



The 2011

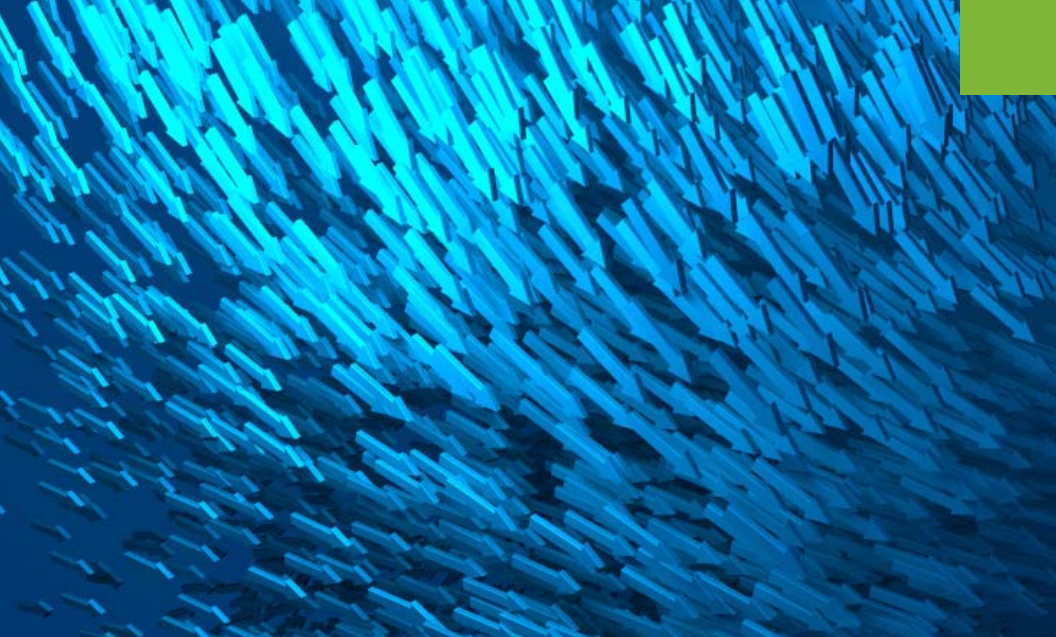
Extending Your Brand to Employees Conference

Eliciting Employee Behaviors that Strengthen Your Brand

June 16-17, 2011

Pre-Conference Workshop June 15, 2011

The Westin New York at Times Square

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- Get your employees to understand the business strategy and truly “live the brand”
 - Develop your employer value proposition, translate it into a strong employer brand and sell it internally and externally
 - Cultivate an organizational culture that will support your employer brand
 - Use social media in recruiting and to increase employees’ emotional connection to your business
 - Network with peers who are developing, refining or re-inventing their employer brand

Pre-Conference Workshop: Wednesday, June 15, 2011

REGISTRATION 12:30–1 PM

1–5 PM WORKSHOP

Engaging Employees in the Business Strategy for Performance-Driven Results

In these turbulent times, it is more critical than ever to ensure that employees clearly understand the business strategy, how it relates to the larger marketplace and what they can do to help achieve results. To ensure that everyone is aligned with the business priorities, communication needs to be focused and reinforced, leaders and managers should be aligned and engaged in communicating about the strategy, desired behaviors must be clearly defined and reinforced, and communication methods must “break through the clutter” to gain employee mindshare.

Through discussion of best practices and case studies, participants will learn ways to engage employees to deliver on the strategy by:

- Ensuring that employees understand the marketplace context for the business strategy
- Developing clear and concise messages that resonate with employees
- Clearly articulating and reinforcing the desired culture and behaviors
- Defining and supporting the leaders’ role in communicating about the business
- Identifying and meeting the unique needs of various employee groups
- Using creative ways to energize employees and truly engage them in the strategy

Chris Gay, Principal, **Bridge Consulting**

Thursday, June 16, 2011

REGISTRATION AND CONTINENTAL BREAKFAST 7:45–8:45 AM

OPENING REMARKS 8:45–9 AM

A 9–9:45 AM

The Brand - Culture Connection at The Cleveland Clinic

The world-renowned Cleveland Clinic offers advanced treatment for many diseases and is rated among the highest in the nation for quality of clinical outcomes. When the organization recently found itself rated in the bottom 10% for service quality, leadership took aggressive action. Armed with a keen understanding of the connection between employee engagement and patient satisfaction, the 90 year old institution built a business case to buck the traditional physician-centric culture and re-brand every employee as a caregiver, provide a common training program for all 42,000 employees from top doctors to custodians and drive a culture of innovation.

James Merlino, M.D., FACS, FASCRS, Chief Experience Officer, **The Cleveland Clinic**

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B 9:45–10:30 AM

Starbucks' Renewal: How the Retailer is Responding to Uncertain Business Conditions by Leveraging and Shifting its Culture

In an extremely challenging business environment, Starbucks' need to be nimble and to quickly adjust to changing business conditions led the corporation to close over 600 stores and lay off employees in mass for the first time in 2008-2009. Despite these difficult actions, the glue between Starbucks customers and employees remains strong; and the company has been on *Fortune's 100 Best Companies to Work For* list for the past 12 consecutive years. Ms. Ames-Karreman will discuss the retailer's current phase of renewal and how it is re-establishing its social contract with employees and customers.

Jennifer Ames-Karreman, Head of Organizational Culture, **Starbucks Coffee Company**

NETWORKING REFRESHMENT BREAK 10:30–10:45 AM

C 10:45–11:30 AM

The Employee-Customer Profit Chain at JetBlue

JetBlue has topped J.D. Power's annual customer service survey 6 years in a row and has a keen understanding of the quantitative and qualitative connections between employees and customers. This session will examine how the airline:

- Developed a "Net Promoter Score" (NPS) to measure highly engaged employees
- Links specific workgroup engagement behaviors to business results
- Can show a correlation between Locations/Flights with higher average "NPS" and increased customer satisfaction

Julia Gomez, Director, People Analytics and Engagement, **JetBlue Airways**

Jeff Higgins, Chief Executive Officer, **Human Capital Management Institute**

D 11:30 AM–12:15 PM

Harnessing Today's Increasingly Transparent World to Protect and Enhance Your Brand

In our new transparent world saturated by a growing universe of online forums where employees congregate during and after work hours; managing and protecting a brand is daunting. Little stays behind closed doors anymore. With just the click of a mouse employees share intimate details about your company with the entire world. Companies that effectively extend their brand to employees are also monitoring and participating in communities where their employees and potential recruits connect. This session will review trends in social networking and online communities and explore ways companies can extend their brands into cyberspace in the most positive light.

Robert Hohman, Co-Founder and Chief Executive Officer, **Glassdoor.com**

LUNCHEON 12:15–1:15 PM

E 1:15–2 PM

Recruiting: Leveraging your Employer Brand and Building Talent Communities

Your future (and current) workforce lives much of their life online. It's where they find information (good and bad) about prospective employers. Companies need to have a positive image reflected online and a strong employer brand incorporated into a comprehensive recruiting strategy to engage top talent. This session will present effective ways to recruit talent, incorporating the best of traditional methods with newer techniques for the digital world.



CONCURRENT SESSION F1 2-2:45 PM

Rebranding a Technology Giant: How Cisco got 60K+ Employees on Board

Getting employees to own a brand, especially a renewed brand, can be one of marketing's toughest challenges. A longtime Cisco veteran will share how she and her colleagues instilled a sense of ownership among employees and did everything from selling it up the executive ladder to leading the team that got employees engaged with input on how the logo should look and the sound of Cisco.

Monique Mulbry, Senior Director, Brand Strategy, Identity and Communications, **Cisco**

CONCURRENT SESSION F2 2-2:45 PM

How the Nation's 28th Largest Employer Has Become an Employer of Choice

Senior executives at Darden knew that to become an employer of choice, they would have to leverage the power of the corporate brand, bring six strong operating company brands under the corporate umbrella and make sure that most (if not all) of the 180,000 employees appreciated the ways that their company is distinguished from other restaurant companies. Their journey has included:

- Choosing a partner for the project
- Developing the employer value proposition
- Rolling it out through a series of cascading communications
- Wrestling with both multi-lingual challenges and limited digital access challenges

Sylvia Doggett-Jones, Vice President, Culture & Inclusion, **Darden**

NETWORKING REFRESHMENT BREAK 2:45-3 PM

CONCURRENT SESSION G1 3-3:45 PM

Creating 273,000 Team Member Ambassadors

SESSION SPONSOR **Bridge**
CONSULTING

After acquiring Wachovia to become the fourth-largest U.S. bank, Wells Fargo set out to build a "one company" culture in which all of its 273,000 team members serve as ambassadors for the organization as a financial services provider and an employer. Effective, integrated internal communication and employee engagement are critical to this effort, yet that presents many challenges in a large and complex organization. This session will explain how Wells Fargo developed a comprehensive, research-based strategy and a holistic Wells Fargo story told through a predictable communication system to engage team members to become ambassadors for the company.

Arati Sontakay Randolph, Senior Vice President, Internal Communications
Wells Fargo & Co.

Chris Gay, Principal, **Bridge Consulting**

Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

CONCURRENT SESSION G2 3-3:45 PM

Engaging Employees Experientially: Successfully Executing the Convergys Strategy

In the highly competitive relationship management business, Convergys' ability to deliver superior customer service, through 60,000 agents globally, while balancing cost is impressive. Their leaders appreciate that their strategy (and ultimately their brand) lives and dies not with executives but with all employees. The firm has invested in ensuring employees experience the marketplace context and strategy, understand their direct impact on the brand, are actively engaged with executing the strategy, and are ultimately recognized and rewarded for providing superior customer service to their clients' end customers.

Debbie Lower, Vice President, Communications, **Convergys Customer Management**

H 3:45-4:30 PM

Linking Employee Recognition to Brand Behavior to Business Results

Driving adoption of an employer brand and integrating it with business practices brings tremendous challenges in a global, Fortune 21 company made up of 6 business segments. Measuring the effectiveness of recognition programs and the effectiveness of the employer brand in delivering on organizational objectives has been central to UnitedHealth Group's approach and success.

Heather Polivka, Director of Employment Branding & Marketing, **UnitedHealth Group**

I 4:30-5:15 PM

Stimulating Innovation, Employee Engagement and Customer Satisfaction through Social Media

Employees embrace the opportunity to communicate with one another! When they feel safe to share, they will share ideas that will spawn cross-silo communication—and as a result, community spirit will take root and grow; often resulting in a decreased desire by leadership to try to control the conversation. Through a series of mini case studies, Ms. Pearson will share practical ideas and tangible tips for spawning innovation, increasing employee engagement, customer satisfaction, market share, and revenue; all through a combination of the right leadership behaviors and social media in your organization.

Polly Pearson, Blogger, Social Media Strategist, (Formerly) Vice President, Employer Branding, **EMC Corporation**

NETWORKING COCKTAIL RECEPTION 5:15-6:15 PM

Presentations

Available online in advance of the conference

Friday, June 17, 2011

CONTINENTAL BREAKFAST 7:45–8:45 AM

OPENING REMARKS 8:45–9 AM

J 9–9:45 AM

Achieving the Status of “Best Company to Work For”

Great Place to Work® Institute has been partnering with **Fortune** Magazine since 1998 to produce the 100 Best Companies to Work For in the U.S. list. The organization has collected a wealth of data and findings related to common practices of companies on this list. They also provide tangible tips for organizations to create even stronger workplace cultures.

Erin Liberman Moran, Senior Vice President of People and Client Services
Great Place to Work® Institute, Inc.

K 9:45–10:30 AM

Delivering the Experiences Your Customers Want Most

Are employees in your company consistently delivering the experiences that your customers want most? A disengaged worker cannot create a loyal customer. Unfortunately, in today's environment, employees are less engaged than ever before. This session will look at how to align and engage employees with a common belief system; design a customer experience with non-negotiable behaviors that drive results and put into practice an experience management system to ensure employees are Living the Brand - Everyday!

Gregg Lederman, Author, *Achieving Brand Integrity*, Adjunct Faculty, William E. Simon Graduate School of Business, **University of Rochester**

NETWORKING REFRESHMENT BREAK 10:30–10:45 AM

L 10:45–11:30 AM

Authentic Buzz:

A Holistic Approach to Engaging Employees to Live Your Brand

True engagement means being connected to our: work, customers, co-workers, community, well-being, career, and brand. We must connect employees to our brand while our brand, in turn, connects to employees. David Zinger will explore six action insights to strengthen the employee-brand connection: 1. Contribution is the glue of branding; 2. Engagement is not an extra, it changes our work and ways of branding; 3. Engagement levels leadership and creates branding democracy; 4. Small is the new significant in branding and engagement; 5. Branding communication is conversation not copy; 6. Work and brands co-create together to build relationships and achieve results.

David Zinger, Founder, **The Employee Engagement Network**

M 11:30 AM–12:30 PM

The New “Power Couple”

Most agree that if HR and brand professionals work together, they have an enhanced ability to shape the external perception of the brand by impacting internal practices. Organizational culture can be a powerful tool to influence customer perceptions of your brand. HR and Marketing executives will share their perspectives on key factors that have contributed to their own successful HR and Marketing collaborations.

DeLisa Alexander, Senior Vice President, People & Brand, **Red Hat**

Call Customer Service at 212 339 0345

Registration Information

Online www.conferenceboard.org/extendingbrand2

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2011 Extending Your Brand to Employees Conference

Eliciting Employee Behaviors that Strengthen Your Brand
The Westin New York at Times Square

Conference June 16–17, 2011 (943011-2)

Associates \$2,195

Non-Associates \$2,495

Pre-Conference Workshop June 15, 2011 (B25011-2)

Associates \$495

Non-Associates \$595



Media assistance provided by:

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Extending Your Brand to Employees Conference**.

Westin New York at Times Square
270 West 43rd Street
New York, NY 10036
Tel 212 201 2700

Hotel Reservations Cut-off Date
Thursday, May 26, 2011

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 \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.



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