

Updated
Program

THE CONFERENCE BOARD



The 2009

Strategic E-HR Conference

February 4–5, 2009 San Diego (Coronado)

Maximizing the
Value of
HR through
Technology



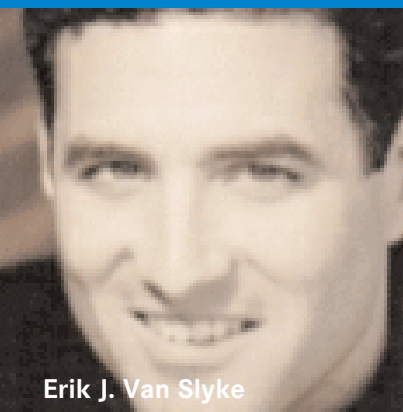
Tod Loofbourrow



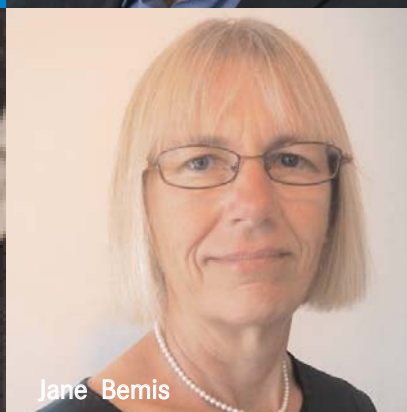
Carla J. Grantham



Louis Vong



Erik J. Van Slyke



Jane Bemis



Jac Fitz-enz

Pre-Conference Seminar:
**Creating and Deploying
a Digital HR Strategy**
February 3, 2009

www.conference-board.org/ehr2

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Denise Sinuk
Conference Program Director
The Conference Board

Strategic E-HR Conference

February 4 - 5, 2009

Coronado Island Marriott
San Diego (Coronado), CA

Pre-Conference Seminar:

Creating and Deploying a Digital HR Strategy

February 3, 2009

Dear Colleague,

Join us at The Conference Board's 7th Annual Strategic E-HR Conference on February 4-5, 2009 at the Coronado Island Marriott where executives from major corporations will share their experience and views on HR technology applications. This year's conference will focus on using technology to maximize efficiency, decrease costs and add value throughout the organization.

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 corporate counterparts valuable information on successfully planning and deploying your E-HR initiatives.

This conference provides a forum for HR and HR technology professionals who are interested in learning how corporations are using technology to build a strategic E-HR operation. We have confirmed speakers from: Authoria; U.S. Department of Energy; AAA; Sodexo; The Walt Disney Company; Freddie Mac; Buck Consultants; Seagate Technology; Blue Cross Blue Shield; The Boeing Company; TMP Worldwide; and others to present case studies and share their experiences.

I hope you will join us for this timely event. I look forward to seeing you in Coronado.

Sincerely,

Denise Sinuk

Conference Program Director
The Conference Board

PS - This year we are adding a full day Pre-Conference Seminar on "Creating and Deploying a Digital HR Strategy." This new seminar will bring you up-to-date on new trends and technologies that will take HR to a higher level.



David Pollack



Steven D. Meyer



Shannon Hiltner



Andy Sun

Strategic E-HR Conference

February 4-5, 2009

Maximizing the Value of HR Through Technology

Wednesday, February 4, 2009

Registration and Continental Breakfast: 8-8:50 am

Welcome and Introductions 8:50-9 am



Denise Sinuk
Conference Program Director
The Conference Board

The HR Leader in 2010

A 9-10 am

HR Leadership now requires an astute understanding of three spheres: your organization's core business drivers, the leadership talent needed to deliver business results and the technology platforms that empower your organization. Technology platforms of tomorrow will look vastly different than the administrative systems that HR is familiar with today at all levels: from the employee or personal level, to the systems level and at the executive analytics level. Tomorrow's HR leaders must prepare themselves in unprecedented ways. Drawing on case studies, Mr. Tod Loofbourrow, Authoria's CEO, will give you actionable insights into how you can leverage next generation technologies, from social networking to SaaS to analytics, and achieve a new level of HR impact and leadership.



Tod Loofbourrow
Chairman
Authoria

The Business Case Financial Model for E-HR: Measuring and Maximizing Your ROI on HR Technology Investment

B 10-10:45 am

This presentation will highlight business case and financial considerations for E-HR. The session also will include a review of the measures being used

to assess the financial impact of E-HR. The discussion will include:

- Developing the business case for HR technology investment
- Budgeting considerations for maximizing ROI
- Defining the measures and standards for a credible ROI process
- Isolating the impact of the E-HR from other influences
- Using data for decision making and project justification
- Identifying tools and steps for calculating financial ROI



Carla J. Grantham
Talent Management Executive to the
Chief Financial Officer
U.S. Department of Energy

Getting It Right: Rethinking HR Transformation

C 11-11:45 am

After more than 20 years of transformation initiatives, most HR functions have achieved neither the value promised of strategic partnership, nor the operational efficiency expected of technology initiatives. Caught between competing objectives, HR often settles for poor transformation results and as a result, continues to struggle to provide the information required to make informed decisions about human capital.

Erik Van Slyke will suggest a new set of assumptions to guide technology-driven transformation initiatives. He also will show how to use six critical enablers of transformation to achieve operational results as well as increase HR's ability to deliver true strategic capability.



Erik J. Van Slyke
Northeast Regional Practice Leader
Human Capital Management
Buck Consultants

Strategic E-HR Conference

The Evolution of Human Capital Supply Chain Solutions and E-Recruiting: Using Technology for Human Capital Management

D 11:45 am–12:30 pm

Human capital supply chain automation is a primary driver in today's recruitment experience. Once overburdened with administrative work, HR executives now have access to technology, freeing them from traditional staffing responsibilities. A leading expert in the field will discuss how technology has created a new expectation of HR executives and allowed them to be strategic partners in a company's overall business plan. This session will cover how technology can help HR executives identify candidates internally as well as externally through e-recruiting.

Steve Parker
Director of HR Technology
AAA

Networking Luncheon: 12:30–1:30 pm

Transforming HR By Integrating Technology, Systems, Organizational Perceptions, and Human Capital

E 1:30–2:15 pm

This session is a case study presentation of an E-HR technology application at The Walt Disney Company. The Walt Disney Company has implemented a global ERP system for HR services including Employee Self Service and Manager Self Service. Learn about the implementation process from the planning stages to the actual implementation.



Jane Bemis
Vice President of Human Resources
The Walt Disney Company

Using Technology for Succession Planning

F 2:15–3 pm

An increase in the competitiveness for highly qualified talent makes it critical that organizations inventory their talent and prepare for vacancies in critical positions. This case study provides an example of how a leading organization is ensuring the effectiveness of its future workforce through its online succession management process. Succession management data are used to recruit

and select a qualified and diverse workforce, identify training needs, and assist in the sales process. The electronic process makes this feasible in a decentralized work setting where employees are located throughout the country.



Dr. David M. Pollack
Senior Director, HR Process Improvement
Sodexo

Predictability in E-HR

G 3:15–4 pm

Predictive analytics is rapidly becoming the next great idea. For HR it means that technology vendors are developing statistical modules within their systems. For HR professionals it means learning how to use statistics. Lagging indicators and benchmarks are being overshadowed by leading indicators and intangibles. Analytics enable HR to uncover the most cost effective sources and methods for their service delivery. In the end it earns them a seat at the table because they can talk business and affect profitability.



Dr. Jac Fitz-enz
Founder and Chief Executive Officer
Workforce Intelligence

Using Technology to Deliver Self Service Applications at Blue Cross Blue Shield

H 4–4:45 pm

Blue Cross Blue Shield of Greater Illinois, Texas and New Mexico has been a leader in deploying a variety of self service applications to their employee base. Some of the new technologies that are up and running include: E-Recruiting; organization charts; time and expense reporting; tuition assistance administration; benefit administration; rewards and recognition – including compensation, benefits, bonuses, transfers and promotions. A major challenge in employee self service and the shift from a paperless mindset is getting buy in and encouraging employees to use these new systems. This is where communication and education become keys to success.

Ron Balsewich
Vice President, Corporate Human Resources
Health Care Service Corporation
**Blue Cross Blue Shield of Illinois,
Texas and New Mexico**

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

I 4:45–5:30 pm

These 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

Jason Averbook
Chief Executive Officer
Knowledge Infusion

Panelists

James E. Roberts
Executive Director
Human Resources Information Technology
Seagate Technology



Steven D. Meyer
Senior Manager, HR Systems
The Boeing Company



Erik J. Van Slyke
Northeast Regional Practice Leader
Human Capital Management
Buck Consultants

Networking Reception: 5:30–6:45 pm

Hosted by:



Thursday, February 5, 2009

Continental Breakfast 7:30–8:30 am

Welcome and Introduction: 8:30–8:45 am



Denise Sinuk
Conference Program Director
The Conference Board

Talent-Management Technology for Business Results

J 8:45–9:30 am

A robust Talent Management solution – one that fully integrates performance management, compensation, succession planning, competency management and employee development – can be a vital component not just of HRIS or IT strategy, but of an organization's business strategy.

Citrix Systems is implementing a SaaS-based solution for comprehensive talent management. The result of this new system has been line of business leaders “practically beating our doors down” to work with HR to fully exploit the full potential of talent management. Learn how the technology choices this forward-thinking HR organization has made are being translated into tangible business benefits including better business alignment, improved employee engagement and optimized use of finite HR and IT resources.



Brandy Fulton
Vice President, HR Operations
Citrix Systems, Inc.

Leveraging HR Technology as a Change Agent to Transform the HR Organization

K 9:30–10:15 am

This case study will look at the role HR technology is playing in the transformation/evolution of Freddie Mac's HR organization from a transaction centric to an advisory delivery organization. The presentation will provide an overview of the decision made to pursue HR Technology transformation in-house vs. through an HR Outsourcing partner. It will then look at the capabilities being implemented and the associated changes they are catalyzing in the HR organization to evolve in a more strategic direction.



Shannon Hiltner
Senior Project Manager
HR Business Initiatives
Freddie Mac



Andrew Suh
Director, HR Operations Strategy
Freddie Mac

Strategic E-HR Conference

Is Your Company Socially Relevant?

L 10:30–11:30 am

When you do a search of your company's name online what comes up? Most likely the first organic item that appears should be a link to your corporate home page. But go below the fold a little bit and see what else you find. You'll notice there is a conversation being had about you; for you; against you...and you can't control what's being said. However, you can join the conversation and take control of your own voice. Join us for an enlightening discussion about social media and talent marketing and learn steps you can take to make your company more socially relevant.

- Social networking
- Second life
- Emerging mobile technology
- New applications for existing technology in HR



Louis Vong
Vice President, Interactive Strategy
TMP Worldwide Advertising & Communications, LLC

Panel Discussion: HR Technology and Applications for the Workplace of the Future

M 11:30 am–12:30 pm

This panel will look at the changes in our world including demographic shifts, globalization, and technological advancements that will change the way organizations operate and how the workforce works. These panelists will discuss where E-HR can have the greatest impact on value add.



Moderator
Dr. Jac Fitz-enz
Founder and Chief Executive Officer
Workforce Intelligence



Panelists
Tod Loofbourrow
Chairman
Authoria



Scot Marcotte
Principal Technology Solutions Leader
Buck Consultants



Louis Vong
Vice President, Interactive Strategy
TMP Worldwide Advertising & Communications, LLC

Closing Remarks: 12:30 pm

The Conference Board

Pre-Conference Seminar

Tuesday, February 3, 2009

Creating and Deploying a Digital HR Strategy

Registration and Continental Breakfast 8–9 am

Seminar: 9 am–5 pm

Start your conference with a full-day seminar that will help you understand how to create a strategy that combines emerging and web 2.0 technologies with all of your traditional workforce applications like portals, intranets, and employee and manager direct access. Where many organizations are just beginning to be comfortable with self-service, new pressures are surmounting for HR to deliver workforce facing solutions that meet the same quality as Facebook and Google.

While the initial reaction and response for many organizations is to block access to many social networking sites, the hyper-connected, millennial generation joining the workforce at a record pace expects this type of interaction. How can you continue to provide the best service, attract the new generation, and maintain comfortable levels of exposure for your organization?

This hands-on session will look at real life corporate examples and help attendees understand how to use portals, RSS feeds, web 2.0 tools, social networking software, and mobile technology to change the face of HR forever within their organization.

Attendees will learn:

- How to use Web 2.0 to drive HR optimization
- Why portals are a necessity in any Digital HR strategy
- How social networking will change HR forever
- How to setup governance around social software
- What is Employee and Manager Direct Access 2.0
- How to embrace rather than block emerging technology



Jason Averbook
Chief Executive Officer
Knowledge Infusion



Jason Corsello
Vice President
Knowledge Infusion

To Register

Online www.conference-board.org/ehr2

Fax 212 836 9740

Phone 212 339 0345 8:30 am to 6 pm ET Mon-Fri

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PO Box 4026, Church Street Station
New York, NY 10261-4026

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Strategic E-HR Conference
February 4-5, 2009
San Diego (Coronado), CA

Pre-Conference Seminar
February 3, 2009

Pre-Conference Seminar (B37009-2)

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2

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4

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Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after 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 three or more registering *from the same company at the same time*, take **\$200 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 Strategic E-HR Conference.

Coronado Island Marriott
2000 Second Street
Coronado, CA 92118
Tel 619 435 3000

Hotel Reservations Cut-off Date:
Friday, January 9, 2009

Unconditional Guarantee

For over 90 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.

Strategic E-HR Conference

February 4-5, 2009
San Diego (Coronado)

The Conference Board
845 Third Avenue, New York, NY 10022-6600

- Measuring and Maximizing Your ROI on HR Technology
- Rethinking HR Transformation
- Using Technology for Human Capital Management
- HR Technology for the Workplace of the Future

Agenda Code



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Tod Loofbourrow



Carla J. Grantham



Louis Vong

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Erik J. Van Slyke



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