The 2012
Social Media Strategies for HR (SM4HR)
Tapping into the Power of Social Networks

April 17–18, 2012 NYSSA Conference Center, New York
April 17: Social Media and the Organization
April 18: Social Media at Work: What HR Executives Need to Know

- Leverage social networks to benefit the entire organization
- Implement and manage social networks to spur innovation and knowledge sharing
- Use social media to increase employee engagement and bolster employer branding
- Manage the legal implications of social media in the workplace
Benefits of attending

This two part seminar series will give senior HR and communication executives insights on how leading organizations are leveraging social networks. The first day, April 17, will focus on Social Media and the Organization and will cover innovation, collaboration, knowledge management, legal issues, social media policy. The second day, April 18, will cover the role of HR in the social media revolution, learning, talent, building a social media capability, employer branding and employee engagement.

Who should attend

Join other senior HR executives responsible for talent, recruiting, knowledge management, employee engagement and learning and communication executives responsible for employer branding, internal communication and social media.

Partial listing of previous participants of the Social Media Strategies for HR Seminar

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<th>Associated Press</th>
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<td>Boehringer Ingelheim Pharmaceuticals</td>
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<td>Ernst &amp; Young</td>
<td>TMP Worldwide Advertising &amp; Communications</td>
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<td>Estee Lauder Companies Inc.</td>
<td>Unbridled Talent, LLC</td>
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<td>Koch Supply &amp; Trading LP</td>
<td>Verizon Communications</td>
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Social Media and the Organization

Tuesday, April 17, 2012

REGISTRATION AND CONTINENTAL BREAKFAST 8:30–9 AM

9–9:30 AM
Welcome and Introductions: Social Networks and Your Organization

A 9:30–10:15 AM
Transforming Your Corporate Culture through Effective Internal Social Media

With pressures to stay competitive, grow and innovate, leading companies are in a constant state of transformation and reinvention. Social networks are a powerful way to engage employees and transform your corporate culture. A senior executive from Marsh will share insights on how to use social media to achieve strategic goals and transform your organization.

Ben Brooks, Vice President and Practice Leader - Human Capital Performance, Marsh

NETWORKING REFRESHMENT BREAK 10:15–10:30 AM

B 10:30–11:30 AM
Innovation, Collaboration and Knowledge Management In The Age Of Social Networking

What are the best ways to leverage social networks to promote more effective knowledge sharing, team coordination, and brainstorming? How can social media improve employee participation? Affordances created via social networking and social media are a powerful means to enable the type of mass collaboration needed to scale expertise, communications, and idea sharing. This session will focus on the best ways to tap into the organization’s most important asset: it’s people.

Mike Gotta, Senior Technology Solution Manager, Enterprise Social Software, Cisco

Call Customer Service at 212 339 0345
C 11:30 AM–12:30 PM

Social and the Organization: A Balanced Perspective on Legal Issues
How should companies balance the risks associated with employees communicating via social media channels vs. the opportunities of using social media as a powerful communication tool? This session will outline issues to be aware of and give sound advice for protecting your company while at the same time allowing employees to effectively use social media to benefit the organization.

Eric Meyer, Partner, Dilworth Paxson LLP

LUNCHEON 12:30–1:30 PM

D 1:30–2:30 PM

Working Groups: Social Media Policy and Beyond
There has been much debate about social media policies. How do leading companies manage their employee’s social media activities? What are the best common sense rules and balanced policies? This session will give some ideas on how to structure a social media policy. The attendees will then break into groups to discuss how they manage the social media activity of their employees and compare and contrast social media policies.

Courtney Shelton Hunt, Ph.D., Founder, Social Media in Organizations Community

E 2:30–3:45 PM

Quantifying the Impact: Social Networks and Measuring the ROI for the Organization
Many companies are investing a lot of time and money in social media—training, developing capabilities, internal networks for knowledge sharing, recruiting, etc. However, measuring the financial benefit is a challenge. This panel session will feature two case studies on how organizations measured the ROI of social network initiatives.

Jim Lichtenberg, Program Director, The Conference Board
Karl Sanchack, Acting Director for Innovation, Lockheed Martin Corporation
Todd Maycunich, Vice President, Media & Analytics, TMP Worldwide

NETWORKING REFRESHMENT BREAK 3:45–4 PM

F 4–5 PM

Where We Go From Here: Predictions for the Future of Social Media and the Organization
What is the future of social media and the organization? This session will feature three social media thought leaders who will each predict the future directions and give insights on how to take advantage of their predictions.

Courtney Shelton Hunt, Ph.D., Founder, Social Media in Organizations Community
Mary Ellen Kassatokis, Director, Leadership Development Center of Expertise, Global Talent and Development Group, Oracle

CONCLUSIONS 5–5:15 PM

www.conferenceboard.org/hrsocialmedia
Social Media at Work: What HR Executives Need to Know

Wednesday, April 18, 2012

REGISTRATION AND CONTINENTAL BREAKFAST 8:30–9 AM

A 9–10 AM
HR and the Social Media Revolution
Social media and social networks have the power to revolutionize how HR performs its function. On one level, it gives HR executives a global reach and can help them stay connected with current and former employees. It also can help HR with critical organizational functions including empowering the employees to respond to the needs of the customer and supporting and fostering innovation. And, last but not least, it can also enhance important HR functions. In this session, a senior HR executive will share his perspective on social networks and how he uses them in his organization.

Louis Vong, Vice President, Digital Strategy, TMP Worldwide

NETWORKING REFRESHMENT BREAK 10–10:15 AM

B 10:15–11:15 AM
Learning in a Social World
Global mobile workforces demand continuous learning and collaborating, yet many corporate learning & development functions still rely on traditional learning approaches and centralized control of content. What are forward thinking multinationals doing now to prepare themselves for the future? How are organizations leveraging social learning and collaboration to grow and sustain a culture of lifelong learning and achieve new levels of performance? What are the best ways to integrate social learning into corporate learning and training & development programs? This session will share leading edge practices, insights and lessons learned from researching, adopting and implementing social learning to increase business performance through capability development of an organization’s most valuable assets, their people.

Thomas Barfield, Director of Social Learning & Knowledge Sharing, Growth & Strategy Accenture
Kent Greenes, Program Director, The Conference Board

C 11:15 AM–12:30 PM
Working Groups: Building a Social Capability in Your HR Organization
As the use of social media continues to develop and spread, organizations and key departments will have to help their employees develop a capability in using and managing social networks. The HR department can benefit from social media training. In this session, the attendees will break into groups and discuss the ways to train HR staff in:

• Social networks and recruiting
• Employee communication via social networks
• Leveraging social media to enhance employee engagement and retention

Christine Hess, Program Director, The Conference Board

LUNCHEON 12:30–1:30 PM

Conference KeyNotes
Registration includes this summary of conference highlights and a post-conference interactive webcast
**Social Change:** Transform Your Employees, Transform Your Organization

“Social” is a double-barreled term. “Social” is a type of technology, and “social” is a management approach and/or leadership philosophy. An effective social workplace seeks to not only transform an organization but to also transform the employee experience—enhancing every day functions of how employees work, interact, and communicate. This session will focus on delivering a social vision that’s not only effective but also comprehensive. By incorporating key HR functions such as learning, reward and recognition, performance management, intranets and HR mobility into your HR strategy, your organization can get employees “social” and transform the relationship between the employee and the organization.

Elizabeth Lupfer, Senior Manager, Employee Experience and HR Technology, Global HR, Verizon and Founder and Chief Blogger, The Social Workplace

C.V. Harquail, Faculty Affiliate, Stevens Institute of Technology and Management and Scholar, Blogger, Resource AuthenticOrganizations.com

**Networking Refreshment Break 2:30–2:45 PM**

**E 2:45–3:30 PM**

**Social Media and Your Talent Strategy**

As the economy slowly recovers, having an effective talent strategy becomes even more critical in organizations. The ability to attract, recruit and retain the “right” talent in today’s turbulent environment requires new thinking and innovation to capture the attention of current and potential employees—and integrating social media and social networks into your talent strategy can help. In this session, we’ll explore several “best practices” and unique methods that leading companies have incorporated into their talent strategies to effectively compete for talent and win in the current marketplace.

Jennifer McClure, President, Unbridled Talent

**F 3:30–4:30 PM**

**Employer Branding and Employee Engagement**

As companies compete for top talent, the employer brand has become an important factor in attracting and retaining talent. In addition, many companies have been very successful in using social media to enhance employee engagement as well as measure it. In this session we will hear insights on promoting the employer brand and the employee value proposition through social media and how social networks help organizations stay in touch with former employees, alumni and partners, among others.

Trish McFarlane, Director, Human Resources, Perficient; Co-Founder HRevolution

Steve Boese, Director, Talent Management Strategy, Oracle; Creator and Host at HR Happy Hour; Instructor at Rochester Institute of Technology

**Conclusions 4:30–4:45 PM**
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April 17, 2012 – Social Media and the Organization (B63012-1)
April 18, 2012 – Social Media at Work: What HR Executives Need to Know (B64012-1)

Registration per day
Associates $1,015 Non-Associates $1,115

Registration for both days
Associates $1,825 Non-Associates $2,000

For a listing of local hotels, contact customer service at 212 339 0345.

Seminar location
NYSSA Conference Center
1540 Broadway, Suite 1010
(Entrance on 45th Street, between 6th & 7th Avenues)
New York, NY 10036

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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