Communicating Employee Benefits & Compensation CONFERENCE

Reimagining Total Rewards Communications for Greater Impact

VIRTUAL EVENT
March 09 – 10, 2021

www.conferenceboard.org/employeebenefits
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 - 12:55 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

12:55 – 1:05 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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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**

**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 Client Services, **BrightPlan**

**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:

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• 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

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