Invitation to the Sammy Ofer School of Communications' School Seminar

A lecture by:

Dr. Amir Aida
Intel Israel

On:

"Managing Internal Communication at Intel"

Tuesday, 22 November 2011, 12:00-13:30, Room C-228, Arazi-Ofer Building

Abstract:

Intel’s internal communication concept, our vision, strategy and work model that guide our actions to engage employees and increase their commitment to fulfill the company’s business goals will be presented. The way internal Comms is leveraged to engage people in Intel’s business strategy, the products we develop and increase understanding and appreciation of Intel’s pay and benefits package and of Intel as a great place to work. During the lecture I will also discuss the main challenges we are dealing with like managing internal communication in a multi-generation organization, leveraging social media to promote multi-way communication, the tension between the corporate and the geographies.

Bio:

Dr. Amir Aida manages Intel’s Israel internal communication activity and EMEA communication infrastructures team. Dr. Aida graduated Tel-Aviv University’s department of psychology and worked as an organizational developer previous to his career in internal organizational communication. As Intel Israel’s internal communication manager Dr. Aida is creating communication solutions that enable the organization to better engage employees and increase their commitment to fulfill the company’s business goals.

The lecture will be conducted in Hebrew