2015
Communicating Employee Benefits Workshops
Strategies to Streamline, Organize and Improve Performance

April 16-17, 2015
Conference Board Conference Center 845 Third Avenue,
(Between 51st and 52nd Streets), 3rd Floor, New York, NY 10022

Day 1 | Thursday, April 16, 2015
Strategic Employee Benefits Communication Workshop: Results-Driven Communication During Rapid Change

Day 2 | Friday, April 17, 2015
Web 2.0 Benefits Communication Workshop: Achieving Improving Understanding, Awareness and Results

To help you to become better communicators, please join us at the 2015 Communicating Employee Benefits Workshops - Strategies to Streamline, Organize and Improve Performance in New York City.

We are offering you the opportunity to learn and interact with best-practice companies that have proven results in employee benefits communication and intranets. In addition, interactive roundtable discussions will complete each day and give you the opportunity to discuss the challenges you face each day and give you the opportunity to discuss the challenges you face within your organization.

During this highly interactive two day workshop you will learn new ways to:

- Maximize your benefits communication strategy
- Turn employees into educated consumers of benefits
- Give employees the tools to make better choices
- Engage employees to get improved results
- Attract and retaining employees using benefits communication
- Use benefits communication to create a culture of well being
- Get results using your intranet
- Engage employees using technology
- Formulate a powerful social media strategy
- Use real time communication to improve results
- Change attitudes and behaviors
- Collaborate with employees using social media tool
Welcome and Introductions  8:45 – 9:00 am
Session A:  9:00 – 9:45 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. But it’s still a challenge to get employees to pay attention to communication and take appropriate action. In this session, you’ll learn how to communicate in a fresh, energetic and compelling way to engage and motivate employees.

You’ll learn:
• How to understand employees’ needs and preferences
• Leading practices in benefits communication
• Innovative new ways companies are breaking through the clutter
• Ways to build a mix of tried-and-true (think posters) and out-of-the-box (apps) to appeal to employees

Alison Davis, President, Davis & Company

Session B:  9:45 – 10:30 am
Turning Employees into Educated Consumers of Benefits
At American Greetings, the health and wellness of their employees is a top priority and the company has invested considerable time and resources to ensure the employees have access to competitive healthcare benefits and programs that support their health and well-being. As employees continue to become more educated consumers, it helps productivity, engagement and controlling overall healthcare costs not only for the employees but American Greetings. During this session, you will see how they:

• See how American Greetings educated their workforce over the last 5 years to be better consumers of benefits
• Communicate to their employees
• Measure success

Ellen Matisko, Manager, Benefits and Compliance, American Greetings

Session C:  10:45 – 11:30 am
Giving Employees the Tools to Make Better Choices
Shifting organizational priorities and changing employee attitudes is changing the way we structure and communicate employee benefits. 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 this session, a senior benefits communication executive will discuss how you can develop a communication program that gives employees the tools to make better choices.

Maria J. D’Eletto, Director, Benefits, TIAA-CREF
Lori McDonough, Director, HR Communications, TIAA-CREF
Beth Marusi, Senior Communication Consultant, Towers Watson

Session D:  11:30 am - 12:15 pm
Engaging Employees to Get Improved Results
This session will introduce attendees to the principles of engagement, Carlson—the world’s premier business travel management company and global leader in the hospitality and travel industries—has used to create wise consumers of health care and achieve better health outcomes.

Attendees will:
• Learn how they can use a simple framework to determine whether their organization has the framework upon which to drive engagement—enabling them to identify gaps in their engagement model
• See award-winning tactics Carlson has used to improve the health and well-being of its population
• Find out just how peanut butter and jelly came together… and what that has to do with benefit design!

Lori Block, Principal, Communication and Client Technology, Engagement Practice, Buck Consultants, LLC, A Xerox Company

Networking Lunch:  12:15 - 1:15 pm
Session E: 1:15 – 2:15 pm
Working Group
Integrated employee benefit decision making helps employees use their benefits more wisely and identify opportunities to balance their immediate benefits needs (such as health care) and future benefits needs (such as retirement). During this session, you will participate in a benefits communication exercise that will test your abilities and knowledge.

Alison Davis, President, Davis & Company

Session F: 2:15 – 3:30 pm
Attracting and Retaining Employees Using Benefits Communication
An attractive benefits package isn’t just a tool for recruitment and retention. When employees feel their company is invested in providing for their personal welfare beyond just giving them a paycheck, it’s bound to increase their loyalty to the company, as well as contribute to their peace of mind. Employee benefits can become a win-win situation for both the employee and employer. During this, session, you will hear how USG Corporation uses benefits communication to satisfy employees and attract new employees.

Tami Kucera, Director of Employee Benefits, USG Corporation

Networking Break: 3:30 – 3:45 pm

Session G: 3:45 – 4:30 pm
Using Benefits Communication to Create a Culture of Well Being
What is the difference between wellness and well being, and why well being needs to be incorporated into a total benefits/rewards approach. During this session we will explore the challenges that employers have in communicating, educating and engaging a large, multi-location, diverse population. Topics to be covered:
• Explore how to integrate well being into the overall health and benefits strategies
• Why have well being in the workplace
• Communication and education opportunities beyond the traditional methods
• Measuring the results

Linda Levesque, Vice President, Global Benefits, Unum

Session H: 4:30 – 5:15 pm
Resources for Communicating Your Benefits
When communicating benefits to an expanding organization you deal with all types of audiences: new hires and transfers, grandfathered plans, union and non-union employees, exempt/non exempt status. Even complex location codes can alter the details of one’s benefits package. Enforcing the value of a growing organization’s benefits package may not be the struggle – the struggle may be matching the correct information with the correct employee. Sometimes you can’t do it on your own.

During this session, you will learn new ways to:
• Successfully communicating to multiple audiences
• Partner and training the trainer/ connecting with recruiters and site representatives on a consistent basis
• Engage a wider audience with topics of interest – targeting within
• Engage employees in their benefit choices all year long
• Create cross-messaging techniques

Sally Ann Lake, Manager, Employee Communication, North Shore LIJ Health System

Web 2.0 Benefits Communication Workshop: Achieving Improving Understanding, Awareness and Results
Day 2, Friday, April 17, 2015

Welcome and Introductions: 8:45 – 9:00 am

Session A: 9:00 – 9:45 am
Embracing the Mobile Revolution in Employee Benefits Communication
It is widely recognized that poor employee communications directly leads to a disengaged workforce which results in decreased productivity and revenue. As employees are increasingly permitted to work remotely, are dispersed and not beholden to a desk, internal communications professionals are struggling to find a solution to this problem. They need look no further. The solution may be found in the employees’ pocket, purse, or briefcase. That solution is the mobile device.

The importance of mobile as a business strategy cannot be ignored; by the end of 2014, 40% of the Fortune 1000 are expected to incorporate mobile into their business operations. Jeff Corbin, CEO and Founder of APPrise Mobile will discuss how mobile technology can be used to increase engagement and ensure simultaneous communications. He will present case studies on how organizations, large and small, have successfully implemented mobile communications strategies to more effectively and efficiently deliver critical information to their employees.

Heath Shatouhy, SVP, Sales, APPrise Mobile

Session B: 9:45 – 10:30 am
The Do’s and Don’ts of Online Benefits Communication
How employees view your benefits can have a profound effect on corporate performance, loyalty, and retention. Employee benefits communication planning is facing numerous challenges and opportunities in the era of rapid change, heightened security, and technology. During this session, you will discover how to manage and develop your intranet for maximum impact.

Amanda Goltz, Director, Product Strategy and Innovation, Aetna

Jennifer Benz, CEO & Founder of Benz Communications
Networking Break: 10:30 – 10:45 am

Session C: 10:45 – 11:30 am
Driving Engagement to Maximize the Value of Benefits Program
During this session, Beth Begany will show you how Xerox helps clients leverage virtual technology to communicate with their employees.
Beth Begany, Director, Strategic Communications, Xerox HR Services

Session D: 11:30 am – 12:15 pm
Using Real Time Communication to Improve Results
All people do not engage or communicate in the same way. As such, companies can’t rely on one mode of communication to promote their benefits platform and expect to resonate with all employees. Benefit professionals need to provide different channels of communicating to draw their interest towards benefit programs. This session will concentrate on the different communication strategies Dow Jones & Company has utilized over the last few years to engage employees and promote their benefit programs.
Kim Duck, Director of Benefits, News Corporation

Networking Lunch: 12:15 – 1:15 pm

Session E: 1:15 – 2:15 pm
Working Group
More and more organizations are dependent on their intranet for timely benefits communication. During this session, you will participate in a benefits communication exercise that will test your abilities and knowledge. This group intranet communication planning exercise will cover the latest strategies.
Jen Benz, CEO, Benz Communications

Session F: 2:15 – 3:15 pm
New Ideas and Communications Channels
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 shaping attitudes and behaviors during these challenging times.
During this session, you will learn 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
• Win the trust of employees
Lori Grey, Senior Manager, Brand + Eminence, Social Media, Deloitte
Turner Roach, Manager, Digital Marketing/Social Media, Deloitte

Session G: 3:15 – 4:00 pm
Boosting Employee Collaboration & Engagement through Social Media
This session will cover how employers can use social media tools to improve employee collaboration and engagement. We will explore both internal and external social media platforms and look at features that align to different engagement objectives. We will also discuss social and gamified strategies for enabling collaboration beyond traditional organizational constructs.
Attendees at this session will:
• Explore a variety of social collaboration opportunities, both internal & external
• Discover the role gamification plays in social media & employee engagement
• Walk through the steps required to build an employee-focused social media campaign
Rich Pesce, Senior Manager, Social Media Communications and Digital Media, Capital One

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.