

Melcrum, publishers of *Strategic Communication Management*, presents



Comms Canada
2007

Building a Culture of Employee Engagement

Two-Day Conference on **November 14-15, 2007**
Interactive Workshops on **November 13**
Delta Chelsea, **Toronto, ON**

Discover essential Communication and HR practices that support a highly-engaged workforce from these leading organizations:

Delta Hotels
Intuit Canada and UK
Saskatchewan Health
Richard Ivey School of Business
Region of Peel
Watson Wyatt Worldwide

Interactive Workshops by:
David Grossman, dg&a
Michael Rudnick, Watson Wyatt Worldwide
Linda Dulye L.M. Dulye & Co.

Featured Keynote Session:
Engaging All Four Generations through Effective People Practices



Giselle Kovary M.A. and Adwoa K. Buahene M.A.
Authors, "Loyalty Unplugged: How to Get, Keep & Grow All Four Generations"



Special Session:
Becoming an Employer of Choice: How to Build and Sustain a Culture of Engagement
Richard Bartrem and Michelle Dupont
WestJet Airlines

Special Session:
Informing and Inspiring Employees With A CEO Blog
Jim Estill, CEO
Synnex Canada Ltd.

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Comms Canada 2007

Dear Communicator:

The discussions about employee engagement have been taking place for some time now – yet many organizations still struggle with how to move beyond the annual engagement survey and towards a true culture where employees are committed, motivated, and willing to go the “extra mile.” In the organizations that have been successful with establishing this type of culture, employees are given serious consideration, similar to customers and shareholders.

Melcrum is pleased to announce CommsCanada 2007. This year features a first-rate group of speakers sharing their expertise on employee engagement. **Building a Culture of Employee Engagement** will address the many communication, human resource, and organizational development factors for building an environment where employees think and act as business people.

Discover:

- The 10 C’s of employee engagement
- How to define employment for your own organization
- How to attract and retain top talent in a competitive job market
- How to use engagement survey feedback to drive improvements
- How CEO blogging can build commitment and trust with employees
- How to establish accountability for managers as communicators
- How to sustain engagement over the long term

Participants at past Melcrum conferences often comment to our staff that they are extremely pleased at the level of candor and support they receive from the speakers and other participants. We encourage that interaction and try to provide as many opportunities as possible for these meaningful discussions.

Register today by calling 866-MELCRUM or visit www.melcrum.com. Discover how you can increase employee engagement to positively influence quality, service, costs, speed, productivity and sales—all critical contributors to your organization’s overall performance.

I look forward to seeing you in Toronto,

Victoria Mellor
CEO, Melcrum Publishing



Who Should Attend CommsCanada 2007: Building a Culture of Employee Engagement :

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

- Employee Engagement
- Corporate Communications
- Employee Communications
- Human Resources
- Internal Communications
- HR Communications
- Strategic Communications
- Operations Communications
- Public Affairs
- Marketing Communications
- Organizational Development
- In addition to communication consultants, leaders and anyone charged with impacting organizational change

Maximize Your Exposure with Sponsorship and Exhibit Opportunities

Sponsoring or exhibiting at Melcrum’s conference **CommsCanada 2007: Building a culture of 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 today and reach them before the competition.

For more information, please contact:

Laurie Anne Plax

Phone: 312.379.6543

Email: laurieanne.plax@melcrum.com

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, understand their challenges and our products answer their questions.

Building a Culture of Employee Engagement

Workshop A

9:00 a.m. – 12:00 p.m.

Leadership Communication:

Getting Past the Barriers and On to "Yes"

Workshop Leader:

Led by **David Grossman**
President and Principal thoughtpartner
dg&a



Leadership communication is a learned skill, and one that's more important than ever in our current business environment. As business communicators, we have an unprecedented opportunity to help leaders with THE crucial competency needed today to succeed. That is, if we can get past the barriers and get our leaders to "Yes."

This interactive workshop, conducted by David Grossman, APR, ABC, will focus on the must-know principles that work when counseling leaders. It will give you everything you need to have in your toolbox to be the go-to communications counselor for leaders in your organization, from the business case for leadership communication, to principles that work and techniques to teach them, to concrete strategies for getting past barriers and moving leaders to "Yes."

Specifically, you'll walk away with:

- A clear understanding of the business case on the value of communication for a leader, which you can use right away in your organization
- Principles that work when counseling leaders in leadership communication
- Practical tips and tools for overcoming the most common barriers to effective leadership communication
- Hands-on, real-life practice via interactive exercises with seasoned communicators to prepare you for any scenario

Grounded in a proven leader**communicator**[™] model, the interactive session will showcase best practices and help you gain the skills necessary to coach leaders to drive business results and improve performance through effective leadership communication.

We'll give you the information and the strategies for implementation, and you'll walk away ready to start transforming your leaders into leader**communicators** the minute you get back to the office.

Workshop B

1:00 p.m. – 4:00 p.m.

Intranet 2.0 and Portal Makeover:

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

Workshop Leader:

Led by **Michael Rudnick**
National Intranet and Portal Practice Leader
Watson Wyatt Worldwide



Dramatic changes in user needs, expectations, and the availability of multiple streams of content and user feedback mean that organizations must revisit their aging Intranets and portals to ensure that they support current business needs, best practices, and the evolution of the Intranet itself. For internal communicators, the message is clear: Follow the lead of major Internet sites and create a user-centric experience for your employees or risk alienating your user base.

During this workshop, participants will examine the key steps for redesigning their intranet or portal into an effective communications and collaboration tool, including:

- Proving the business case
- Engaging senior leaders
- Using customization and personalization
- Establishing a viable operational and governance model
- Taking an incremental, long-term approach
- Using new "Web 2.0" tools
- Debunking the technology hype
- Benchmarking against industry best practice

Workshop C

1:00 p.m. – 4:00 p.m.

Ultimate Engagement: Employee Action Teams

Workshop Leader:

Led by **Linda Dulye**
President and Founder
L.M. Dulye & Co.



"Every organization I have ever encountered says 'our strength is our people.' Yet, amazingly, the front line employees are usually the LAST people to be asked to help solve organizational problems," says Linda Dulye, president of L.M. Dulye & Co. "Employee action teams are an incredibly powerful tool. When deployed and managed correctly, these people drive the ultimate engagement and deliver ongoing results that consistently exceed the expectations of the management team."

Employee action teams require the work, support and involvement of everyone in the organization - even those that are not directly participating on the team. At L.M. Dulye & Co., we call this a "Spectator-Free Workforce." In this workshop, you will learn the steps necessary to create the team and the process correctly — the first time. And you will learn how to keep the team empowered and engaged which will ultimately keep the momentum going and manage positive change across the organization.

This workshop will include how to:

- Get top leaders interested and involved
- Select and launch employee teams
- Create improvement plans that are actionable and measurable
- Use a 9-Step method for guiding teams through real problem solving
- Manage change through effective engagement efforts
- Keep teams on track and accountable
- Use measurement tools to track progress
- Report results using scorecards

In addition you will learn practical tips for:

- Selecting the right people
- Giving the team clear direction and expectations
- Understanding the different phases in teaming
- Creating accountability



Welcome Reception

All Conference attendees are welcome to attend a reception on November 13 from 4 p.m. to 6 p.m. Please stop by to say hello, have a drink, and pick up your conference materials.

7:45 **Continental Breakfast and Registration**

8:30 **Melcrum Remarks**

Laurie Anne Plax, Vice President, North America, **Melcrum**



Welcome from the Chair

David Grossman, President and Principal thoughtpartner
dg&a

9:00 **Special Session:
Becoming an Employer of Choice: How to Build and Sustain a Culture of Engagement**

WestJet Airlines is renowned for its unique corporate spirit and hospitable employees. The culture is so desirable that the airline regularly receives over 1,000 unsolicited resumes each week. This thriving culture is even more impressive given that the airline operates with razor thin margins and succeeds in an industry that has never made money in North America. But why is this type of environment the exception and what can other organizations do to build the loyalty commonly found among WestJet employees?

This session will examine the communication and people practices WestJet employs on an ongoing basis to foster an engaged corporate culture. Learn about innovative ways to connect with employees, even those that spend their time away from an office setting, including video, storytelling, and the role of middle managers. And most importantly, discover how to sustain this idyllic environment over the long term.



Richard Bartrem, Director, Culture and Communications
WestJet Airlines



Michelle Dupont, Senior Leader, Organizational Learning and Development
WestJet Airlines

Canada's Top 100 Employers 2007

10:00 **Does Employee Engagement Really Make a Difference? Providing Answers for your Leadership**

This session will demonstrate that employee engagement can not only make a real difference, it sets apart the great organizations from the merely good ones. But what are these differences exactly? And what can you do to move your employees from compliant to committed? Using case studies from a variety of industries and referencing the recent research, discover the behavioral strategies that are critical to achieving full engagement in your organization – including the 10 C's of employee engagement.



Gerard H. Seijts, Associate Professor of Organizational Behavior
Richard Ivey School of Business

11:00 **Morning Break**

11:15 **Employee Engagement – Myths, Drivers and Organizational Effectiveness**

First, it was employee satisfaction, later, it was employee productivity; today, it is employee engagement. What's the difference? The difference is that engagement translates into tangible results, results companies can drive and measure by the decisions they make about organizational practices and communication.

Watson Wyatt's ongoing WorkAttitudes and Communications ROI research studies reveal that employee attitudes and expectations are changing.

The key differentiators between top performing organizations and their competitors include a demonstrable commitment to connecting employees to overall business strategy and success factors, as well as an ability to communicate expected skill sets and behaviors and their correlation with rewards and recognition.

This session will:

- Dispel myths about employee motivation
- Challenge conventional wisdom and traditional ideas
- Demonstrate the connection between employee engagement and financial performance
- Provide a forum for provocative discussion about employees, business vision and strategy, and the critical relationship between them and achieving successful outcomes.



Debra Horsfield, Practice Leader, Organization Effectiveness
Watson Wyatt Worldwide



Jacqueline Taggart, Senior Communication consultant
Watson Wyatt Worldwide

12:15 **Luncheon**

1:15 **Special Session:
Informing and Inspiring Employees With A CEO Blog**

To blog or not to blog is a serious consideration for many CEO's lately. Some CEO's have concerns about the time commitment, legal issues, and content. And do they have the style and personality to inform and inspire their audience? For others, a CEO blog presents a tremendous opportunity to connect and engage with a primary audience – their employees. Jim Estill, CEO of Synnex Canada, Ltd., launched his blog (www.jimestill.com) in 2005 when he took the reigns of the billion dollar wholesaler of computer equipment and needed to connect with his employees. This session will explore Jim's approach to blogging, as well as his role as a communicator for the company. Hear how a leader establishes trust with employees and what corporate communicators can do to assist their CEO's with being even more effective in this role.



Jim Estill, CEO
Synnex Canada Ltd.

2:15 **Afternoon Break**

2:30 **Speed Networking:**

During this structured networking session you'll meet 6 new contacts in thirty minutes. This valuable and exciting session will increase the worth of the entire conference by ensuring that you meet other professionals with similar backgrounds, challenges, interests, and experiences. You'll be sure to leave this conference with a multitude of new and beneficial connections.



3:00 **Creating Action Plans Based on Engagement Survey Data**

Recognizing that employee engagement is critical to delivering citizen-centred service, the Region of Peel developed and managed an improvement process known as B.E.S.T. (Building Employee Satisfaction Together). The process has two components: an annual employee survey and a resultant action planning and implementation process. Since 2002, B.E.S.T. has provided the region with a clear definition of employee engagement and a roadmap for improving it over time. This session will examine their successful process for identifying the drivers of engagement in their environment, the approach to keeping employees current with survey results, and the model for creating actionable plans for improvement based on survey results.



Laura Nashman, Commissioner of Employee and Business Service
Region of Peel

4:00 **Chair Summary**



Dine Around in Toronto

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

Day Two

Thursday, November 15, 2007

7:45 **Continental Breakfast**

8:30 **Melcrum Remarks**

Laurie Anne Plax, Vice President, North America, **Melcrum**

8:45 **Welcome from the Chair**

9:00

Engaging All Four Generations through Effective People Practices

The four generations in the workplace --Traditionalists, Baby Boomers, Gen Xers and Gen Ys -- demonstrate different workplace behaviors because of their unique identities. In order to achieve engagement among employee groups, leadership in an organization needs to acknowledge their fundamentally different values, behaviors and expectations. This highly interactive presentation will examine the critical factors necessary to understand the four generations, and the HR and Communication practices to engage your multigenerational workforce.

During this keynote session, the authors of "Loyalty Unplugged: How to Get, Keep & Grow All Four Generations," will share the critical factors to organizational engagement (transparency, responsiveness and partnering), a process for evaluating your current communication plans against the framework of generational identities and organizational engagement, and discuss the implications of generational differences on the employee life-cycle.



Giselle Kovary M.A. and **Adwoa K. Buahene M.A.**
Managing Partners of n-Gen People Performance, Inc.

Authors, "Loyalty Unplugged: How to Get, Keep & Grow All Four Generations"

KEYNOTE SESSION

10:15 **Morning Break**

10:30 **Inspiring Employee Engagement**

Employee engagement surveys have become a common tool in many organizations, but the larger challenge is to commit to acting on the survey feedback that will drive improvements. Delta Hotels, Canada's leading first-class hotel management company, has been successful at transforming their annual employee engagement survey from an "event" to being a critical part of their culture. Employees are encouraged to have a voice, they expect to be heard, and they know when change has resulted on the basis of survey feedback. This presentation will describe how Delta has created and sustained a culture of engagement and



how they have successfully been able to link employee satisfaction and commitment to guest satisfaction and loyalty and ultimately strengthen the Delta Hotels brand.

Janice Smith, Director, Quality and Recruitment
Delta Hotels

50 Best Employers in Canada
(Report on Business/Hewitt & Associates)

11:30 **Building CEO and Leadership Communications**

Many communicators recognize that the cascade communication model isn't working in their organizations. Saskatchewan Health tackled this situation three years ago and has experienced real success -- on a limited government budget.

Learn about a communication strategy that increased two-way communications for employees with the Deputy Minister; created opportunities for more input to and access to senior management; embedded internal communications in systems and processes; aligned internal communication with human resources; created an environment where trust could grow; and showed managers the benefits of increased communication.

Discover the strategy, measurement tools employed, and best practices. Participants at this session will leave with ideas that they can implement quickly and easily, as well as ideas that are broader in scope.



Karen Prokopetz, Director, Internal Communications
Saskatchewan Health

12:30 **Luncheon**

1:30 **Roundtable Discussions: Leading Solutions to Common Engagement Challenges**



Melcrum conferences attract such high-caliber attendees, that our participants always want more time to discuss ideas with each other. Here's your chance! We will track the subjects that are creating the most interesting dialogue and provide opportunities for meaningful discussions.

2:15 **Afternoon Break**

2:30 **Recruiting and Retaining High Performing Employees**

In order to recruit and retain the most talented employees, Intuit Canada has built a company culture and set of leadership and organizational practices that has achieved world-class engagement levels. In this type of environment, the recruitment and management process is fundamental to success. Yet in a highly competitive job market like Alberta, where Intuit Canada is headquartered, it can be challenging to attract and retain top talent. This session will examine Intuit Canada's approach to growing their business by selecting the right employees and demonstrating an unwavering commitment to their workforce.



Jane Silberg, Vice President of Human Resources
Intuit Canada and UK

Best Places to Work in Canada (Canadian Business)

50 Best Employers in Canada
(Report on Business/Hewitt & Associates)

3:30 **Closing Remarks**



Comms Canada 2007

Building a Culture of Employee Engagement

Two-Day Conference on **November 14-15, 2007**

Interactive Workshops on **November 13**

Delta Chelsea, **Toronto, ON**

Yes, I'd like to register for the **CommsCanada Conference 2007**

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Early Bird Savings!

	Before August 31 st	After August 31 st
Premier Package (all sessions including pre-conference workshops)	\$1,400 CDN	\$1,550 CDN
Standard Package (all sessions and 1 pre-conference workshop)	\$1,250 CDN	\$1,400 CDN
Conference Only	\$1,050 CDN	\$1,200 CDN
Not-for-profits receive \$150 off.		



Venue:

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33 Gerard St West
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Discounted hotel rates are available in conjunction with this event. Please reserve your hotel room in advance to secure the best rates.

About the hotel: Located in the heart of downtown Toronto, guests are within minutes of the city's best theatre, shopping and attractions. The hotel's health club provides unlimited access to cardio and weight training equipment while enjoying a panoramic view of downtown Toronto. Guests can relax and unwind in the adults-only heated indoor pool and whirlpool. Or families can enjoy a family pool with and a four-storey indoor waterslide, the 'Corkscrew.' As of April 2007, the Delta Chelsea provides a 100% smoke free environment.

Please note: Fees do not include hotel accommodation. Preferential rates have been arranged for the CommsCanada delegates at the Delta Chelsea. 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 October 13, 2007, so we recommend booking early. The preferential rate is subject to availability. Please phone the reservation desk at 1-800-243-5732.

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Watson Wyatt Worldwide is a global consulting firm providing services in employee benefits, human capital strategies, and technology solutions. Our communication practice focuses on helping clients connect their people with the organization's purpose, while driving results and needed behavior change. With more than 6,000 associates in 88 offices in 30 countries, we have the local and national resources to address our client's needs wherever they may be. Visit www.watsonwyatt.com.



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At dg&a, we're passionate about what we do, and it translates into measurable, real results for our clients and their businesses. We're experts in internal communication, organizational consulting, and leadership communication, and we put our expertise to work every day creating solutions that combine our expertise, past experiences, proven models and methodologies and our business savvy. Put it all together with our thoughtpartner approach and you have more than just an agency—you have a business partner that delivers the counsel and strategy you need and helps you solve your problems. www.yourthoughtpartner.com



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 to develop, implement and measure communication with impact. Contact us at: www.lmdulye.com.

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MAIL:

USA/Canada
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Suite 403
Chicago, IL 60610 USA

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