Digital Transformation and Communication in the Changing Workplace

SEMINARS

Impacting Performance and Collaboration to Improve Business Results

January 28-29, 2016
The Conference Board Conference Center

www.conferenceboard.org/digitaltransformation
Agenda

Thursday, January 28, 2016
Day 1: HR Communication Leadership that Delivers Digital Transformation

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

Session A: 9:00 – 9:45 am
Creating and Managing a Digital Workforce
The digital workplace has a strong influence on stakeholder relationships for all companies. Deploying communications teams that can consistently tell the corporate story and connect it to audiences in relevant and authentic ways is an essential best practice. During this session, you will gain new insights and opportunities into:

- Harnessing the right skills to drive digital strategy inside your organization;
- Deploying newsroom energy and content within your organization;
- Using digital and social analytics to shape communications strategy;
- Building better relationships with stakeholders who are active within social media

Marc Johnson, Director, Digital Strategy, APCO Worldwide

Session B: 9:45 – 10:30 am
Digital Transformation – Bringing together People, Expertise, and Information
Setting employees up to succeed is easier when they know how to get to the information needed to do their work. Wouldn’t it be ideal to have a place where anyone in the company can go to find information, ask questions of experts, and share things they’ve learned? Our journey at Boeing started with this simple idea and has grown over time to become the foundation of our enterprise collaboration efforts. During this session you will hear about our company’s journey along with ideas about the future of work and technology.

- Tools that work
- Set your expectations appropriately
- Culture is key
- The power of collaboration

Erin Leary, IT End User Infrastructure – Collaboration Services Leader, The Boeing Company

Session C: 10:45 – 11:30 am
Collaborating Across the Organization
The business world is moving faster and becoming more global, more mobile, and more digitized, thanks in part to a new generation of tech-savvy employees. To make the most of these trends, organizations need to take a more strategic approach to how they design and organize the workplace. During this session, you will gain new insights when using digital communication strategies to collaborate across the organization

Meghan O’Brien McNamara, Director, Digital Workplace Transformation, Aetna

Session D: 11:30 am – 12:15 pm
Building Your Corporate Culture in a Digital Workplace
The digital workplace is evolving extremely fast. Leading in the digital workplace requires agility and the ability to engage employees in new and different ways. During this session, you will learn how to

- Successfully develop a strategic communication strategy
- Thrive with ongoing change and engage all employees
- Live the future workplace today and increase collaboration among employees

Mike Mitchell, Senior Director, Digital Services and Platforms, Cisco

Networking Lunch 12:15 – 1:15 pm

Session E: 1:15 – 2:15 pm
Working Group: From the Intranet to a Digital Workplace
While changes in work patterns and the workforce are occurring rapidly, changes in the workplace are taking place at a much slower pace. During this interactive session, you will discover the best way to communicate in a digital workplace.

Session F: 2:15 – 3:00 pm
Influencing Attitudes and Behaviors Within the Digital Workplace
It’s important to remember technology and people are closely connected, so aligning technology with a change to a more open, sharing culture is especially important. A digital workplace is one where technology adapts to employees way of working, not the other way round. During this session, you will learn how best to influence attitudes and behaviors of employees.

Janet Gleason, Director, Digital Workplace, Nielsen

Networking Break: 3:00 – 3:15 pm

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Session G: 3:15 – 4:00 pm  
**Delivering the Digital Workplace Experience**  
In response to this demand for rapid innovation, work has become more flexible, distributed and collaborative. During this session, you will see how to deliver your digital workplace experience to employees.  

**Alexis Levenson**, Senior Director, Enterprises Communications, Pfizer

Session H: 4:00 – 4:45 pm  
**Becoming a Digital Zen Master**  
Ready to put all this new knowledge into practice? Transforming your organization requires you to become a digital Zen Master, an experienced practitioner who can teach others the new way. This interactive session will focus on adopting a digital mindset and provide practice in communication skills that will help you become a digital virtuoso.  

**Alison Davis**, CEO, Davis & Company

Friday, January 29, 2016  
**Day 2: Improving Employee Engagement With Your Intranet and Social Media Channels**

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

Session A: 9:00 – 10:00 am  
**New Rules that Enable High Performance in the Digital Workplace**  
Creating a truly digital workplace is a significant challenge, but companies that begin this process today will acquire a clear advantage in productivity, innovation, collaboration, and overall employee satisfaction. During this session, you will discover new ways to improve organization performance within a digital workplace.  

**John Rooney**, Digital Organization Health Leader, IBM

Session B: 10:00 – 11:00 am  
**Unlocking How to Collaborate Using Digital Channels**  
More collaboration, both face-to-face and virtual, is required than ever before. Collaboration is critical to innovation (many minds working toward creative solutions), efficiency (enhanced decision-making) and quality (more knowledge-sharing, leading to better results). This session offers a framework for how to create the digital workplace of the future, one that can boost productivity, improve employee morale, and attract the next generation of talent.  

**Kirsten Culbertson**, Manager, Digital Workforce Strategy, Children’s Hospital of Philadelphia

Session C: 11:15 am – 12:15 pm  
**Building a Digital Ecosystem that Engages Employees in Cultural Transformation**  
Today’s employees are consumers first. Embedding messages and activating employees to drive toward a common goal requires internal marketing, not just communication. It means that employee communicators must think more like their marketing counterparts: profile your audience, understand their emotional and rational motivators, deliver information how they prefer to receive and, most of all, make it relevant. In this session, participants will see how Pitney Bowes:  

- Built a global digital ecosystem to reach all employees regardless of role or location  
- Targeted communication with both a push and pull model  
- Delivered corporate messages through managers with relevance and urgency  
- Created a two-way dialogue between employees and leadership  

**Carolina Mata-Tovar**, Vice President, Employee and Internal Communications, Pitney Bowes

Networking Lunch: 12:15 – 1:15 pm

Session D: 1:15 – 2:15 pm  
**Working Group: Communicating Effectively Within a Digital Landscape**  
Organizations use digital because it enhances their ability to hire and retain key employees, increases productivity and saves money. Employees find it easier to collaborate and to balance work/life issues. During this interactive working group, a facilitator will discuss how best improve your digital workplace.  

Networking Break: 2:15 – 2:30 pm

Session E: 2:30 – 3:15 pm  
**Designing the Digital Workplace: Connectivity, Communication, Collaboration**  
To make the most of these digital communication trends, companies need to take a more strategic approach to how to design and organize the workplace. You need to take into account all the different stakeholders with whom employees interact – their co-workers, customers, vendors, suppliers, partners, and even friends and family. During this session, you will learn how to design the digital workplace.  

**Dave Hanley**, Principal, Deloitte Digital

Session F: 3:15 – 4:00 pm  
**Influencing Employee Performance and Productivity**  
It’s inevitable that organizations will have to embrace the digital workplace. For some, it may not take place for a decade, and for others it has already taken place. During this session, you will learn how to develop a clear strategy that identifies the key workforces in your organization and the data, discussions and applications they need to perform their work goals, and the benefits of enabling new ways of working with digital technologies.

www.conferenceboard.org/digitaltransformation
REGISTRATION INFORMATION

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

Pricing: One Seminar

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Fees do not include hotel accommodations.

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

Official Website: www.conferenceboard.org

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.