



Return to the Workplace CONFERENCE

Innovating for Safety • Creating New Workplaces
• Engaging the Hybrid Workforce

VIRTUAL EVENT
December 10 – 11, 2020

SUPPORTING SPONSORS:



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RETURN TO THE WORKPLACE CONFERENCE

Innovating for Safety • Creating New Workplaces • Engaging the Hybrid Workforce

Thursday, December 10, 2020

Part One: Planning Returns – Risks, Stages, and Stakeholders

11:00 – 11:15 am (All Times ET)

Welcome and Introduction

Joan Greco, Program Director, **The Conference Board**

11:15 am – 12:00 pm

Looking for Emerging Risks, Listening across Functions and Stakeholders

Whether a workforce remained primarily on-site or primarily remote, whether return-to-workplace plans are already in progress or continue to evolve, a planning framework that accounts for emerging risks and listens to diverse functions and stakeholders is crucial.

In this panel conversation, leaders across sectors and functions share experiences and insights on issues including:

- Understanding and planning for emerging risks during and post-COVID
- Involving key roles and functions in creating return-to-workplace plans
- Hearing from employees
- Choosing triggers and stages and handling differences between regions

Tim Mathews, Executive Director of Enterprise Resiliency, **Educational Testing Services**

Lisa Reshaur, General Manager of Governance, Risk, Continuity, Compliance and Security Risk, **Microsoft**

Karl Schmidt, Professor of Practice, **Villanova University, College of Engineering**

Moderator:

Michele Turner, Head of Global Business Resiliency, **Amazon**

12:00 – 12:30 pm

Communications: The Essential Partner

Amidst multiple crises creating near-unprecedented uncertainty and global scrutiny of responses, Communications has been the essential partner in every step of response and return-to-the-workplace plans. In this panel conversation.

Communications leaders discuss effective partnerships across functions and share experiences and insights from the challenges met so far and those on the horizon for 2021.

Meaghan Baumwald, Director, HR Communications, **Lowe's**

Elena French, Senior Vice President, Corporate Communications, **Lincoln Financial Group**

Moderator: **Danielle Badler**, Program Director, Council on Corporate Communications Strategy II, and Internal Communications Council, **The Conference Board**

12:30 – 12:45 pm **Break**

12:45 – 1:15 pm

Exclusive Research on Return-to-Workplace Plans

The Conference Board has conducted multiple surveys and research on organizations' responses to the challenges of 2020 and their plans on returning to the workplace. The Conference Board Principal Researcher Robin Erickson will share the latest data, trends, and insights on remote work and hiring, productivity and employee well-being, workforce cost reductions, and plans for returning to the workplace.

Robin Erickson, Ph.D., Principal Researcher, **The Conference Board**

1:15 – 1:20 pm

Introduction to Networking Discussions

1:20 – 2:05 pm

Networking Discussions: Experiences on Emerging Risks and Return-to-Workplace Plan Development

Led by one of our speakers, attendees will engage in small group discussions with peers, sharing the challenges and learnings they have experienced in identifying emerging risks and developing return-to-the-workplace plans. Attendees will meet each other and share insights "face to face" via Zoom.

2:05 – 2:15 pm **Break**

Part Two: Data, AI, and Innovating for Safety

2:15 – 3:00 pm

Leveraging Data to Plan for What's Next

Learn how AI models and applications are helping organizations and employees:

- Decide when to return to the workplace
- Manage facilities and adhere to new protocols
- Answer customer and employee questions on COVID-19
- Connect employer data to entry privileges
- Trace potential exposures and help access employee services
- Stagger entry/exit times to manage density
- Protect healthcare data and securely manage employee opt-in and consent

Stewart Sill, Senior Health Advisor, Health Promotion & Consumer Engagement, **IBM Watson Health**

For sponsorship opportunities, please contact michael.felden@conferenceboard.org

Eric Piscini, Vice President, Emerging Business Networks & Payer, **IBM Watson Health**

Dean Ely, Business Leader, Asset Management, **IBM**

3:00 – 3:15 pm **Break**

3:15 – 3:55 pm

Fitbit's Role in Research, Early Detection of Illness, and Supporting Employees

How can organizations effectively screen for COVID-19 when its victims are asymptomatic and contagious in its early stages or can be symptomatic while not having an elevated temperature, or can be without symptoms for the course of the disease? And how can organizations provide the mental and emotional support needed as daily life and activity are upended for months?

Join Fitbit Medical Director Dr. John Moore to learn about Fitbit's role in scientific research on using wearables to detect early-stage illnesses. And learn how this research, along with a suite of data-driven tools, empowers employees to make better health decisions and support them through these challenging times.

John Moore, M.D., Ph.D., Medical Director, **Fitbit**

4:00 – 4:10 pm

Day One Recap and Introduction to Networking Discussion

Joan Greco, Program Director, **The Conference Board**

4:10 – 4:50 pm

Networking Discussions: Data, Design, and Safety Innovation

Experts will lead attendees in small group discussions to share their experiences using data, smart technology, new digital and physical design, and more to reduce risk. Attendees will meet each other and share insights "face to face" via Zoom.

Friday, December 11, 2020

Part Three: The Reimagined Workplace and the New Employee Experience

11:00 – 11:15 am (All Times ET)

Welcome and Introduction

Joan Greco, Program Director, **The Conference Board**

11:15 am – 11:45 am

What Radical Transparency and Powerful Culture Can Bring: A Thriving Workforce More Engaged than Ever, During COVID

In this keynote session, discover how a global industry leader used a crisis as an opportunity and – by listening to employees and building on a culture of transparency and flexibility – began a revolution in how work takes place.

The result: record-breaking levels of engagement that has seen increases month after month during a pandemic.

Belle Haroon, Vice President of Talent Strategy and Solutions, **Rock Central**

11:45 am – 12:30 pm

The Supported Workforce

Learn how organizations have been and will be supporting employees through the new challenges – or the exacerbations of ever-present challenges – that emerged in 2020. How have parents with children learning remotely been supported? How have those working from home been supported in retaining balance? How have all employees, on-site and remote, been supported in protecting wellbeing and handling stress? What have organizations learned, and what supports do they expect to retain post-COVID?

Amara Nash, Director, Change Management and Transformation, **Campbell Soup Company**

Melinda Moye, Ph.D., Manager, Employee Engagement Analytics & Innovation, **John Deere**

Mary Lee Hannell, Chief Human Resources Officer, **The Port Authority of New York & New Jersey**

Moderator: **Rebecca Ray, Ph.D.**, Executive Vice President, Human Capital, **The Conference Board**

12:30 – 12:45 pm **Break**

12:45 – 1:15 pm

Using Neuroscience to Create a Smooth Transition Back to the Office

COVID-19 has imposed sudden, massive changes across the globe, and the period of returning to the office will not simply be a reversion to "normality" but rather yet another change to a new normal. Learn why people naturally resist change, and how you can leverage neuroscience and change management to better understand, and support your employees through, the Return-to-the-Office transition.

Travis Hahler, Global Change and Transformation Lead, **Google**

This session will be available LIVE only. It will not be recorded.

1:15 – 1:45 pm

Exclusive Research: Remote Work Trends and What to Expect in 2021

What trends do we see in organizations' willingness to hire for 100% remote positions? What do current patterns portend for our transition back to the workplace and the post-COVID environment? Gad Levanon, Ph.D., Vice President, Labor Markets for The Conference Board, will share the latest Conference Board research on hiring remote work trends and explaining what they portend for 2021 and beyond.

Gad Levanon, Ph.D., Vice President, Labor Markets, **The Conference Board**

1:45 – 2:30 pm

Engaging the Hybrid Workforce

Almost all organizations envision working with a hybrid workforce – some on-site and some remote – as COVID continues to challenge us. Many also expect to continue working with a hybrid workforce even after the pandemic is behind us, as we embrace the flexibility first adopted by necessity. What are the unique challenges and opportunities presented by a hybrid workforce? How can team members remain engaged, and their contribution valued wherever they are? How can we measure productivity consistently without reverting to using presence as a measure of performance? Leaders across sectors share experiences, insights, and plans.

Laura Jones, Director of Global Talent and Corporate HR Staffs, **GM**

Brad Hubbard, Executive Director, Learning & Workforce Experience, **Bristol-Myers Squibb**

Moderator: **David Dye, Ph.D.**, Program Director, Employee Engagement & Experience Council, **The Conference Board**

2:30 – 2:40 pm **Break**

2:40 – 3:10 pm

Networking Discussions: The New Employee Experience

Led by a Conference Board expert, attendees will engage in small group discussions with peers, sharing experiences and insights on how to support, engage, and develop a hybrid workforce. Attendees will meet each other and share insights "face to face" via Zoom.

Part Four: Emerging Stronger

3:15 – 4:00 pm

Embracing Agility, Resilience, and the New Future of Work

2020 has been a time of unprecedented change, a time of trauma and loss. But it has also been a time in which organizations worldwide were able to pivot successfully, at lightning speed, to entirely new ways of working. How are organizations using the learnings of 2020 to reimagine the future of work going forward? How are they planning to reinforce the agility and resilience evidenced this year? In what ways do we expect to emerge stronger from these profoundly challenging times?

Wagner Denuzzo, Head of Capabilities for Future of Work, **Prudential**

Heidi Gerhard, Director, Talent Strategy, **BASF**

Bradie Speller, Director, Change Management and Communications, **UPS**

Moderator: **Stela Lupushor**, Program Director, Strategic Workforce Planning, Talent Management II and Strategic HR Business Partners Councils, **The Conference Board**

4:00 pm

Conclusion: Continuing the Conversation

Joan Greco, Program Director, **The Conference Board**

REGISTRATION INFORMATION

Online www.conference-board.org/returntowork

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pricing:	
Members	COMPLIMENTARY
Non-Members	\$495