



FINAL
PROGRAM

The 2007

Strategic E-HR Conference

Maximizing the Value of HR through Technology

Pre-Conference Workshop: February 27, 2007

Conference: February 28 - March 1, 2007

Coronado Island Marriott - San Diego

Leading Experts on HR Technology Strategy Will Discuss:

- Maximizing Your Return From Technology Innovation in Human Resources
- Analysis of the Business Case Financial Model for Strategic E-HR
- Using Technology for Human Capital Management
- Designing The Efficient Business to Business Employee Portal
- Using Technology for Succession Planning
- Successfully Building and Deploying Strategic E-HR Initiatives that add Business Value

Featuring Case Study Presentations by: Valero Energy Corporation; The Walt Disney Company; The Boeing Company; QUALCOMM; Hyatt Hotels Corporation; Candant Corporation; Freddie Mac and Caterpillar, Inc.

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About The Conference Board

The Conference Board is the world's leading business membership organization, with a global network of close to 2,000 enterprises in nearly 60 countries.

The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

Working as a global, independent membership organization in the public interest, we conduct research, convene conferences, make forecasts, assess trends, publish information and analysis, and bring executives together to learn from one another.

The Conference Board is a not-for-profit organization and holds 501(c)(3) tax-exempt status in the United States

How Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

The Conference Board
845 Third Avenue
New York, NY 10022-6600
Tel: 212 759 0900
Fax: 212 980 7014
www.conference-board.org

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Dear Colleague,

Join us at The Conference Board's Strategic E-HR Conference February 28-March 1, 2007 at the Coronado Island Marriott in San Diego where executives from major corporations will share their experiences and views on HR Technology applications.

This event will feature corporate case studies and panel discussions presented by industry experts on Strategic E-HR implementation. By attending this timely event you will gain the opportunity to learn from your counterparts valuable information on successfully planning and deploying your E-HR initiatives.

Leading experts will discuss:

- New Developments in HR Technology
- How to Use HR Technology to Improve Operational Efficiency
- Selecting the Right E-HR Strategy for Your Organization

I hope you will join us at this timely event. I look forward to seeing you in San Diego.

Sincerely,

A handwritten signature in black ink that reads "Denise Sinuk". The signature is fluid and cursive, with a long horizontal stroke at the end.

Denise Sinuk
Conference Program Director
The Conference Board

P.S. – Please be sure to register for the optional pre-conference workshop on: “Using Technology for Comprehensive Talent & Performance Management”.

Pre-Conference Workshop

Tuesday, February 27, 2007

Registration: 12:30 - 1 pm

Workshop: 1 - 5 pm

Using Technology for Comprehensive Talent & Performance Management

Technology enabled performance and talent management can foster business growth and add value throughout the organization. Existing and emerging technology will enable organizations to better manage their workforce and overcome existing challenges. The competitive landscape is forcing organizations to increase their performance as customer, employee and shareholder expectations increase.

In order to remain competitive and satisfy client demands, organizations must turn to employees to increase performance. This workshop will provide an overview of how technology can increase employee performance and how this can impact the bottom line. The presenters will then present both case study and practical information on how you can use technology for performance and talent management in your organization.

Discussion on Performance & Talent Management will include:

- Employee Productivity
- Talent Management
- Succession Management
- Career Development
- Aligning Employee Performance with Bottom Line Results

Workshop Presenters

Erik Berggren

Director of Customer Success and
SuccessFactors Research
SuccessFactors

Brian Davis

Executive Vice President
PDI

Tony Lucero

Yahoo

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Wednesday, February 28, 2007

Registration and Continental Breakfast: 8 - 8:50 am

Welcome and Introductions: 8:50 - 9 am

Denise Sinuk

Conference Program Director
The Conference Board

Keynote Presentation: Maximizing Your Return from Technology Innovation in Human Resources

General Session A: 9 - 9:45 am

Technology is providing new opportunities for human resources to reinvent itself as a strategic department within the organization. HR Technology can provide a positive and direct impact on business performance. Using technology for HR management provides an opportunity for efficiency and accuracy for the management function through data availability, automation and integration, plus it allows HR to focus on strategic functions. How can the HR department leverage technology for business growth? Is there a place for real user-centric computing in HR? What sort of ROI can be expected? This keynote session will provide an overview of key HR technology applications, trends, and business models and an analysis of those that can yield the greatest overall return.

Rob Bernshteyn

Vice President, Product Marketing
SuccessFactors

Making the Case for E-HR: A Catalyst to Strategically Transform HR

General Session B: 9:45 - 10:30 am

This session will illustrate how an E-HR environment can act a catalyst (and in some instances be the prerequisite) to building a strategic Human Capital Management organization. Some key questions covered are: What promise does E-HR make to HR practitioners and to employees?

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www.conference-board.org/ehr.htm

What new capabilities will be required for HR to be successful in this environment? And what traditional skills become obsolete? What does E-HR mean for an HR organization positioning itself as a “strategic partner” to the “Business”?

An E-HR environment and culture can deliver very real benefits to both HR and the rest of the corporation. However, achieving these benefits will require everyone (HR, managers, and employees) to relinquish the traditional roles and responsibilities that they have been conditioned to expect from themselves and one another. In much the way that e-commerce fundamentally changed the roles played by manufacturer, retailer, and customer, a similar shift is in store for the HR discipline and the companies that will operate in an E-HR environment.

Freddie Mac is dealing with all these issues and making the case to implement an E-HR environment.

Andy Suh

Director, HR Operations Strategy
Freddie Mac

Networking Refreshment Break: 10:30 - 10:45 am

Case Study: Increasing HR Effectiveness with Technology at Valero Energy Corporation

General Session C: 10:45 - 11:45 am

Valero Energy is a major corporation ranking 15 on the *Fortune 500* List. It is also rated # 3 in “Fortune’s Best 100 Companies to Work for in America”. Headquartered in San Antonio, Texas, Valero experienced a recent phase of rapid growth largely due to acquisition activity. In 2000 Valero had 3,100 employees growing to 23,000 today.

In 2002 they embarked on a project to modernize their recruitment and staffing process. This technology based system has predictive and monitoring capability and has had a substantial impact on HR efficiency and cost savings. Valero was recently awarded the Optima Award in Innovation and four awards from Electronic Recruiting Exchange for this technology based HR initiative that is now being used to drive Boardroom level strategic workforce business decisions.

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Included in this case study is a discussion of:

- Planning
- Objective
- Implementation
- Results

Dan Hilbert

Managing Director of Workforce Planning
Valero Energy Corporation

Case Study: Employee Self-Service and Enterprise Portals At QUALCOMM

General Session D: 11:45 am - 12:30 pm

The use of employee portals and self-service is proliferating across corporate America. Executives are now seeing the demonstrated cost savings, efficiency improvements, and cycle time reductions that these new services provide. The evolution of Web-based portals or self-service centers can now offer one stop-shopping for employees and managers. In this session, we'll conduct a live, real-time demonstration of QUALCOMM's homegrown employee self-service system which provides users with tools to improve their effectiveness and also achieved 99% user satisfaction. Participants in this session will learn:

- The components of a full-featured, self-service application
- Implementing workflow routing and approval
- Leveraging HR information to personalize the user's experience
- Targeting messages for employee communications
- Simplified new employee on-boarding prior to coming on site
- Integrating external content into the employee portal
- An update on QUALCOMM's technology conversion

Gary Morlock
Manager, HRMS
QUALCOMM, Incorporated

Julia Gain
Manager, HRMS
QUALCOMM, Incorporated

Luncheon: 12:30 - 2 pm

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Case Study: Learn About the Global Implementation of an Integrated ERP System at The Walt Disney Company

General Session E: 2 - 2:45 pm

The Walt Disney Company is the one of the largest entertainment companies in the world. The company includes the studio group, theme parks & resorts, consumer products, media networks, and the internet group.

The Walt Disney Company had approximately 120,000 employees in 2005. They have recently implemented a single instance of SAP for FI and HR worldwide including Employee Self Service and Manager Self Service. They also implemented BW as their reporting tool at the same time. The final wave of the implementation was April 2004. This presentation will feature a discussion of what worked and what didn't work. Learn how they evolved as an organization to support this ERP.

Jane Bemis

Vice President, Enterprise HR Business Process Reporting
The Walt Disney Company

Using Technology to Facilitate Succession Planning

General Session F: 2:45 - 3:30 pm

Caterpillar is the world's largest manufacturer of construction and mining equipment, diesel and natural gas engines and industrial gas turbines. See how this Fortune 100 company, with over 80,000 employees located in 50 US locations and 65 other locations throughout the world, uses technology to facilitate it's Global Succession Planning process.

By collecting data on all employees and utilizing performance evaluation information they are able to successfully replace promoted, retiring and other departing individuals. The HRMS not only identifies qualified candidates, but is able to indicate whether an individual is willing to relocate if necessary. Learn how technology is changing succession planning at this major corporation.

Patrick A. Murphy

Manager, Global Succession Management
Caterpillar, Inc.

Networking Refreshment Break: 3:30 - 4 pm

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Case Study: How The Boeing Company's E-HR Strategy is Changing the Company

General Session G: 4 - 4:45 pm

At our 2004 E-HR Conference, Boeing presented a highlight of its E-HR Strategy. Since that time the company has achieved major milestones but also faced challenges along the way. In this presentation, Boeing will share their progress towards achieving their HR Service Delivery Model. This model is made possible by implementing a more strategic role of human resources professionals and by e-Enabling nearly 150,000 employees with their E-HR Technology.

Steven Meyer

Senior Manager - Boeing Human Resource Systems
The Boeing Company

Panel Discussion: Assessing Available Technology Options/Selecting the Right E-HR Strategy for Your Organization

General Session H: 4:45 - 5:30 pm

These four panel participants will discuss E-HR Strategies and some of the considerations involved, including:

- Outsourcing options
- Technology innovation and impact
- Vendor evaluation and selection
- Deciding which functions to automate
- Strategic alignment of E-HR with business processes and organizational goals

Moderator

Jac Fitz-enz

Chief Executive Officer
Human Capital Source

Panelists

Louis Vong

Vice President, Interactive Strategy
TMP Worldwide

Freddye Silverman

Vice President, HR Technology Solutions
Cendant Corporation

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Jason Averbook
Chief Executive Officer
Knowledge Infusion

Networking Reception: 5:30 - 7 pm

Hosted by:  **SUCCESSFACTORS**
Performance & Talent Management

 **Authoria.**

Thursday, March 1, 2007

Continental Breakfast: 7:30 - 8:30 am

Keynote Presentation: The Rules are Changing: Maximize your Return on the Individual

General Session I: 8:30 - 9:15 am

The strategic value of human capital is at an all time high, and the imperative to improve talent management has never been greater.

Line managers and HR leaders must now think about a new ROI – the “Return on the Individual”, and integrated talent management promises to serve up the data and the processes to support it. Imagine measuring talent acquisition not just on time to hire but on quality of hire, retention rates, and leadership development outcomes. Envision how much more effective performance management will be when you can go beyond automating a paper process and instantiating competencies to actually driving manager visibility into talent gaps, pay-for-performance decisions, and talent metrics. Now you have the actionable data and the integrated process to really manage the most important asset in your organization – your people.

This session will show you – using case study examples – how line managers and HR leaders can partner to deliver higher returns to the business through the alignment and integration of talent management investments.

Tod Loofbourrow
Founder and Chief Executive Officer
Authoria

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Case Study: Breaking Up Is Hard to Do at Cendant Corporation

General Session J: 9:15 - 10 am

It's not just a classic top 40 hit – this was the mantra for the past year at Cendant Corporation. For thirteen years, Cendant Corporation grew to 85,000 employees operating in over 60 countries and was a leading supplier of travel and residential real estate services, with recognized brands such as Avis, Orbitz and Coldwell Banker. To support heavy M&A activity, Cendant built core Shared Services using technology wherever possible. In October 2005 Cendant switched gears, announcing a breakup into four publicly-traded companies. Learn the other side of technology development – what it takes to pull apart major systems, replicate that functionality in multiple smaller entities at a cost-effective level and how technology is used resourcefully even during a breakup.

Freddye Silverman

Vice President, HR Technology Solutions
Cendant Corporation

Networking Refreshment Break: 10 - 10:30 am

Case Study: Using Technology for E-Recruiting and Talent Management at Hyatt Hotels Corporation

General Session K: 10:30 - 11:15 am

Technology enabled talent management can foster business growth and add value throughout the organization. Existing and emerging technology will enable organizations to better identify, recruit, retain, assess, train and develop their employees. How will technology change the way organizations recruit, manage and develop their talent assets? Learn how your organization can benefit by using technology as a driver and enabler in your human capital management strategy. Some of the topics included in the session are:

- E-Recruiting Strategies: Identifying and Attracting Employees
- Technology as the Key to Talent Management and Optimization
- Using Technology with Generation Y On Boarding

Randy Goldberg

Executive Director Recruiting
Hyatt Hotels Corporation

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Panel Discussion: Strategies that Maximize the Impact of HR Technology and Applications

General Session L: 11:15 am - 12:30 pm

Panelists will discuss and share their views on E-HR Technologies and the results they have to offer. These four panelists will discuss where E-HR can have the greatest impact on value add. Some of the applications that will be discussed are:

- E-Learning
- E-Recruiting
- Workforce planning
- Technology based leadership development
- Talent management and technology

Panelists

Doug Bender

President and Chief Executive Officer
Paladin Consulting Services Inc.

Rob Bernshteyn

Vice President, Product Marketing
SuccessFactors

Carl Nielson

Principal
The Nielson Group

Tod Loofbourrow

Founder and Chief Executive Officer
Authoria

Louis Vong

Vice President, Interactive Strategy
TMP Worldwide

Closing Remarks: 12:30 pm

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Registration Information

The 2007 Strategic E-HR Conference

- Online** www.conference-board.org/ehr.htm
- By Phone** Call Customer Service at 212 339 0345
8 am to 6 pm ET Monday through Friday
- By Fax** Complete the registration form and fax to:
212 836 9740
- By Mail** Complete the registration form and mail to:
The Conference Board, Inc.
P.O. Box 4026, Church Street Station
New York, NY 10261-4026

Cancellation Policy

Full refund until three weeks before the meeting. \$250 administration fee up to two weeks before the meeting. No refund later than two weeks before the meeting. **Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.**

Team Discounts per person

For a team of two or more registering *from the same company at the same time*, take another \$100 off each person's registration.

Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board's Strategic E-HR Conference.

Coronado Island Marriott
2000 Second Street
San Diego, CA 92118
Tel: 619 435 3000
Fax: 619 435 3032

Hotel Registration Cut-off Date: February 5, 2007

Unconditional Guarantee

For more than 80 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.

Registration Form

The 2007 Strategic E-HR Conference

Optional Pre-Conference Workshop: February 27, 2007

Conference: February 28 - March 1, 2007

Coronado Island Marriott

San Diego, CA

Please type or attach a business card; for additional registrants, duplicate this form.

Name _____

Title _____

Functional Area _____

Company _____

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