Tower Place complex, home to offices, restaurants, shops and theaters. Downtown Atlanta is 10 minutes away, 25 minutes to Hartsfield-Jackson International Airport. Lenox Mall and Phipps Plaza – considered some of the finest shopping in the Southeast – are within walking distance. The Buckhead MARTA station is conveniently situated 150 yards from the hotel.

All of the guest rooms and suites include ergonomic work centers, data ports, and wireless high-speed internet access.

Please note:

Fees do not include hotel accommodation. Preferential rates have been arranged for the Employee Engagement delegates at the DoubleTree Hotel Atlanta Buckhead. 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 February 6th, 2008, so we recommend booking early. The preferential rate is subject to availability. Please phone the reservation desk at 1-800-222-TREE.

Substitutions/Cancellations

You may substitute delegates at any time. For cancellations received in writing more than (30) working days prior to the event, delegates will receive a credit redeemable against a future Melcrum event. For cancellations received less than (30) days prior to the event, no credits will be issued. Please note all bookings must be paid for in full at least (10) working days before the Employee Engagement conference dates.

Fees

The fee for this event covers all written materials, lunch and refreshments. A confirmation letter will be sent to you acknowledging your registration. Please contact us if you do not receive this within seven days of booking. This registration form 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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Featuring Keynote Speaker:

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Loyalty @ Any Age: Unlocking Gen Y's Loyalty, Creativity, and Performance

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