



2019 **Communicating
Employee Benefits and
Compensation**
SYMPOSIUM

Maximizing the Impact of Total Rewards

February 26–27, 2019
Westin Times Square
New York, NY

Exhibition Sponsors



Speakers to Date: Updated 2/20/19

Dawn Armenio, North America Pension and Benefits Design and Global Business Development Lead, **IBM**
Elizabeth Birenbaum, VP, Consumer Marketing – HR, **Mastercard**
Christina Brenner, SVP, Total Rewards, **Mastercard**
Robert J. Centonze, Vice President Total Rewards, **Campbell Soup Company**
Sheri L. Feinzig, Ph.D., Director, Talent Management Consulting and Smarter Workforce Institute, **IBM**
Gerardo Guerra, Head of Total Rewards, **MassMutual**
Janet Hunt, (formerly) Vice President, Total Rewards, **CSRA**
Stephen Hunter, Senior Director Human Resources, **Viacom**
Ted Kezios, Sr Director, Global Benefits, **Cisco Systems**
David Kristoff, Vice President, Total Rewards & HR M&A, **Newmont Mining Corp.**
Tracey McKee, VP, Global Compensation & Recognition, **Western Union**
Kelli McKeehan, Sr Director, Global Benefits, **Newmont Mining Corp.**
Kim Essency Pillari, Director, HR Communications & Engagement, **AIG**
Rosaria Sasso, SVP Total Rewards Strategy, **Viacom**
Dan Scheinkman, Vice President, Compensation & Benefits, **Freddie Mac**
Laurie Shumake, Head of Global Talent Development, **Western Union**
Rachael Thomas, Strategic Communications Leader, **Deloitte**
Bill Tompkins, (formerly) SVP Human Resources & Total Rewards, **Macy's**
Tom Wamberg, CEO, **Wamberg Genomic Advisors**

Agenda

Day One: Tuesday, February 26, 2019

8:00 - 9:00 am

Registration and Continental Breakfast

9:00 - 9:15 am

Opening Remarks

Leveraging Total Rewards (TR) Communication Strategies to Improve Understanding, Awareness & Results

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

9:15 - 10:00 am

Integrating Total Rewards: Mastercard's "The Whole You" Initiative

Mastercard's EVP continues to evolve to create a cohesive employee experience. Presenter will discuss their targeted initiatives to create understanding and awareness in benefits programs and integrate other compensation and talent programs.

Christina Brenner, SVP, Total Rewards, **Mastercard**
Elizabeth Birenbaum, VP, Consumer Marketing – HR, **Mastercard**

10:00 - 10:45 am

The Message and the Money – Branding Total Rewards for Results

During this session, learn about the journey Western Union has taken to unify its messaging, branding and human capital programs with its brand and strategy. Linking the Purpose, Values, Vision, Strategy with our people focus helps every employee understand the why, what and how things fit together end to end.

Tracey McKee, VP, Global Compensation & Recognition, **Western Union**

Laurie Shumake, Head of Global Talent Development, **Western Union**

10:45 - 11:00 am

Networking Refreshment Break

11:00 - 11:45 am

Culture Matters: Driving Engagement and Advancing Culture through Benefits Communication

Cisco's inclusive culture is the backdrop for everything they do and how they do it. Our speaker will discuss how Cisco has evolved its communications approach, and, share how their mental health communications are advancing culture change.

Ted Kezios, Sr Director, Global Benefits, **Cisco Systems**

11:45 am – 1:00 pm

Networking Lunch

Table Discussion Theme: Innovative Practices, "Moments that Mattered", Communication We Are Proud Of

1:00 - 1:45 pm

Communications and Change Management to Improve Results

Presenter will discuss how Newmont's benefits and total rewards offerings are continuing to evolve and the use of conjoint analysis to identify employee preferences in design and implementation decisions.

David Kristoff, Vice President, Total Rewards & HR M&A, **Newmont Mining Corp.**

Kelli McKeehan, Sr Director, Global Benefits, **Newmont Mining Corp.**

1:45 - 2:30 pm

Multiple Channels, Different Messages: Communicating with Your Full Audience

Organizations have learned the power of storytelling and seizing moments that matter in messaging. Panelists will discuss creative techniques and share examples of innovative communication to improve understanding of benefits and compensation to improve outcomes.

Tracey McKee, VP, Global Compensation & Recognition, **Western Union**

Kim Essency Pillari, Director, HR Communications & Engagement, **AIG**

Dan Scheinkman, Vice President, Compensation & Benefits, **Freddie Mac**

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

2:30 - 2:45 pm

Networking Reception Break

2:45 - 3:30 pm

Communicating Benefits and Compensation During Acquisitions

Communicating your total rewards program as part of an integration requires coordination across the organization. Close coordination between the HR Business Partners and the Total Rewards team is critical to a successful Day 1 employee experience. Learn how Viacom's Total Rewards team works with the HR Business Partners to develop an integration and communication strategy that reflects the needs of their employees during an M&A transaction.

Stephen Hunter, Senior Director Human Resources, **Viacom**
Rosaria Sasso, SVP Total Rewards Strategy, **Viacom**

3:30 – 4:15 pm

Communications During Times of Change

One thing we can count on is change! Our two presenters will discuss how critical thoughtful, and agile, communication is when initiating or reacting to important events.

Campbell Soup, the iconic 149-year-old company, is in the midst of a strategic transformation. Bob will focus on how the Total Rewards Team's creative communication strategy helped maintain an internal "business as usual focus" and achieve critical near-term strategic milestones.

Robert J. Centonze, Vice President Total Rewards, **Campbell Soup Company**

Bill will discuss how communications supported his company's benefits shift to full replacement consumer-directed health plans with a population that was 80% non-exempt. He will detail the change objectives, lessons learned, and key performance metrics.

Bill Tompkins, (formerly) SVP Human Resources & Total Rewards, **Macy's**

4:15 – 5:00 pm

The Power of TR Communication: Customizing Messages from Recruitment through Retirement

In this session panelists from a cross-section of functions will discuss the different ways employers are communicating about benefits and compensation beginning before employees join the organization, continuing throughout their careers through retirement, or other separation events.

Panelists:

Robert J. Centonze, Vice President Total Rewards, **Campbell Soup Company**

Janet Hunt, (formerly) Vice President, Total Rewards, **CSRA**

Gerardo Guerra, Head of Total Rewards, **MassMutual**

Laurie Shumake, Head of Global Talent Development, **Western Union**

5:00 – 6:00 pm

Networking Reception

Day Two: Wednesday, February 27, 2019

8:00 - 9:00 am

Continental Breakfast

9:00 - 9:15 am

Opening Remarks

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

9:15 - 10:00 am

Customizing your Communications for Greater Impact

Communication and education involve more than just developing a message and delivering it; It is about creating participation and understanding. Our speaker will discuss some best practices in Total Rewards Communications and share insights from several cases, lessons learned and next steps.

Rachael Thomas, Strategic Communications Leader, **Deloitte**

10:00 - 10:45 am

Communicating the Genomic Revolution

The genomic revolution is underway. Scientists believe the first person to live to age 150 has already been born.

Employers will need a cohesive strategy to deal with the forthcoming impact on their business and employees. Our speaker will discuss emerging genomic products and their potential risks and rewards, as well as the new communication efforts needed to capitalize on this opportunity.

Tom Wamberg, CEO, **Wamberg Genomic Advisors**

10:45 – 11:00 am

Networking Refreshment Break

11:00 - 11:45 am

Communication Challenges: Special Topics Require Special Communication

Panelists will discuss topics such as:

- Transparency – What to share (or not)
- Significant Benefits Changes
- Executive Compensation
- Global programs
- And more...

Panelists:

Christina Brenner, SVP, Total Rewards, **Mastercard**

Ted Kezios, Sr Director, Global Benefits, **Cisco Systems**

Kelli McKeenan, Sr Director, Global Benefits, **Newmont Mining Corp.**

Bill Tompkins, (formerly) SVP Human Resources & Total Rewards, **Macy's**

Last session on next page....

11:45 am - 12:30 pm

The Business Case for AI in HR & Giving Employees the Tools to Make Better Choices

This session will include an overview on how AI can be deployed across the entire talent lifecycle, from attracting employees to serving them in addressing benefits questions. In addition, IBM will share how it leverages its various resources to help employees understand their options.

Dawn Armenio, North America Pension and Benefits Design and Global Business Development Lead, **IBM**

Sheri L. Feinzig, Ph.D., Director, Talent Management Consulting and Smarter Workforce Institute, **IBM**

12:30 – 12:45 pm

Closing Remarks

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

Pricing:	
Members	\$2,395
Non–Members	\$2,895

Fees do not include hotel accommodations.

Location and Hotel Accommodations

Westin New York at Times Square

270 West 43rd St.

New York, NY 10036

Phone: (212) 201-2700

Hotel cut-off date: February 4, 2019

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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