

THE CONFERENCE BOARD



Conference Calendar

January – June 2007



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Business
Worldwide



Conference Calendar

January – June 2007

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www.conference-board.org/antitrust.htm

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ANTITRUST

Antitrust

March 1, 2007

InterContinental The Barclay New York, New York
www.conference-board.org/antitrust.htm

The challenge facing antitrust counselors has never been harder: to seize every legitimate opportunity while managing short-term and long-term risks. Litigators face similarly daunting assignments. Please join us for an intensive exploration of how best to respond to current and likely future trends in law and policy. Topics to be discussed will include:

- Antitrust Update
- New Directions in Competition Policy: What Lies Ahead?
- Horizontal Restraints and Antitrust Concerns
- Challenges to Dominant Firm Exclusionary Conduct
- New Trends in Antitrust Oversight of Mergers
- The Front Lines: Prudent Business Decision-making in Light of the New Realities of Distribution
- Antitrust, Innovation, and Intellectual Property
- The Intersection of Consumer Law and Competition Law: What Every Antitrust Lawyer Needs to Know

Project: 900007

CITIZENSHIP

Business and Sustainability

May 31–June 1, 2007

Hotel Palomar, Washington, DC
www.conference-board.org/sustainability.htm

Pre-Conference Workshop May 30, 2007

Twenty years after the Brundtland Commission, we will examine case studies and best practices which highlight practical answers and provide guidance.

We will probe:

- Where are we headed?
- What are the challenges for Implementation and how to deal with them?
- What is necessary to move Sustainable Development forward – inside the company and externally?
- Where are the new leaders and managers coming from, and what skill sets need they possess?
- Business is not the only (is a key, or essential, but not the only) player in the arena but what is the real and practical role for Business? Companies cannot be all things to all people

Project: 985007

CITIZENSHIP

Leadership Conference on Global Corporate Citizenship

Citizenship as a Growth Driver

February 27–28, 2007

InterContinental The Barclay New York, New York
www.conference-board.org/globalcitizenship.htm

- Responsible Growth: Creating Lasting Value
- Profitable Growth: Creating Tomorrow's Winning Brands
- Wall Street Viewpoint: Strong Citizenship Builds Shareholder Value
- Philanthropy, Community, Employees: Getting a 10X Return
- Reaping Value from New Citizenship Opportunities
- Beating Competitors in Existing Markets
- Winning Business in Developing Markets
- Bold Commitments: Actionable Steps
- Closing Plenary: CEO Dialogue

Sponsored by SC Johnson

Presented with assistance from Boeing, Johnson Controls, Inc, APCO Worldwide, The Coca-Cola Company

Project: B09007



COMPENSATION

Compensation

Implementing Effective Pay for Performance Strategies

April 4–5, 2007

New York Helmsley, New York

www.conference-board.org/compensation.htm

Post-Conference Workshop April 5, 2007

We conferred extensively with leading compensation executives so that we could assure you that this conference will provide:

In-depth exploration of hands-on problem-solving techniques and lessons learned from remarkable people – visionary leaders, innovators, and change agents – representing leading companies and centers of expertise and excellence.

Actual case studies of the pay for performance strategies, models and mindsets being used by top companies to help innovate their way to profitability, growth, and value.

An opportunity to be part of a team – peers facing similar interests and challenges – that comes together to brainstorm, network, and share insights on the nagging questions that are “keeping you awake at night,” including:

- Key learning’s from stunning recent proxy statement disclosures
- How to make meaningful pay for performance distinctions
- Figuring out how much is enough
- Determining the right role, market position and mix for long-term incentives
- How compensation programs are best managed across business units and borders
- The implications of off shoring and outsourcing
- Which retirement and deferred compensation programs continue to make sense?

Presented with assistance from Watson Wyatt Worldwide and Korn/Ferry Executive Compensation Advisors

Project: 908007

COMPENSATION

Executive Compensation

Everything Directors and Senior Executives Need to Know about Effective Pay

April 25–26, 2007

Four Seasons, San Francisco

May 8–9, 2007

InterContinental, Chicago

June 6–7, 2007

Marriott Marquis, New York

www.conference-board.org/execcomp.htm

Post-Conference Workshop April 26, 2007

Post-Conference Workshop May 9, 2007

Post-Conference Workshop June 7, 2007

Please join us at the **5th Annual Executive Compensation Conference – “Everything Directors and Senior Executives Need to Know about Effective Pay.”** You will be sure to find it to be a highly significant and timely source of practical advice and actionable ideas on how to harness executive pay to drive profitability, growth and investor value. Lessons learned and actionable ideas you will take away from this conference will include:

- Coping with the latest legislative, regulatory, judicial and accounting requirements regarding grant procedures and director responsibilities
- How companies implement effective performance incentives with strategic value
- The best and worst reactions to the SEC’s new disclosure rules
- How compensation committees identify what constitutes a perquisite and which perquisites should be provided (and disclosed)
- Factors and processes compensation committees use to determine pay quantities
- How companies have successfully implemented innovative equity and long-term incentives
- How major investors hold directors of their portfolio companies accountable for discharging their fiduciary duties for overseeing executive compensation
- The compensation committee’s crucial responsibilities for assuring good processes and policies

Presented with assistance from Compensation Design Group, Compensation Strategies, James F. Reda & Associates, LLC

Project: 999/969/914007



DIVERSITY & INCLUSION

Women's Leadership

Leaders of the Future

March 29–30, 2007

Waldorf=Astoria, New York

April 26–27, 2007

Coronado Island Marriott, San Diego

www.conference-board.org/women.htm

Pre-Conference Workshop March 28, 2007

Pre-Conference Workshop April 25, 2007

Women in the workforce are an accepted part of the employment picture. If companies want the best and brightest managers to lead them in the future, companies can no longer view entry level, middle management or senior women as a “nice-to-have”; they are a “have-to-have”. So, how do you get all stakeholders to agree that this inclusion is important? How are these valuable employees recruited, trained, integrated, promoted and retained?

Join us as we discuss:

- Gaining Senior Level Support for Women's Leadership Issues
- Relaunching of Women's Careers
- Combating the Stifling Nature of Stereotypes
- Creating a Network for Success
- Mentoring – Make it a Win for Both Parties
- Skill Sets for Success – Negotiating, Receiving Feedback, Being a Change Agent
- Retaining Women Leaders
- Multi-Cultural Challenges and Opportunities
- Generational Differences – Managing to Benefit all Ages

In collaboration with Center for Creative Leadership, Catalyst

Presented with assistance from State Farm Insurance, IBM, and Goldman Sachs

Project: B19/974007

DIVERSITY & INCLUSION

Diversity

Rhythms of Our World: Examining and Honoring Our Uniqueness & Multiplicities

March 29–30, 2007

Hotel del Coronado, San Diego

April 25–26, 2007

Hilton, New York

May 23–24, 2007

Westin Chicago River North, Chicago

www.conference-board.org/diversity.htm

Pre-Conference Workshop March 28, 2007

Pre-Conference Workshop April 24, 2007

Pre-Conference Workshop May 22, 2007

This conference provides an opportunity for you to join your colleagues, leading executives and cross industry professionals who will provide you with many networking opportunities, thought provoking sessions, interactive learning formats and actionable tools that you can apply when you return to your organizations.

Topics of discussion include:

- Leading Diversity
- Global Diversity and Inclusion Practices Integrated Across Businesses
- Creating a Culture of Diversity Competence
- Diversity Resource Groups, Councils, and Networking
- Generational Challenges and Differences and Their Impact on the Workplace
- Men & Women: The Current State of Their Workplace Relationships
- Racial Divides: Are They Widening, Shrinking, or Blending?
- Designing Diversity Needs Assessment: Learning Interventions, Programs and Solutions
- Branding Diversity & Linking it to Customer Satisfaction

Presented with assistance from American Express, IBM, Cardinal Health, DOW, Global Lead Management Consulting, The Kaleidoscope Group, LLC, Novations Group, and TMP Worldwide.

Project: 991/988/979007



DIVERSITY & INCLUSION

Work-Life

June 12–13, 2007

Marriott Financial Center, New York

www.conference-board.org/worklife.htm

Over the past two decades, this annual conference has set the standard for thought leadership. It is a first-rate networking opportunity for working on challenging issues and sharing best practices with your colleagues in Work Life, Diversity and HR.

The 2007 Work Life Conference will explore ways work life contributes to the economic solutions for today's business challenges. It is designed to be an engaging learning experience that will enable Work Life and Diversity specialists to be strategic and plan for the future to help your organization succeed in an increasingly complex and competitive global economy. In dynamic plenary sessions, expert speakers from diverse fields will provide an in-depth overview of the business context and lead discussions on crucial topics. Breakout groups will supplement the plenary sessions by delving deeper into the issues, providing peer-sharing of best practices, take-home tools, and case studies for how to develop core work life competencies.

Presented with assistance from IBM Corporation and Johnson & Johnson

Project: 918007

ETHICS & GOVERNANCE

Ethics and Compliance

Creating (and Measuring) a Culture of Integrity

March 15–16, 2007

Hotel del Coronado, San Diego

April 26–27, 2007

Waldorf=Astoria, New York

www.conference-board.org/ethics.htm

Pre-Conference Seminar

March 14, 2007

Pre-Conference Seminar

April 25, 2007

Topics to be addressed:

- External Expectations: 2007 – 2010
- Integrating Human Resources with Ethics and Compliance
- Effective Risk Assessment: Implementing and Measuring
- Compliance Focus: Fair Competition and Antitrust
- Integrating Internal Audit with Ethics and Compliance
- Effective Global Programs: Implementing and Measuring
- Compliance Focus: Confidential Information and Business Intelligence
- Integrating Corporate Social Responsibility with Ethics and Compliance
- Effective Ethics and Compliance Governance: Implementing and Measuring
- Compliance Focus: Whistleblower Legislation, U.S. and Europe
- Effective Helplines: Implementing and Measuring
- Compliance Focus: Bribery, FCPA, and other Anticorruption Legislation
- Integrating Line Management with Ethics and Compliance

Presented with assistance from KPMG and Global Compliance Services

Project: 931/903007



HEALTHCARE

Employee Health Care

Building a Culture of Health:
How to Make Change Work

February 1–2, 2007
Waldorf=Astoria, New York

March 15–16, 2007
Hotel del Coronado, San Diego
www.conference-board.org/healthcare.htm

Pre-Conference Seminars January 31, 2007
Pre-Conference Seminars March 14, 2007

Successful companies are doing a lot more to make change work. They're committed to – and investing in – health. They're focusing on changing critical behaviors to achieve outcomes that are good for people and good for business. And they're taking a view of health as both a long-term investment in financial security for employees and in competitive advantage for the organization. In a phrase, they're building a "culture of health." Attendees to this event will learn how to:

- Identify and address the employee behaviors that matter – health risk management/prevention, health care consumption, compliance with treatment protocols, decision behaviors
- Develop strategies, program designs and delivery mechanisms that produce the right outcomes, including the latest in account-based approaches and health/wellness
- Overcome organizational barriers, such as disconnects between HR programs and other employee health/safety initiatives
- Measure results and ROI across the full spectrum of program performance – from financial outcomes and consumer engagement to wellness/prevention and care/disease management

Sponsored by Towers Perrin

Presented with assistance from CIGNA, Active Health, WebMD, Revolution Health, Mayo Clinic Health Management Resources, Medco, and Whole Health Management, Inc.

Project: B21/B20007

HUMAN RESOURCES & TALENT MANAGEMENT

Executive Coaching

Maximizing the Impact of Coaching

January 25–26, 2007
Hilton, New York

March 13–14, 2007
Westin Chicago River North, Chicago
www.conference-board.org/coaching.htm

Pre-Conference Workshop January 24, 2007
Pre-Conference Workshop March 12, 2007

- The New Frontier of Coaching – What's Working, and What Keeps Us Inspired
- What Organizations Are Doing to Prepare Their Executives for Coaching
- Executive Presence: Creating the Space to Imagine
- Successful Models of Tying Executive Coaching to Leadership Development and Strategic Planning
- Lessons from the Pioneers – Launching Executive Coaching in Your Organization
- Is Team Coaching the New Wave in Promoting Executive Excellence?
- Building Your Global Bench Strength
- A Live Coaching Demonstration
- High-Impact Executive Coaching
- Brain-Based Coaching Skills
- Global Trends Impacting Leaders – How Will We Coach for Them?
- Giving Voice to Our Learning

In collaboration with Center for Creative Leadership

Presented with assistance from Right Management and Korn/Ferry International

Project: B87/B86007



HUMAN RESOURCES & TALENT MANAGEMENT

Human Capital Metrics: Practices and Results

How to Create Shareholder Value through
Human Capital Investment

March 7–8, 2007

Marriott East Side, New York

www.conference-board.org/hcmetrics.htm

Pre-Conference Workshop March 6, 2007

Leaders in healthcare, technology, supply management, finance and energy, as well as top consultants and researchers share their experiences in linking human resources services to business results. To top it off, three CEOs will describe human capital management from their viewpoints. Not platitudes but rather case examples of how they transformed their companies from the people side! Last February's attendees rated the conference excellent to outstanding. We deliver top level practical tools and value relevant information, positioning you to meet the C-Suite expectations. Join us in March to experience the best of human capital management practices.

Presented with assistance from Authoria

Project: 930007

HUMAN RESOURCES & TALENT MANAGEMENT

Strategic E-Human Resources

Maximizing the Value of HR through Technology

February 28–March 1, 2007

Coronado Island Marriott, San Diego

www.conference-board.org/ehr.htm

Pre-Conference Workshop February 27, 2007

This event will feature corporate case studies and panel discussions presented by industry experts on Strategic E-HR implementation. By attending this timely event, you will gain the opportunity to learn from your counterparts' valuable information on successfully planning and deploying your E-HR initiatives.

Leading Experts from E-HR Technology will discuss:

- Maximizing Your Return From Technology Innovation in Human Resources
- Analysis of the Business Case Financial Model for Strategic E-HR
- Using Technology for Human Capital Management
- Designing The Efficient Business to Business Employee Portal
- Using Technology for Succession Planning
- Successfully Building and Deploying Strategic E-HR Initiatives That Add Business Value
- Using Technology to Transform HR from a Core to a Strategic Function

Presented with assistance from Successfactors, Authoria

Project: 920007



HUMAN RESOURCES & TALENT MANAGEMENT

Talent Management

Focus on Business Impact

March 22–23, 2007
Grand Hyatt, New York

April 18–19, 2007
Loews Coronado, San Diego
www.conference-board.org/talent.htm

Pre-Conference Workshop March 21, 2007
Pre-Conference Workshop April 17, 2007

Please join your peers and other leading thinkers to examine how companies are integrating talent management across the organization and into their key processes to ensure business impact.

Topics include:

- Are You Ready for Transformation? Implementing Your Talent Management Strategy
- Meeting the Staffing Challenges of Global Talent Management
- Making Every Job Count: Ensuring Both Developmental and Business Outcomes
- Bringing Passion to the Workplace: A New Look at Engagement
- Workforce Planning Amid the Shifting Sands of Demographics and Organizational Capability
- Integrating Talent Management: Sharing Experiences and Going Deeper through a Peer Assist

Presented with assistance from Deloitte, DDI, SuccessFactors, Taleo

Project: 998/956007

HUMAN RESOURCES & TALENT MANAGEMENT

Leadership Development

Building Your Leadership Pipeline for Business Results

May 10–11, 2007
Grand Hyatt, New York

June 13–14, 2007
Coronado Island Marriott, San Diego
www.conference-board.org/leadership.htm

Pre-Conference Seminar May 9, 2007
Pre-Conference Seminar June 12, 2007

This year's conference will begin with research-based survey results on the most pressing issues companies are dealing with in developing a leadership development architecture that meets the demands of an increasingly complex business environment. Filling the leadership pipeline through selection, assessment, and deployment to ensure enough 'ready now' talent to execute the business strategy has become a business critical priority. Following a report out on the survey results, we'll move to an interactive session with our panel of CEOs and top-notch Leadership Development Professionals who will reflect and offer insights on how they are addressing these difficult challenges. Innovation and growth are themes that will run throughout the conference as case studies provide insights into how companies are changing leadership development models to better prepare leaders for change, agility, strategic-decision making, innovation and organic growth.

Some highlights include:

- What the Business Needs from Leaders
- Developing the New Leader: More, Better, Faster
- Segmenting the Different Kinds of Growth to Develop Leaders with the Right Skills
- Developing Talent Earlier, Deeper in the Organization
- Successfully Transitioning Leaders
- Using Assignments to Accelerate Development
- Developing Leadership Talent in Emerging Markets
- Developing Frontline Leaders
- Your Leadership Brand: Developing Leaders Who Can Engage Their Employees
- Making Development Stick
- Measuring Impact

Presented with assistance from The Forum Corporation, Mercer Delta, Interaction Associates, Fort Hill Company

Project: 905/957007



HUMAN RESOURCES & TALENT MANAGEMENT

Employee Engagement and Loyalty

May 17–18, 2007

Hotel del Coronado, San Diego

June 21–22, 2007

Westin New York at Times Square, New York

www.conference-board.org/retention.htm

Given today's changing demographics, every organization will need to actively develop its leadership bench strength in both the managerial and technical arenas. To effectively meet these changes, organizations need a culture that emphasizes continuous learning and leaders who see themselves as stewards and learning agents. A new framework is required. During the afternoon session, we'll:

- Introduce innovative models for effective mentoring processes
- Offer insight into the selection of mentors and mentees
- Create a template for participants to apply an effective learning architecture in their own organization

Project: 962/995007

HUMAN RESOURCES & TALENT MANAGEMENT

Communicating Employee Benefits Seminars

New Directions and Strategies for
Benefits Communication Success

June 7–8, 2007

Marriott East Side, New York

June 20–21, 2007

Allerton, Chicago

www.conference-board.org/employeebenefits.htm

Day One Workshop: Strategic Employee Benefits Communication: Gaining the Respect, Understand and Buy-in of the Workforce

Employee benefits have shifted from a human resources issue to a CEO priority. But to many CEOs, health care administration and planning is uncharted territory that requires new communication models for improved effectiveness. As a result, many benefits communicators are finding themselves faced with a daunting new task: providing their bosses with a roadmap for successfully navigating the increasingly complex – and business critical – benefits landscape.

During this important workshop we will cover:

- Improving employee understanding and results
- Increasing employee awareness of all employer sponsored benefits
- Gaining employee appreciation of their benefits
- Increasing employee retention and improve the recruiting process

Day Two Workshop: Web-based Employee Benefits Communication: Reducing Costs and Increasing Productivity Using Web-based Employee Benefits

As technology shapes benefits communication into an entirely new landscape of strategic possibilities, technology and benefits visionaries are eagerly surveying the terrain. Company Internets have become powerful tools, fostering team building and knowledge sharing by allowing employers to connect to employees, and employees to connect to each other. And, increasingly, intranets are being used to aid in benefits administration.

During this workshop you will learn the best way to:

- Communicate quickly and effectively over the Internet
- Create consistency between benefits information and behaviors and values
- Use the latest technology for your benefits communication efforts
- Measure the success of your strategy

Project: 959/960/B40/B41007



HUMAN RESOURCES & TALENT MANAGEMENT

Executive Coaching Forum

New Directions and Next-Generation
Coaching Practices

June 12–13, 2007
Coronado Island Marriott, San Diego
www.conference-board.org/execcoaching.htm

Pre-Conference Workshop June 11, 2007

The Executive Coaching Forum presents best coaching practices from around the globe in an intimate seminar format designed for attendee discussion and debate, including but not limited to:

- Debating the ROI of Coaching
- What is HR's Responsibility in Coach Selection
- How much should coaching cost?
- Coaching the "Heir Apparent"

Project: 949007

MARKETING & COMMUNICATION

Corporate Image

New Insights, Trends, and Innovations in
Corporate Image and Brand Management

January 25–26, 2007
Westin New York at Times Square, New York
www.conference-board.org/corpimage.htm

Pre-Conference Seminar January 24, 2007

Topics to be addressed include:

- Corporate Brand Shift: Understanding and Adapting to Competition
- Strategic Brand Building and Execution: Giving Your Brand New Meaning and Importance
- Digital Branding: Using Digital Media to Create, Build, Manage and Revitalize the Relationships
- Building Your Corporate Image: Competing in a Global Marketplace and Winning
- Brand Equity Management: Building a Solid Value Chain
- Brand Extension Planning and Implementation: New Rules for Branding Success
- The Brand Loyalty Factor: Move Fast or Lose Out
- Internal Branding: Extending the Corporate Brand into Your Corporate Culture

- The Business Case for Corporate Branding: Achieving Business Success Throughout the Organization
- Brand Measurement and Evaluation: Determining the Real Value of Your Efforts
- Brand Renewal and Revitalization: Solutions with Real Results

Academic Sponsor: Columbia Business School

Project: 989007

MARKETING & COMMUNICATION

Customer Experience Management

A Blueprint for Building a Customer Experience
Enterprise

March 1–2, 2007
Westin New York at Times Square, New York

March 22–23, 2007
Drake, Chicago
www.conference-board.org/cem.htm

Pre-Conference Workshops February 28, 2007

Pre-Conference Workshops March 21, 2007

Join us in New York or Chicago and learn:

- How to Disseminate CEM Throughout the Organization
- Changing the Culture to Embrace the Customer Experience
- Overcoming the Silo Syndrome: Integrating Customer Knowledge to Achieve Superior Customer Experiences
- The Customer Experience Evolution: Being "Now", Ditching "Then"
- From Commodity Management to Customer Experience Management
- The Product is the Brand. . .and the Customer Experience is the Product
- If Only I Knew Then What I Know Now About the Customer Experience
- Guiding a Shared Services Organization through Customer Experience Management
- Driving Customer Centric Change in a Large Organization
- Executing Your Customer Experience Strategy with Innovating Organizational Performance
- Designing a Customer Experience Strategy that Maximizes Value for Both You and Your Customers
- Boosting Customer Retention and Loyalty with Customer Experience Management

Presented with assistance from Synovate Loyalty and Teradata

Projects: 996/909007



MARKETING & COMMUNICATION

Employee Communication and Measurement Workshops

March 8–9, 2007

InterContinental The Barclay New York, New York

March 29–30, 2007

InterContinental, Chicago

www.conference-board.org/employeecomm.htm

Topics to be addressed include:

Employee communication has never been more vital in achieving your business goals. How communication travels to and from employees on all levels of your company has far-reaching impact on productivity, recruitment, retention, and profitability

During this workshop you will discover new ways to:

- Build a communication plan that meets your organization's objectives
- Develop a plan that you will actually use and implement
- Use new approaches for communicating organizational change
- Discover tactics to help leaders and managers become more effective communicators
- Find strategies to help you become more effective with your communication efforts
- Uncover new ways to excel in both your strategic and tactical communication

Project: 973/976/975/986007

MARKETING & COMMUNICATION

Corporate Image and Branding Workshops

Connecting Emotions and Personality to Your Corporate Image and Brands

April 12–13, 2007

Marriott East Side, New York

www.conference-board.org/imageandbranding.htm

Topics to be Addressed on Day One:

Incorporating the latest industry thinking and developments in strategic brand management is fundamental to building powerful brands. When you attend this workshop you will discover new ways to:

- Improve brand relevancy and effectiveness
- Communicate quickly and flawlessly to each stakeholder group
- Emotionally connect the brand to the customer
- Ensure employees are brand ambassadors
- Establish clear metrics and assess your progress against brand objectives

Topics to be Addressed on Day Two:

The creation of a brand and the associated values is a significant part of a company's competitive strategy development.

During this workshop you will gain valuable insight on new ways to:

- Develop a strategic approach to building brand equity
- Capture market share and grow brand value
- Become more resilient against new competitors
- Improve brand value in supporting line/category extensions
- Gain access to brand awareness using the Internet and improve results

Project: 934/935007



MARKETING & COMMUNICATION

Senior Marketing Executive Roundtables

April 18–19, 2007
Millennium UN Plaza, New York

May 17–18, 2007
Drake, Chicago
www.conference-board.org/srmkt.htm

In today's difficult competitive environment, the pressure is on marketers not only to maintain current levels of financial performance but also to develop profitable growth. This seminar focuses on how to accomplish those twin goals.

Speakers from companies, consultancies, and universities explain the approaches they use and illustrate their ideas with case histories that maximize learning.

The first day covers strategic decisions and broad concerns; the second day focuses on implementation and organization issues.

On Day One, we will address:

- Assessing marketing returns across the company
- Identifying and evaluating new market opportunities
- Determining the marketing return on innovations
- Estimating long-term customer value and investments for customer acquisition and retention
- Establishing the company marketing information system

On Day Two, we will cover:

- Assessing brand investments
- Finding profitable customer targets
- Evaluating the marketing mix
- When to cut costs/when not to
- Setting up the marketing scorecard
- Organizing for return-based marketing decision-making

In collaboration with Copernicas, Corebrand

Sponsored by Prophet

Academic Sponsor: Columbia Business School

Project: B06/B24/B33/B89007

MARKETING & COMMUNICATION

Corporate Communication and Technology

Improving Interactive Dialogue, Engagement, and Performance

April 18–19, 2007
InterContinental The Barclay New York, New York
www.conference-board.org/communications.htm

To compete successfully in the digitized world, your corporate communication strategies must encompass the full spectrum of the networked economy. You need to build electronic relationships, overcome traditional obstacles, and raise the bar on responsiveness, personalization, and ease of use. During this conference you will learn how to:

- Become more strategic with your communication planning
- Win the trust of your stakeholders
- Influence the perceptions of your workforce
- Reach your external audience via technology
- Gain access to the media and get positive coverage
- Shape the beliefs and values of the organization
- Measure and track your success

Project: 990007

MARKETING & COMMUNICATION

Customer Loyalty

May 17–18, 2007
Westin New York at Times Square, New York
www.conference-board.org/customerloyalty.htm

Pre-Conference Workshop May 16, 2007

You already understand the value of customer loyalty: loyal and committed customers mean reduced customer acquisition costs and lower churn rates. In short, customer loyalty is the fuel that drives the financial success of your company. But how do you build the strong bonds of customer loyalty?

Join us and learn about the unique initiatives that companies are using to successfully create and strengthen customer loyalty. You'll hear groundbreaking concepts and innovative strategies from top performing B-to-B and B-to-C companies and how they are building and maintaining profitable relationships. You'll learn from case study examples of companies that have mastered the loyalty equation. Don't miss this opportunity to brainstorm and network with the nation's loyalty leaders.

Presented with assistance from Synovate Loyalty and Teradata

Project: 929007



MARKETING & COMMUNICATION

Sales Executive Conference

Strategic Insight into Your Customer Buying Process

June 7-8, 2007

Westin New York at Times Square, New York

www.conference-board.org/sales.htm

Pre-Conference Seminar June 6, 2007

Featuring keynote addresses by top executives, including CEOs, CFOs, CMOs, CIOs, CTOs, procurement and supply chain executives, and senior sales executives.

Issues to be addressed include:

- A CEO's Perspective on Transforming the Sales Organization
- Radical New Ideas in Sales Structure & Territory Management
- The Technology Buyer
- The Supply Chain and CFO Buyers
- The Marketing Buyer
- The Operations Buyer
- Sales Enablement
- Sales Analytics & Measurement
- Sales Talent Management
- Sales Outsourcing

Presented with assistance from ZS Associates, The Savo Group

Project: 950007

MARKETING & COMMUNICATION

Market Research

Building Influence and Getting Research a Seat at the Table

June 26-27, 2007

Marriott Financial Center, New York

www.conference-board.org/marketresearch.htm

Pre-Conference Seminar June 25, 2007

This event is a gathering of prominent corporate marketing research executives and experts who will provide you with information and tools that will help you transform your research department so it demonstrably adds value to the organization, and make the research function more valuable and visible in the C-suite.

- Building Influence and Enhancing Business Value via Marketing Research
- How Will the Focus on Marketing Accountability Affect the Market Research Department?
- What makes this conference different is our focus on building a high-performance research function?
- Future Trends in Market Research
- Making Marketing Research Drive Performance Through Your Organization

Project: 947007



MARKETING & COMMUNICATION

Corporate Brand Management Workshops

Using Your Brand to Create Meaningful and Valued Relationships

June 14-15, 2007

InterContinental, Chicago

www.conference-board.org/brandingworkshops.htm

When planned properly, your brand can be the engine of global growth. But today many organizations are struggling to recapture the public's confidence in product development, customer service, and financial performance. To compete with new and existing competitors you need to capitalize on your reputation and sustain long-lasting relationships with all your stakeholders.

During this workshop you will discover how to:

- Compete because of global changes in the competitive landscape
- Identify and capitalize your organization's competitive advantages
- Gain added value into your branding opportunities, using cost-effective research tools
- Assess your competitors' relative strengths and weaknesses to build market share
- Instill new ideas into your strategic branding plan

Project: B10/B11007

OPERATIONS & BUSINESS PROCESSES

Growth and Innovation Conference

Thriving on the Challenge

January 30-31, 2007

Waldorf=Astoria, New York

www.conference-board.org/growth.htm

Pre-Conference Workshop January 29, 2007

Thought Leaders and Senior Executives will discuss:

- How corporations today are planning for growth and innovation rather than reacting to these forces
- Why leadership remains a key to success
- How the right team can make the seemingly impossible happen
- How to create more growth and innovation using external resources rather than keeping the boundaries intact
- Why a process for innovation is key to maintaining the innovation pipeline within an organization
- Why evaluating and understanding core competencies is a key to success
- Why companies with different cultures can all be successful
- How to best utilize the customer in the growth and innovation process

Presented with assistance from Deloitte & Touche, Whirlpool, Pitney Bowes

Project: 933007



OPERATIONS & BUSINESS PROCESSES

Enterprise Learning Strategies

Learning Where You Work:
Creating Cultures to Transform
Performance, Productivity and Growth

February 8–9, 2007

Westin New York at Times Square, New York

www.conference-board.org/els.htm

Pre-Conference Workshop February 7, 2007

Enterprise learning is currently a differentiator for organizations seeking to attract, develop, and retain top talent. Learning is also recognized as a branding tool to further corporate pride, loyalty, and increased visibility. Additionally, effective learning strategies can facilitate employee engagement and motivation, and equip your human capital with their ongoing needs for continuous learning and competencies.

As organizations recognize they don't have core competencies, they are outsourcing training through increasingly complex learning partnerships and turning to online solutions for knowledge and learning management. Please join us in New York City to learn from your peers about how they are building holistic learning cultures and competencies by using cost effective and sustainable learning plans and solutions.

Project: B42007

OPERATIONS & BUSINESS PROCESSES

Supplier Relationship Management

Leveraging Relationships to Drive Performance

March 7–8, 2007

Grand Hyatt Atlanta in Buckhead, Atlanta

www.conference-board.org/srm.htm

Pre-Conference Workshop March 6, 2007

The strategic sourcing rounds have been done several times. The challenge is to manage the supplier relationships that have emerged. The goal of SRM needs to be value delivery to the company.

Topics of discussion include:

- Narrowing your SRM effort to the suppliers that are truly strategic
- Contract management and how it fits under the SRM umbrella
- Relationship governance structures that deliver ongoing results
- Supplier accountability for performance and risk management
- How to organize for SRM – structures that must extend beyond Procurement
- Using technology to manage suppliers

Presented with assistance from Vantage Partners

Project: 925007



OPERATIONS & BUSINESS PROCESSES

Procurement Technologies

Achieving Procurement Excellence:
Strategies & Tools

March 28–29, 2007

Allerton, Chicago

www.conference-board.org/procurement.htm

Pre-Conference Workshop March 27, 2007

This two-day event will feature keynote addresses by top procurement executives, case study presentations of major corporations, updates by major technology providers and panel discussions led by leading experts in procurement technologies.

Procurement executives will discuss:

- Emerging technologies that will radically change procurement
- Achieving measurable savings through leading-edge sourcing technologies
- Increasing value in the procurement process with SRM technology
- Role of technology in procurement transformation
- Continuous improvement in the implementation of procurement tools/technology
- Case study in rollout of supply chain technology
- Has reality met the hype of e-Procurement technologies
- Role of technology in driving strategic value in Procurement
- Best practice providers of e-Procurement technologies
- Alignment, rationalization and connectivity of different supply chain technologies
- Future of e-Procurement

Presented with assistance from Global EProcurement

Project: 901007

OPERATIONS & BUSINESS PROCESSES

Six Sigma Leadership

April 12–13, 2007

Drake, Chicago

www.conference-board.org/sixsigma.htm

Pre-Conference Workshop April 11, 2007

With its roots in the manufacturing industry, the initial objective of the Six Sigma quality improvement methodology was to deliver high performance, reliability and value to the end customer by reducing defect levels to below 3.4 defects per one million opportunities.

Today, utilization of Six Sigma is pervading the business process and IT services delivery and transformation industries – both in outsourced settings and internal shared services environments – to drive quality improvement, reduce operational costs and cycle times and improve on-time delivery of enterprise-wide services

While some organizations have successfully applied Six Sigma to their IT and business processes, many are experiencing “Sick Sigma.”

If you’re struggling with applying Six Sigma to identify, realize and optimize delivery of your company’s business and IT processes, this is one conference you can’t afford to miss. The sessions during this conference, presented by the world’s most authoritative experts on Six Sigma for services delivery – along with significant opportunities to network with peers – will provide you with a roadmap to make the Six Sigma methodology work for your organization’s business and IT process transformation.

Presented with assistance from The George Group

Project: 916007



OPERATIONS & BUSINESS PROCESSES

Business Development

April 18–19, 2007

Jumeirah Essex House, New York

www.conference-board.org/businessdev.htm

Business development leadership is a multifaceted role – and today's business development heads are confronted with demanding new conditions on every side. Corporations are rethinking strategy and business with globalization in mind. New and emerging markets present a host of challenges for transaction execution and investment outcomes. To manage rapidly changing environments and complex roles, business development leaders must build knowledge, secure resources, and consider new approaches.

This year's conference will focus on the role of business development as central to advancing the corporate agenda, managing a cross-functional deal-team, and exploring opportunities and executing deals in the emerging markets. The content rich agenda will address such topics as:

- Building a global enterprise
- Corporate development and HR
- Deals and the CFO
- Considerations when entering new markets
- Divestitures in corporate strategy
- Executing transactions in emerging markets

The conference is intended for Business Development Officers and others integral to their companies' corporate development function, including senior tax, strategy, HR, operations, finance, and legal executives.

Sponsored by Ernst & Young

Project: 904007

OPERATIONS & BUSINESS PROCESSES

Strategic Outsourcing

May 3–4, 2007

Westin New York at Times Square, New York

www.conference-board.org/strategic.htm

Pre-Conference Seminar May 2, 2007

"Just Do It." Don't we all wish that outsourcing or off shoring IT or business processes was as simple and straightforward as Nike's award-winning ad campaign? But the reality is that regardless of where an organization is in its transformation journey – assessing options, structuring the deal, implementing the solution or managing the relationship throughout the life-time of the contract – it needs an arsenal of strategies, tactics, methodologies and processes to achieve success. It also needs to keep a keen eye focused on its desired "future state" in order to realize the intent of the process transformation initiative...streamlined processes, reduced costs, improved service levels, increased stakeholder value and enhanced employee and customer loyalty, or any combination thereof.

The sessions during this conference – presented by the world's foremost outsourcing and offshoring authorities – will provide immediately actionable, "how-to" blueprints on how to attain and maintain success at all points along the process transformation continuum.

If you're looking for answers on how to achieve "future state" transformation, this is a conference you can't afford to miss. We look forward to seeing you in New York!

Project: 967007



OPERATIONS & BUSINESS PROCESSES

Post-Merger Integration

May 17–18, 2007
Ritz-Carlton Chicago, Chicago

June 19–20, 2007
Palace, San Francisco
www.conference-board.org/postmerger.htm

Post-merger integration is a Herculean task that often exceeds the time and resources devoted to it. But one thing is clear: Numerous studies have shown the extent to which learning and experience can dramatically improve your chances of success. This conference has been designed with that in mind. Join us to harness the best practices based on the cumulative experience of others.

Topics covered will include:

- Cross-Border Integration Strategies
- Managing Divestitures
- Strategic IT Integration Planning
- Supply Chain Management and Procurement
- Sales Force Integration and Avoiding Customer Attrition
- Insights from a Current McKinsey Culture Initiative
- Legal Minefields, Regulatory Approval, and Antitrust Traps
- Long-Term Measurement of Merger Success

Speaking from firsthand experience, integration, business development, finance, and HR executives from leading companies will offer guidance on how to overcome the most demanding post-merger challenges.

Sponsored by McKinsey & Company

Project: B18/B17007

OPERATIONS & BUSINESS PROCESSES

Business Continuity, Security & Crisis Management Seminars

Strategies to Limit Risk, Control Damage,
Sustain Operations and Effect Recovery

May 22–23, 2007
Inter Continental The Barclay New York, New York
www.conference-board.org/continuity.htm

Join other senior executives to examine key issues of risk, business continuity, crisis preparedness and response, from both strategic and tactical perspectives.

Case studies, best business practices, and crisis scenarios will provide you concrete, practical lessons and plans to implement within your firm.

Critical issues to be addressed include:

- The Anatomy of Risk: Enterprise Risk, Business Continuity & Security
- Confronting Natural and Man-Made Disasters: From Tsunamis to Terrorism
- Pandemics and Bioterrorism: Planning for the “Unthinkable”
- The Art and Science of Crisis Team Management
- The Core of Continuity & Resilience
- Countering Industrial Espionage & Cybercrime
- Metrics and the Value of Security/BC: Proving the Business Case
- Standards, Regulations and Compliance: The Changing Landscape for Security/BC
- Security Awareness & Preparedness in the Private Sector

Presented with assistance from Guardsmark LLC

Project: 970/971007



OPERATIONS & BUSINESS PROCESSES

Enterprise IT Security and Business Resilience

Strategic Corporate Security Solutions

June 26-27, 2007

Millennium UN Plaza, New York

www.conference-board.org/enterpriseit.htm

Pre-Conference Workshop June 25, 2007

This conference is targeted to COOs, CTOs, CIOs, CISOs, CSOs, CFOs and other senior executives (SVPs, VPs, Directors) in IT, IT Security, Telecommunications, Information & Data Processing, Business Continuity, Corporate Security, Contingency Planning/Business Recovery, Strategic Planning and related functions and areas of responsibility.

Topics to be addressed include:

- IT Security Business Case: Risk, Governance, and Compliance
- Data Security and Resilience: Safe and Accessible Data?
- Strategic Planning for Security Compliance
- Corporate Security Is Public Security: Public-Private Technology Partnerships
- Hackers, Disasters, Pandemics and Cyberterrorism: IT in Times of Crises
- Where Enterprise Security Dollars Matter: Prioritizing Security Expenditures
- Security and Privacy vs. Usability: The IT Security Challenge

Presented with assistance from Microsoft Corporation

Project: 958007



The Conference Board

Creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

Working as a global, independent membership organization in the public interest, we conduct research, convene conferences, make forecasts, assess trends, publish information and analysis, and bring executives together to learn from one another.

The Conference Board is a not-for-profit organization and holds 501 (c) (3) tax-exempt status in the United States.

PUBLICATIONS	COUNCILS	WEBCASTS	LEADERSHIP EXPERIENCE PROGRAMS
The Conference Board's primary research comes in a variety of formats: • Full Research Reports • Executive Summaries • PowerPresentations • Executive Action Reports (including the Mid-Market Company Series) Conference Board research covers a range of subjects of interest: <i>Managing More Than Efficiency</i> <i>Talent Management Value Imperatives: Strategies for Successful Execution</i> <i>CEO Challenge 2005</i> <i>The Business Value of Leadership Development</i> <i>Directors' Compensation and Board Practices in 2005</i> <i>The 2005 Top Executive Compensation Report</i> <i>Enterprise Risk Management Systems: Beyond the Balanced Scorecard</i> <i>Making Innovation Work: From Strategy to Practice</i> <i>The 2005 Corporate Contributions Report</i>	Unlike a trade or professional group, our councils consist of a diverse, cross-industry group of peers who will provide you with access to a variety of perspectives. Council meetings are highly interactive, with dialogue that is lively, informed, and off the record. The dedicated representatives who lead the work of each of our councils help you keep in touch with the collective wisdom of our global membership.	Now you and your colleagues can gain real-time insights from our research teams and invited experts. Selected presenters will brief you on the latest developments in the areas that matter most to you - from ethics and compliance, outsourcing, diversity, and human capital, to privacy, corporate citizenship, and international grantmaking - and provide analysis of how these developments might impact your business strategy. And your executive team can join in from anywhere in the world - all you need is access to a telephone and a PC with Internet connection.	The Conference Board's Leadership Experiences at Gettysburg and Normandy offer a chance to examine concepts of leadership by literally walking in the footsteps of some of history's most successful-and controversial-leaders. By studying the events-and through the benefit of hindsight-we can see many similarities to today's daily challenges and apply lessons learned to our individual circumstances. The themes and questions explored include: • Effective communication, team and coalition building, dealing with ambiguity, and the execution of policy and plans. • How do you communicate a mission throughout a organization to achieve consistency in performance? • How can you turn staunch individualists into collaborative team members? The result is highly interactive programs in which participants learn not just from history, but also from each other. Programs can also be organized and tailored for individual company teams. For further details, visit www.conference-board.org/gettysburg.htm or www.conference-board.org/normandy.htm
	WORKING GROUPS		
	Conference Board Working Groups are unique networks of 15-20 senior executives from leading organizations. These executives come together to develop the intellectual capital that provides companies with the practical information they need to strengthen their performance in today's global business environment. Participants take part in a series of consultative meetings-both in person and online-to formulate and carry out research initiatives needed to achieve the working group's objectives.	CEO FORUM EVENTS	
		Our CEO forums and events offer corporate leaders a chance to engage in off-the-record discussions on cutting-edge topics facing corporate executives. As a non-advocacy, non-profit organization, The Conference Board provides a neutral and collegial platform for discussions of this type. Attendance is by invitation only.	



Upcoming Spring 2007

ANTITRUST

- Antitrust 900007

CITIZENSHIP

- Leadership Conference on Global Corporate Citizenship B09007
- Business and Sustainable Development 985007
 - Pre-Conference Workshop B12007

COMPENSATION

- Compensation 908007
 - Post-Conference Workshop B62007
- Executive Compensation
- Conference I CA 999007
 - Post-Conference Workshop B34007
- Conference II CHI 969007
 - Post-Conference Workshop B08007
- Conference III NY 914007
 - Post-Conference Workshop B35007

DIVERSITY & INCLUSION

- Womens Leadership
- Conference I B19007
 - Pre-Conference Seminar B78007
- Conference II 974007
 - Pre-Conference Seminar B30007
- Diversity
- Conference I 991007
 - Pre-Conference Workshop I B73007
- Conference II 988007
 - Pre-Conference Workshop II B45007
- Conference III 979007
 - Pre-Conference Workshop III B43007
- Work-Life 918007

ETHICS and GOVERNANCE

- Business Ethics and Compliance
- Conference I NY 903007
 - Pre-Conference Seminar B71007
 - Pre-Conference Seminar B74007
- Conference II CA 931007
 - Pre-Conference Seminar B68007
 - Pre-Conference Seminar B69007

HEALTHCARE

- Employee Health Care
- Conference I NY B21007
 - Pre-Conference Seminar B04007
 - Pre-Conference Seminar B75007
- Conference II CA B20007
 - Pre-Conference Seminar B23007
 - Pre-Conference Seminar B82007

HUMAN RESOURCES & TALENT MANAGEMENT

- Coaching
- Conference I NY B87007
 - Pre-Conference Workshop B01007
- Conference II CHI B86007
 - Pre-Conference Workshop B32007
- Human Capital Metrics 930007
 - Pre-Conference Workshop B22007
- Strategic E-Human Resources 920007
 - Pre-Conference Workshop B32007
- Talent Management Strategies
- Conference I NY 998007
 - Pre-Conference Workshop B58007
- Conference II CA 956007
 - Pre-Conference Workshop B61007
- Leadership Development
- Conference I NY 905007
 - Pre-Conference Succession Management Seminar B07007
- Conference II CA 957007
 - Pre-Conference Succession Management Seminar B48007
- Employee Engagement and Loyalty
- Conference I CA 962007
- Conference II NY 994007
- Coaching 949007
 - Pre-Conference Workshop B39007
- Communicating Employee Benefits Seminars

MARKETING & COMMUNICATIONS

- Corporate Image 989073
 - Pre-Conference Seminar 972007
- Customer Experience Management
- Conference I NY 996007
 - Pre-Conference Workshops B95007
- Conference I CHI 909007
 - Pre-Conference Workshops B56007
- Employee Communication Measurement Workshops
- Workshop I NY 973007
- Workshop II NY 976007
- Workshop III CHI 975007
- Workshop IV CHI 986007
- Corporate Image and Branding Seminars
- Seminar I NY 934007
- Seminar II NY 935007

Senior Marketing Executive Roundtables

- Roundtable I NY B06007
- Roundtable II NY B24007
- Roundtable III CHI B33007
- Roundtable II CHI B89007
- Corporate Communication 990007
- Customer Loyalty 929007
 - Pre-Conference Workshop B53007
 - Pre-Conference Workshop B54007
- Communicating Employee Benefits Seminars
- Pre-Conference Seminar I NY 959007
- Pre-Conference Seminar II NY 960007
- Pre-Conference Seminar III CHI B40007
- Pre-Conference Seminar IV CHI B41007
- Sales Executive Conference 990007

- Pre-Conference Seminar
- Corporate Brand Management Workshops
- Workshops I CHI B10007
- Workshops II CHI B11007
- Market Research 947007
- Pre-Conference Seminar 978007

OPERATIONS & BUSINESS PROCESSES

- Growth and Innovation 933007
 - Pre-Conference Workshop B61007
- Enterprise Learning Strategies B42007
- Pre-Conference Workshop B15007
- Supplier Relationship Management 924007
 - Pre-Conference Workshop 980007
- Procurement Technologies 901007
- Pre-Conference Workshop B76007

- Six Sigma 916007
 - Pre-Conference Workshop B59007
- Business Development 904007
- Strategic Outsourcing 967007
 - Pre-Conference Seminar B72007
- Post Merger Integration
- Conference I CHI B18007
- Conference II CA B17007
 - Business Continuity, Security & Crisis Management Seminars
 - Seminar I 970007
 - Seminar II 971007
- Enterprise IT & Business Resilience 958007
 - Pre-Conference Workshop B38007

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Charge to my ☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover

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Exp. Date. _____

Signature _____

Date _____

Total Cost: \$ _____

Event prices

	Associate	Non-Associate
Conference	\$2,095*	\$2,395*
Seminar/Workshop full day	\$1,395*	\$1,595*
Pre-conference workshop	\$495	\$595
Post-conference workshop	\$595	\$695
Communications Seminars/Workshops	\$1,095	\$1,295

*Discounts are available for multiple events and for early registration (excluding workshops). Additional discounts apply to attendees from Education, Non-Profit and the Government. Please see the event Web page for all prices and any special offers.

Team Discounts You can get \$100 off the registration fee per person when a team of three or more registers from the same company at the same time.

Hotel Accommodations Fees do not include hotel accommodations. For reservations, contact the hotel directly and mention The Conference Board.

Cancellation Policy Full refunds for cancellations received three weeks before the meeting. Cancellations received two weeks before the meeting are subject to an administrative fee. No refunds will be given if cancellation is made within two weeks prior to the meeting date. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

All prices are subject to change.
Discount code: XA1