



The 2011

Communicating Employee Benefits Seminars

Overcoming Today's Workplace Challenges –
Both Online and Offline

June 21–22, 2011 – The Conference Board Conference Center, New York, NY

June 28–29, 2011 – The Blackstone by Renaissance, Chicago, IL



Day 1: Employee Benefits Communication Strategy: Engaging Your Workforce in New and Different Ways

- Meet individual employee needs through flexible communication channels
- Align your initiatives with a changing workforce

Day 2: Employee Benefits in a Web 2.0 World: Collaborating with Employees Using Social Media Tools

- Win employee trust and support through effective conversation online
- Communicate workplace knowledge to employees

Benefits of attending

Day 1: Employee Benefits Communication Strategy: Engaging Your Workforce in New and Different Ways

- Ensure employees understand and value their benefits
- Provide flexibility to meet individual employee needs
- Align your initiatives with a changing workforce
- Adapt employee benefits to your corporate culture
- Maximize the performance of your strategy

Day 2: Employee Benefits in a Web 2.0 World: Collaborating with Employees Using Social Media Tools

- Influence and collaborate with your employees
- Win employee trust and support through effective conversation online
- Eliminate confusion and improve turnaround
- Reduce your organization's costs
- Develop new opportunities with social media
- Communicate workplace knowledge to employees

Who should attend

Senior human resources, communications, benefits and technology professionals

Partial listing of past attendees of the Communicating Employee Benefits Seminars

Abbott Laboratories	Morgan Stanley
Aetna Inc.	National Grid
American University	Nationwide Insurance
Aon Hewitt	Pepco Holdings, Inc.
Berkeley College	Prudential Financial
Chevron Corporation	Red Hat
ConAgra Foods Inc.	Starwood Hotels & Resorts Worldwide, Inc
General Electric Company	TD Ameritrade
Healthways, Inc.	The Coca-Cola Company
Hess Corporation	The McGraw-Hill Companies
Humana, Inc.	UnitedHealthcare
J.P. Morgan Chase & Co.	Verizon Wireless
Marriott International	Walt Disney Company
McDonald's Corporation	Winn-Dixie Stores, Inc.
Mercer Inc.	Xerox Corporation
MetLife, Inc.	

Day 1: Employee Benefits Communication Strategy: Engaging Your Workforce in New and Different Ways

Tuesday, June 21, 2011 – *New York*

Tuesday, June 28, 2011 – *Chicago*

REGISTRATION AND CONTINENTAL BREAKFAST 8:15–8:45 AM

WELCOME AND INTRODUCTION 8:45–9 AM

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

A 9–10 AM

Influencing Employee Decision-making

With the shift to consumer-directed health plans, incentives to drive program participation and behavior and an increasing array of choices, today's employees have more responsibility than earlier generations for their own health and well-being. This means benefit communicators have a more pivotal role than ever before in helping employees get the most mileage from their benefits and coaching them on using available tools and resources. Learn how Safeway, one of the nation's largest retailers, has influenced employee decision-making through an effective mix of traditional and technology-based communication tactics.

New York and Chicago

Shawn Leavitt, Vice President, Benefits, **Safeway, Inc.**

Lori Block, Principal - Talent and HR Solutions, **Buck Consultants**

B 10–11 AM

Ensuring Employees Understand and Value Their Benefits

Your organization invests a lot of money and manpower in benefit programs. Do your employees understand the “what's in it for me” and how their coverage protects them today and provides security for the future? Do they appreciate the dollars the company spends on their benefits – as well as other components of their total compensation? Learn how Corning has engaged their employees in benefits communication and increased their accountability for benefit-related decisions.

New York and Chicago

Tina Trunzo, Communications Manager, Human Resources, **Corning, Inc.**

NETWORKING REFRESHMENT BREAK 11–11:15 AM

C 11:15 AM–12:15 PM

Developing Measurable Communication Objectives that Support Your Business

What are your organization's benefit programs intended to achieve? Is your goal to:

- Drive participation in certain plans?
- Increase employee awareness of the value of their benefits?
- Get employees to make healthy and cost-effective choices when it comes to medical care?

Whatever the goals, your communication campaigns can help you achieve them when you take the time to define your objectives and build in measures. Hear how Cargill has used communication to meet company objectives through effective messages and campaigns.

Call Customer Service at 212 339 0345

New York and Chicago

Jeni McGill, Senior Benefits Consultant, **Cargill, Inc.**

Beth Hilden, Senior Consultant, **Buck Consultants**

NETWORKING LUNCHEON 12:15–1:15 PM

D 1:15–2:15 PM

Effective Strategies: Building Your HR Communication Strategy Framework – a Working Session

Buck's experts will lead you through the hands-on development of a working communication strategy. You'll receive materials that guide you through each step of the process – and serve as ongoing reference tools.

New York

Robert Carr, Principal, NY Metro Region Communications, **Buck Consultants**

Elizabeth Marshall Walp, Senior Consultant, **Buck Consultants**

Chicago

Amy Finsand, Principal, **Buck Consultants**

Kathleen Callahan, Senior Consultant, **Buck Consultants**

NETWORKING REFRESHMENT BREAK 2:15–2:30 PM

E 2:30–3:15 PM

Gaining Trust through Communication

With massive layoffs, executive misdeeds and reduced pay and bonuses, many employees have lost trust in their organizations and the people who run them. How can you ensure your employees trust you as their employer – and become motivated contributors to your team? Listen to these organizations' stories of internal communication and building trust with employees.

New York

Stephanie Stephenson, Assistant Vice President, Compensation & Benefits

The Pulse, The HR & Recruiting Experts, Quicken Loans

Chicago

Nate Butki, Vice President, Training and Development

Great Place to Work Institute, Inc.

F 3:15–4 PM

Improving Benefits Satisfaction through Communication

You've heard it before – perception is reality. Make sure your employees' perception of their benefits matches the value these benefits provide. Your speaker will share proven communication strategies for increasing your employees' level of satisfaction while helping them lead healthier lives.

New York

Erin Moran, Senior Vice President, Client Services and People

Great Place to Work Institute, Inc.

Chicago

Terry Mencil, Director, Marketing and Communications, **ELCA Board of Pensions**

G 4-4:45 PM

Reinforcing Your Company's Commitment through Recognition and Education

Benefit communications can be powerful vehicles not only for describing benefits, but also for emphasizing your organization's commitment to employees. Hear how Sodexo reinforces the commitment it made to its employees by using benefits communications as educational tools.

New York and Chicago

Lynne Adame, Senior Director, Communications, **Sodexo**

Marianne Marseglia, Communications Manager, **Sodexo**

Day 2: Employee Benefits in a Web 2.0 World: Collaborating with Employees Using Social Media Tools

Wednesday, June 22, 2011 – New York

Wednesday, June 29, 2011 – Chicago

REGISTRATION AND CONTINENTAL BREAKFAST 8:30-9 AM

WELCOME AND INTRODUCTION 9-9:15 AM

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

A 9:15-10 AM

Employees as Benefits Consumers:

A Marketing-based Approach to Engagement

As employers, we have access to a wealth of data on our employees. Everything from demographic data, to past benefits-buying behaviors, to utilization data is available at our fingertips. How can we mine that data to help employees become educated benefits consumers? How can we drive ideal benefits behaviors – without compromising employees trust? In this session we'll explore these structural and ethical questions, along with the ROI opportunities this approach can provide.

New York and Chicago

Scot Marcotte, Managing Director, Talent and HR Solutions, **Buck Consultants**

B 10-10:45 AM

Changing the Game: Diversity, Inclusion and Engagement

Ethnicity is the number one predictor of health and wealth behaviors, followed by gender. Traditional "one size fits all" approaches have been marginally successful – especially among diverse audiences. However, micro-segmentation, advocacy, glearning and social games have cut across the diversity spectrum and created a more inclusive workforce. From celebrating the 100th anniversary of International Women's Day with financial empowerment events to creating a massively significant alternate reality game on career, about health and wealth, learn from Fredericks of Hollywood.

New York and Chicago

Linda LoRe, CEO & President, **Fredericks of Hollywood**

Lisa Horuczi Markus, Director, **Buck Consultants**

NETWORKING REFRESHMENT BREAK 10:45-11:15 AM

Call Customer Service at 212 339 0345

C 11:15 AM–NOON

Using Social Media to Communicate Benefits

Social media can be a powerful tool – as evidenced by over 500 million Facebook users and over 50 million tweets a day. But how can social media serve a practical purpose to communicate benefits? Find out how Heinz introduced a new mobile benefits app to employees that includes a powerful social networking feature.

New York and Chicago

Donna J. Frisch, Group Leader, Health and Wellness Plans, **H.J. Heinz Company**
Michele Silverman, Director, **Buck Consultants**

NETWORKING LUNCHEON 12:15–1:15 PM

D 1:15–2:15 PM

Benefits Issues and Resolution – a Working Session

Issues hit us in the workplace every day. Indeed, there is never a dull moment for benefits, communications, or HR technology professionals. In this working session, you and your team members will receive a “benefits issue” and will be instructed to craft a communication resolution to the challenge, after which Buck’s strategists will evaluate the approaches.

New York and Chicago

Lori Block, Principal, Talent and HR Solutions, **Buck Consultants**

NETWORKING REFRESHMENT BREAK 2:15–2:30 PM

E 2:30–3:15 PM

Using Real-time Communication to Improve Results

Just because everyone says you need to be on Twitter, LinkedIn and Facebook doesn’t mean those are the best choices for your company. By having a goal, setting out a strategy, and listening to your employees, you can find the right places and the right tools to connect with those employees. In many industries, connecting on blogs and discussion forums may be more effective than spending time on Facebook and Twitter. During this session, you will discover how to use the various social media channels to improve results.

New York

Becky Hall, Vice President, Health & Wellness, **Baylor Health Care System**

Chicago

Leia Spoor, Wellness Manager, **Baylor Healthcare System**

F 3:15–4 PM

Social and Mobile: Reaching your Employees in Ways They Use Outside of Work

Choose metrics that will give you and your company’s leadership concrete evidence that your benefits communication has succeeded. Understanding how outcomes from social media efforts tie to benefits communication results is critical when planning social media strategy. Taking the time to think about what specific outcomes need to be generated can lend real clarity when planning social media tactics, and can help you set up your social media program for success. During this session, you will learn how to focus your organization’s efforts in social networks.

New York and Chicago

Terry Pulliam, Director, International Communications, Channels & Technology
Sprint Nextel

Presentations

Available online in advance of the conference

Registration Information

Online www.conferenceboard.org/employeebenefits2

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

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959011-2 – New York / 964011-2 – Chicago

Day 2: Employee Benefits in a Web 2.0 World:

Collaborating with Employees Using Social Media Tools

960011-2 – New York / 965011-2 – Chicago

Price Per Day

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

Both Workshops

Save 10% when you register for both seminars

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

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations in Chicago, contact the hotel directly no later than the cut-off date and mention **The Conference Board Communicating Employee Benefits Seminars**.

New York

The Conference Board Conference Center
845 Third Avenue
(Between 51st and 52nd Streets), 3rd Floor
New York, NY 10022
Tel 212 339 0345

Call customer service at 212 339 0345 for a listing of local hotels.

Chicago

The Blackstone by Renaissance
636 South Michigan Ave
Chicago, IL 60605
Tel 312 447 0955

Hotel Reservations Cut-off Date
June 6, 2011

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.



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Promotion Code