



Digital Workplace

SEMINARS

**Boosting Overall Employee Engagement
and Collaboration Using Technology
to Deliver Business Results**

May 28-29 2015
The Conference Board
Conference Center

Sponsored by:



Agenda

Thursday, May 28, 2015

Day 1: Creating, Managing and Evaluating the Digital Workplace

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

Lee Hornick, Program Director, The Conference Board

Session A: 9:00 – 9:45 am

Preparing for the Near Future Workplace

A steady flow of new workplace technologies, from collaborative document editing to enterprise social networks, are pushing the boundaries and remaking what's possible in terms of the modern workplace. New forms of high scale, work processes have begun to emerge to take advantage of the unique capabilities of these new tools. Based on the latest data, organizations willing to take advantage of these new tools and ways of working can push the envelope in terms of productivity, efficiency, innovation, and customer satisfaction. This session will explore how leading organizations are realizing these possibilities including:

- An exploration of potent new digital workplace tools and techniques
- How to foster the requisite new digital workplace skills in a diverse workforce
- How leadership plays a key role in driving results in new ways of working
- Proven methods for reshaping institutional practices for the new digital workplace

Dion Hinchcliffe, Chief Strategy Officer, **Adjuvi**, LLC
Co-Author, *Social Business by Design*

Session B: 9:45 – 10:30 am

Creating Your Digital Workplace Strategy

Employees need to work with one another to collaborate on day-to-day tasks, collectively brainstorm ideas, analyze information, present findings, share relevant files and documents, and track the progress of their respective activities. During this session, you will gain new insights into creating your digital workplace.

Jason Blackwell, STSM, Interaction Design, **IBM**

Session C: 10:45 – 11:30 am

The Power of Employee Experience

Companies the world over are focused on the pursuit of User Design (UX) and the importance of the Customer Experience (CX). Many companies are still learning that traditional command-and-control models may not be the best fit for today's business. And, while user design and customer experience are critical to a firm's success, leading companies are realizing powerful business results by focusing internally on creating the new social Employee Experience (EX). By creating social employees, companies can create successful social businesses.

Mark Burgess, President, **Blue Focus Marketing**

Session D: 11:30 am – 12:15 pm

Digital Communication Strategies that Work

Global corporate communications with your employees requires speed, flexibility and messages that connect with them when and how they need. Strategies must be able to engage, empower and connect with employees in today's non-stop work environment without impacting productivity. This session presents ideas on how today's technologies supported by targeted strategies can help deliver a user experience and content that employees want to talk about and act upon. Topics include:

- The digital communications journey
- Gaining support from internal stakeholders
- Aligning with corporate policies
- Encouraging others to create content using social and rich media
- Redefining communication success goals

Laura Grover, Senior Digital Strategy Director, **Quintiles**

Lunch: 12:15 – 1:15 pm

Session E: 1:15 – 2:15 pm

Working Group: Thinking outside the box to build your Digital Workplace

It's time to step out of the box and re-imagine how you can engage employees with your digital workplace strategy. During this working session, we'll look to consumer-focused vehicles for our inspiration. And we'll take an employee-centric view: Aligning communication with employees' needs and preferences. You'll walk away with practical ideas to bring back to the office.

Facilitator

Anders Gronstedt, Ph.D., President, **The Gronstedt Group, Inc.**

Session F: 2:15 – 3:00 pm

Data Driven Change

All organizations are a tapestry of formal and informal networks woven together in the service of something bigger than any individual participant. In this session I will share our use of technology to employ the concept of network to enable a large-scale change initiative. We will explore:

- How to find the right quantitative measures to drive change against.
- The power of data driven communication.
- The benefits of network thinking in change activities.
- The use of the Organizational Network Analysis methodology.

Dr. David C. Thompson, Chief Learning Officer, **Community Solutions, Boehringer Ingelheim Pharmaceuticals, Inc.**

Networking Refreshment Break: 3:00 – 3:15 pm

Session G: 3:15 – 4:00 pm

Gamification and Transmedia Storytelling

A completely new breed of hyper connected, game-savvy employees are pouring into the workforce. They want to be engaged, in control, and part of a dynamic storyline. Forward-thinking business leaders are now leveraging the explosion of screens and devices to reach the next generation digital natives more widely and engage with them more deeply. They are weaving compelling “transmedia” stories and games across media channels that inspire the audience to action. These training and communication programs thrive on the sense of engagement, storytelling, character identification, immersion, problem solving, control, and feeling of accomplishment offered by games.

Learn how:

- The City of New York uses game-based, 3D immersive virtual worlds for emergency response preparedness training.
- Avaya improves sales performance with video-based games with points, leader boards, levels, time pressure, and cut scenes to make learning engaging.
- Kimberly-Clark weaves compelling “transmedia” stories across a multitude of devices and screens, including television-style video dramatizations, podcasts, animated scribe videos, and QR codes, designed to reach learners more widely and engage with them more deeply.

Anders Gronstedt, Ph.D., President, The Gronstedt Group, Inc.

Session H: 4:00 – 4:45 pm

Employee Engagement Rewritten in the Social Era: Empowering the Workforce through Employee-Driven News, Content Curation—and the Technology that makes it Possible

In this session, you’ll learn why organizations must go beyond the outdated definition of engagement. It’s also about enabling, empowering, and ensuring results for success. You’ll hear how the ConAgra Foods communication team is doing just this by stripping out time- and budget-depleting work to connect employees directly to the financial and operating strategies of the business ensuring they can be more successful than ever in their roles. New social workplace technology makes it possible to transform your internal communication strategy to be relevant, business-focused and employee-driven.

During this innovative session, you will learn how internal communications can:

- Understand ways that engagement has shifted in the new work environment.
- Adapt communication to match how workers get info in their personal lives every day—customized and in real time
- Create news ownership, eliminate the funnel and shift from storyteller to curator
- Reduce communication channels by migrating to an enterprise social network (ESN) and social portal
- Create trust with executive visibility through blogs, online chats and real-time recognition
- Leverage analytics to gauge whether your messages are resonating with your target audiences

Kelly Orr, Senior Communications Specialist, ConAgra Foods

Agenda

Friday, May 29, 2015

Day 2: Employee Engagement and Social Collaboration within Organization Seminar

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

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

Session A: 9:00 – 10:00 am

Social Knowledge: Organizational Currencies in the New Knowledge Economy

Have you noticed the Digital Workspace landscape is shifting? The speed at which change is occurring is accelerating so quickly some businesses are being left behind. Technology and the very way we gather and use knowledge is evolving. It is no longer just about what an individual or company knows; it's what is being shared that is the new organizational currency.

Ms. La Londe will share best practices and thought leadership from her recent book, *Social Knowledge: Organizational Currencies in the New Knowledge Economy*. Ms. Singhal will follow with practical examples and insights from Cisco's Finance Transformation Initiatives.

Renee La Londe, CEO/Founder, **iTalent Corporation**
Aparna Singhal, Director, Finance, **Cisco Systems**

Session B: 10:00 – 11:00 am

Collaborating Effectively in the Digital Workplace

Workplace tools have a strong influence on employees' motivation, performance, and productivity. In some situations—when tapping faraway expertise or telecommuting, for instance—email and phone calls may not be enough. Connecting people via real-time presence and rich online meetings, including audio, video, and Web conferencing technologies, can make a difference.

Travis Parker, Global Director, Unified Communications, **Unisys**

Networking Break: 11:00 – 11:15 am

Session C: 11:15 am – 12:15 pm

Redefining the Workplace and How We Collaborate

The explosion of new disruptive technologies including cloud computing, social collaboration, mobile, and big data are creating entirely new business models and destroying old ones that fail to adapt to a new digital economy. During this session, you will hear how your organization can adapt to disruptive technologies that are fundamentally changing how people communicate, collaborate, and work.

Chris Bishop, Strategic Partner, **Future Workplace LLC**

Networking Lunch: 12:15 – 1:15 pm

Session D: 1:15 – 2:15 pm

Working Group: Communicating Effectively Within a Digital Landscape

During this working group session, a senior HR communication consultant will involve you in a new way of thinking that builds engagement and collaboration.

Facilitator:

Renee La Londe, CEO/Founder, **iTalent Corporation**

Networking Break: 2:15 – 2:30 pm

Session E: 2:30 – 3:15 pm

Digital Transformation and Employee Communication

Many of today's corporations are made up of multiple operating companies with global workforces. With that kind of landscape, it is not unexpected that you have employees doing duplicative work unknowingly, being unable to locate expertise when they need it and feeling disconnected from their company and from each other. In this session you will learn how to bring people together, improve internal communication and increase collaboration. Topics covered include:

- How to break down silos within a company
- Developing communities of expertise
- Reducing duplication and improving people's work experience
- Increase employee engagement

Karen Gettman, Former VP and Director, Global Learning and Collaboration, **Pearson Education**

Kathryn Everest, Strategist, Communication & Collaboration, **Jive Software**

Tim Wike, Vice President, Communication Platforms, **Thomson Reuters**

Session F: 3:15 – 4:00 pm

Using Digital and Social Communications to Collaborate

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 gain new insights into what works.

Bob Libbey, Head of Digital & Social Communications, **Pfizer**

REGISTRATION INFORMATION

Online www.conferenceboard.org/digitalworkplace

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 AM - 5:30 PM ET, Monday - Friday

Pricing: One Seminar

Member	\$1,035
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Non-Member	\$1,235
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Attend both Seminar Days and save \$300!

Member	\$1,770
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Non-Member	\$2,170
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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 \$300 off each person's registration. One discount per registration. Multiple discounts may not be combined.



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