

STRATEGIC !INTERN@L COMMUNICATION CONFERENCE

PRESENTED BY



October 21–24, 2018 | Toronto



Choose from two optional
hands-on pre-conference
workshops on Sunday, **Oct. 21, 2018:**

**Workshop A: 17 Video Tips, Tricks,
and Tactics You Can Use Today**

**Workshop B: The 7 dos and don'ts of
co-creation: A workshop
on creating together**

BONUS! Post-Conference Lab,
Wednesday morning, **Oct. 24, 2018**

**Workshop C: Master Your Internal
Communications Strategy**

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STRATEGIC INTERNAL COMMUNICATION CONFERENCE

About us

Inner Strength Communication and **SummersDirect Conference & Events** have come together to present this inaugural event for internal communications professionals from across Canada.



Inner Strength Communication uses its expertise in Internal Communication, Change Management and Branding to enable, engage and empower employees and internal stakeholders to deliver business results from the inside out.

With a lofty vision...that organizations and leaders see strategic internal communications as integral to business success. That's why they are committed to helping communication and business professionals to step up their game; bring strategic communication solutions to the boardroom; and earn their seat at the table.



SummersDirect Conference & Events is a conference planning company that sets itself apart from the rest with a focus on customer service and value. With over a dozen years of providing quality conference programming to communications professionals across Canada.

SummersDirect events deliver:

- quality speakers presenting on real life case studies
- tools and techniques that you can take away and use
- networking opportunities with your peers to exchange ideas and best practices
- value for your money

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Poppulo

Poppulo is the global leader in employee communications and we work with many of the world's most biggest brands and successful corporations.

Poppulo is a first in IC, a pioneering platform specifically built for internal communicators. It's the only software that can measure the effectiveness of employee communications across multiple digital channels: email, intranet, video and social – linking communications to business goals and demonstrating the value of the communication function. We're called Poppulo – derived from the Latin for people – because people are at the heart of everything we do.

STRATEGIC INTERN@L COMMUNICATION CONFERENCE

Sunday, October 21, 2018 | Pre-conference workshops

Workshop A: 8:30 a.m. – 12:00 p.m.

17 VIDEO TIPS, TRICKS, AND TACTICS YOU CAN USE TODAY

In this session, Rocky will break down examples from high-end video productions to simple, straight-to-the-point, tips, tricks and tactics for creating higher quality video whether you're using a \$50,000 camera or your smartphone. From shooting to sharing to editing, you'll learn how to incorporate video into your communications and marketing strategy.



Rocky Walls
CEO, 12 Stars Media

Attendees of this highly interactive workshop will learn and get hands-on practice in the following areas:

1. How to shoot high-quality, creative video no matter what device you use
2. How to prevent common mistakes during the recording and editing processes
3. What to do after your video is finished (hint: you're not done!)

Rocky Walls has one simple belief fueling his personal and professional life: people need connections and the best ones come from communication that's real and simple.

A communicator to the core, all work and no play wouldn't really bother Rocky, but he has his fun too: he loves hanging out with his wife and three sons whether at home or on the road. He's an amateur chef who spent last summer building a traditional brick pizza oven in his backyard. And like any real professional at a video production company, he's an avid fan of watching movies.

The project he's currently most excited about is Finding Hygge, the first feature-length documentary film he and his team have produced. It's a journey to find the real meaning of the Danish word hygge, through a glimpse into the lives of the happiest people on the planet.

Workshop B: 12:30 – 4:00 p.m.

THE 7 DOS AND DON'TS OF CO-CREATION: A WORKSHOP ON CREATING TOGETHER

Today's businesses often fall into the trap of planning a project as a team before everyone splits off to create, review, and rebuild on their own. The process is often daunting, and, when the team comes back together, the results are often disappointing.



Pinaki Kathiari
CEO, Local Wisdom

These old, every-man-for-himself methods don't cut it in the modern world of collaborative business, as new players learn to innovate solutions faster than their more traditional, market-leading counterparts. Pinaki Kathiari's digital agency, Local Wisdom, uses "co-creation" to expedite the creative process while gaining valuable insights and producing amazing products. So what is co-creation? Co-creation is both a mindset and a set of techniques that bring groups together to produce mutually valued outcomes. In this highly insightful and interactive talk inspired by disruptive companies and startups, you'll discover the speed and creativity that comes from co-creating across teams, employees, customers, suppliers, and even people in our personal lives.

After learning a framework, stories and techniques for co-creation, you'll put it all into practice by co-creating with fellow participants. You'll walk away with powerful tools to take back to your organization, such as:

- Knowing why and when you should co-create
- Getting the right people to the table
- Facilitating productive co-creation sessions

Pinaki is the CEO of Local Wisdom, a digital agency that helps design, execute, and manage strategic solutions for marketing, communications, and product development. With 18 years of experience working with global Fortune companies, conglomerate interactive agencies, startups, and entrepreneurs, Pinaki has honed skills in digital strategy, user experience design, marketing, communications, and new business development.

At Local Wisdom, Pinaki and his team have built and managed numerous digital platforms, such as internal innovation communities, employee awards systems, data visualization for business intelligence, executive blogging platforms, and news portals that reach beyond the office walls, just to name a few.

STRATEGIC INTERN@L COMMUNICATION CONFERENCE

Monday, October 22, 2018

8:00 – 8:45 a.m.

REGISTRATION AND CONTINENTAL BREAKFAST

8:45 – 9:00 a.m.

WELCOME AND OPENING REMARKS FROM THE CHAIR

Priya Bates
ABC, MC, CMP, IABC Fellow,
President Inner Strength
Communication Inc.



9:00 – 10:00 a.m.

KEYNOTE: CORPORATE COMMUNICATIONS 3.0

The role of the corporate communicator is changing ... don't risk becoming irrelevant at your organization.

As social media and other factors chip away at the traditional role of the communicator as "publisher," organizations are going to take a harder look at just what they're getting from their communicators ... and whether or not they need them at all.

You'll learn:

- What skills and talents you need to start developing now in order to have a job five years from now;
- Seven crucial communication roles that will be in demand in the future, no matter what organization you work in;
- The tools, tactics, talents, and tricks you'll need to master in order to succeed in the changing communication environment.



Steve Crescenzo
Crescenzo Communications

10:00 – 10:15 a.m.

NETWORKING REFRESHMENT BREAK

10:15 – 11:15 a.m.

ONLY YOU CAN OWN THE EMPLOYEE EXPERIENCE

In "Only You Can Own the Employee Experience" I'll share tangible tips on how you can build the strongest foundation for a fulfilling employee experience. You'll leave with a renewed sense of leadership (regardless of your career level) and the tools to make it all happen. You'll leave with the confidence to:

1. create an environment that encourages employees to bring their whole selves to work
2. structure your meetings so they are productive, relevant and fun
3. overcome hesitation from team members



Kristin Hancock
Manager of Communications,
College of Registered Nurses
of Manitoba

STRATEGIC INTERNAL COMMUNICATION CONFERENCE

Monday, October 22, 2018

11:15 – 12:15

FIND YOUR INNER CONSULTANT: FOUR WAYS TO BE MORE STRATEGIC

Internal communicators can sometimes be the most valuable but least understood professionals in an organization. We want to be seen as strategic advisers, but often struggle to articulate what that means in a language that leaders can relate to. If you want to gain the trust and respect of leadership, you have to find your inner consultant and demonstrate ROI through strategy and execution.

Attendees will learn:

1. Four essential skills that internal communicators need to have
2. Developing the strategic adviser mindset
3. Using data analytics to demonstrate your value



Maliha Aqeel, PMP, SCMP,
Past President, IABC/
Toronto & Assistant Director
of Brand, Marketing and
Communication, Ernst &
Young

12:15 – 1:15 p.m.

NETWORKING LUNCHEON

1:15 – 2:15 p.m.

PANEL: THE ELEVATION OF INTERNAL COMMUNICATION – EXECUTIVE PANEL

Corporate Communications Executives are noticing an increased need for communication that enables, engages and empowers employees.

Priya Bates moderates a panel discussion with senior leaders to talk about:

- The real challenges keeping leaders up at night
- The skills leaders are looking for in Internal Communication practitioners
- The elevated importance of Internal Communication

Priya Bates facilitating

Brigitte Kocijancic, Head, Corporate Communications, Bell

(Two more executives to be confirmed)

STRATEGIC INTERNAL COMMUNICATION CONFERENCE

Monday, October 22, 2018

2:15 – 3:15 p.m.

BRIDGING THE GENERATION GAP – MILLENNIALS @ WORK

In 2017, Millennials became the single largest generation in the US and Canadian workforce, with career expectations that are dramatically different than previous generations. As internal communicators, engaging a millennial workforce is our largest challenge and most promising opportunity.

In this session, you'll learn:

1. Techniques to enhance the tone and voice of internal communications to reach millennial employees
2. The role authenticity and decision rationale play in engaging millennial employees in your company's mission, vision and values
3. How Foresters Financial empowered employees of all ages to crowdsourcing internal communications via a Gold Quill Award winning video contest



Russell Evans
AVP Culture and
Communications, Foresters
Financial

3:15 – 3:30 p.m.

REFRESHMENT BREAK

3:30 – 4:30 p.m.

KEYNOTE: BETTER COMMUNICATION WITH DIVERSITY INTELLIGENCE™

How effectively do you communicate with people who are different from you? How well do you recognize the impact that human differences have on how we interpret the world and how everyday interactions impact us? Understanding the connections that runs between "Diversity" and "Emotional Intelligence" is key to how we build better communications between diverse people in our organizations. In this brief session we will explore:

- How brain chemistry, physiology and emotions act as crucial pieces in the diversity and inclusion puzzle.
- How to effectively communicate in a changing world to bridge gaps, and plumb the potential of all organizational personnel.
- Inspire high-performance teams and improve overall organizational communication and success



Dr. Leeno Karumanchery
Chief Diversity & Inclusion
Officer, Mesh Diversity

4:30 p.m.

CONFERENCE CONCLUDES FOR THE DAY

STRATEGIC INTERN@L COMMUNICATION CONFERENCE

Tuesday, October 23, 2018

8:00 – 9:00 a.m.

REGISTRATION AND CONTINENTAL BREAKFAST

9:00 – 10:00 a.m.

KEYNOTE: 7 COMMS LESSONS FROM FINDING HYGGE, MY 1ST FEATURE- LENGTH DOCUMENTARY

After producing thousands of corporate videos over the last ten years, Rocky Walls led a team of 20 in producing a feature-length documentary about the Danish concept of hygge. Rocky reflects on the lessons learned on his adventures that took him to Denmark, England, Canada and the US that could help take business communicators from good to world-class. Attendees of this session would not only see and hear incredible stories from behind the scenes of the film-making process, but they'd also learn:

1. Why the world is ready for you to share stories like Finding Hygge
 2. How to find the stories that engage viewers accused of having attention spans shorter than goldfish
 3. What the film distribution industry can teach you about your comms strategy
-



Rocky Walls
CEO, 12 Stars Media

10:00 – 10:15 a.m.

NETWORKING REFRESHMENT BREAK

10:15 – 11:15 a.m.

EVERYTHING CHANGES: LESSONS LEARNED MOVING 800 EMPLOYEES FROM 11 LOCATIONS INTO THREE

ErinoakKids employs 800 people who support more than 16,000 children with disabilities each year. In early 2018, the organization moved everyone from 11 buildings into three and learned a lot about change and culture along the way.

Learning objectives:

- How to support employees with various levels of change comfort through major organizational change.
- The challenges of merging multiple workplace cultures.
- Tactics that support employees through a workplace move.



Lindsay Turner
Senior Communication,
ErinoakKids Centre for
Treatment & Development

STRATEGIC INTERN@L COMMUNICATION CONFERENCE

Tuesday, October 23, 2018

11:15 – 12:15 p.m.

SOME ASSEMBLY REQUIRED: TEN STEPS FOR BUILDING EFFECTIVE, STRATEGIC RELATIONSHIPS INTERNALLY

Partnerships are essential to driving business growth and communications are key to establishing them. Too often though, partnerships flounder because of unclear expectations, broad assumptions, or poor maintenance. How we build the partnership matters. This session will help communications professionals understand the dynamics of partnership building and why the investment of time, people, and resources adds value to our work. We will explore the opportunities partnerships offer for innovation and creativity inside organizations. Participants will learn how to assess their readiness for partnership development, identify the key factors for success, and recognize the signs of a failing partnership and how to repair it.



Martha Muzychka, ABC, MC,
Principal, Praxis
Communications

12:15 – 1:15 p.m.

NETWORKING LUNCHEON

1:15 – 2:15 p.m.

RETHINKING HOW WE LEAD ORGANIZATIONAL CHANGE

All organizations must deal with change. McKinsey estimates that 70 % of change programs fail to achieve their goals, in large part due to employee resistance. We are told that If a handful of people resist, maybe something is wrong with the people. If resistance from employees continues to impede change programs, then maybe it is not the people that need fixing, it's the change model. In a world impacted by constant volatility, ambiguity and uncertainty with increasing conservatism, disruptive competition, globalization, increased collaboration and continuous innovation, are we still using the right approach? Do we need change the way we approach organizational change?

Drawing on over 25 years of consulting and coaching with thousands of leaders in over 300 organizations, this practical and interactive session will support participants to identify and explore:

- what currently works in organizational change and transformation, and what doesn't;
- what the next major shift may be in thinking and approaches for organizational change and transformation;
- how your organization currently works with change and transformation, and how it might best change its approach to change.



Jan Campbell
CEO, StrategiSense
Consulting

STRATEGIC INTERN@L COMMUNICATION CONFERENCE

Tuesday, October 23, 2018

2:15 – 3:15 p.m.

ENGAGING EMPLOYEES THROUGH CORPORATE RESPONSIBILITY

The message is clear that people want to work at places where they feel like they are engaged and learning. Companies that engage in social and environmental stewardship also benefit from employees who are more aware and involved. To increase employee engagement, organizations can clearly articulate what their corporate purpose is, and then give employees a way to take part in that purpose. Once the corporate social responsibility (CSR) strategy and programs have been defined, how do you ensure your communication strategy, plan and actions are aligned and will help deliver the desired results to get employees interested and engaged? How much of a proactive role does communication need to play to align CSR and employee engagement?



Paula Bernardino, MCM
Communications Manager,
Corporate Responsibility &
Engagement, RSA Canada

3:15 – 3:30 p.m.

NETWORKING REFRESHMENT BREAK

3:30 – 4:30 p.m.

KEYNOTE: 5 DRIVERS SHAPING THE FUTURE OF WORK

It is easy to believe that the world of work today is chaotic, precarious and unpredictable. It would be understandable if we were to hunker down, stick to proven practices and wait for the dust to settle. And, in doing so, we will have missed internal communication's greatest opportunity to impact society. We are currently living through talent-focused revolutionary times shaped by five trends. Using a variety of tools, analogies and examples, this talk will challenge outdated career thinking and explore the role communication professionals play as myth-busters and sense makers. From demographics to new models of career ownership, the freelance economy and new business models, we will explore how to make sense of what the workforce of 2020 and beyond will look like – and what will be needed from communications as companies transform into employers of the future.



Lisa Taylor, President,
Challenge Factory & the
Centre for Career Innovation

4:30 p.m.

CHAIR'S CLOSING REMARKS AND CONFERENCE CONCLUDES

STRATEGIC INTERN@L COMMUNICATION CONFERENCE

Wednesday, October 24, 2018

Workshop C: 8:30 a.m. – 12:00 p.m.

MASTER YOUR INTERNAL COMMUNICATIONS STRATEGY

Use creative tactics, channels and measurement strategies to help transform your corporate content and help your organization achieve its strategic goals and objectives

Are you tired of being a private publisher? Do you find yourself writing mostly reactive stories? Do you spend your time putting out fires instead of changing behavior? Do you have too many vehicles with no idea of what's working and what's not? Then this workshop is for you!

Through dozens of case studies and proven measurement, planning and writing tactics, you'll walk out of this workshop with ideas, tools and strategies you can put to use right away – no matter the size of your organization or your communication team.

You'll learn how to:

- **Redefine** your role – shift from a communication order taker to a strategic counselor
- **Transform** those tired, boring corporate stories into engaging content that motivates and educates your audiences – and use the best channels to reach them
- **Craft** a measurement plan that delivers the insights you need to fuel a successful communication plan



Steve Crescenzo
Crescenzo
Communications



Cindy Crescenzo
Crescenzo
Communications

Steve Crescenzo – Through his work as a consultant, writer, speaker and seminar leader, Steve Crescenzo has helped thousands of communicators around the world break the habit of creating boring, formulaic, jargon-ridden corporate content.

Using proven strategies, tactics and best-practices he's shown communicators how to take the 'corporate' out of corporate communications and replace it with 'creative'— and at the same time — create content that is linked to the strategic goals of their organizations.

Steve has been voted the #1-rated speaker at the International Association of Business Communicators World Conference seven times, including three years in a row. He has also received top ratings at numerous IABC chapter and regional events throughout the U.S., Canada, Europe, Australia, and New Zealand.

Cindy Crescenzo is the President of Crescenzo Communications and brings over 15 years of experience to the communications industry. Cindy specializes in research, measurement and strategic planning.

Her passion for numbers and audience research have helped thousands of communicators all over the world transform their roles in their organizations by teaching them how to get the ammunition they need to build successful communication strategies that deliver results.

STRATEGIC INTERNAL COMMUNICATION CONFERENCE

REGISTER NOW!

October 21 – 24, 2018

BEST VALUE! STRATEGIC INTERNAL COMMUNICATIONS CONFERENCE + TWO WORKSHOPS (OCT. 21, 22 + 23, 2018)

- ☐ Early bird registration (before Sept. 7) \$1399 + \$181.87 (13%) HST = **\$1580.87**
- ☐ Regular registration (Sept. 8 & later) \$1649 + 214.37 (13%) HST = **\$1863.37**

STRATEGIC INTERNAL COMMUNICATIONS CONFERENCE + ONE WORKSHOP (half day on OCT. 21 + OCT. 22 + 23, 2018)

Must select one: ☐ **Workshop A** or ☐ **Workshop B**

- ☐ Early bird registration (before Sept. 7) \$1299 + \$ 168.87(13%) HST = **\$1467.87**
- ☐ Regular registration (Sept. 8 and later) \$1399+ 181.87(13%) HST = **\$1580.87**

STRATEGIC INTERNAL COMMUNICATIONS CONFERENCE – BOTH DAYS (OCT. 22 + 23)

- ☐ Early bird registration (before Sept. 7) \$999 + \$129.87 (13%) HST = **\$1128.87**
- ☐ Regular registration (Sept. 8 and later) \$1099 + \$142.87 (13%) HST = **\$1241.87**

STRATEGIC INTERNAL COMMUNICATIONS CONFERENCE – DAY ONE ONLY (OCT. 22)

- ☐ Early bird registration (before Sept. 7) \$499 + \$64.87 (13%) HST = **\$563.87**
- ☐ Regular registration (Sept. 8 and later) \$599 + \$77.87 (13%) HST = **\$676.87**

STRATEGIC INTERNAL COMMUNICATIONS CONFERENCE – DAY TWO ONLY (OCT. 23)

- ☐ Early bird registration (before Sept. 7) \$499 + \$64.87 (13%) HST = **\$563.87**
- ☐ Regular registration (Sept. 8 and later) \$599 + \$77.87 (13%) HST = **\$676.87**

OPTIONAL PRE-CONFERENCE WORKSHOPS (OCT. 21)

Workshop A: 17 VIDEO TIPS, TRICKS, AND TACTICS YOU CAN USE TODAY

- ☐ Early bird registration (before Sept. 7) \$349 + \$45.37 (13%) HST = **\$394.37**
- ☐ Regular registration (Sept. 8 and later) \$399 + \$51.87 (13%) HST = **\$450.87**

Workshop B: THE 7 DOS AND DON'TS OF CO-CREATION: A WORKSHOP ON CREATING TOGETHER

- ☐ Early bird registration (before Sept. 7) \$349 + \$45.37 (13%) HST = **\$394.37**
- ☐ Regular registration (Sept. 8 and later) \$399 + \$51.87 (13%) HST = **\$450.87**

BONUS! POST-CONFERENCE WORKSHOP (OCT. 24)

Workshop C: MASTER YOUR INTERNAL COMMUNICATIONS STRATEGY

- ☐ Early bird registration (before Sept. 7) \$399 + \$51.87 (13%) HST = **\$450.87**
- ☐ Regular registration (Sept. 8 and later) \$499 + \$64.87 (13%) HST = **\$563.87**

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VENUE & RESERVATIONS

Courtyard Marriott Downtown

475 Yonge Street, Toronto, Ontario.

Please visit [here](#) to book your room at the conference are of \$205. Prices are guaranteed until October 18, 2018, while supplies last.

CANCELLATION AND REFUND POLICY

Substitution of delegates is permissible without prior notification. Refunds will be given for cancellations received in writing no later than 10 days prior to the conference date subject to an administration fee of \$200 plus \$26 for GST. After this time, you are liable for the full registration fee even if you do not attend the conference. If you register during this 10 day period, you are also liable for the full fee. SummersDirect Inc. reserves the right to change program date, meeting place or content without further notice and assumes no liability for these changes.

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If you are interested in sponsorship opportunities for this event please call Renee at **780.747.2958**