

Available
for the first
time in
the U.S.



The Internal Communication

Black Belt

Program™

Executive Education for Internal Communicators who Want Results

March 10-12, 2009 • **Chicago, IL**
DePaul University

May 12-14, 2009 • **Washington, DC**
The George Washington University

Four easy ways to register:

PHONE: (866) MELCRUM or (312) 379.6500
EMAIL: usevents@melcrum.com
FAX: (312) 527.4917
ONLINE: www.melcrum.com

MELCRUM

Connecting Communicators



Dear Communicator,

When we launched the Black Belt Program in 2006, we had one goal in mind: help communicators close the gap from being "doers" to becoming strategic assets to their organizations.

Today, 662 communicators worldwide have been through the course, and Black Belt is the premier executive education course in the industry. We're thrilled to announce that what has proven to be so successful in the UK, Europe and Australia is now coming to the US.

The intensive curriculum and interactive, small group format means you get the dedicated attention and leadership you need to take your career to the next level.

There is no theoretical jargon or boilerplate solutions. We tailor each and every course to the challenges you face in your organizations. We cover the key principles of strategic communication practice in the context of business today.

We look forward to welcoming you to the esteemed network of Black Belt Communicators. Join them today!

Sincerely,



Victoria Mellor
CEO, Melcrum Publishing

Victoria Mellor

Today's leading companies trust Black Belt

Over 600 communicators worldwide have graduated from the program.

ABN AMRO	Legal & General	Pfizer
AstraZeneca	Linklaters	Pilkington
Barclays	Lloyds TSB	RBS
Black & Decker	Masterfoods	Roche
British Airways	Morgan	Shell
British Energy	Stanley	Siemens
Capital One	Motorola	Standard Life
Diageo	Nestle	NEC
Ernst & Young	Norwich Union	Virgin Mobile
Ericsson	Novartis	Visa
HSBC	npower	Vodafone
IBM	O2	and many more.
	Orange	

Course content



The small class size (maximum of 25 students) means you get the undivided attention of your course trainers and plenty of time to build a network of peers who can support your development long after the course is finished.

Each part of the course is delivered through a mix of discussion, teaching, small group exercises and one-on-one problem solving.

Key topics covered:

Day 1

- How internal communications positively impacts organizational performance
- What an effective internal communications function looks like
- Understanding your organization's needs
- How to conduct a communications assessment and report findings
- Developing clear communication objectives

Day 2

- Developing a complete communication plan
- Developing key messages
- Communicating change effectively
- Channels and tactics – knowing when to use what and where social media fits into the picture
- Success stories of effective tactics in practice

Day 3

- Measurement and research
- When and what to measure of your communication plan
- The ins and outs of measuring channels
- How to effectively use the results of your measurement efforts

What's included in my tuition?

- ✓ Full accommodation*, meals and use of the facilities at DePaul University or The George Washington University (*two nights' accommodation total, at predetermined venue)
- ✓ The dedicated attention of two highly acclaimed trainers, Geri Rhoades and Julie Baron
- ✓ Comprehensive course materials including Melcrum research and case studies, planning tools, templates, models and processes
- ✓ Plenty of opportunities to network, both during the program and with the alumni network
- ✓ One hour follow-up consultation with trainers after course completion

"Black Belt is a 'must do' for all internal communicators. A great opportunity to network with other IC professionals and share ideas."

Margaret Mather – **Rolls-Royce**

"Puts the practice into theory and then back again."

Daniel Lambie – **Standard Life**

Why Black Belt?

The core curriculum was developed in consultation with senior leaders in global companies who saw a skills gap in their teams. The ongoing feedback of these leaders and Melcrum's world-class research means that every course participant walks away with:

- the ability to transition from implementer or order-taker to strategic communicator;
- the confidence to influence stakeholders and effect change;
- a renewed focus on outcomes, not just outputs.

Who should attend?

Designed for emerging talent or those already managing internal communication activities, this program provides you with the ability to put classroom knowledge and experience into real-world practice immediately. Whatever your background, Black Belt gives you a springboard to achieve your goals.



"This program reinforced my commitment to the discipline of internal communications and gave me hope for my future."

Deborah Gogarty – British Energy

"Most job-relevant training I've done."

Annabel Deuchar – ABN AMRO

Let the best in the industry be your guides



Geri Rhoades, MBA, has been a leader in the communications industry for over 25 years. She has held numerous positions on both the corporate and consulting sides of the business and has built several communication organizations—including one of the first corporate change management departments in the country.

In addition, Geri has certifications in executive coaching, reengineering and Myers-Briggs Type Indicator. She is on the board of directors for the Council of Communication Management and is the founder of Boston Aids Africa, and author of *The Warrior and the Little Girl: Create Power and Joy in your Worklife*.



Julie Baron has 20 years of experience working as a communications strategist making a difference within organizations, as well as within communities. Her functional expertise includes employee communications, global communications and public relations. She has a track record of positively impacting financial and operating results with clients such as Abbott, HUB International, National Association of Realtors, Revell and Pepsi Americas, and as a senior in-house communicator for NEC Technologies and Motorola.

Julie has published and lectured on topics such as CEO communication, culture development, global communication and internal marketing. An active member of the International Association of Business Communicators (IABC), Julie has held many volunteer leadership positions including president of the IABC/Chicago chapter.

Trainers



Tuition fees:

	Non-member	Melcrum Member
March 10-12, 2009 • Chicago, IL	<input type="checkbox"/> \$3,995	<input type="checkbox"/> \$3,595
May 12-14, 2009 • Washington, DC	<input type="checkbox"/> \$3,995	<input type="checkbox"/> \$3,595

Tuition includes accommodations and food.

Become a Melcrum Member for \$199 to save 10%
For more information call (312) 379.6500

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If you do not wish to receive information from Melcrum or its partners, please check this box.

Accreditation

Ask us about getting accredited with this course as part of your participation.

Substitutions/Cancellations

You may substitute attendees at any time. For cancellations received in writing more than **thirty (30)** days prior to the event, attendees will receive a credit redeemable against Melcrum training. For cancellations received less than **thirty (30)** days prior to the event, no credits will be issued.

Payment

Please note all bookings must be paid for in full at least (10) working days before the program date.

Fees

The fee for this event covers all written materials, hotel accommodations for two days at specified venue, lunch and refreshments. A receipt 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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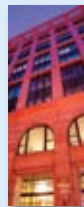


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Program™

Venues:



March 10-12, 2009
Chicago, IL

DePaul University
Loop Student Center
1 E. Jackson, Suite 8003
Chicago, IL 60604
P: 312-362-8624



May 12-14, 2009
Washington, DC

Cafritz Conference Center
The George Washington
University
800 21st Street, NW
Washington, DC 20052
P: 202-994-9222

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