



## TRAINING SUMMIT ON INTRANET STRATEGIES FOR CORPORATE COMMUNICATIONS



**SUCCESSFUL CONTENT MANAGEMENT STRATEGIES AND  
BEST PRACTICES FOR YOUR COMMUNICATIONS PLAN**

**24<sup>TH</sup> – 28<sup>TH</sup> October, 2016  
Protea Hotel, Wonderers Illovo, Sandton,  
South Africa**



## ABOUT THE WORKSHOP:



If you intend to keep up with your competition, demands of your stakeholders and workplace needs, increase Organization wide productivity, and grow your operations, communication strategies are one of the keys you must seriously engage to thrive.

Executives and staff face many challenges in effectively communicating within their organizations. Some of these challenges are perennial and date back to the beginning of modern businesses. Others are newer, partly shaped by emerging workplace trends. Some of these old and new challenges include the following:

- **Conveying mission and vision** - This is perhaps the quintessential goal of executive communication. Yet too often executives fail to convey mission and value in a manner that translates into effective action throughout the organization.
- **Communicating plans and goals** - The 1990s and first decade of the 2000s saw the pace of organizational change accelerate driven by new technologies, innovative business processes, mergers & acquisitions, or outsourcing and offshoring. Rapid change is now the norm. An organization's ability to clearly communicate plans and goals during periods of change is perhaps more important than during any other time.
- **Understanding and connecting with the diverse staff members** - With factors such as international and multigenerational workforces, understanding and connecting with staff members in even small and medium businesses can be challenging.
- **Engaging employees** – If an Organization's mission and vision, plans and goals, are to be achieved, then it depends upon engaged employees throughout the organization acting mindful of the big picture.

**Join us at this year's Intranet for corporate communications summit and enjoy an in-depth practical and case study paced Summit and get all the solutions to the many problems facing your Intranet strategy today.**

### HIGHLIGHTS AND OUTCOMES - BENEFITS OF ATTENDING THIS TRAINING SUMMIT:

At the end of the workshop you will be able to:

- **apply Intranet design strategies**
- **Integrate your intranet into your communications plan**
- **Present the business case of an organization-wide intranet to senior management**
- **Understand Successful content management for the intranet**
- **Help motivate employees to realize the organization's goals and effect positive behavioural changes**
- **Gain the best tools to meet internal communication goals**
- **Tame an often unwieldy corporate intranet into a coherent and value creating knowledge sharing tool**
- **Adapt your intranet to include social networking and other Web 2.0 advancements**
- **Understand the role of internal communications in crisis situations**

### WHO SHOULD ATTEND?

- Managers, professional specialists,
- Vice-Presidents, Directors and Managers and
- officers of:
  - Internal Communications
  - Internal Marketing
  - Corporate Communications
  - Web Services and Coordination
  - Information Technology
  - External Communication
- Strategic Planning
- Change Management
- Human Resources
- Investor & Stake Holder Relations
- Corporate and Brand Identity
- Entrepreneurs and those who wish to develop an effective intranet strategy and implementation plan that is based on a sound understanding of their organization's communications plan.

# Program Rollout

## CASE STUDIES AND THEORETIC LEARNING

### INTRANET FUNDAMENTALS

- What is an Intranet? How can it Help My Organization?
- Why your Organization Needs an Intranet Platform.
- 7 Ways Intranet Software Improves Employee Productivity.
- 10 Ways Social Intranet Software Can Boost Your ROI.
- Intranet Benefits - 11 Ways a Social Intranet Can Improve Your Business.
- 15 Tips for Getting Executives and Higher-ups to Implement a Corporate Intranet for Your Organization.
- Intranet Terminology: A Comprehensive Glossary.
- 15 Essential Intranet Features. It's OK To Be Picky.

### OPEN DISCUSSION ON INTRANET STRATEGIES

As a group we will discuss strategies for making an Intranet work

- What has worked, what has not worked
- Develop an action plan for new implementations
- Develop an action plan for getting employee buy in
- Develop an action plan for corporate communications

### INTRANET PLANNING

- How to Define Your Intranet Objectives & Requirements.
- Should I Buy or Build Intranet Software?
- Cloud Intranet Software vs On-Premise Solutions.
- Here's why "Flexibility" Is Key for The Future of Your Intranet.
- Here's Why One-Size-Fits-All Intranets Will Eventually Make You Miserable.
- Intranet Planning - 19 Tips for Staying on Track.
- How to Build an Intranet. Getting Started Checklist.
- Social Intranet Team Roles and Responsibilities.
- How to Choose an Intranet Name.
- What Makes a Great Intranet Homepage?
- Intranet Best Practices: 15 Solutions to Your Intranet Challenges.

- The Why's and How's of Intranet Information Architecture.

### LAUNCHING YOUR INTRANET

- Launching an Intranet? Here's 10 Strategic Tips You Can Use.
- 7 Intranet Software Implementation Tips.
- Social Intranet Moderation and Administration. Why It Matters to You.
- Intranet Training: Why You Should Invest the Time.

### INTRANET ENGAGEMENT & ADOPTION

- The Insider's Guide to Intranet Design
- How to Increase Intranet Usage: Embrace the 1% Rule
- Here's an Intranet Strategy for Increasing User Adoption & Dealing with Lurkers
- Intranet Personas: 5 Types of Employees on Your Intranet
- How to Build Intranet Value Through Higher Social Capital
- 10 Dead Simple Ways to Improve Employee Engagement on Your Intranet
- How to Encourage Knowledge Sharing with Social Intranet Software
- Taking Intranet User Adoption to an Entirely New Level
- How to Motivate Employees with Gamification on Your Intranet
- How to Produce an Intranet Contest to Boost Employee Engagement
- Top 17 Reasons Why Intranets Fail

### INTRANET USAGE & EFFECTIVENESS

- Intranet ROI: 10 Tips to Consider When Attempting to Measure it.
- Measuring Intranet Usage and Effectiveness. Sometimes the Stats Lie.
- 15 Ways to Measure the Effectiveness of Internal Communications within Your Organization Intranet.

### INTRANET GOVERNANCE

- Intranet Governance - What is it? Who are the players? Best practices?

- Social Intranet Privacy: How Worried Should You Really Be?
- Email vs The Intranet - What Goes on the Intranet Instead of in Email?

## PRACTICAL SESSIONS GROUP STRATEGIC SESSIONS

### INTRANET DESIGN STRATEGIES

An effective intranet design is one that is perceived as being of value by both employees and stakeholders. There is a significant amount of planning involved when designing an intranet experience no matter if it is a new build, redesign or new feature. It typically requires cross-department collaboration, management of a multidisciplinary team and implementation, marketing/communication and training plan. This session will provide you with:

- An approach for designing the intranet experience
- Architecture strategies that empower employees to perform tasks collaborate and be informed
- Solutions to common design challenges
- Best practices for a successful intranet launch

### DESIGNING INTRANET COMMUNICATIONS PLAN

Underdeveloped and underutilized, intranets get no respect until companies see how useful a good one can be in streamlining and coordinating internal communication efforts. But what role should the intranet play in the overall communications plan? How can you take advantage of its best features and avoid some of the more common pitfalls? This session outlines how to effectively integrate the intranet into your communications plan.

- Building an intranet strategy that takes into account business priorities and communication objectives
- Intranet strategy principles and components
- Intranet tools that support communications
- Working intranet tactics into planning templates
- Case examples and pitfalls to avoid

### INTRANET CONTENT MANAGEMENT

Most intranets jeopardize their value by having more content than they can efficiently handle. Successful content management for the intranet depends on the people who produce it and on the processes and policies guiding it. This discussion outlines how to tame an often unwieldy corporate intranet into a coherent and value-creating knowledge-sharing tool.

- Where should ownership rest?
- Managing knowledge leaders: building the right content management team

### CONDUCTING INTRANET USABILITY ASSESSMENT

Is your intranet optimizing its potential to reach employees and support their needs? Usability is a critical factor for organizations striving to realize the full benefits of their intranets. This discussion outlines tried and tested techniques for conducting a usability assessment of your intranet.

- What is usability and why is it important for your intranet?
- Why you need to assess usability to ensure your intranet is effective for its users and for your bottom line
- How to properly assess usability of your intranet
- How to incorporate usability assessment and metrics in your intranet strategy
- Who controls the business objectives for implementing intranet technology?
- Motivating and managing content owners: aligning the intranet to overall corporate strategies

### PUTTING SOCIAL MEDIA TO WORK IN YOUR INTRANET STRATEGY

Maximizing the ROI in social media requires a strategic understanding of how an individual organization can most effectively plan and deploy it. This session will describe how to maximize the ROI of social media.

- An appreciation for the critical success factors required to strategically manage the deployment of social media
- Insights into real world best practices for the strategies required to maximize the performance of Share Point and social media
- A framework for building a strategy within the intranet ecosystem to optimize usage and adoption of emerging technology

### WEB 2.0 TECHNOLOGIES FOR CORPORATE INTRANETS

Forward-thinking internal communicators are realizing the opportunities presented by emerging Web 2.0 platforms to facilitate engagement, collaboration and trust across the organization. This session will look at how to use Web 2.0 applications to make your intranet more dynamic and socially interactive.

- How to start experimenting with social media in your existing intranet
- How the integration of social media technologies can assist an organization in reaching its internal communications objectives
- Making your intranet more fluid: how to foster community and engagement
- Design and measurement strategies

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- Event Option 1:**  
5 Days Summit: USD 3200 per delegate include 6 nights bed & breakfast, training material, lunch and limited refreshment
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**NB; CLOSING DATE FOR REGISTRATION SUBMISSIONS IS 15<sup>TH</sup> OCTOBER, 2016**

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All cancellations or postponements must be confirmed in writing and e-mailed to info@forumis.org. Cancellations 10 to 5 Business days prior to the event will attract a 25% cancellation fee. Cancellations received less than 5 Business days prior to the event will result in a 50% cancellation fee. No shows will attract a 100% cancellation fee. Maximum permissible interest will be levied on any outstanding invoices. You are however welcome to substitute your attendance with an appropriately qualified colleague. Postponement to a later date must be received in writing no less than 5 Business days prior to the initial event in order to waive the cancellation fee. This waiver will only be applicable once.

**GENERAL NOTES**

In the event of unforeseen circumstances, ForumIS reserves the right to change the speakers, the venue or the date. Delegates will be notified of changes or cancellations of events no later than 5 Business days prior to the event and all paid-up invoices will be fully refunded in a case of cancellation or credited to another event within 6 months, we however welcome donations to the organization for our cause of rural literacy campaign.