



Communicating Total Rewards CONFERENCE

Leveraging Communication for
Increased Engagement and Impact

VIRTUAL EVENT
February 9 – 10, 2023

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Communicating Total Rewards Conference

Leveraging Communication for Increased Engagement and Impact

February 9 – 10, 2023 Confirmed Speakers:

Jeremy Beament, Co-founder, **nudge**
Jennifer Benz, SVP Communications Leader, **Segal Benz**
Regina Brayboy, Senior Fellow, Human Capital Center, **The Conference Board**
Christina Brenner, SVP Total Rewards, **Mastercard**
Sharon Brumer, Chief Strategy Officer, **PartnerComm**
Danny Bushore, Director US Benefits Strategy and Well-Being, **The Walt Disney Company**
Louis Chesney, Neurodiversity Product Manager, **RethinkCare**
Lori Duggan, Head of Total Rewards, **HAVI**
Elizabeth Friesen, Ph.D., Behavioral Science Consultant, **PartnerComm**
Danielle Gaston, Vice President, HR Communications, **Charter Communications**
Jeanie Gurley, Managing Director, HR, **Silicon Valley Bank**
Kelley Holland, Journalist and Author
Lauren Hunt, HR Communications Manager, **Ann & Robert H. Lurie Children's Hospital of Chicago**
Deborah Hyman, SVP, Head of Employee Communications & Employer Brand, **Wells Fargo**
Abhilash Jagadish, Sr Director, Compensation, Digital HR & People Analytics, **Spirit Airlines**
Laurie Korinek, Co-Founder, Strategist and Creative Director, **PartnerComm**
Lee Miller, Senior Fellow, Human Capital Center, **The Conference Board**, Professor, **Columbia University School of Professional Studies**
Ron Miller, Head of Total Rewards, **Nextiva**
Thais Mingardo, Senior Compensation and Benefits Partner, Latin America, **Meta**
Jo Anne Rioli Moeller, Senior Fellow, Human Capital Center, **The Conference Board**
Hon. Gabriel Morgan Sr — Sheriff, **City of Newport News, VA** and Chair, **Riverside Health System, Board of Directors**
Nadia Owens, SVP HR, Global Performance & Rewards, **DXC Technology**
Will Peng, CEO & Co-Founder, **Northstar**
Dr. Chethan Sathya, Director, **Northwell Health Center for Violence Prevention**, Associate Medical Director, **Cohen Children's Medical Center**
Allan Schweyer, Principal Researcher, Human Capital Center, **The Conference Board**
Lisa Singh, Managing Director Global Benefits, **Silicon Valley Bank**
Dan Stumpf, Head of Rewards, **NerdWallet**
Camilla Sullivan VP Brand, Creative Studios and Strategy, **Fannie Mae**
James Taylor, Chief Creative Officer, **PartnerComm**
Carrie Theisen, VP, Total Rewards, **Fannie Mae**
Barbara Vietor, VP Total Rewards, **Keurig Dr Pepper Inc.**
Audrey Williams-Lee, Chief People Officer, **Ann & Robert H. Lurie Children's Hospital of Chicago**
Andrew Wolff, VP Global Compensation and Benefits, **Qualcomm**

DAY ONE

Thursday, February 9, 2023

11:00 – 11:05 am ET

Opening Remarks

Lisa Hunter, Program Director, Senior Fellow and Total Rewards Institute Leader, **The Conference Board**

11:05 – 11:50 am ET **Session A**

Promises. Promises: Activating Your EVP

What do your people get every day when they come to work?

A great group of colleagues? A steady paycheck? Great benefits that support them? All true. But what are they really getting by being a part of your organization? Not just getting, what are they giving? What impact are they making on the company and the world? And are they even aware?

This is where a good Employee Value Proposition, (EVP), comes into play. It's the statement that tells your employees, your recruits, and even your customers, who you are and what you stand for. It's more than a tagline. It's the give and the get. And ultimately, it's a promise. And, as the saying goes, a promise is a promise.

In this session, our speakers address how to craft an EVP that truly reflects what makes your company different — and once it's written — how to activate it as a part of your employee experience.

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

Elizabeth Friesen, Ph.D., Behavioral Science Consultant, **PartnerComm**

Deborah Hyman, SVP, Head of Employee Communications & Employer Brand, **Wells Fargo**

Laurie Korinek, Co-Founder, Strategist and Creative Director, **PartnerComm**

James Taylor, Chief Creative Officer, **PartnerComm**

11:50 – 11:55 am ET **Break**

11:55 am – 12:35 pm ET **Session B**

The Great Reshuffle: What Employees, Managers, and Candidates Need to Know About Total Rewards

One size does NOT fit all! Total rewards is so much more than just compensation and benefits; it is a holistic and integrated model that is central to the employee value proposition and experience. Organizations need to create a consumer-grade experience on this critical topic.

In this session, our speakers will share ideas on transforming communication for greater impact and results. They will discuss what managers need to understand, different approaches to internal and external populations, and challenges ahead regarding total rewards communications.

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

Nadia Owens, SVP, HR Global Performance & Rewards, **DXC Technology**

For sponsorship opportunities, please contact Caroline.Finck@conference-board.org

12:35 – 12:40 pm ET **Break**

12:40 – 1:25 pm ET **Session C**

Total Rewards Transparency: What it Means to Share in a Meaningful Way

Increased transparency about pay is not optional in many locations, but context is key. What is shared, when and how can make all the difference.

This panel discussion will include insight from TCB research and corporate practitioners to address key issues and questions that are top of mind. These include balancing compliance, culture, connection, and accurate and meaningful information. They will also discuss combatting misinformation and how companies can positively influence behavior that impacts the workforce and brands.

Lori Duggan, Head of Total Rewards, **HAVI**

Andy Wolff, VP Global Compensation and Benefits, **Qualcomm**

Moderator: Lee Miller, Senior Fellow, Human Capital Center, **The Conference Board**, Professor, **Columbia University School of Professional Studies**

1:25 – 1:30 pm ET **Break**

1:30 – 2:10 pm ET **Session D**

Creating and Communicating Outstanding Global Financial Well-Being Programs

What does it take to get the most out of your programs to meet the changing needs of your workforce? In this session, the speakers will highlight how they are getting ahead of the curve to improve understanding and drive the uptake of benefits through education and communication.

By using data and insights to inform your benefits strategy, and lessons learned in rolling out global programs, organizations can significantly improve outcomes.

Through a combination of real-life examples and the latest global trends, they will address creating and implementing, an adaptable financial well-being program that helps support your employees through inflation, recession, and beyond.

Jeremy Beament, Co-founder, **nudge**

Thais Mingardo, Senior Compensation and Benefits Partner, Latin America, **Meta**

2:10 – 2:30 pm ET **Break**

2:30 – 3:10 pm ET **Session E**

Repositioning Total Rewards at Fannie Mae: Collaborating for Improved Communication and Greater Impact

Changes in what employees value, societal trends, and increased competition for talent presented Fannie Mae with an opportunity to transform the Total Rewards program. Knowing that it is not enough to just build a world-class benefits package – HR collaborated closely with Fannie Mae Brand,

Creative and Communications functions to develop a value proposition and program brand/identity for Total Rewards that would cut through and build excitement with employees as a key differentiator. Find out how they did it, and the key steps you can follow to ensure your Total Reward programs get noticed, remembered, and valued by your toughest audience – your people.

Carrie Theisen, VP Total Rewards, **Fannie Mae**

Camilla Sullivan VP Brand, Creative Studios and Strategy, **Fannie Mae**

3:10 – 3:15 pm ET **Break**

3:15 – 3:55 pm ET **Session F**

Aligning Employer Actions with Implicit and Explicit Communications

How well do we “*walk the talk*”? Do policies and programs support the culture and values? Hear from one organization how they are working to ensure that they are.

SVB recognized that to meet the new employee expectations, employers are offering more programs and services than ever before. However, without a comprehensive, interwoven communications strategy, employers may be sending mixed messages and undermining ROI. Moreover, employers can unintentionally drive a negative response from employees by not allowing them the opportunity to engage in the programs and services offered. They will share how creating a holistic employee experience through joint communication efforts can support employee attraction, engagement, and retention.

Jeanie Gurley, Managing Director, HR, **Silicon Valley Bank**

Lisa Singh, Managing Director Global Benefits, **Silicon Valley Bank**

3:55 – 4:00 pm ET

Closing Remarks / Preview of Day 2

Lisa Hunter, Program Director, Senior Fellow and Total Rewards Institute Leader, **The Conference Board**

4:05 – 4:35 pm ET

Total Rewards “Overtime”: Breakout Sessions

Attendees are encouraged to join breakout sessions which are facilitated discussions on key issues in Total Rewards Communications.

Breakout Leaders:

Allan Schweyer, Principal Researcher, Human Capital Center, **The Conference Board**

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

Laurie Korinek, Co-Founder, Strategist and Creative Director, **PartnerComm**

DAY TWO

Friday, February 10, 2023

11:00 – 11:05 am ET

Opening Remarks & Day 1 Highlights

Lisa Hunter, Program Director, Senior Fellow and Total Rewards Institute Leader, **The Conference Board**

11:05 – 11:45 am ET **Session G**

Trends and Challenges in Communicating Benefits and Rewards

Driving engagement in benefits and total rewards has become mission critical during the pandemic – and under the eye of the C-Suite in new ways. We'll explore how successful organizations address these challenges and embrace the changes in expectations—from both leaders and their workforce.

In this session, we will discuss different approaches to developing well-thought-out communications. We will explore a range of topics including connecting communications to your values and purpose as an organization, creating more transparency, benefits and rewards discussion with the C-suite, and more.

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

Danny Bushore, Director US Benefits Strategy and Well-Being, **The Walt Disney Company**

Moderator: Lisa Hunter, Program Director, Senior Fellow and Total Rewards Institute Leader, **The Conference Board**

11:45 – 12:20 pm ET **Session H**

Breakouts:

Sharing What We Have Learned: New Priorities and Approaches to Benefits & Compensation Communications

Attendees are welcome to join one of the smaller breakout sessions which are facilitated discussions on key issues in Total Rewards Communications.

Facilitators:

Ron Miller, Head of Total Rewards, **Nextiva**

Allan Schwyer, Principal Researcher, Human Capital Center, **The Conference Board**

Barbara Vietor, VP Total Rewards, **Keurig Dr Pepper Inc.**

12:20 – 12:30 pm ET **Break**

12:30 – 1:10 pm ET **Session I**

Inclusive Communication to Support Your Holistic View of Well-Being

Starting with what “inclusive” really means our panel will expand our thinking about what should be considered. They will use several examples, including neurodiversity, to demonstrate the importance of understanding the many ways we communicate. They will offer thoughts on what else we should consider. Our speakers offer a compelling case for

more intentional actions to improve results.

Louis Chesney, Neurodiversity Product Manager, **RethinkCare**

Lisa Singh, Managing Director Global Benefits, **Silicon Valley Bank**

Audrey Williams-Lee, Chief People Officer, **Ann & Robert H. Lurie Children's Hospital of Chicago**

Lauren Hunt, HR Communications Manager, **Ann & Robert H. Lurie Children's Hospital of Chicago**

1:10 – 1:20 pm ET **Break**

1:20 – 2:00 pm ET **Session J**

Fireside Chat with Kelley Holland: Communicating Total Rewards So They Resonate

To truly make a difference we need to look at communication around benefits from the perspective of employees and their families. Communication and education involve more than just developing a message and delivering it. It is about creating participation and understanding. Too often we bury our information about our key programs with tech speak, jargon and over-messaging to the point employees just shut down or tune out.

Kelley Holland, an author, journalist, and financial coach, will discuss how using different techniques can lead to greater impact and benefit both employers and employees. She will focus on how providing clear, simple, and focused communications can bridge the knowledge gap and help educate employees and managers on complex topics.

Kelley Holland, Financial Coach, Author and Award-winning Journalist

Lisa Hunter, Program Director, Senior Fellow and Total Rewards Institute Leader, **The Conference Board**

2:00 – 2:05 pm ET **Break**

2:05- 2:35 pm ET **Session K**

Personalizing Total Rewards: Making the Connection to Better Financial Outcomes

In today's challenging economic environment, voluntary employee turnover remains high as employees look for better opportunities and chase higher salaries to reach financial stability. Companies are offering robust total rewards packages to support employees holistically, but the materials they provide are usually tedious and not engaging. Employees don't value what they don't understand, which leads to low utilization, under-appreciation, and increased turnover.

Our speakers will discuss the importance of delivering total rewards information with clarity and empathy. This panel addresses how a hybrid approach of innovative tech and personalized advice can help employees maximize value year-round, fueling retention and avoiding over-spending.

Dan Stumpf, Head of Rewards, **NerdWallet**

Will Peng, CEO & Co-Founder, **Northstar**

2:35 – 2:40 pm ET **Break**

2:40 – 3:20 pm ET **Session L**

Communication Challenges: Expanding the Conversation about Total Rewards

Today's 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 initiative.

As leaders look ahead, the future of effectively communicating about total rewards means leaving yesterday behind and embracing the change happening in approaches to address workforce expectations. In this session, our panelists will consider the questions: Where do we go from here? What does the future of total rewards communication need to be?

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

Abhilash Jagadish, Sr Director, Compensation, Digital HR & People Analytics, **Spirit Airlines**

Jo Anne Rioli Moeller, Senior Fellow, Human Capital Center, **The Conference Board**

3:20 – 3:25 pm ET **Break**

3:25 – 4:05 pm ET **Session M**

Cultivating & Communicating a Culture of Care in the Workplace: A Leadership Imperative

Employees need and expect more of their employers with respect to a safe workplace and supportive environment. Our panelists will share insight on key questions such as:

- How do companies prepare, create and commit to affirmative environments that focus on safety and well-being against a backdrop of rising cases of workplace violence and mass incidents? How do they communicate that commitment?
- What is the role of leadership and the governing board?
- How can safety moments and other communication platforms set the tone for and empower every employee to create a safe workplace?

Moderator: Regina Brayboy, Senior Fellow for Human Capital, **Conference Board**

Dr. Chethan Sathya, Director, **Northwell Health Center for Violence Prevention**, Associate Medical Director, **Cohen Children's Medical Center**

Hon. Gabriel Morgan Sr, Sheriff, **City of Newport News, Virginia**, and Chair of **Riverside Health System**, Board of Directors

4:05 – 4:15 pm ET

Conference Wrap-Up, Insights and Closing Remarks

Lisa Hunter, Program Director, Senior Fellow, and Total Rewards Institute Leader, **The Conference Board**