7th Annual Employee Engagement & Experience CONFERENCE
Redefining Connectedness and Purpose
VIRTUAL EVENT
September 09 – 10, 2021
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DAY TWO  
Friday, September 10th, 2021  
Re-Defining Organizational Purpose and The Impact on Employee Engagement

11:45 – 11:50 am ET  
**Opening Remarks**  
David Dye, Ph.D., Program Director, The Conference Board

11:50 am – 12:30 pm ET  
**TCB Research: Reshaping Employee Experience and Organizational Culture: Lessons from the Tumultuous Events of 2020 and 2021**  
The interrelated crises that began in 2020 are not over yet and there will inevitably be further crises in the coming years, whether from other health-related pandemics, geopolitical instability, natural disasters exacerbated by climate change, or other forces. Based on our qualitative and quantitative research, we predict that the organizations that sustain a focus on trusting employees with flexibility, providing transparent communication, demonstrating genuine care for employees, sustaining inclusion, being agile to respond to opportunities, and reaffirming organizational purpose will be the ones that thrive in the face of future adversity.

Robin Erickson, Ph.D., Principal Researcher, The Conference Board

12:30 – 12:40 pm ET  
**Break**

12:40 – 1:15 pm ET  
**Networking Breakout**

1:15 – 1:20 pm ET  
**Break**

1:20 – 2:00 pm ET  
**Panel: Organizational Purpose: The Big Comeback and How Companies are Using it to Enhance Engagement and Talent Management**  
Corporate purpose has made a big comeback as one of the most important leadership models of the 21st century. Over the last 18 crisis-filled months, organizations have used the opportunity to re-define and re-invest in their corporate purpose. Workforces of today want their employer to stand for something - that goes above and beyond a stated business mission – something that allows employees to feel more connected to their customers, communities, and society at large. Our panel will discuss their purpose redesign efforts, how they are evolving, and the impact on talent management – recruiting, engagement, and retention.

Camille Pierce, Chief Culture Officer, Campbell Soup Co.

2:00 – 2:05 pm ET  
**Break**

2:05 – 2:40 pm ET  
**NEOM: Designing A Future Society with Purpose**  
NEOM is a new vision of what the future could be. It's an attempt to do something that's never been done before and it's coming at a time when the world needs fresh thinking and new solutions. Put simply, NEOM will not only be a destination, but a home for people who dream big and who want to be part of building a new model for sustainable living. A city of a million residents that preserves 95% of nature, with zero cars, zero streets, and zero carbon emissions. In this conversation, we will discuss and elevate “corporate purpose” to society and life.

Janamitra Devan, Chief Strategy Officer, NEOM

2:40 – 2:45 pm ET  
**Closing Remarks**  
David Dye, Ph.D., Program Director, The Conference Board

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