The Conference Board Conference Calendar
Fall 2012

Corporate Leadership

Risk Management
Enterprise Risk Management Conference
October 16–17, 2012
www.conferenceboard.org/enterpriserisk_cc

Strategy and Leadership
Leadership Experience: The Apollo Program
October 17–19, 2012
www.conferenceboard.org/leadershipexperiences/nasa
Contact jeff.jackson@conferenceboard.org for further information.

Economies, Markets and Value Creation

Global Sourcing
Shared Services Conference
November 14–15, 2012
www.conferenceboard.org/shareservices_cc

Marketing and Communications
Big, BOLD Branding Moves
October 24, 2012
www.conferenceboard.org/brandingseminar_cc

Mobile in Marketing: Leveraging the Power of the Channel
November 7, 2012
www.conferenceboard.org/mobilemarketing_cc

Social Good: Blending Cause and Marketing to Fuel Business Growth Seminar
November 9, 2012
www.conferenceboard.org/causemarketing_cc

High-Performing Organizations

Innovation & Productivity
Strategic Alliances Conference
October 25–26, 2012
www.conferenceboard.org/strategicalliances_cc

Global Sourcing
Senior Corporate Communications Management Conference
December 12–13, 2012
www.conferenceboard.org/communication_cc

Operational Excellence
Organization Design Conference
October 4–5, 2012
www.conferenceboard.org/orgdesign_cc

Save $500
off any conference by using calendar code XB1.
Human Capital

Diversity & Inclusion

Diversity & Inclusion Leadership and Management Seminars
October 16–17, 2012
www.conferenceboard.org/diversityseminars_cc

Human Capital Analytics

Human Capital Analytics Conference
November 13–14, 2012
www.conferenceboard.org/hcanalytics_cc

Strategic HR

Executive Compensation Conference
October 23–24, 2012
www.conferenceboard.org/execcomp_cc

Talent Management

Succession Management Conference
October 16–17, 2012
www.conferenceboard.org/succession_cc

Onboarding Leadership Conference
December 5–6, 2012
www.conferenceboard.org/onboarding_cc

<table>
<thead>
<tr>
<th>General pricing</th>
<th>Associate</th>
<th>Non-associate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference</td>
<td>$2,295</td>
<td>$2,595</td>
</tr>
<tr>
<td>Seminar/workshop (Full day)</td>
<td>1,015</td>
<td>1,115</td>
</tr>
<tr>
<td>Pre-conference workshop</td>
<td>505</td>
<td>605</td>
</tr>
<tr>
<td>Post-conference workshop</td>
<td>605</td>
<td>705</td>
</tr>
</tbody>
</table>

All dates and prices are subject to change or may vary by event. Please check www.conferenceboard.org for discounts and cancellation policy.

Contact Information

Online www.conferenceboard.org
Email customer.service@conferenceboard.org
Phone 212 339 0345 8:30 am to 5:30 pm ET Monday – Friday

Save $500 off any full conference by using discount code XB1. Cannot be combined with other discounts.

All dates and prices are subject to change or may vary by event.
Visit www.conferenceboard.org for specific pricing and discount eligibility.
Corporate Leadership

Risk Management

Enterprise Risk Management Conference
Aligning Strategy and Risk to Deliver Value

October 16–17, 2012       InterContinental Chicago Magnificent Mile
www.conferenceboard.org/enterpriserisk_cc

Enterprise risk management is maturing as a practice that helps companies understand and manage their risks to make better decisions. At this event, you will learn how to connect risk and strategy and how to build leading risk practices, including human capital risk management, emerging risk, and data analytics. We will discuss social media, change management, innovation, and how to look at the interactions of risks. Chief risk officers, vice presidents of enterprise risk management, chief audit executives, CFOs, and heads of strategy should attend.

Benefits of attending:
• Learn leading ERM practices during interactive "speed dating" sessions with peers.
• Engage with risk management experts on strategies to handle social media risk and manage board-level risk.
• Discover methods to best assess, monitor, and report risk practices.

Sponsored by PwC

Economies, Markets and Value Creation

Global Economies

Enterprise Cost Management Conference
Uncertain Times: Cost Management in the New Normal

October 16–17, 2012       Marriott Marquis, New York
www.conferenceboard.org/costmanagement_cc

Many economists agree that the recession is over, and a prolonged period of recovery is ahead. Commonly referred to as the "new normal," the global environment is characterized by a competing sense of both optimism and uncertainty. In response, executives are focused both on revenue growth and managing enterprise costs over the long run. Challenges arise when there is no mechanism in place to ensure the cost management program is sustainable, effective, and ingrained in the growth strategy for the organization. Hear from industry specialists and companies on cost management strategies that can help position your business for success in the new normal.

Sponsored by Deloitte

Strategy and Leadership

The Conference Board Leadership Experience: The Apollo Program
A Decade of Leadership in Three Days

October 17–19, 2012       Johnson Space Center, Houston, Texas
www.conferenceboard.org/leadershipexperiences/apollo_cc

Contact jeff.jackson@conferenceboard.org for further information. Programs may also be customized for your management team.

Combine experiential learning with reading, storytelling, discussion, and reflection to apply the business lessons of the race to the moon to your professional goals. In this new program that incorporates historical video with classroom experience and draws on the leadership lessons of the manned space flight effort over the 10-year period of The Apollo Program, participants delve into leadership practices confronting the challenges of innovation and maintaining global advantage, team leadership, and crisis and risk management. Taking place on site at the Johnson Space Center in Houston, the program will also explore the challenges of managing complex organizations and creating excellence in execution.

Innovation & Productivity

Strategic Alliances Conference
Alliance Management: Key Strategies for Profitable Partnerships

October 25–26, 2012       InterContinental The Barclay New York
www.conferenceboard.org/strategicalliances_cc

Benefits of attending:
• Keynote sessions on alliance strategy and innovation
• Case studies focusing on emerging markets, supplier partnerships, alliance measurement, and metrics
• Interactive panel sessions on alliance risk management and alliance ecosystem expansion
• Networking with senior alliance executives and those responsible for corporate development and strategy, marketing, and in-house counsel
• Breakfast discussion roundtables covering topics including: channel marketing, alliances in China, innovation, and alliance capability development

Who should attend:
Senior executives from alliance management, corporate development, finance, legal, and marketing; and business line executives.

Presented with assistance from Vantage Partners
High-Performing Organizations

Global Sourcing
Shared Services Conference
Harnessing Capabilities for Value Creation, Growth, and Competitive Advantage
November 13, 2012 Pre-Conference Seminar
November 14–15, 2012 InterContinental Chicago Magnificent Mile
www.conferenceboard.org/sharedservices_cc

To stay competitive in a global economy, companies are depending more and more on their shared services organization (SSO) to drive greater productivity, improved performance, and lower costs—and find new avenues of value, such as innovation. To effectively address this challenge, there is a pressing need to move away from simple transaction processing and ensure the SSO is business relevant and tied to corporate goals. Leading practitioners from a diverse group of companies will share how they have been able to leverage their platform to be a true value and growth enabler, with a particular emphasis on how to manage the continuous cultural and engagement challenges that can often plague SSOs.

Marketing and Communications
Big, BOLD Branding Moves
October 24, 2012 The Conference Board Conference Center, New York
www.conferenceboard.org/brandingseminar_cc

Learning objectives:
• Learn proven processes from leading companies to create big, bold branding moves that propel businesses forward.
• Understand how to overcome challenges inherent to branding campaigns.
• Use analytics as both a strategic planning tool and means of measuring success of such initiatives.
• Master the interrelation between business objectives, communications objectives, and results.
• Accomplish bold goals with limited budgets.

Who should attend:
Marketing executives and corporate communications professionals who want to improve their branding initiatives and deliver better business outcomes.

Mobile in Marketing: Leveraging the Power of the Channel
November 7, 2012 The Conference Board Conference Center, New York
www.conferenceboard.org/mobilemarketing_cc

Benefits of attending:
• Discover ways to navigate the complicated and diverse mobile ecosystem to best leverage the power of the channel as an indispensable element in the marketing mix.
• Learn how early-adopter or fast-follower brands are capitalizing on mobile’s unique qualities.
• Explore options in measurement and analytics in the mobile space.
• Understand new mobile behaviors, consumption, and penetration around the world.

Who should attend:
Marketing and communications professionals who are looking to expand their knowledge base and skill set in the mobile arena to drive engagement for their brands/business.

The New/Next CMO: A Master Class for Current and Aspiring CMOs
November 8, 2012 The Conference Board Conference Center, New York
www.conferenceboard.org/cmomasterclass_cc

This master class aims to provide insights, practical ideas, and examples for CMOs to achieve a greater growth-driven agenda. It will enable participants to:
• Determine how best to assess marketing capabilities across the organization.
• Learn how to structure the marketing function to be more holistic and inclusive of new disciplines.
• Unlock the business potential associated with engagement and participation, driving brand advocacy.
• Harness the power of creating internal marketing champions.

Visit www.conferenceboard.org for an up-to-date listing of all of our events and pricing information. Save $500 off any conference by using calendar code XB1. Cannot be combined with other discount offers.
High-Performing Organizations (continued)

**Social Good: Blending Cause and Marketing to Fuel Business Growth Seminar**

November 9, 2012  The Conference Board Conference Center, New York  
www.conferenceboard.org/causemarketing_cc

Benefits of attending:

- Learn how traditional companies are following their ideals to become better corporate citizens while at the same time fueling growth.
- Explore the thinking behind newer companies and how their founders leverage their visions into successful businesses.
- Define brand ideals and purpose to unlock future brand potential.

Who should attend:

Marketing and other executives who are looking to instill a greater sense of purpose into their brands to engender great brand engagement and drive business results.

**Operational Excellence**

**Organization Design Conference**
Building Capabilities and Delivering Business Value

October 3, 2012  Pre-Conference Seminar  
October 4–5, 2012  Westin New York at Times Square  
www.conferenceboard.org/orgdesign_cc

Organizations across the globe continue to face dynamic shifts in market conditions that demand new business models, organizational strategies, and ways of working to achieve success in the marketplace. This conference, designed for leaders from all business sectors, will showcase real case studies and approaches to help organizations stay competitive. This conference is intended for executives from any function charged with leading or supporting organization design initiatives within their companies.

Benefits of attending:

- Engage with thought leaders and practitioners from leading organizations.
- Hear about emerging and best practices for effective organization design.
- Take away practical tools that you can use in your organization.
- Learn how organizations are effectively designing “at the speed of business.”

Presented with assistance from AlignOrg Solutions

---

**Senior Corporate Communications Management Conference**

Strategies and Techniques That Deliver Results

December 12–13, 2012  The Kimmel Center at NYU, New York  
www.conferenceboard.org/communication_cc

To meet the challenge of a changing business landscape, new corporate communication strategies are required to shape the attitudes and beliefs of your organization’s internal and external audience. The Conference Board and the NYU Public Relations and Corporate Communication School for Continuing and Professional Studies are pleased to collaborate and present to you the latest trends and issues in corporate communication management. During this conference, some sessions we will present include:

- 360-Degrees of Influence: Communication Leadership That Delivers Results
- Building Corporate Credibility
- Employee Engagement and Communication: Creating an Engaged and Productive Workforce
Human Capital

Diversity & Inclusion

Diversity & Inclusion Leadership and Management Seminar
Linking D&I, Corporate Social Responsibility, and Accountability to Drive and Track Business Strategy
October 16–17, 2012 The Conference Board Conference Center, New York
October 16, 2012 Workshop I: Driving Strategic D&I Talent Planning: Connecting Corporate, Community, and Social Impact
October 17, 2012 Workshop II: Assessing Progress of D&I, CSR, and Corporate Sustainability

www.conferenceboard.org/diversityseminars_cc

Successful businesses align their company’s goals and initiatives with the social, economic, and environmental goals of their stakeholders. Good governance requires managed perceptions and responsible business practices, which is considered part of corporate social responsibility (CSR) and inclusive leadership. Commitment to accountability for tracking what a company believes in and does to make a difference to that business and its community and marketplace is paramount. When diversity, CSR, and accountability leaders work together, they can influence the building of the right environment to attract the diverse talent necessary to help the company grow a profitable, ethical, and reputable business. This two-day event will enable you to review, analyze, align, and link your approaches to bringing CSR and diversity and accountability toward successful growth in the marketplace while recognizing the barriers to getting there and identifying the tools you’ll need to measure your progress.

Human Capital Analytics

Human Capital Analytics Conference
November 12, 2012 Pre-Conference Seminar
November 13–14, 2012 Westin New York at Times Square

www.conferenceboard.org/hcanalytics_cc

The Human Capital Analytics Conference, now in its sixth year, will showcase presentations of analytics programs in nearly 20 organizations across the telecom, retailing, manufacturing, banking, software, food service, and logistics industries. Advances in predictability will touch on productivity, succession planning, turnover, and engagement, among others. This conference has always focused on “how to do it” along with strategic views of leading-edge issues. This year, we will explore prescriptive analytics as the next evolutionary step.

Benefits of attending:
• Learn the differences between descriptive, predictive, and prescriptive analytics.
• See how your peers have overcome resistance to metrics and analytics in their companies.
• Learn how analytics programs and projects are designed.

Sponsored by Bellevue University and Bellevue University’s Human Capital Lab

Strategic HR

Executive Compensation Conference
Paying for Performance Alignment
October 23–24, 2012 Le Méridien San Francisco
www.conferenceboard.org/execcomp_cc

A conference for directors, CEOs, and senior HR executives who are accountable to shareholders of major corporations to share their real-life experiences and take away actionable ideas. Participants will interactively explore:
• Cultivating good working relationships between compensation committees and senior management while still maintaining the committee's independence
• The role of the compensation committee in managing the tension and applying the right balance between a number of sometimes competing considerations, such as:
  – Pay for performance versus retention and motivation
  – Short-term business success versus long-term sustainability
  – What’s right for the organization versus external standards of good governance
• Linking leadership and succession strategies to compensation
• Promoting clarity and transparency by effectively communicating and engaging with investors

Sponsored by Farient Advisors

Visit www.conferenceboard.org for an up-to-date listing of all of our events and pricing information.
Save $500 off any conference by using calendar code XB1. Cannot be combined with other discount offers.
Human Capital (continued)

**Talent Management**

**Succession Management Conference**

Raising the Stakes: Anticipating and Removing Barriers to Building High-Quality Leadership Pipelines

October 15, 2012 Pre-Conference Seminar
October 16–17, 2012 Westin New York at Times Square

www.conferenceboard.org/succession_cc

Benefits of attending:

- Walk away with new ideas for removing barriers in your leadership pipelines.
- Discover key factors and approaches to preparing C-suite candidates for success.
- Gain insight from leading companies on processes for identifying pivotal and critical leadership roles.
- Learn how to make development more agile through development networks.
- Hear multigenerational views on what can make the pipeline journey work.
- Understand how to take unconscious bias out of the talent selection process.

Who should attend:

Senior vice presidents, vice presidents, and directors responsible for succession management in their organizations with the majority coming from human resources, leadership development, talent and global talent management, training and development, and employee development.

Presented with assistance PDI Ninth House

In collaboration with the Center for Creative Leadership

**Onboarding Leadership Conference**

Facilitating Transition, Driving Performance and Engagement

December 5–6, 2012 InterContinental New York Barclay
December 6, 2012 Post-Conference Workshop

www.conferenceboard.org/onboarding_cc

The first year of employment is critical to retention. According to several studies, up to 86 percent of new hires decide within the first six months of employment whether or not to leave the company. Given the cost of acquiring a new employee, companies are seeking strategies to find and keep the right people. Strategies include automating as much as possible and leveraging learning and talent management strategies in multiple and blended ways. The real benefits of onboarding include forging a lasting relationship with a new employee and speeding their time to competency and productivity with the organization. Without appropriate onboarding practices, a new hire’s success with an organization becomes much more of a “sink-or-swim” proposition. Increasing speed to competence and productivity must be key features of any onboarding program. This conference is intended for executives charged with onboarding, leadership development, talent management, human resources, organizational learning and development, training, and engagement.

Presented with assistance from Oracle

**Contact Information**

Online www.conferenceboard.org
Email customer.service@conferenceboard.org
Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

Visit www.conferenceboard.org for an up-to-date listing of all of our events and pricing information.

Save $500 off any conference by using calendar code XB1. Cannot be combined with other discount offers.