



# Communicating Employee Benefits & Compensation CONFERENCE

Reimagining Total Rewards  
Communications for Greater Impact

VIRTUAL EVENT  
March 09 – 10, 2021

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# Communicating Employee Benefits & Compensation

March 9 – 10, 2021

## DAY ONE

Tuesday, March 9, 2021

12:00 – 12:10 pm

### Opening Remarks

**Lisa Hunter**, Program Director and Senior Fellow,  
**The Conference Board**

12:10 - 1:00 pm **General Session A**

### Bold and Surprising Ways to Communicate Successfully in 2021

No doubt about it. 2020 was tough. As individuals, companies, communities, and countries, we went into survival mode. Fighting to get through the day-to-day. But now, with vaccines on trucks and the end in sight (we hope!), we can turn our attention to moving forward with strength and purpose. We can ask ourselves: How will we reconnect people to our mission, vision and values? How can we reignite passion in 2021? In this session we push past survival mode.

**Laurie Korinek**, Partner & Creative Director, **PartnerComm**

1:00 – 1:10 pm **Break – Reflect & Connect**

1:10 – 1:55 pm **General Session B**

### Leveraging Total Rewards and Communication to Strengthen Culture and Employee Experience...

Hear how Crocs crafted personalized professional experiences to help their workforce be **"Comfortable in Their Own Shoes"**. Learn about some of the progressive HR practices Crocs deployed to drive an engaged workforce and connectivity between their consumer and employment brand.

**John Berger**, VP, Talent and Total Rewards, **Crocs**

**Shannon Sisler**, SVP, Chief People Officer, **Crocs**

1:55 – 2:05 pm. **Break – Reflect & Connect**

2:05 – 2:45 pm **General Session C**

### Panel: Communication for Greater Impact: Leveraging Communication to Improve Employee Well-Being

Too often benefits live in the background and are often overlooked until needed— they are a “hidden paycheck”. Bringing benefits forward in ways that work for employees and their families is critical. Our panelists will discuss how creative thinking and new approaches to information access, messaging and delivery can make all the difference.

**Elizabeth Berman**, CHRO, **HB Sports & Entertainment**

**Mary Beth DeNooyer**, CHRO, **Keurig Dr Pepper**

**Katherine Pella**, Sr. Director, HR Communications & Culture,  
**Keurig Dr Pepper**

2:45 – 2:55 pm **Break – Reflect & Connect**

2:55 – 3:35 pm **General Session D**

### Panel: Communication and Engagement: Lessons Learned from the Pandemic

Our panelists will discuss the importance of building on a strong foundation and share learnings in key areas such as:

- Innovative ways to keep connected.
- Customizing communication: One-Size does not fit all.
- Role of technology in communicating compensation and benefits.

**Camille Alexander**, VP Total Rewards, **Gilead Sciences**

**Kim Galgano**, Head of Total Rewards Integration,  
**Johnson & Johnson**

**Danielle Gaston**, Vice President, HR Communications  
**Charter Communications**

3:35 – 3:40 pm **Break – Reflect & Connect**

3:40 – 4:25 pm **General Session E**

### Panel: Varied Voices in Total Rewards – Communication is Key

The session features a discussion about how we are communicating differently about benefits and compensation and how they align with organization strategy and culture. Panelist will discuss the importance of building better understanding about total rewards to making better decisions. They will address questions such as: How do compensation and benefits align with DE&I values and practices? How do we find the right balance in what is communicated and to whom? How do we talk about pay? How do we work with ERGs and others to identify needs and craft creative solutions? One size does not fit all – This panel demonstrates the importance of listening and the power of communication in working together to improve programs and outcomes.

**Janet Rizzuto**, Director - DEI, The Americas, **Warner Music Group**

**Rebekah Steele**, Senior Fellow Human Capital Center and Program Director, Diversity & Inclusion, **The Conference Board**

**Karen Steincke**, Head of US Compensation, **Warner Music Group**

**Justin Sun**, Sr. Manager Global Compensation, **Expedia Group**

**Moderator: Lisa Hunter**, Program Director and Senior Fellow,  
**The Conference Board**

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4:25 – 4:30 pm

## Closing Remarks / Preview of Day 2

**Lisa Hunter**, Program Director and Senior Fellow,  
**The Conference Board**

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## DAY TWO

### Wednesday, March 10, 2021

12:00 – 12:10 pm

## Opening Remarks & Day 1 Highlights

**Lisa Hunter**, Program Director and Senior Fellow,  
**The Conference Board**

12:10 – 12:55 pm **General Session F**

## Panel: Looking Back and Looking Ahead: How 2020 Changed Benefits Communication and What's Next

Communications have a direct impact on the confidence individuals have in their employer and their perceptions about the organization's priorities and values. In this session we'll look at five broad themes that inform just how differently we'll need to approach HR communications and what trends to watch in 2021.

**Jennifer Benz**, SVP, Communications Leader, **Segal Benz**

**Andrea Costanzo**, Sr. Benefits Program Manager, **PayPal**

**Jackie Dawood**, HR Analyst, **Krispy Kreme**

**Paul Mele**, Global Head of Benefits, **BlackRock**

12:55 – 1:00 pm **Break – Reflect & Connect**

1:00 – 1:40 pm **General Session G**

## Power of Storytelling: Make the Most of Your Medium

Wondering how you can best use print, video or a website to engage people and tell your story? This session will feature best practices that will help you create the tactics you need to drive the employee behaviors you care most about. Our speakers will highlight samples of enrollment guides, benefits mailers, benefit and compensation videos, total rewards websites and a custom employee wellness platform.

**Sharon Brumer**, Chief Strategy Officer, **PartnerComm**

**Dr. Elizabeth Friesen**, Communication and Behavioral Science Consultant, **PartnerComm**

**James Taylor**, Chief Imagination Officer, **PartnerComm**

1:40 – 1:50 pm **Break – Reflect & Connect**

1:50 – 2:20 pm **General Session H**

## Health Navigation: Key Ingredients to Engage and Empower Your Population

The importance of health navigation as a critical new category for benefits leaders to support their employees has never been more clear. While an exploding ecosystem of virtual care offerings are available, challenges remain in reaching isolated

employees, helping them navigate care options, and keeping them engaged with programs and resources.

Everyone agrees on the need for navigation, but what does navigation truly mean? This session features a discussion led by Castlight about different approaches to navigation, how it can drive better outcomes and what effective navigation means today. It will include these key questions and more:

- Does it require high touch service, can you more effectively engage employees with data in a digital experience, or do you need both?
- How can you use navigation to reach the whole population, covering those who are healthy, managing chronic diseases, and actively seeking care?

**Peter Hegi**, VP and General Manager, **Castlight**

**Brian Marcotte**, *Former* President and CEO, **Business Group on Health**

2:20 – 2:30 pm **Break – Reflect & Connect**

2:30 – 3:00 pm **General Session I**

## Employee Engagement: Driving Financial Wellness in a Remote Work Environment

Today's workforce faces significant challenges, from concerns about job loss and lost income to decreases in productivity and increased feelings of isolation. Research shows that focusing on employee engagement and the well-being of your employees can have a positive impact on both your employees and your business. As many employers navigate the new normal of remote work, how do you drive engagement, connection, and appreciation for benefits and Total Rewards amongst employees?

This session will highlight key learnings about engaging employees that you can apply to increase benefit utilization and drive measurable financial wellness improvements. Our speaker will share insights for HR leaders communicating Total Rewards with employees, and strategies to engage remote employees including:

- The surprising benefits of replacing physical events with interactive digital events
- Why leaning into difficult financial topics and hard questions is a must
- How to surface employee pain points to create tailored education
- Ways to engage your existing benefit providers to magnify financial wellness efforts.

**Jeff Clark**, VP of Financial Planning, **BrightPlan**

3:00 – 3:05 pm **Break – Reflect & Connect**

3:05 – 3:55 pm **General Session J**

## Roundtable Discussion—Addressing Communication Challenges

The session features key communications themes and how our panelists are using them to address complicated and emotional topics that are easily overlooked or misunderstood. They will discuss how they work to build a common understanding of key issues and concepts, deliver complex messages, and build understanding in areas such as:

- Connecting with a Dispersed Workforce
- Pay Equity and Pay Transparency
- Mental Health & Emotional Well-Being
- Recognition
- HR Colleagues as your Target Group

**Dahlia Belinkie**, VP Total Rewards and Associate Services,  
**Ascena**

**Elizabeth Carley**, Head of Corporate Compensation Services,  
**Johnson & Johnson**

**Danielle Gaston**, Vice President, HR Communications  
**Charter Communications**

**Steve Keyes**, Vice President - Compensation and Benefits,  
**Abercrombie & Fitch Co.**

**Christina Litter**, Sr. Director Compensation, **Mattel**

**Moderator: Lisa Hunter**, Program Director and Senior Fellow,  
**The Conference Board**

3:55 – 4:00 pm

**Wrap-Up & Closing Remarks**

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