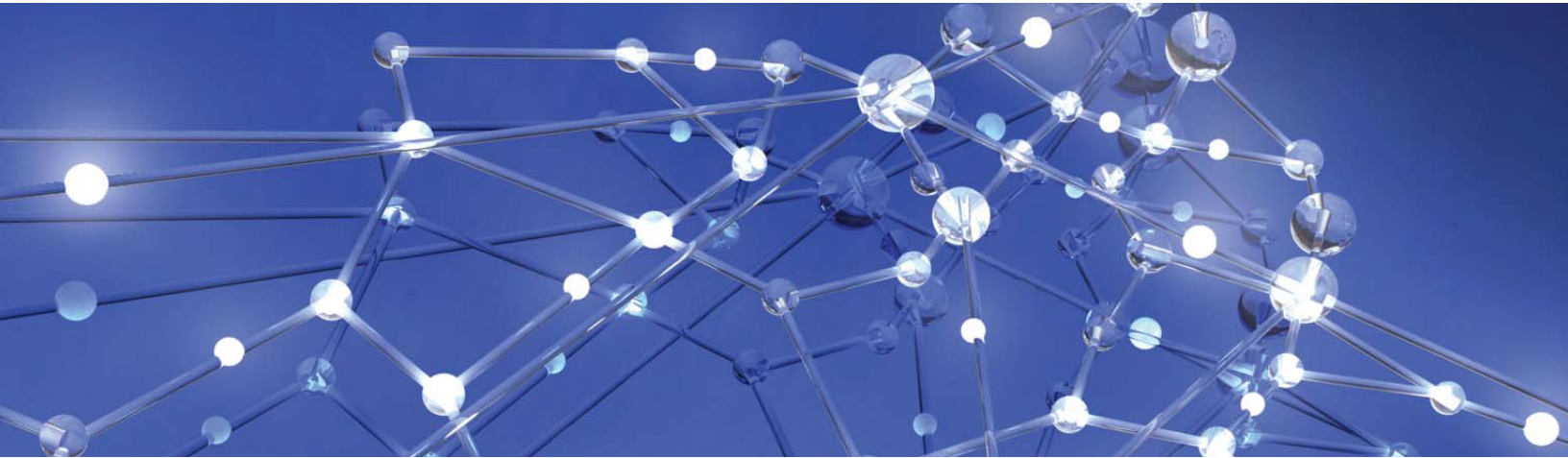




2015

Strategic Human Resources Communication and Social Media Workshops

New Structures and Processes that Drive Business Success



March 26–27, 2015

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

Thursday, March 26, 2015

**Strategic Human Resources Communication
Planning and Execution: Creating the New
Communication Leadership Experience**

Friday, March 27, 2015

**Social Media in the Workplace:
Choosing the Right Strategy and Tactics
That Deliver Results**

Effective communication and collaboration helps companies attract prospective hires, establish numbers-driven performance reviews, give employees a sense of how they can grow their careers, and so on. And, rapid advances in the way people engage with one another has shed new light on the subject. Today's employee is one of a connected, social world. The ease by which staff can now connect with one another via social-networking tools like Twitter and Facebook has brought similar expectations to the tools they use in the workplace.

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

- Improve Human Resources Communication in the Age of Change
- Communicate Effectively Throughout the Organization
- Sustain Employee Engagement
- Adapt and Adjust to the New Business Realities
- Manage and Leverage Social Media in the Workplace
- Harness Social Tools to Transform HR
- Measure the Effectiveness of Your Strategy

Who should attend

If you are responsible for human resources or employee communication and manage 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 and employee 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.

2015 Strategic Human Resources Communication and Social Media Workshops

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Thursday, March 26, 2015

Strategic Human Resources Communication Planning and Execution: Creating the New Communication Leadership Experience

Location: The Conference Board's Conference Center – 3rd Floor

Welcome and Introduction 8:45 – 9 am

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

Session A: 9 – 9:45 am

Building Trust and Improving HR Engagement

Rapid global change and product innovations are redefining the workplace. Success comes from a commitment to long-term partnerships with all your stakeholders. During this session, a senior executive reveals how your organization can make the most of new opportunities in a changing workplace, build a bold new vision for the future, and become a high-performance organization.

Mark Schumann, Principal, **Re-Communicate**

Session B: 9:45 – 10:30 am

Influencing Corporate Culture with Communication

Recognizing that communication is more important than ever, organizations have invested in new information technologies and raised the profile of their communication professionals. Despite these efforts, however, an array of factors continues to hinder effective communication in many companies. During this session, you will discover new ways to communicate throughout the organization

Dawn Kelly, Vice President, Global Communications
Prudential Financial

Networking Break: 10:30 – 10:45 am

Session C: 10:45 – 11:30 am

Communicating During Change

Communication during times of change is critical. Communication can be used as a tool to not only share what change is happening, but to also help to shift employee mindset in order to mobilize them to become a part of the change. Join Jessica Antle, Corporate Communications Practice Leader, MFA Marketing & Public Relations and Michael DeLeon, Director, Global Integrated Marketing and Communications, Dorel Sports, to learn how they leveraged communications to help guide Dorel Sports through a year of critical changes in 2014, from a new CEO, to the launch of a new corporate strategy. Attendees will walk away with:

- A process along with strategies and tactics for how to engage employees of all levels across an organization during times of change
- A check-list for what to communicate during change

- How millennials perceive change and what strategies and tactics need to be included to meet their needs
- Case studies and example of communicating during different types of corporate change, from CEO transitions, to office closures, to new strategy launches

Jessica Antle, Corporate Communications Practice Leader
MFA Marketing and PR

Michael DeLeon, Director, Global Integrated Marketing and Communications, **Dorel Sports**

Session D: 11:30 am – 12:15 pm

Engaging Employees in New and Different Ways

Christine Andrukonis, Senior Vice President, North American Regional Director, **Ketchum Change**

Networking Lunch: 12:15 - 1:15 pm

Session E: 1:15 – 2:15 pm

Driving Collaboration through the Workforce

Mark Schumann, Principal, **Re-Communicate**

Networking Break: 2:15 – 2:30 pm

Session F: 2:30 – 3:15 pm

Driving Business Results through High Trust Work Cultures

Interested in exploring how your company can build and sustain the ultimate work environment? Learn about & apply Great Place to Work®'s easily transferable model, refined through use in 40+ countries, over 25 years, and in creation of FORTUNE Magazine's annual 100 Best Companies to Work For list. We will explore the key ingredients for building a high trust work environment along with empirical data on engaging employees and how businesses gain from being a great place to work.

Tony Bond, Senior Consultant, **Great Place to Work**

Session G: 3:15 – 4 pm

Engagement Strategies that Bring Out the Best—in Employees and Workplace Communication

Carolina Mata-Tovar, Vice President, Employee and Internal Communications, **Pitney Bowes Inc.**

Session H: 4 – 4:45 pm

The New Work Force: Communicating Your HR Programs When One Size Does Not Fit All

Ben Dattner, Ph.D, Founding Principal, **Dattner Consulting**

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Welcome and Introduction 8:45 – 9 am

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Session A: 9 – 10 am

The Future of Work in a Digital World / The Social Media Solution

The exploding growth of social media has significantly changed the way people communicate at home and at work. Not only have social media changed the way we communicate, but these applications present great opportunities for employee communication, recruiting, organizational learning and collaboration, and more. During this session, you will gain new insights into using social media in your organization.

Session B: 10 – 10:45 am

Engaging Employees through Social Media

Christopher Hannegan, Executive Vice President, U.S. Practice Chair, Employee Engagement, **Edelman**
Regan Zeebuyth, Senior Manager, Partner (Employee) Communication & Engagement, **Starbucks**

Networking Break: 10:45 – 11 am

Session C: 11 am – 12 pm

Shaping the Workplace through the Power of Social Networks

Daniel P. Rubin, Partner, Talent & Rewards, **Aon Hewitt**, Consulting, US Practice Leader - Employee Engagement
Evan Krauss, President and Managing Director, Global Operations, **APCO Worldwide**

Networking Lunch: 12 – 1 pm

Session D: 1 – 2 pm

Working Group: Creating a Social Culture of Empowered Employees

Cheryl Burgess, CEO, **Blue Focus Marketing**
Mark Burgess, President, **Blue Focus Marketing**

Networking Break: 2 – 2:15 pm

Session E: 2:15 – 3 pm

Transforming Organizations through Social Media

Barry Hall, Principal and Innovation Research Leader, **Buck Consultants LLC, A Xerox Company**
Eric Morgenstein, Principal, Engagement Practice Client Technology Leader, **Central East & Atlantic Markets**

Networking Break: 3 – 3:15 pm

Session F: 3:15 – 4 pm

Plotting a Course for Activating Social Employees

When competing for skilled employees your social media reputation and how it is perceived can be a key factor. If you have a good employer branding strategy, then you are more likely to attract more qualified workers. During this session, you will gain valuable insights into how best to attract, develop and keep tomorrow's employees today.

Cheryl Burgess, CEO, **Blue Focus Marketing**
Mark Burgess, President, **Blue Focus Marketing**