



# Communicating Total Rewards

VIRTUAL EVENT  
April 24 – 25, 2024

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# Communicating Total Rewards Conference

April 24 – 25, 2024 | Virtual

## Confirmed Speakers:

- **Amy Lui Abel**, PhD, Head of Career Strategy and Experiences, **Arch Insurance Group**
- **Britt Barney**, Head of Client Success, **Northstar**
- **Arun Bedi**, Senior Fellow, Human Capital Center, The Conference Board, (former) Sr. Director, Talent Management and Executive Coaching, **VISA Inc.**
- **Jennifer Benz**, SVP Communications Leader, **Segal Benz**
- **Christina Brenner**, VP Total Rewards, **Dynatrace**
- **Ben Carter**, SVP Organization Success & Total Rewards, **Workday**
- **Denise Dahlhoff**, PhD, Director, Marketing & Communications Research, **The Conference Board**
- **Tracy Darchini**, Communications Director, **The Springs Living**
- **Johnathan Fingado**, People Partner, **Verkada**
- **Katie Foote**, Chief Marketing Officer, **CaptivateIQ**
- **Justin Fossbender**, VP, Total Rewards & People Operations, **Blueprint Medicines**
- **Lisa Hunter**, Program Director and Senior Fellow, **The Conference Board**
- **Brad Kempf**, Head of Global Benefits, **Stripe**
- **Bernie C. Knobbe**, SVP, Global Benefits & Well-being, **AECOM**
- **Matthew Korinek**, Chief Administrative Officer, **PartnerComm**
- **Laurie Korinek**, Co-Founder, Strategist and Creative Director, **PartnerComm**
- **Samira Lowman**, (former) Chief People Officer, **Babylon Health**
- **Deborah Macchia**, VP Health & Welfare, **Omnicom Group**
- **Rita Meyerson**, EdD, Principal Researcher, Human Capital Center, **The Conference Board**
- **Elle Meza**, Vice President, Total Rewards & People Operations, **Crunchyroll**
- **Deidrea Miller**, (former) SVP, Head of Communications Americas, **Christie's**
- **Lee Miller**, Senior Fellow, Human Capital Center, **The Conference Board**, Professor, **Columbia University School of Professional Studies**
- **Ron Miller**, Head of Total Rewards, **Nextiva**
- **Steve Morgan**, VP Total Rewards, **FanDuel**
- **Manny Murias**, VP Total Rewards, **Lennar Corporation**
- **Kathy Odds**, Head of Corporate Compensation, **BNY Mellon**
- **Priyank Pandey**, SVP Strategy and Product, **CareGo by Sompohorizon**
- **Will Peng**, CEO & Co-Founder, **Northstar**
- **Ivan Pollard**, Marketing & Communications Center Leader, **The Conference Board**

- **Janet Rizzuto**, Head of Americas, DEI, **Warner Music Group**
- **Allan Schweyer**, Principal Researcher, Human Capital, **The Conference Board**
- **Diana Scott**, Center Leader, US Human Capital Center, **The Conference Board**
- **Angela Sim**, Sr. Director Global Benefits, **Gilead**
- **Lisa Singh**, Head of Global Benefits, **Datavant**
- **Mason Stubblefield**, VP, Compensation, Performance Management and HR Technology, **NVIDIA Corporation**
- **Justin Sun**, Sr Manager, Global Rewards, **Expedia Group**
- **Frank Wagner**, VP Compensation, **Google**
- **Susan Youngblood**, (former) Chief People Officer, **Ascension and Collabera**

## DAY ONE

**Wednesday, April 24, 2024** (Times subject to change)

11:00 – 11:25 am ET

### Opening Remarks – Center Leaders Set the Stage

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

**Ivan Pollard**, Marketing & Communications Center Leader, **The Conference Board**

**Diana Scott**, Center Leader, US Human Capital Center, **The Conference Board**

11:25 – 11:30 am ET **Break**

11:30 am – 12:10 pm ET **Session A**

### Predicting Employee Communication Needs in 2024

As employers, we've seen a lot and felt a lot over the last years. Everyone, including our employees, is looking for a minute to breathe, but we're not so sure we'll be there yet in 2024. In this session, our presenters will share predictions on how we can best support employee needs during a year where outside influences are expected to take up a lot of emotional and social energy. Get ready to make 2024 the year of "meeting people where they're at".

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

**Deborah Macchia**, VP Health & Welfare, **Omnicom Group**

**Manny Murias**, VP Total Rewards, **Lennar Corporation**

**Matthew Korinek**, Chief Administrative Officer, **PartnerComm**

12:10 – 12:15 pm ET **Break**

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12:15 pm – 12:55 pm ET **Session B**

### **A Road Map to Change: AECOM's Journey to Greater Engagement**

Effectively communicating about benefits and rewards starts with engaging your employees. By embracing change and thinking outside the box, you can find new and creative ways to address your employees' expectations and create a positive work environment. In this session, our speakers will share AECOM's approach to enhancing resources and improving communications to deliver meaningful messages that exceed goals.

**Bernie Knobbe**, SVP, Global Benefits & Well-being, **AECOM**

12:55 pm – 1:00 pm ET **Break**

1:00 pm – 1:40 pm ET **Session C**

### **Managing the Message: Communicating Across "Audiences"**

Research demonstrates people at every point in their "employee life cycle" make choices that impact their career path, choice of employer, wellbeing, and engagement. There are many different challenges and approaches to effectively communicate about benefits/rewards and embrace changing workforce expectations.

Our panelists will share approaches to developing coordinated communications using key milestones from on-boarding to exit to illustrate.

They will highlight different approaches to communicating about compensation and benefits, address the importance of applying fundamental techniques with finesse and discuss a range of situations and techniques that worked (or didn't) for them.

**Arun Bedi**, Senior Fellow, Human Capital Center, The Conference Board, (former) Sr. Director, Talent Management and Executive Coaching, VISA Inc.

**Christina Brenner**, SVP Total Rewards, **Dynatrace**

**Justin Fossbender**, VP, Total Rewards & People Operations, **Blueprint Medicines**

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

1:40 pm – 2:00 pm ET **Break**

2:00 pm – 2:40 pm ET **Session D**

### **Navigating the Communication Maze: Strategies to Help Guide the Journey**

Companies are faced with a unique communications challenge. Employees require increasingly personalized messaging to recognize what is relevant to them, as the number of powerful employee rewards offerings continues to grow. How can employers balance streamlined and scalable versus personalized and impactful?

In this session leaders from Workday and Northstar use financial wellness programs to illustrate how, as employers, they can assist employees in optimizing their total rewards while ensuring personalization and equity across

employee groups. They will address how to take into consideration global workforces, under-represented employee populations, roles with different income levels, and more.

**Ben Carter**, SVP Organization Success & Total Rewards, **Workday**

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

**Moderator: Britt Barney**, Head of Client Success, **Northstar**

2:40 pm – 2:45 pm ET **Break**

2:45 pm – 3:25 pm ET **Session E**

### **Breakout Sessions: Hot Topics in Total Rewards Communication / Sharing What We Have Learned**

Facilitated discussions on key issues in Total Rewards Communications. Attendees are encouraged to share examples. Following the breakouts, leaders will share highlights and insights from the groups.

**Lead Facilitators:**

**Arun Bedi**, Senior Fellow, Human Capital Center, The Conference Board, (former) Sr. Director, Talent Management and Executive Coaching, VISA Inc.

**Samira Lowman**, (former) Chief People Officer, **Babylon Health**

**Elle Meza**, Vice President, Total Rewards & People Operations, **Crunchyroll**

**Rita Meyerson**, Principal Researcher, Human Capital Center, **The Conference Board**

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

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

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

**Justin Sun**, Sr Manager, Global Rewards, **Expedia Group**

3:25 pm – 3:30 pm ET **Break**

3:30 pm – 4:10 pm ET **Session F**

### **Varied Voices: Customizing Programs and Communications for a More Inclusive Employee Experience**

Customization can create a competitive advantage, improve engagement, and provide managers and employees with access to a range of solutions to help address unique challenges. This panel demonstrates the power of working with a broader range of input to customize programs and communications, increase participation, and improve understanding.

**Lisa Singh**, Head of Global Benefits, **Datavant**

**Janet Rizzuto**, Head of Americas, DEI, **Warner Music Group**



4:10 – 4:15 pm ET

## Day 1 Recap and Preview of Day 2

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

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## DAY TWO

**Thursday, April 25, 2024**

11:00 am – 11:15 am ET

### Opening Remarks & Day 1 Highlights

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

11:15 – 11:55 am ET **Session G**

### Telling Your Total Rewards Story

Great policies and programs are only the beginning. This session highlights creative approaches that improve perceived value by communicating holistically. Speakers will share several examples of how companies have crafted their total rewards story, from conception to finished product. You will hear why it's important to link compensation and benefits and how to make complex topics come to life for employees. The session will also address how to measure what matters and incorporate employee feedback along the way.

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

**Brad Kempf**, Head of Global Benefits, **Stripe**

**Steve Morgan**, VP Total Rewards, **FanDuel**

11:55 am – 12:00 pm ET **Break**

12:00 pm – 12:40 pm ET **Session H**

### Improving Engagement and Retention Through Better Communication

We will share selected insights on the internal factors that CEO's and C-suite leaders think have the greatest impact on engagement and lessons learned by looking at one key group – the salesforce! The panel will also share thoughts about the broader employee / customer experience, including Insights from our research on sustainability communications, takeaways from our recent Corporate Communications event and Evolving Total Rewards Landscape Roundtable series.

**Denise Dahlhoff**, PhD, Director Marketing & Communications Research, **The Conference Board**

**Katie Foote**, Chief Marketing Officer, **CaptivateIQ**

**Rita Meyerson**, EdD, Principal Researcher, Human Capital Center, **The Conference Board**

12:40 pm – 12:45 pm ET **Break**

12:45 pm – 1:25 pm ET **Session I**

### Navigating Increased Transparency: One Size Does Not Fit All

As we continue to address the question “What does transparency “really” mean?” this panel will discuss key issues such as balancing increasingly complex reporting requirements and aligning “what” is shared and “how” with company culture and objectives. They will tackle questions such as: What messages about compensation and benefits are we delivering? How can we shift to the messages we really want to send? How do we talk about compensation and benefits in a meaningful way – getting beyond bureaucracy?

**Kathy Odds**, Head of Corporate Compensation, **BNY Mellon**

**Frank Wagner**, VP Compensation, **Google**

**Lisa Singh**, Head of Global Benefits, **Datavant**

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

1:25 pm – 1:45 pm ET **Break**

1:45 pm – 2:25 pm ET **Session J**

### Creating a Culture of Open Communication to Support a Holistic View of Well-being

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 identify the silent needs of employees, encourage open communication to improve employee satisfaction, and enhance engagement.

Through a combination of real-life examples and the latest global trends, our speakers will address creating and implementing adaptable programs that differentiate your organization and help support your employees.

**Priyank Pandey**, SVP Strategy and Product, **CareGo by Sompom Horizon**

**Johnathan Fingado**, People Partner, **Verkada**

2:25 pm – 2:30 pm ET **Break**

2:30 pm – 3:10 pm ET **Session K**

### Creating Safe Spaces to Discuss Challenging Topics and Strengthen Connections / Curating Communications for Greater Effect

How do we find the right balance in what is communicated, how, and to whom? Too often we bury our information about our key programs with tech speak and over-messaging to the point where employees shut down or tune out. Key to connecting is having dialogues that encourage employees to contribute their thoughts and input.

Our panelists will discuss how using different techniques and delivery channels can lead to greater impact. They will focus on bridging the knowledge gap for employees and managers on complex topics.

They will also discuss what managers need to understand, different approaches to internal and external populations, and challenges ahead regarding total rewards communications.

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**Tracy Darchini**, Communications Director, **The Springs Living**

**Angela Sim**, Sr. Director Global Benefits, **Gilead**

**Justin Sun**, Sr Manager, Global Rewards, **Expedia Group**

**Moderator: Amy Lui Abel**, PhD, Head of Career Strategy and Experiences, **Arch Insurance Group Inc.**

3:10 pm – 3:15 pm ET     **Break**

3:15 pm – 3:50 pm ET     **Session L**

### **Looking Forward: Expanding the Conversation about Communication**

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 and business needs.

Our final session looks to what's ahead in the communication of total rewards by looking back at what was covered in the past two days. It is an opportunity for us to consider what we can do to continue moving forward. Our panelists will consider: Where do we go from here? What does the future of total rewards communication need to be?

**Deidrea Miller**, (former) SVP, Head of Communications Americas, **Christie's**

**Mason Stubblefield**, VP, Compensation, Performance Management and HR Technology, **NVIDIA Corporation**

**Susan Youngblood**, (former) Chief People Officer, **Ascendion and Collabera**

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

3:50 – 4:00 pm ET

### **Conference Wrap-Up, Insights and Closing Remarks**

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