Do you know how your employees are doing? You should.

The 2015 **Strategic Human Resources Communication and Social Media WORKSHOPS**

**Managing and Leveraging Workplace Communication for Maximum Effectiveness**

*December 3-4, 2015*

The Conference Board Conference Center
New York, NY

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**Strategic Human Resources Communication Planning and Execution: Gaining New Insights and Strategies for Your Changing Workplace**

*Thursday, December 3, 2015*

**Social Media in the Workplace: Managing the Benefits and Risks of Social Media**

*Friday, December 4, 2015*

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**REGISTER BY OCTOBER 24TH FOR $100 SAVINGS!**
Agenda

Strategic Human Resources Communication Planning and Execution: Gaining New Insights and Strategies for Your Changing Workplace
Day 1: Thursday, December 3, 2015

Welcome and Introduction: 8:45 – 9:00 am
Lee Hornick, Program Director, The Conference Board

Session A: 9:00 – 9:45 am
Communicating Change with High Employee Resistance
When you communicate a large change (merger, restructure, outsourcing, benefit reduction), you need to ask your questions two questions:
1. Will employees strongly resist this change?
2. Do employees have the power to remove or delay the benefits of the change?
If you answer “yes” to both these questions, then the usual communication campaign will fail:
• emails
• brochures
• town hall meetings
Not only will this communication fail. It can positively hurt you. During this session, you will learn how to communicate big change in the face of high employee resistance.
Dr. TJ Larkin, Partner, Larkin Communication Consulting
Author, Communicating Change: Winning Employee Support for New Business Goals

Session B: 9:45 – 10:30 am
Culture and Engagement: Sustaining Employee Engagement
In an era of heightened corporate transparency, greater workforce mobility, and severe skills shortages, culture, engagement, and retention have emerged as top issues for business leaders. During this session, you will learn how to create a communication strategy that delivers results.
Douglas Rozman, Senior Vice President, Head of Communications, HSBC

Refreshment Break: 10:30 – 10:45 am

Session C: 10:45 am – 11:30 am
Teach Your Workforce to Embrace Accountability
“Accountability” is often seen as punitive, but there’s a positive side to accountability that can empower your workforce and drive significant business results. Using the principles taught by Partners in Leadership, Daymon Worldwide has trained all of its full-time employees to embrace a culture of accountability and step up to deliver better business results. Corporate HR and Corporate Communications are partnering to sustain the change effort. Participants will learn:
• The key elements of an accountable culture
• The importance of feedback, storytelling and recognition
• How to saturate your communications to support culture change
Matt Broder, Vice President, Corporate Communications, Daymon Worldwide

Session D: 11:30 am – 12:15 pm
Influencing Attitudes and Behaviors in the Workplace
Employees tend to drift when they are unsure or confused about how they ought to be operating. The energy that goes into coping with, and repeatedly debating, incompatible values takes its toll on both personal effectiveness and organizational productivity. During this session, you will discover how to:
• Grow strong feelings of personal effectiveness
• Facilitate consensus about key organizational goals
• Encourage ethical behavior
• Promote pride in the organization
Susan Goodsell, Manager, Employee Communications, Aflac

Networking Lunch: 12:15 - 1:15 pm

Session E: 1:15 – 2:15 pm
Working Group: Human Resources Communication Planning
A new business paradigm is emerging that requires new HR communication strategies and solutions. To meet the challenge, we need to restore trust in the workplace, shape attitudes and beliefs of your workforce and adapt more effectively to new technologies. During this working group session, a facilitator assists you in creating effective HR communication programs.

Networking Break: 2:15 – 2:30 pm

Session F: 2:30 – 3:15 pm
HR Strategy and Communications Planning
This transformation is changing the very structure of human resources. Creating a team of passionate HR business partners and strategic executives who understand all facets of the business and it’s marketplace can help to guide and influence corporate strategy, and develop a high performance workforce that is more competitive, productive and efficient. But first HR roles and responsibilities must change – and the way we deliver HR to the business must change as well. During this session, you will hear how Sodexo has reshaped their HR communication to reach a decentralized workforce.
Gerri Mason Hall, Senior Vice President and Chief Human Resources Officer, Sodexo

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Session G: 3:15 – 4:00 pm

**Communicating Effectively to Employees**

As customer, shareholder and regulatory demands increase, it's easy for employees to lose focus and become disengaged. Naturally, this can hinder performance, which is the foundation of excellent execution. Keeping employees fully engaged starts with communication—setting expectations, being fully transparent about shifts in the business environment that mandate change and, finally, implementing new programs that inspire high performance. In this session, you'll learn how one financial industry player has fully embedded communication into its People Strategy to maintain a motivated and committed workforce, even while undergoing an integration and restructure across the Americas.

Karen L. Johnson, Director, HR Communications Manager, Human Resources, MUFG Union Bank. N.A.

Session H: 4:15 – 5:00 pm

**A New Era for HR Communications: an Intel Case Study**

HR has never been more necessary. The competitive forces that managers face today and will continue to confront in the future demand organizational excellence. The efforts to achieve such excellence—through a focus on learning, quality, teamwork, and reengineering—are driven by the way organizations get things done and how they treat their people. Those are fundamental HR issues. Achieving organizational excellence must be the work of HR. During this session, you will discover how the Intel Corporation is communicating to their employees.

Jackie Schmidt, HR Communications, Intel Corporation

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**Social Media in the Workplace: Managing the Benefits and Risks of Social Media**

Day 2: Friday, December 4, 2015

Welcome and Introduction: 8:45 – 9:00 am

Lee Hornick, Program Director, The Conference Board

Session A: 9:00 – 9:45 am

**Developing a Meaningful HR Social Media Strategy**

As an HR professional, you are uniquely positioned to help your company redefine the workplace, lower recruitment costs and create a social media friendly culture that leverages powerful social media networks and tools. During this session, you will receive the tools and the roadmap you need to move forward.

Session B: 9:45 – 10:30 am

**From Cautious Candidate to Advocating Employee: Building Trust with Social Media**

During the recruitment process, potential employees will likely head to your company’s social media platforms to learn more about your business and its core values. It’s imperative to position your company in a manner that will take candidates from being merely interested in a role with you to feeling a sense of trust and loyalty to your company. During this session, you’ll learn how to utilize social media in order to attract the right candidates and allow them the opportunity to build confidence in your organization from the start. Topics to be covered include:

- Showcasing authentic content that highlights your company’s values and opportunities
- Utilizing techniques to highlight diversity and inclusion
- Engaging with users to establish immediate relationships
- Activating existing employees, interns and partners to become advocates on behalf of your company

Lisa Smith-Strother, Director, Head of Global Employer Branding, Diversity TA, and Social/Digital Careers Channels, Ericsson

Networking Break: 10:30-10:45 am

Session C: 10:45 – 11:30 am

**The Impact of Social Media Use in the Workplace**

Inappropriate social media use by employees can pose some serious risks for both employees and employers, not just in terms of termination and potential legal liability, but also in terms of reputations in the relevant community. As our society becomes more accustomed to the use of social media in the workplace, it is crucial for both employees and employers to understand what actions could lead to liability and the issues associated with disciplining an employee for improper social media use. During this session, you will learn how to manage the challenges of using social media in the workplace. For example:

- **Discrimination/Hostile Work Environment claims** - Employee posting of inappropriate statements about co-workers, supervisors or customers (sexual innuendos, discriminatory remarks, racial slurs, etc.).
- **Disclosure of Confidential Information** - Unauthorized posting of proprietary and/or confidential information by employee(s).
- **Defamation** - Employee posting of workplace rumors, gossip or other false and/or offensive statements about co-workers, supervisors, clients or vendors.
- **Federal Trade Commission Violations** - There may be liability when employees endorse their employer's products or services online without previously disclosing the nature of their employment relationship.
- **Child Pornography** - Federal and state evidence preservation issues may arise when employees visit sites which contain child pornography.
- **Robert E. Fravel Jr. Esq.**, Pennsylvania Attorney that has special insights on how to deal with the risks of using social media channels in the workplace.

Session D: 11:30 am – 12:15 pm

**A No-Holds-Barred Rethink on Talent to Drive Your Business Strategy**

The world of work is changing and business innovation continues to dramatically outpace talent innovation. Global megatrends are reshaping businesses and will impact the future of work. Demographic shifts and technological breakthroughs have caused companies to better address the needs of a multi-generational workforce, aligning talent strategy to changing business models. Empowering talent is more important than ever. Savvy organizations realize the connectedness of employees is directly tied to the speed with which they interact and the value of the innovation they produce. The line between work and social has blurred. A new generation of workers expects...
real-time, social, mobile, automated business tools and processes. Smart business leaders are changing the game with their talent strategy by identifying critical skills they will need to achieve their company’s ambitions, and developing innovative ways to grow or acquire the talent necessary to execute their vision. Mary Lyons, PwC Talent Innovation Leader, will address what the workforce of the future will look and act like, how they’ll be motivated in order to make innovation habitual, and how innovative organizations use social media to enhance the ways in which their employees work, learn, communicate and lead. By strategically and culturally aligning talent operations, your organization can reset for a talent-led breakthrough.

Mary Lyons, Talent Innovation Leader, People and Organization, PwC

Networking Lunch 12:15 – 1:15 pm

Session E: 1:30 – 2:30 pm

Interactive Working Group: Leveraging Social Media in the Workplace
Social media not only improves employee retention through better employee engagement, it also delivers quality candidates at a fraction of the cost. It ensures you communicate your employer brand in the right places. During this working group, a facilitator will assist the group in creating a HR social media strategy.

Networking Break: 2:30 – 2:45 pm

Session F: 2:45 – 3:30 pm

Engaging Employees Using Social Media
Social media has reshaped how individuals communicate and engage with brands. For companies, social media has become a tool for connecting with customers in the same way the telephone or email allows us to connect. Organizations who allow employees to amplify brand messages through social media see increased connection to the company strategy. During this session you will discover how social media can be improve employee engagement. The session will cover:

- Training and activating employees to participate in social
- Improving recruiting through social media activity
- Ways to engage interns and new employees
- Reward and recognition programs to encourage participation

Amy Heiss, Global Program Manager for Social Media and Communities, Dell

Session G: 3:30 – 4:15 pm

The Social Organization: Improving Effectiveness through Media
In today’s corporate environment of information overload, communication methods and strategies often lack a differentiation factor, or “secret sauce” that inspires action. This session will reveal the Fear of Missing Out, or FOMO, as the secret sauce. During the session we will explore why and how FOMO is a powerful communication strategy. Topics include:

- An overview of today’s communication landscape
- FOMO and its universal qualities
- The value in making communications exclusive, rare, or costly
- How to be more in control by creating filters

Sarah Vassy, Senior Manager, Deloitte Consulting LLP
REGISTRATION INFORMATION

Online  www.conferenceboard.org/hrcomm
Email   customer.service@conferenceboard.org
Phone   212.339.0345  8:30 AM – 5:30 PM ET, Monday – Friday

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Fees do not include hotel accommodations.

Location
The Conference Board Conference Center
845 Third Avenue (Between 51st and 52nd St), 3rd Floor
New York, NY 10022
Customer Service 212.339.0345

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 $150 off each person’s registration. One discount per registration. Multiple discounts may not be combined.