



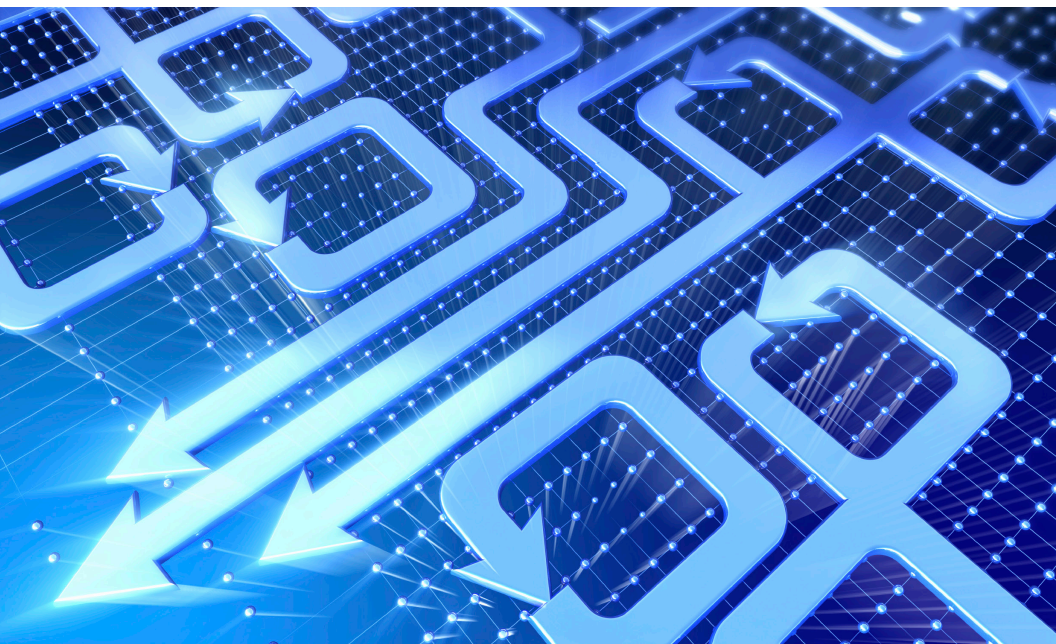
The 2014

# Human Resources Communication and Social Media Workshops:

New Era in Workplace Dynamics and Engagement

January 16-17, 2014

The Conference Board Conference Center, New York, NY



January 16, 2014

Strategic Human Resources Communication Planning and Execution:  
Achieving Improved Results

January 17, 2014

Social Media in the Workplace: Unleashing the Power of Social Media

Effective communication and collaboration helps companies attract prospective hires, establish numbers-driven performance reviews, give employees a sense of how they can grow their careers, and so on. And, rapid advances in the way people engage with one another has shed new light on the subject. Today's employee is one of a connected, social world. The ease by which staff can now connect with one another via social-networking tools like Twitter and Facebook has brought similar expectations to the tools they use in the workplace.

During these highly interactive workshops you will learn new ways to:

- Improve Human Resources Communication in the Age of Change
- Communicate Effectively Throughout the Organization
- Sustain Employee Engagement
- Adapt and Adjust to the New Business Realities
- Manage and Leverage Social Media in the Workplace
- Harness Social Tools to Transform HR
- Measure the Effectiveness of Your Strategy

### Who should attend

If you are responsible for human resources or employee communication and manage your intranet and social media, these workshops are for you. Bring your toughest problems and see how our panel of experts would solve them. You'll be in the company of other human resources and employee communication executives. I urge you to review the agendas and sign up today.

## Take our insights with you!

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View the catalogue and order at [www.conferenceboard.org/dvd](http://www.conferenceboard.org/dvd)  
(The Best of DVD series does not include footage from this conference)

**Thursday, January 16, 2014**

## **Strategic Human Resources Communication Planning and Execution: Achieving Improved Results**

REGISTRATION AND CONTINENTAL BREAKFAST 8 – 8:45 AM

WELCOME AND INTRODUCTIONS 8:45 – 9 AM

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

A 9 – 9:45 AM

### **Human Resources Communication in the Age of Change**

Rapid global change and product innovations are redefining the workplace. Success comes from a commitment to long-term partnerships with all your stakeholders. During this session, a senior executive reveals how your organization can make the most of new opportunities in a changing workplace, build a bold new vision for the future, and become a high-performance organization.

Caroline Stockdale, Senior Vice President, Human Resources, **Accretive Health**

B 9:45–10:30 AM

### **Communicating Effectively throughout the Organization**

Recognizing that communication is more important than ever, organizations have invested in new information technologies and raised the profile of their communication professionals. Despite these efforts, however, an array of factors continues to hinder effective communication in many companies. During this session, you will discover new ways to communicate throughout the organization.

Mark Schumann, Vice President, Marketing & Communications  
**Western Connecticut Health Network**

NETWORKING REFRESHMENT BREAK 10:30–10:45 AM

C 10:45–11:30 AM

### **Sustaining Employee Engagement**

When an organization creates the internal conditions that enable people to do their jobs effectively, drive high levels of employee engagement and energize the workforce, the combination can produce a significant performance lift. During this session, you will:

- Create employee engagement strategies to business success in the 21st Century.
- Increase the Employee Engagement level of direct reports and co-workers.
- Utilize praise effectively to reinforce desired behavior.
- Resolve work related conflict in a manner that maintains a positive work relationship.
- Empower direct reports and co-workers to make decisions on their own.

D 11:30 AM – 12:15 PM

### **Facilitating Culture Change at The Humane Society**

HSUS and IO Spark Communications collaborated in creating a uniquely Humane communication approach to facilitate change and spark organizational efficiency and effectiveness at the country's leading animal welfare and protection organization. By creating an HR framework for discussing change, developing new internal communication channels, driving brand engagement inside, and forging internal partnerships, HSUS leadership has been able to shift the culture in a relatively short period of time and prepare HSUS to take on new challenges and perform at a higher level in 2014.

**Call Customer Service at 212 339 0345**

You'll take away important lessons including:

- What makes for an effective change communication program
- Adapting strategies and tactics appropriate to your organization
- The importance of language, messaging, and framing
- How to effect big change with a small team and budget
- Finding metrics that matter and feedback that supports your change efforts

Angelo Ioffreda, chief engagement officer and founder, **io spark communications**  
Gail Berrigan, Director, Organizational Communications, **The HSUS**

NETWORKING LUNCHEON 12:15 – 1:15 PM

E 1:30 – 2:30 PM

### **Interactive Human Resources Communication Planning Working Group**

A human resources expert 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.

NETWORKING REFRESHMENT BREAK 2:30 – 2:45 PM

F 2:45 – 3:30 PM

### **Communicating Effectively to Employees**

Employees typically like to believe that their efforts contribute to something bigger than themselves. To help employees feel empowered and valued it is important to communicate both off line and online. During this session, you will learn how to engage employees in new and different ways.

G 3:30 – 4:15 PM

### **Adapting and Adjusting to the New Business Realities**

Restructurings, mergers, and acquisitions have changed the dynamics of the workplace. To build acceptance and understanding from employees you need to develop meaningful relationships. During this session, you will discover how to design, implement, and measure employee communication during organizational transitions. Topics to be covered include:

- Unlocking the potential of the workforce
- Influencing attitudes and behaviors
- Gaining credibility through merger communication
- New ways to create communication that drives change

H 4:15 – 5 PM

### **Emerging Trends in the Human Resources Communication Paradigm**

Sherri Hoff, Director, Global Benefits and HR Services, **McAfee**

**January 17, 2014**

## **Social Media in the Workplace: Unleashing the Power of Social Media**

WELCOME AND INTRODUCTIONS 8:45 – 9 AM

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

A 9 – 9:45 AM

### **Cross functional Innovations in Social Media**

The exploding growth of social media has significantly changed the way people communicate at home and at work. Not only have social media changed the way we communicate, but these applications present great opportunities for employee communication, recruiting, organizational learning and collaboration, and more. During this session, you will gain new insights into using social media in your organization.

B 9:45 – 10:30 AM

### **Make Internal Social Media a Real Game Changer, not another MySpace Flameout**

The emergence of the social, mobile, and networked age has given rise to a new set of technologies that allow you to harness the collective power of employees, stimulate innovation, improve results, and engage the entire enterprise. This session will cover:

- The new world of HR social technology
- Define the problems that social tools can help solve, and provide insight
- Suggestions to best leverage these tools in your organization.

Michael Rudnick, Principal Consultant, **Logical Design Solutions**

NETWORKING REFRESHMENT BREAK 10:30 – 10:45 AM

C 10:45 – 11:30 AM

### **Harnessing Social Tools to Transform HR**

Organizations are deriving tangible value from the use external social media. But using social inside the corporation is a very different story. Adoption of social - such as SharePoint, Yammer, Jive - have barely scratched the surface despite fairly widespread implementation. This session will cover what it really takes to realize true value from social inside the workplace - how to increase the odds of genuine, widespread success beyond the flashy veneer of a technology launch. You will learn how to:

- Couple a technical rollout with a credible, analysis-drive strategy and robust, integrated business and cultural change program.
- Create a social enterprise has remarkably little to do with technology, and everything to do with organization transformation.
- Enable innovation, improve communication, facilitate collaboration and increase productivity

Mary Ellen Kassotakis, Director, Organization & Talent Development Group, **Oracle**

## **Conference KeyNotes**

Registration includes this summary of conference highlights  
and a post-conference interactive webcast

D 11:30 AM – 12:15 PM

### **Mastering the Mindset of the Millennial Candidate**

The millennial generation is the first to grow up digital. That's why this new generation of candidates, who navigate the increasingly complex and fragmented digital environment with ease, is a challenge for many organizations. We'll examine insights gleaned from years of studying candidate behavior online and discuss how organizations can use this new media environment to their advantage and personalize their experience with this ever-changing talent pool.

Kassandra Barnes, Practice Leader, Research Strategy, **CareerBuilder**

NETWORKING LUNCHEON 12:15 – 1:15 PM

E 1:30 – 2:30 PM

### **Interactive Group Discussion: Building a Meaningful HR Social Media Strategy**

Issues hit us in the workplace every day. Indeed, there is never a dull moment for HR communicators. In this working session, you and your team members will receive insightful instructions into developing a solid social media strategy.

NETWORKING REFRESHMENT BREAK 2:30 – 2:45 PM

F 2:45 – 3:30 PM

### **Using Social Media to Drive Your Employment Brand**

In today's increasingly challenging environment, high competition for top candidates makes finding the best talent harder than ever. While organizations spend countless hours, financial resources and effort on social media tactics and job distribution, one of the best long-term strategies is to enhance the company's employment brand. During this session, you will discover how to shape your employment brand.

Leela Srinivasan, Director of Marketing, **LinkedIn Talent Solutions**

G 3:30 – 4:15 PM

### **The Social Organization: Improving Effectiveness through Social Media**

Employees tend to feel more engaged in the workplace if they feel informed and if they believe their opinions are heard. Social media can give employers a way to spread the word as well as a way to channel employee comments. During this session, you will learn new ways to improve effectiveness through social media.

Deb Iaquinto, Director, Global HR Communications, **Covidien**

## **Presentations**

Available online in advance of the conference



## Registration Information

**Online** [www.conferenceboard.org/hrcomm](http://www.conferenceboard.org/hrcomm)

**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)

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

## The 2014 Human Resources Communication and Social Media Workshops

The Conference Board Conference Center, New York

### Day One Workshop – January 16, 2014 (B12014-1)

Strategic Human Resources Communication Planning and Execution:  
Achieving Improved Results

### Day Two Workshop – January 17, 2014 (B13014-1)

Social Media in the Workplace: Unleashing the Power of Social Media

#### Registration per day

Associates **\$1,035**

Non-Associates **\$1,235**

#### Registration for both days

Associates **\$1,863**

Non-Associates **\$2,223**

Register for both days and receive a 10% discount.

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#### Hotel Accommodations

Fees do not include hotel accommodations. For a listing of local hotels, please contact customer service.

The Conference Board Conference Center  
845 Third Avenue, 3rd Floor  
(between 51st and 52nd Streets)  
New York, NY 10022

#### 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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Program subject to change. December 2013



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Promotion Code