



2018
**Communicating
Employee Benefits**
SYMPOSIUM

Maximizing the Impact of Total Rewards

February 1–2, 2018
New York Marriott East Side
New York, NY

Associate Sponsor:



Agenda

Day One Thursday, February 1, 2018

8:30 – 8:45 am

Opening Remarks

Lisa Hunter, Program Director, **The Conference Board**

8:45 – 9:45 am

Best Practices in Total Rewards Communication

How PepsiCo is using technology, data analytics and branding to engage employees in their pay and benefits programs.

Kelley Haslun, Sr Director, Total Rewards Communication, **PepsiCo**

9:45 – 10:30 am

Digital Transformation: What Does It Mean for Communicating Total Rewards?

Digital transformation is one of the hottest topics in business, yet many people have only a fuzzy concept of what digital transformation is. Drawing on recent research from The Conference Board, this session will deepen your understanding and stretch your thinking about digital transformation's impacts on your own organization and communicating benefits and compensation.

Dr. Mary Young, Principal Researcher, Human Capital, **The Conference Board**

Networking Break: 10:30 – 11:00 am

11:00 am – 12:00 pm

Putting the Employee at the Center: How J&J's Global Employee Benefits Survey Inspired Their New Benefits Communications Strategy

No matter how enticing your benefits may be, the impact is reduced if your employees don't understand them. Our speakers will discuss what Johnson & Johnson learned from their employee benefits survey and how that inspired their new approach to communications.

Kim Galgano, Head of Total Rewards Implementation, **Johnson & Johnson**
Yara Peña, Total Rewards Leader, Communication, **Johnson & Johnson**

Lunch 12:00 – 1:00 pm

1:00 – 2:00 pm

J&J's Approach to Creating Meaningful Employee Connections with Total Rewards Offerings

From power point decks, to video clips, to storytelling... Our speakers will share their journey to enrich employees'

understanding of the Total Rewards value proposition. Guided by the successful application of employee feedback onto the benefits communications strategy, the compensation conversation is transforming into a more personal and impactful resource in the moments that matter.

Kim Galgano, Head of Total Rewards Implementation
Johnson & Johnson

Yara Peña, Total Rewards Leader, Communication, **Johnson & Johnson**

2:00 – 3:00 pm

Transforming your Benefits Communications and Employee Experience

Using a wide range of communications to reach employees and managers in communicating benefits. Hear how to mix technology with more traditional communications. Among the learnings: Digital is not just for millennials.

Scott Van Horn, President **Tango Health**
Melissa Real, Director of Benefits, **Qualcomm**

Networking Break: 3:00 – 3:15 pm

3:15 pm – 4:00 pm

Communication Challenges: Managing the Message on CEO Pay Ratio, Pay Equity, Benefit Changes and other Hot Topics

Speakers will discuss the implications of information and how they are addressing the challenges to effectively communicate internally and externally.

Panelists:

Maria Artime, SVP Total Rewards, **Home Box Office**
Robert Centonze, VP Total Rewards, **Campell's Soup Co.**
Kelley Haslun, Sr Director, Total Rewards Communication, **PepsiCo**
Kim Galgano, Head of Total Rewards Implementation
Johnson & Johnson

4:00 – 4:45 pm

Giving Employees the Tools to Make Better Choices

Learn how providing clear, simple and focused benefits communications will bridge the knowledge gap and help educate employees about the value that comes from their benefits plans.

Robert Centonze, VP Total Rewards, **Campell's Soup Co.**
Stacy Kruger, VP Total Rewards and HR Operations, **CSCService Works**

Closing Day 1 4:45 – 5:00pm

Lisa Hunter, Program Director **The Conference Board**

For sponsorship opportunities, please contact michael.felden@conferenceboard.org

Day Two

Friday, February 2, 2018

8:30 – 8:45 am

Opening Remarks

Lisa Hunter, Program Director, **The Conference Board**

8:45 – 9:45 am

Engaging Employees: Improving Compensation and Benefits Communications

Today's benefits communication and education involves more than just developing a message and delivering it. It is about creating participation — an integral part of any highly successful communication program. Our speakers will discuss Xerox's Communications initiatives and lessons learned.

Suzan Morno-Wade, VP Total Rewards, **Xerox**
Will Cone, Director Global Benefits and Mobility, **Xerox**

9:45 – 10:30 am

Messages That Engage: Finding the right cadence, length and focus

There are so many ways to engage our populations that it can be overwhelming to know what to hit when and when to back off. If you think about it from the employee back, the problem is even bigger – we bury our best resource with over-messaging to the point they just shut down. This session will focus on how to find the right balance and use technology effectively.

Jeff Wilson, SVP, Global Head – Total Rewards, **TD Bank Group**
Sheila Gleason, VP & Senior Manager, Health & Wellness Benefits, **TD Bank Group**

Networking Break: 10:30 – 11:00 am

11:00 am – 12:00 pm

Communications and Change Management to Improve Results

Our speaker will discuss the importance of both communications and change management in improving how the organization received new programs and plan changes.

Erin Ridge, VP Total Rewards, **Hartford Financial Services Group**

Lunch 12:00 - 1:00 pm

1:00 – 1:45 pm

Increasing Employee Engagement and Benefits Optimization Through Communication: Communicating with Limited Resources

Small Group Discussion: Leveraging resources, vendors and complementary communications to improve your reach.

1:45 – 2:45 pm

Multiple channels, different messages

Today's diverse workforce includes many different work styles and employees may respond more positively to one medium over others. Multiple points of contact can help you serve different employee groups more effectively and increase the chances that busy employees will get the information they need.

Moderator:

Lisa Hunter, Program Director, **The Conference Board**

Panelists:

Will Cone, Director Global Benefits and Mobility, **Xerox**
Stephen Hunter, Sr. Director Human Resources, **Viacom**
Stacy Kruger, VP Total Rewards and HR Operations, **CSCService Works**
Yara Peña, Total Rewards Leader, Communication, **Johnson & Johnson**
Erin Ridge, VP Total Rewards, **Hartford Financial Services Group**

2:45 - 3:00 pm

Closing

Lisa Hunter, Program Director, **The Conference Board**

REGISTRATION INFORMATION

Online www.conferenceboard.org/employeebenefits

Email customer.service@conferenceboard.org

Phone **212.339.0345**

8:30am –5:30pm ET, Monday – Friday

Symposium Pricing:	
Members	\$1,795
Non–Members	\$1,995

Fees do not include hotel accommodations.

Location

New York Marriott East Side

525 Lexington Avenue at 49th Street
New York, NY 10017

Tel: **(212) 755-4000**

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.