



2014

Communicating Employee Benefits Workshops

Developing Benefits Communication Strategies



May 15-16, 2014

Conference Board Conference Center 845 Third Avenue,
(Between 51st and 52nd Streets), 3rd Floor, New York, NY 10022

Day 1 | Thursday, May 15, 2014

Strategic Employee Benefits Communication: Achieving Improved Levels of Effectiveness

During this full-day workshop, you will gain new insights into:

- Transforming benefits communication
- Designing communication to meet the needs of key stakeholders
- Improving benefits satisfaction through communication
- Creating campaigns that engage and inspire employees
- Measure what really matters

Day 2 | Friday, May 16, 2014

Web 2.0 Benefits Communication Planning: Adapting to Changing Expectations

During this full-day workshop, discover how you can:

- Overcome the obstacles to new ways of communicating
- Empower and Engage employees through social media
- Socialize your intranet to improve benefits communication
- Maximize the effectiveness of your intranet
- Use real time communication to improve results



Session Sponsor

DAVIS
& COMPANY

2014 Communicating Employee Benefits Workshops: Developing Benefits Communication Strategies

Conference Board Conference Center
May 15-16, 2014

Day 1

Strategic Employee Benefits Communication: Achieving Improved Levels of Effectiveness

Thursday, May 15, 2014

Conference Board – Conference Center
New York

Welcome and Introduction: 8:45–9 am

Lee Hornick, Program Director, **The Conference Board**

Session A: 9–10 am

Transforming Benefits Communication

It's no surprise that employees care most about issues that affect them personally, such as benefits, compensation and other HR topics. That's why communicating benefits presents a unique opportunity – not only to provide information, but to communicate in a fresh, energetic and compelling way to engage and motivate employees. This session will offer leading practices – as well as some innovative new ideas – for taking benefits communication to this promising new level.

Alison Davis, Chief Executive Officer, **Davis and Company**

Networking Break 10–10:15 am

Session B: 10:15–11 am

Designing for Engagement

In this session you will learn how Intel used its Employee at the Center (User Experience) to understand consumer wants, challenges and barriers to health and healthcare and how Intel used these important insights to design and launch a unique care model for employees and their dependents at their New Mexico location. The model, called Connected Care, using a direct contract with Presbyterian Healthcare Systems, is a fully-integrated, coordinated care experience that provides the right care, at the right time, in the right setting, at the right cost. Session focus areas will include:

- The process and insights from Intel's qualitative and quantitative employee research
- The channels and media Intel used to engage employees
- Key learnings and early results

Tami Graham, Director, Global Benefits Strategy, **Intel Corporation**

Networking Break 11–11:15 am

Session C: 11:15 am–Noon

Designing Communication to Meet the Needs of Key Stakeholders

A crucial element of successful change communication is to understand your audiences and their needs, and to design communication to meet those needs. In this session, you'll learn how Prudential used this strategy to communicate an HR systems/process change by analyzing specific segments of employee stakeholders and developing communication designed to provide information, answer questions and prepare stakeholders to act on the change.

Christina Jensen, Director, Process Management
Prudential Financial

Networking Lunch 12–12:45 pm

Session D: 12:45 pm–2 pm

Working Group: Thinking Outside The Box To Build Effective Hr Communication

It's time to step out of the box and re-imagine how you can engage employees with your content. During this working session, we'll look to consumer-focused vehicles for our inspiration. And we'll take an employee-centric view: Aligning communication with employees' needs and preferences. You'll walk away with practical ideas to bring back to the office.

David Pitre, Senior Vice President, **Davis & Company**

Networking Break: 2–2:15 pm

Session E: 2:15–3 pm

Gaining Trust Through Communication

The goal of benefits communication should be improved employee relations, and effective communication begins with listening. Employers must know what their employees value most and how they feel about potential changes to the benefits plan. To gain trust, employees need to understand the value of their benefits. This session gives you the essential elements of establishing a trust-based benefits communication program.

Marlies Noll, Sr. Director, Global Benefits Strategy and Mobility,
Medtronic, Inc.

Networking Break: 3–2:15 pm

Session F: 3:15–4 pm

Improving Benefits Satisfaction Through Communication

The changes in employee benefits created by the marketplace and by regulation continue to create challenges for benefits managers. During this session, you will discover how to provide flexibility to meet individual employee needs.

Paulette Wright, Director Benefits, Corporate Wellness & HR Operations, **HackensackUMC**

Session G: 4–4:45 pm

Leading Change Through Education: A Case Study of Effective Communications that Engage, Educate, and Change Employee Behavior

Let's be honest with ourselves, employees largely do not understand the economics of healthcare in general, and more specifically, the mechanics of their employer sponsored coverage. Having historically offered highly generous, "Cadillac" healthcare benefits to its employees, Harris Corporation understood the need to change its healthcare philosophy as the Affordable Care Act (ACA) progressed to near full implementation in 2014. However, a departure from its historical model; one which did not require employees to fully understand the impact of their healthcare-related choices, necessitated the need to fully educate employees about: the macro-economic forces behind the provision of healthcare, the economic impact of healthcare expenses as related to Harris Corporation, the "personal" implications of the ACA, and employees' roles in the healthcare equation.

In this session, you will learn how Harris Corporation:

- Framed issues for "discussion" around healthcare, in bite-sized pieces
- Utilized a multi-media, multi-pronged approach to deliver key healthcare messages
- Leveraged the latest in technology to educate employees about healthcare economics
- Provided "teaser communications" to draw employees to read information offered, despite the receipt of other competing daily communications
- Managed the change process to achieve results that exceeded external best-in-class benchmarks

Adam Histed, Director, Global Total Rewards and HR Systems
Harris Corporation

Day 2

Web 2.0 Benefits Communication Planning: Adapting to Changing Expectations

Friday, May 16, 2014

Conference Board – Conference Center
New York

Welcome and Introduction: 8:45–9 am

Lee Hornick, Program Director, **The Conference Board**

Session A: 9–9:30 am

Opening Exercise:

What are your Greatest Challenges in Using New Technology To Communicate With Employees?

9:30–10:15 am

Overcoming the Obstacles to New Ways of Communicating

Employees' personal experiences with digital media are shaping their expectations for communication inside the organization. But as tablets and smart phones replace computers, companies still focus on email and intranets. During this session, we'll discuss leading practices and brainstorm solutions to your greatest tech communication challenges.

David Pitre, Senior Vice President, **Davis & Company**

Session B: 10:15–11 am

Empowering and Engaging Employees Through Social Media

Social media has transformed the way that people and organizations interact, and increased employees' expectations for convenience, conversation and collaboration in the communications they experience on the job. In this session, we'll talk about ways that social channels – including external platforms like Facebook – can fit into an employee communication plan and address the following questions:

- Why does social matter?
- How can I win support from top management (and the lawyers) for adding social media to our internal communication mix?
- How can social support wellness and benefits communication?
- Internal platforms versus external platforms – what are they good for and which should I consider?
- What can possibly go wrong and how can I make sure it doesn't happen here?

Paula Angelo, Staff Vice President, **WellPoint, Inc.**

Networking Break: 11–11:15 am

Session C: 11:15 am–Noon

Using Social Media to Communicate Benefits

Aligning benefit plans with your socialized intranet will help improve results. During this session, you will discover how to strike the right balance when socializing your intranet.

Kevin Winterfield, Enterprise Social Strategy, Influencer Engagement Manager, IBM

Networking Lunch: 12–1 pm

Session D: 1–2 pm

Interactive Session: Think Differently About Hr Communication: Best Practices From The Best Tech Solutions

What if you could build an ideal “app” that would engage employees so they would learn about benefits and other important HR topics? In this interactive session, you’ll find out how you can leverage best practices from today’s coolest technology to design communication that gets employees’ attention and builds essential knowledge. And, the best part, even if your budget is constrained and technology limited, you can use these techniques to improve all aspects of your communication program.

Alison Davis , Chief Executive Officer, Davis & Company

Networking Break: 2:15–2:15 pm

Session E: 2:15–3 pm

Accelerating Engagement on Social Intranets

Keeping up with technology and electronic media adds an additional challenge. Websites, blogs, intranets, SharePoint, Facebook, Twitter, LinkedIn...it’s overwhelming and hard to stay up to date. You just cannot ignore these channels, because people of all ages are using them extensively in their personal lives, but deciding how and what to integrate into the workplace can be a challenge. During this session, you will discover how best to improve and get results.

Dom Crincoli, Principal, Crincoli Communications LLC

Networking Break: 3–3:15 pm

Session F: 3:15–4 pm

Maximizing the Effectiveness of Your Intranet

An intranet is only as good as how it serves its employees and your company. Each organization is unique and requires a customized approach to winning the trust during these challenging times. During this session, you will learn from a senior benefits executive how to

- Align actionable metrics with your benefits communication strategy
- Develop a well thought-out combination of strategy and a bundling of functionality designed to work optimally together
- Influence attitudes of your benefits users

The best employee benefits programs harness a unified benefits communication program tapping multiple communications methods. Many changes have occurred in benefits communication in recent years. To succeed with your benefits communication strategies, you need to build a meaningful relationship with employees and understand their needs and well as yours.

During these highly interactive workshops, you will learn new ways to:

- Transform benefits communication
- Design Benefit Communication For Improved Employee Engagement
- Create Communication to Meet the Needs of key Stakeholders
- Gain Trust through Communication
- Overcome the Obstacles to New ways of Communicating
- Empowering and Engaging Employees Through Social Media
- Using Social Media to Communicate Benefits

Joe Becker, SVP, Client Strategy Director, Ketchum Digital

Who should attend

If you are responsible for communicating employee benefits and managing your intranet and social media, these workshops are for you. Bring your toughest problems and see how our panel of experts would solve them. You’ll be in the company of other human resources, employee benefits, compensation, and corporate communication executives. I urge you to review the agendas and sign up today. You can register by calling our customer service department at 212 339 0345.