



The 2010

# Communicating Employee Benefits Workshops

Strategies to Maximize Communication Effectiveness



## **Strategic Employee Benefits Communication:**

### **Creating a Blueprint to Move from Understanding to Action**

June 17, 2010—The Conference Board Conference Center, New York, NY

June 24, 2010—Renaissance Blackstone Chicago, Chicago, IL

## **Executing the Strategy:**

### **Leveraging the Best of Web 2.0 and Other Media to Optimize Results**

June 18, 2010—The Conference Board Conference Center, New York, NY

June 25, 2010—Renaissance Blackstone Chicago, Chicago, IL

## Day One

### Strategic HR and Employee Benefits Communication: Creating a Blueprint to Move from Understanding to Action

June 17, 2010 – New York

June 24, 2010 – Chicago

With increased complexity in the employment arena—budget cuts and bankruptcy threats, reorganizations, changes in benefit and compensation programs, and a trend toward greater “empowerment” in the workforce—the role of communication has never been more critical. Whether your **objective** is:

- Enhancing productivity,
- Motivating good health and financial well-being,
- Increasing appreciation for the total benefits package, or
- Creating a culture of shared responsibility,  
you need *strategic communication* to achieve it.

During this workshop, senior benefits and communication executives will show you how to:

- Prioritize your communication activities and avoid information overload
- Use communication to persuade, motivate, and inspire real behavior change
- Build trust and reinforce your business objectives

## Day Two

### Executing the Strategy: Leveraging the Best of Web 2.0 and Other Media to Optimize Results

June 18, 2010 – New York

June 25, 2010 – Chicago

Even the most well-designed benefits program, compensation plan, or human resources initiative will fail if it's not well communicated. Flawless execution of any communication strategy requires keen focus on medium and timing. Technology can be the engine to drive which messages go to what audiences, in what method, at what time, and how successfully. However, there are several factors, including data availability, technology readiness, system requirements, and employee access that influence the role of online delivery. During this workshop, experienced communication and technology professionals will give you new insights into:

- Developing a robust communication work plan
- Managing employee information needs and supporting choices
- Using your company portal and other online vehicles to achieve your communication objectives

Thursday, June 17, 2010 – *New York*

Thursday, June 24, 2010 – *Chicago*

## Strategic Employee Benefits Communication: Creating a Blueprint to Move from Understanding to Action

Welcome and Introduction 8:45–9 am

Lee Hornick, Program Director, **The Conference Board**

## Informed Participation: A New Way of Engaging Employees in Your HR Programs

A 9–9:45 am

Employees are increasingly being asked to take greater responsibility for making choices that maximize their personal benefits. Shared responsibility and mutual accountability have become the new contract between employer and employee, requiring a new way to engage employees.

- You will learn how to extend consumerism beyond health care to include employee engagement in career and wealth programs. You'll also learn how to assess your organization's current and desired position, balancing your preferred level of involvement and employees' preferences.
- Speakers will highlight the communication practices and infrastructure required to successfully execute a consumerism strategy.

Bob Carr, Principal, NY Metro Region Communication Practice Leader, **Buck Consultants**

Michelle Keefe, Director, Communication Practice Leader, **Buck Consultants**

## Benefits Communications: Mobilizing Employees to Action!

B 9:45–10:30 am

Since consumer directed health programs became popular, benefits communications have focused on education—what CDHPs are and how they work. Now, communications strategies focus on a call to action by highlighting consumerism, wellness and prevention as critical factors to managing cost while reinforcing awareness of Total Rewards. This requires a multi-faceted, communications strategy that effectively integrates health and wellness and employee benefits communication objectives within the Total Rewards framework. Benefits/HR Communicators need to be creative in engaging employees representing multiple generations to take action and achieve measurable results.

Rick Keshishian, Vice President, Benefits Education, **Prudential Financial**

*New York*

Peter Prince, Director, **Global Communications**

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Networking Break 10:30–10:45 am

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Call Customer Service at 212 339 0345

## The New Workforce:

### Communicating Your HR Programs When One Size Does Not Fit All

C 10:45–11:30 am

Beyond the differences in program eligibility and individuals' roles in the communication process, there exist other key differences that influence the success of your HR communication campaigns. In this session, we will address the age, gender, cultural, and socio-economic considerations that can significantly influence the outcomes of your communication efforts.

Patty Babler, U.S. Benefits Manager, **Cargill Incorporated**

Amy Finsand, Principal, Central Region Communication Leader, **Buck Consultants**

### There is a Wealth of Benefit Information That Needs to be Shared: Creating Messages That Cut Through the Clutter

D 11:30 am–12:15 pm

This session will focus on organizing the story and addressing what matters most to your audience by creating credible content. You will learn about creating content that answers the key questions that your employees will pose – What's happening?, Why is it happening?, and What does it mean for me?

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Networking Luncheon 12:15–1:15 pm

### Effective Strategies: Building Your HR Communication Strategy Framework – A Working Group Session

E 1:15–2:15 pm

This working session will discuss how effective communication starts with a thorough understanding of your objectives and thoughtful planning. You will develop a proactive and in-depth communication strategy that focuses on achieving results.

Betsy Woods Brooks, Principal, Communication Practice Leader, **Buck Consultants**

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Networking Break 2:15–2:30 pm

### Building Awareness of Your HR Plans and Programs: Your Brand Can Make the Difference

F 2:30–3:15 pm

Understanding how to establish a theme and represent it graphically can significantly influence your employee's awareness and engagement. Learn tools and methods to develop and apply the compelling words and graphics needed to market your plans and programs across an array of media.

### Health Care Communication in Action: Creating a Healthy and Productive Workforce

G 3:15–4 pm

Featuring a case study of a company that is building a culture of health; you will learn from A to Z how this type of initiative moves from concept to culture.

*Chicago*

Sharon Wamble-King, Vice President, Corporate Communications,

**Blue Cross Blue Shield of Florida**



## Effectively Communicating Your HR Programs in These Uncertain Times: What Works Now

H 4–5 pm

This session will focus on how you can craft your communications to meet your immediate HR needs. You will learn how to leverage these efforts to help meet your longer term compensation, benefit, retention, and recruitment needs.

**Friday, June 18, 2010 – *New York***

**Friday, June 25, 2010 – *Chicago***

## Executing the Strategy: Leveraging the Best of Web 2.0 and Other Media to Optimize Results

Welcome and Introduction 8:45–9 am

Lee Hornick, Program Director, **The Conference Board**

## Today's Tools for HR Program Promotion: Building Momentum and Visibility through Social Media

A 9–10 am

This session will focus on facilitating the use of social media in your organization. Learn how to derive the greatest value from social media's organic growth.

*New York*

Sherry Thodt, Vice President, Retirement & Benefit Plans, **TD Bank Financial Group**

## Are Your Benefit Programs Green? Creating Sustainable Communications

B 10–11 am

This session will feature the growing use of e-brochures, tutorials, CD-Rom, and other online media to support the use of less paper. You'll learn about an innovative Web resource that can help your organization "go green".

Bob Carr, Principal, NY Metro Region Communication Practice Leader, **Buck Consultants**  
Michelle Keefe, Director, Communication Practice Leader, **Buck Consultants**

Call Customer Service at 212 339 0345

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Networking Refreshment Break 11–11:15 am

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## Finding the Right Mix: Delivering an Integrated Benefits Communication Campaign

C 11:15 am–12 noon

Learn how to ensure that your communication campaigns include the right mix of print, online, and in person communication media. And learn how to stage communications to best manage employee response to HR program change.

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Networking Luncheon 12:15–1:15 pm

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## Personalizing Your HR Programs: Making It Real (Personal): A Working Group Session

D 1:15–2:15 pm

Real world examples of the use of data and interactive decision-making tools are discussed. You will learn how to more effectively communicate your plans and programs using greater personalization of information and supporting better informed employee choice.

Scot Marcotte, Principal, Technology Solutions Leader, **Buck Consultants**

## Using Modern HR Communications Methods While Also Protecting Your Organization: Tackling the Legal and Privacy Aspects of Data and Technology

E 2:15–3 pm

This session will focus on communicating your HR programs successfully and safely. You will learn what your organization needs to protect and how to do so within today's preferred technology-based delivery channels.

*Chicago*

Jennifer Bichsel, Vice President, U.S. Benefits, **Ceridian**

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Networking Refreshment Break 3–3:15 pm

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## Proving The Benefit Communication Campaign Succeeded: Measuring Success and Influence using Metrics and Analytics

F 3:15–4 pm

Learn how you can prove your HR communication campaign was a success and position HR for funding of the next key communication initiative. Find out which metrics and analytics need to be established and assessed to assure that your campaign is designed for success and proven successful.

# The 2010 Communicating Employee Benefits Workshops

Strategies to Maximize Communication Effectiveness

June 17–18, 2010, The Conference Board Conference Center,  
New York, NY

June 24–25, 2010, Renaissance Blackstone Chicago, Chicago, IL

## Registration Information

### Online

[www.conference-board.org/employeebenefits](http://www.conference-board.org/employeebenefits)

### Email

[customer.service@conference-board.org](mailto:customer.service@conference-board.org)

### Phone

212 339 0345

8:30 am to 5:30 pm ET Monday through Friday

### Day One

June 17, 2010 (959010-1)

The Conference Board Conference Center  
New York, NY

June 24, 2010 (964010-1)

Renaissance Blackstone Chicago, Chicago, IL

### Day Two

June 18, 2010 (960010-1)

The Conference Board Conference Center,  
New York, NY

June 25, 2010 (965010-1)

Renaissance Blackstone Chicago, Chicago, IL

## Price Per Workshop

Associates \$1,095      Non-Associates \$1,245

## Both Workshops

Save 10% when you register for both workshops

Associates \$1,971      Non-Associates \$2,241

## Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

## Team Discounts per person

For a team of three or more registering *from the same company at the same time*, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined.

## Hotel Accommodations

Fees do not include hotel accommodations. Please contact Customer Service for a listing of local **New York** hotels. In **Chicago**, contact the hotel directly for discounted reservations, no later than the cut-off date and mention The Conference Board Communicating Employee Benefits Workshops.

Chicago Hotel Discount Cut-off Date:  
Thursday, June 3, 2010

### The Conference Board Conference Center

845 Third Avenue, 3rd Floor  
(Between 51st and 52nd streets)  
New York, NY 10022  
Tel 212 339 0345

### Renaissance Blackstone Chicago

636 South Michigan Avenue  
Chicago, IL 60605  
Tel 312 447 0955



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