Conference Calendar
January – June 2008

Trusted Insights for Business Worldwide
<table>
<thead>
<tr>
<th>Conference Category</th>
<th>Events</th>
<th>Dates</th>
<th>Website Links</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CITIZENSHIP</strong></td>
<td>4 Leadership Conference on Global Corporate Citizenship</td>
<td>February 26–27, 2008</td>
<td><a href="http://www.conference-board.org/globalcitizenship_cc">www.conference-board.org/globalcitizenship_cc</a></td>
</tr>
<tr>
<td></td>
<td>4 Business and Sustainable Development</td>
<td>June 12–13, 2008</td>
<td><a href="http://www.conference-board.org/sustainability_cc">www.conference-board.org/sustainability_cc</a></td>
</tr>
<tr>
<td><strong>COMPENSATION</strong></td>
<td>4 Executive Compensation</td>
<td>April 15–18, 2008</td>
<td><a href="http://www.conference-board.org/execcomp_cc">www.conference-board.org/execcomp_cc</a></td>
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<tr>
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<td></td>
<td>May 6–7, 2008</td>
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<td></td>
<td>June 4–5, 2008</td>
<td></td>
</tr>
<tr>
<td><strong>DIVERSITY AND INCLUSION</strong></td>
<td>5 Work Life</td>
<td>March 5–6, 2008</td>
<td><a href="http://www.conference-board.org/worklife_cc">www.conference-board.org/worklife_cc</a></td>
</tr>
<tr>
<td></td>
<td>5 Diversity</td>
<td>April 15–16, 2008</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>May 6–7, 2008</td>
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<tr>
<td></td>
<td></td>
<td>June 26–27, 2008</td>
<td></td>
</tr>
<tr>
<td><strong>ETHICS AND GOVERNANCE</strong></td>
<td>5 Corporate Governance and Compliance “Crash Course”</td>
<td>February 6–7, 2008</td>
<td><a href="http://www.conference-board.org/knowledge/govern/workshopassessment_cc">www.conference-board.org/knowledge/govern/workshopassessment_cc</a></td>
</tr>
<tr>
<td></td>
<td>6 Directors’ Institute Roundtable</td>
<td>March 6, 2008</td>
<td><a href="http://www.conference-board.org/directorsinstitute_cc">www.conference-board.org/directorsinstitute_cc</a></td>
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<tr>
<td></td>
<td></td>
<td>June 5–6, 2008</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 Business Ethics and Compliance</td>
<td>March 11–12, 2008</td>
<td><a href="http://www.conference-board.org/ethics_cc">www.conference-board.org/ethics_cc</a></td>
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<tr>
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<td></td>
<td>April 8–9, 2008</td>
<td></td>
</tr>
<tr>
<td><strong>HEALTH CARE</strong></td>
<td>7 Employee Health Care</td>
<td>February 13–14, 2008</td>
<td><a href="http://www.conference-board.org/healthcare_cc">www.conference-board.org/healthcare_cc</a></td>
</tr>
<tr>
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<td></td>
<td>March 13–14, 2008</td>
<td></td>
</tr>
<tr>
<td><strong>HUMAN RESOURCES AND TALENT MANAGEMENT</strong></td>
<td>7 Executive Coaching</td>
<td>January 29–30, 2008</td>
<td><a href="http://www.conference-board.org/coaching_cc">www.conference-board.org/coaching_cc</a></td>
</tr>
<tr>
<td></td>
<td>8 Strategic e-HR</td>
<td>February 6–7, 2008</td>
<td><a href="http://www.conference-board.org/ehr_cc">www.conference-board.org/ehr_cc</a></td>
</tr>
<tr>
<td></td>
<td>9 Human Capital Metrics</td>
<td>April 17–18, 2008</td>
<td><a href="http://www.conference-board.org/hcmetrics_cc">www.conference-board.org/hcmetrics_cc</a></td>
</tr>
<tr>
<td></td>
<td>9 Employee Engagement and Retention</td>
<td>May 8–9, 2008</td>
<td><a href="http://www.conference-board.org/retention_cc">www.conference-board.org/retention_cc</a></td>
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<td>June 19–20, 2008</td>
<td></td>
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<tr>
<td></td>
<td>10 Communicating Employee Benefits Seminars</td>
<td>May 20–21, 2008</td>
<td><a href="http://www.conference-board.org/employeebenefits_cc">www.conference-board.org/employeebenefits_cc</a></td>
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<tr>
<td></td>
<td></td>
<td>June 12–13, 2008</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 Measuring ROI for Human Resources Programs</td>
<td>June 11–12, 2008</td>
<td><a href="http://www.conference-board.org/hrroi_cc">www.conference-board.org/hrroi_cc</a></td>
</tr>
<tr>
<td><strong>LEADERSHIP</strong></td>
<td>10 Enterprise Learning Strategies</td>
<td>February 12–13, 2008</td>
<td><a href="http://www.conference-board.org/els_cc">www.conference-board.org/els_cc</a></td>
</tr>
</tbody>
</table>

For more information or to register, visit our website or call customer service at 212 339 0345.
**11 Annual Dinner**
March 11, 2008
www.conference-board.org/annualdinner_cc

**11 Women’s Leadership**
April 3–4, 2008
May 1–2, 2008
www.conference-board.org/women_cc

**11 Normandy Leadership Experience**
April 18–22, 2008
www.conference-board.org/events/normandy_cc

**11 Leadership Development**
May 1–2, 2008
June 5–6, 2008
www.conference-board.org/leadership_cc

**12 Gettysburg Leadership Experience**
May 28–30, 2008
June 9–11, 2008
June 23–25, 2008
www.conference-board.org/events/gettysburg_cc

**MARKETING AND COMMUNICATION**

**12 Corporate Image**
January 31–February 1, 2008
www.conference-board.org/corporateimage_cc

**13 Customer Experience Management**
February 28–29, 2008
March 27–28, 2008
www.conference-board.org/cem_cc

**13 Employee Communication and Measurement Workshops**
March 6–7, 2008
March 27–28, 2008
www.conference-board.org/employeecomm_cc

**14 Marketing Effectiveness**
April 15–16, 2008
www.conference-board.org/me_cc

**14 Corporate Image and Branding Seminars**
April 24–25, 2008
www.conference-board.org/imageandbranding_cc

**15 Corporate Communication and Technology**
May 15–16, 2008
www.conference-board.org/communications_cc

**15 Corporate Brand Management Workshops**
June 5–6, 2008
www.conference-board.org/brandingworkshops_cc

**16 Customer Loyalty**
June 12–13, 2008
www.conference-board.org/customerloyalty_cc

**16 Marketing Research**
June 26–27, 2008
www.conference-board.org/marketresearch_cc

**OPERATIONS AND BUSINESS STRATEGIES**

**16 Supplier Relationship Management**
March 6–7, 2008
www.conference-board.org/srm_cc

**17 Growth and Innovation**
March 11–12, 2008
www.conference-board.org/growth_cc

**17 Six Sigma Leadership**
April 3–4, 2008
www.conference-board.org/sixsigma_cc

**17 Business Development**
April 24–25, 2008
www.conference-board.org/bd_cc

**17 Strategic Alliances**
May 1–2, 2008
www.conference-board.org/strategicalliances_cc

**18 Change Management**
May 13–14, 2008
www.conference-board.org/cm_cc

**18 Business Continuity, Security, and Crisis Management Seminars**
May 13–14, 2008
www.conference-board.org/continuity_cc

**18 Post-Merger Integration**
May 29–30, 2008
June 25–26, 2008
www.conference-board.org/postmerger_cc

**18 Strategic Outsourcing**
June 18–19, 2008
www.conference-board.org/strategic_cc
CITIZENSHIP

Leadership Conference on Global Corporate Citizenship
Winning Ideas for Tomorrow, Today
February 26–27, 2008
Marriott Financial Center, New York
www.conference-board.org/globalcitizenship_cc

The debate is over. Leading companies are making a business out of solving the world’s toughest problems. The next industrial revolution is quietly under way—from clean technology and green energy to solving global water challenges and winning the best and brightest employees of tomorrow…and so much more.

At this conference, you will learn:

• How next-generation leaders can leapfrog ahead of today’s leaders
• How going green can increase your organization’s profits
• How your organization can have an impact on solving global challenges

Sponsored by Dow Chemical
Presented with assistance from S.C. Johnson
Project 809008

CITIZENSHIP

Business and Sustainable Development
June 12–13, 2008
Renaissance Washington, Washington, D.C.
www.conference-board.org/sustainability_cc

What is the future of sustainable development and what does it take to get there? We will examine case studies and best practices that highlight practical answers and provide guidance.

Please join us as business leaders look to the future of sustainable development and discuss:

• Emerging trends and issues
• Where the new leaders are coming from
• Business resiliency and sustainability
• The appropriate role for business in a sustainable world

Sponsored by The Compensation Design Group, Compensation Strategies, and Fidelity Investments
Project 999008/969008/914008

COMPENSATION

Executive Compensation
Everything Directors and Senior Executives Need to Know about Effective Pay
April 15–16, 2008
InterContinental San Francisco
May 6–7, 2008
InterContinental Chicago
June 4–5, 2008
Marriott Marquis, New York
www.conference-board.org/execcomp_cc

This conference is an update on everything compensation committee members, CEOs, and senior compensation and human resources executives need to know and should be thinking about for the year ahead. Emphasis will be placed on interactive discussions, the exchange of problem-solving techniques, and lessons learned regarding:

• Compliance with the still relatively new SEC reporting requirements and their implications for plan design
• The private equity influence and its strategic implications
• The influence of the market and economy
• The roles of independent and internal advisers
• Shareholder relations and director accountabilities
• A workshop on the special problems privately-held companies often face

Sponsored by The Compensation Design Group, Compensation Strategies, and Fidelity Investments
Project 999008/969008/914008

For more information or to register, visit our website or call customer service at 212 339 0345.
DIVERSITY AND INCLUSION

Diversity

The New Frontier of Diversity and Inclusion: Turning Thought into Action for Sustainable Advantage

April 15–16, 2008
InterContinental Chicago

May 6–7, 2008
Hilton New York

June 26–27, 2008
Coronado Island Marriott Resort, San Diego

As businesses increasingly recognize that “diversity as business” is a sustainable strategy and vision, efforts are needed to delve deeper into executing what we have learned. New challenges provide the opportunities for new directions, new learning, and new initiatives to realize sustainable advantages for all organizations, and their people, processes, and operations.

Learn from the following tracks:

- **Strategic planning** Examine strategies and models for reframing your diversity business goals
- **Tools and initiatives** Assess tools that measure the effectiveness of your training, resource groups, mentoring, governance models, and partnerships
- **Challenges and issues** Apply best practices to your own organization for your cultural and global needs

Work Life

March 5–6, 2008
The Westin Buckhead Atlanta

This conference will explore how employees work and live today, chart the impact of these changes on employee engagement and talent management, and pose innovative solutions for companies. Families and Work Institute and Catalyst will unveil findings from their new collaborative study on talent management in the United States, Europe, and Pan-Asia. Senior business leaders will share their own experiences as well as company best practices for improving talent management and reward systems. Workshops will address what’s new in responding to generational differences, creating flextime, managing technology and work life, promoting health and well-being, and much more.

Project 918008

ETHICS AND GOVERNANCE

Corporate Governance and Compliance “Crash Course”

February 6–7, 2008
PricewaterhouseCoopers Headquarters, New York

The Corporate Governance and Compliance “Crash Course” is a critical self-assessment program for all executives in the governance area working in the offices of general counsel, corporate secretary, investor relations, and internal audit. This two-day intensive program allows you to assess and benchmark your company’s corporate governance system to ensure you are using current best practices.

At this program, experts from The Conference Board and leading practitioners will discuss:

- Executive compensation and pay for performance
- Board structure and composition
- Role of hedge and private equity funds
- Shareholder activism, majority voting, and proxy voting reform

Hosted by PricewaterhouseCoopers
In collaboration with The Society of Corporate Secretaries & Governance Professionals
Project 374000

For more information or to register, visit our website or call customer service at 212 339 0345.
Directors’ Institute Roundtable
March 6, 2008*
The Mid-America Club, Chicago
June 5–6, 2008**
The Links Club, New York

Corporate directors are being challenged as never before by vastly increased responsibilities and unprecedented accountability. This ISS-accredited directors’ roundtable program enables directors to stay abreast of rapidly changing developments relating to their fiduciary responsibilities of care, loyalty, and good faith.

Through candid discussions with other directors and subject experts, this roundtable will address:

- Managing compensation consultant relationships
- Dealing with hedge funds and private equity funds
- Handling risk management oversight

*Hosted by McGuire Woods
**Sponsored by Chubb Insurance, Jones Day, McKinsey & Company, PricewaterhouseCoopers, and SpencerStewart
In collaboration with The Society of Corporate Secretaries & Governance Professionals

Business Ethics and Compliance
March 11–12, 2008
Coronado Island Marriott Resort, San Diego
April 8–9, 2008
Westin New York at Times Square

In 1987, The Conference Board held the first Business Ethics and Compliance Conference. Much has changed over the past 20 years, including the rise of the profession of ethics and compliance officer, the Organizational Sentencing Guidelines, Sarbanes-Oxley, and numerous high-profile scandals.

Sessions at the 2008 Business Ethics and Compliance Conference will offer practical advice on:

- The role and value of in-house surveys
- What you need to know about attorney-client privilege
- Senior leadership engagement
- How to handle ethics and compliance offenses at the top of the organization

Sponsored by Global Compliance

FOR MORE INFORMATION OR TO REGISTER, VISIT OUR WEBSITE OR CALL CUSTOMER SERVICE AT 212 339 0345.
**HEALTH CARE**

**Employee Health Care**

People, Health, and Results: Making Connections for Business Success

February 13–14, 2008
Marriott Marquis, New York

March 13–14, 2008
Hotel del Coronado, San Diego

The 2008 conference will discuss the evolving roles of stakeholders in a culture of healthcare. It will focus on the consumer experience and how—given age, health status, and socio-economic diversity—employers can make the critical connections that shape employee behaviors.

In brief, we'll cover:
- Leveraging forces shaping the healthcare landscape
- New tactics to engage employees with diverse health and financial needs
- ROI on care management, health promotion programs, and account-based health plans

Sponsored by Towers Perrin
Presented with assistance from Cigna, Medco, Whole Health, Active Health, and Revolution Health
Project B21008/B20008

**HUMAN RESOURCES AND TALENT MANAGEMENT**

**Executive Coaching**

Leading the Way in Developing Excellence

January 29–30, 2008
Waldorf=Astoria, New York

The sixth annual Executive Coaching Conference will feature a panel of company presidents with their master coach to kick off the event, as well as a key-note luncheon address by Bill George, past president of Medtronic and one of the top 25 executives of the past 25 years. Senior leaders responsible for coaching practices in their organizations will have the opportunity to participate in sessions on:
- Designing, Leading, and Managing Their Practices
- Cutting-Edge Coaching Methods and Applications
- Current Research, Challenges, and Debates in the Field of Executive Coaching

Presented with assistance from Right Management and Korn/Ferry International
In collaboration with Center for Creative Leadership
Project B87008
HUMAN RESOURCES AND TALENT MANAGEMENT

Strategic e-HR
Maximizing the Value of Human Resources through Technology
February 6–7, 2008
Coronado Island Marriott Resort, San Diego
www.conference-board.org/ehr_cc
February 5, 2008 Pre-Conference Workshop
At this conference, executives from major corporations will share their experiences and views on human resources technology applications. This year’s conference will focus on using technology to maximize efficiency, decrease costs, and add value throughout the organization. This conference provides a forum for human resources and human resources technology professionals who are interested in learning how corporations are using technology to build a strategic e-HR operation.

Presented with assistance from Success Factors and Authoria
Project 920008

HUMAN RESOURCES AND TALENT MANAGEMENT

Talent Management Strategies
Maximizing Your People Assets for Business Impact
February 28–29, 2008
Marriott Marquis, New York
March 13–14, 2008
Coronado Island Marriott Resort, San Diego
www.conference-board.org/talent_cc
February 27, 2008 Pre-Conference Seminar, New York
March 12, 2008 Pre-Conference Seminar, San Diego
The focus of our 2008 conference is how to embed a talent mindset into your organization to mitigate risk, leverage your talent to gain competitive advantage, and maximize your people assets for business results. Please join us at the conference and our pre-conference seminar on "The Complete Talent Management Plan" for lively discussions on:

• Creating Your Talent Framework
• Implementing a Change Management Approach to Talent Management
• Human Capital Planning: The Bridge That Translates Business Strategy
• How to Measure and Maximize Your Return on People

Presented with assistance from Sibson Consulting: A Division of Segal, Success Factors, Lominger International: A Korn/Ferry Company, and Taleo
Project 998008/956008

FOR MORE INFORMATION OR TO REGISTER, VISIT OUR WEBSITE OR CALL CUSTOMER SERVICE AT 212 339 0345.
Human Capital Metrics
Managing Tomorrow, Today
April 17–18, 2008
Westin New York at Times Square
www.conference-board.org/hcmetrics_cc

April 16, 2008 Pre-Conference Workshop

The marketplace in the 21st century is uncertain and volatile; therefore, we need to plan ahead. In effect, we have to manage tomorrow, today. Learn how to do this at the 2008 Human Capital Metrics Conference. Highlights include:

• An integrated and predictive model of human resource management, as well as a focus on forecasting and predictability
• A live demonstration of how data mining can be used to guide human capital investment decisions and solve human capital problems
• A model of human resources intelligence as a base for more effective human capital management
• Leading indicators and measurement of intangibles as the keys to future valuation

Presented with assistance from Authoria
Project 930008

Employee Engagement and Retention
May 8–9, 2008
Hotel Nikko, San Francisco
June 19–20, 2008
Westin New York at Times Square
www.conference-board.org/retention_cc

May 7, 2008 Pre-Conference Seminar, San Francisco
June 18, 2008 Pre-Conference Seminar, New York

This conference will blend case studies and interactive sessions to teach participants how to implement effective engagement strategies for retaining talent and building loyalty among employees. The causality in relationships between business metrics and engagement will be discussed prominently. Other topics include:

• Engaging and retaining Gen Y
• Keeping the momentum going and what to do when it ebbs
• Overcoming the roadblocks to engaging very large employee populations and union environments
• Engaging diverse employee populations: Does the message have to be customized for each group?

Project 962008/994008
HUMAN RESOURCES AND TALENT MANAGEMENT

Communicating Employee Benefits Seminars
Maximizing the Effectiveness and Performance of Your Benefits Programs

May 20–21, 2008
Marriott East Side, New York

June 12–13, 2008
InterContinental Chicago

To effectively address all the demands placed on today’s organizations, an employee benefits communication strategy must be robust, flexible, simple to use, and easily integrated into existing technology. Conference attendees will discuss how to do this on the first day of the conference. On day two, they will discuss how the Internet changes communication paradigms between employees, human resources managers, and plan providers.

During these workshops, attendees will learn, among other things, the best way to:

• Improve education about healthcare alternatives, including consumer-driven health plans
• Build support for benefits changes
• Engage their changing workforce in the era of Web 2.0
• Align web technology with their employee benefits goals

Measuring ROI for Human Resources Programs
Using ROI to Transform Human Resources and Maximize Value Throughout the Organization

June 11–12, 2008
Fairmont, Chicago

This new and unique conference shows how return on investment (ROI) is being used as a valuable and credible business tool to show the contribution of human resources. ROI methodology captures six types of data (reaction, learning, application, impact, ROI, and intangibles). For a variety of critical human resources projects or programs, this conference moves the concept from theory to practice. Case studies will be presented to show how ROI is used to transform the human resources function and maximize value throughout the organization. More importantly, this conference will show how the data is used to drive changes to improve human resources processes—essentially positioning ROI as a process improvement tool.

LEADERSHIP

Enterprise Learning Strategies
Learning Readiness: Equipping Your Employees and Your Organization to Perform Your Business

February 12–13, 2008
Westin New York at Times Square

Every business is currently challenged with conducting itself at the speed of change. Successful enterprise learning requires preparing the employees, the organization, and the culture to ready itself for the consistently changing and ongoing competition to attract, develop, and retain top talent. It also requires a strategic plan to determine how learning will be sustained individually and organizationally to become an integral part of governance and doing business. Come learn from your peers about how they are readying their workforces and leadership to respond to current and future learning needs and rapidly changing demographics and customer expectations.
LEADERSHIP

Annual Dinner

March 11, 2008
Cipriani Wall Street, New York

Each year, The Conference Board honors individuals who have strengthened business performance while also serving society. This commitment is reflected in our support of sustainability initiatives and the opportunities we offer for executives to serve the public good while delivering measurable benefits to corporate shareholders. We are proud to announce this year’s 2008 Annual Dinner honorees: Peter G. Peterson, senior chairman of the Blackstone Group, who will be recognized for his dedication and service to the public and private sectors; and William J. Weldon, chairman and CEO, Johnson and Johnson, who will be acknowledged for his efforts in advancing the sustainability mission within the corporate arena.

LEADERSHIP

Normandy Leadership Experience

April 18–22, 2008
Paris and Normandy, France

Best characterized as leading for the future by learning from the past, the Normandy Leadership Experience has proven to be a powerful and effective exercise for firms that want to align a team (either by bringing together a disparate group of global leaders or galvanizing an intact senior management team), examine firm strategy from a fresh viewpoint, or focus on organizational effectiveness in a unique and stimulating setting.

Leadership Development

Building Leaders and Organizational Capability for Sustained Growth

May 1–2, 2008
Grand Hyatt, New York

The rules of business have changed, and the operating environment is now marked by an increase in volatility, complexity, and risk. Companies striving to innovate and grow in this difficult environment find their biggest barrier is not opportunity but a lack of leadership talent to execute the business strategy now and into the future. Join us for lively discussions on:

• The Changing Rules of Business: CEOs Look at the Implications for Leadership Development
• How Best-in-Class Executives Transform Their Leadership and Thinking Styles
• Developing a Global Supply Chain of Leaders in Emerging Growth Countries
• Identifying, Selecting, and Grooming Tomorrow’s Top Talent
• Integrating Leadership Development and Measuring ROI

Presented with assistance from DDI, Korn/Ferry International, and Interaction Associates

Sponsored by Glaxo Smith Kline
Presented with assistance from State Farm Insurance and Goldman Sachs

LEADERSHIP

Women’s Leadership

Winning Strategies for Success

April 3–4, 2008
Waldorf=Astoria, New York

May 1–2, 2008
Coronado Island Marriott Resort, San Diego

With fewer U.S. workers expected during the next decade and an increasing number of women entering the workforce, more business leaders are realizing that competing globally will require making good use of all the human resources at their command. To be successful, companies will have to persuade more talented women to stay in the workforce and aggressively promote them to leadership positions. Women must also capitalize on this unique opportunity for advancement. At this conference, we will focus on how both corporations and women can win.

Sponsored by Glaxo Smith Kline
Presented with assistance from State Farm Insurance and Goldman Sachs

Project 697008

Project B19008/974008

Project 4803-08

Project 905008/957008
LEADERSHIP

Gettysburg Leadership Experience
Gettysburg, PA
www.conference-board.org/events/gettysburg_cc

August 4–6, 2008 November 10–12, 2008

Using the most pivotal struggle of the Civil War as a framework, the Gettysburg Leadership Experience has brought senior executives together to explore and discuss how success on the battlefield and success in enterprise require the same leadership qualities.

What distinguishes a strong leader? How do you motivate your “troops” to execute strategy? We invite you to immerse yourself in this historical setting where leadership changed the course of U.S. history.

Join our expert management and military history facilitators in an interactive, collaborative format. Learn that the leadership qualities and talents needed to inspire and maneuver great armies are no less vital to successfully guiding your organization today.

MARKETING AND COMMUNICATIONS

Corporate Image
Winning Strategies, Insights, and Solutions
January 31–February 1, 2008
Westin New York at Times Square, New York
www.conference-board.org/corporateimage_cc

January 30, 2008  Pre-Conference Seminar

Join us at the 2008 Corporate Image Conference and 2008 Brand Alignment and Performance Seminar. At both events, the world’s most innovative companies will reveal their corporate image and branding strategies and tactics.

Issues to be covered include:
•  Brand Loyalty: Aligning Your Brand with Customer Expectations
•  Digital Branding: Using Social Media Strategies to Build the Brand
•  Brand Renewal and Revival: Unlocking Your Brand’s Potential
•  Internal Brand Engagement: Empowering Employees to Build the Brand
•  Brand Equity Management: Growing the Value of Your Brands

Project 989008
MARKETING AND COMMUNICATIONS

Customer Experience Management

Turning Customer Experience into Profitability and Market Leadership

February 28–29, 2008
Westin New York at Times Square

March 27–28, 2008
InterContinental Chicago

www.conference-board.org/cem_cc

February 27, 2008 Pre-Conference Workshop, New York
March 26, 2008 Pre-Conference Workshop, Chicago

There is a strong correlation between a unique and well-articulated customer strategy and customer loyalty, but many companies find that they lack a full understanding of what their customers really want. Creating a positive customer experience requires strategic preparation, continual intelligence gathering, the ability to adapt flexibly with innovative responses to customers, and the integration of a customer experience management mentality throughout the organization. At the 2008 Customer Experience Management Conference, industry leaders will reveal how they have created customer-centric organizations that deliver results.

Presented with assistance from Synovate Loyalty
Project 996008/909008

MARKETING AND COMMUNICATIONS

Employee Communication and Measurement Workshops

Impacting Organizational Effectiveness through Strategy, Implementation, and Measurement

March 6–7, 2008
Marriott East Side, New York

March 27–28, 2008
The Drake, Chicago

www.conference-board.org/employeecomm_cc

During the conference’s first day, you will discover new ways to:

- Communicate your organization’s goals and strategy
- Build credibility and trust through employee communication
- Use weblogs, wikis, and RSS to enhance employee engagement
- Develop and implement your employee communication program
- Improve workforce engagement and commitment

During the second day, you will learn how to:

- Create a communication strategy that can be measured
- Measure employee attitudes and beliefs
- Manage organizational change through measurement
- Shape perceptions using employee communication surveys
- Improve your communication using measurement

Presented with assistance from Insidedge
Project 973008/976008/975008/986008
Marketing is under pressure to deliver top-line and bottom-line results. Obtain great ideas on how to improve the return on all your marketing and branding efforts. Learn how leading companies succeed in maximizing their marketing and branding return on investment.

This conference offers an opportunity to hear and talk to powerhouse speakers from companies, consultancies, and universities. You will learn:

- How to increase marketing ROI with profit-directed decision making
- How marketing metrics lead to powerful marketing and branding strategies
- How to persuade senior management that the return on your marketing and branding activities will be worth the effort

When you attend these workshops, you will participate in discussions on:

- Improving brand alignment
- Emotionally connecting your corporate brand to the marketplace
- Developing a strategic approach to grow brand value
- Improving brand value in supporting line/category extensions

FOR MORE INFORMATION OR TO REGISTER, VISIT OUR WEBSITE OR CALL CUSTOMER SERVICE AT 212 339 0345.
MARKETING AND COMMUNICATIONS

Corporate Communication and Technology
Using Web 2.0 to Deliver Strategic Objectives to All Your Stakeholders

May 15–16, 2008
Westin New York at Times Square

www.conference-board.org/communications_cc

May 14, 2008 Pre-Conference Seminar

Corporate communication shapes perceptions of your company. To remain competitive in a global economy, you need to reach all of your stakeholders using blogs, wikis, podcasts, and advanced websites with meaningful content. You can no longer wait until tomorrow to communicate to employees, customers, investors, the media, and suppliers.

Hear about:

- Developing corporate blogging strategy at the pre-conference seminar
- Communicating your vision and values to a global marketplace
- Influencing perceptions of your workforce and customers
- Gaining access to the media and getting positive coverage
- Measuring and tracking your success

Project 990008

MARKETING AND COMMUNICATIONS

Corporate Brand Management Workshops
Creating Strategies that Are Unique, Meaningful, and Market-Driven

June 5–6, 2008
Westin Chicago River North

www.conference-board.org/brandingworkshops_cc

These workshops offer you the opportunity to experience how companies have revived and renewed their brands, as well as gained an edge on new and existing competitors. We will show you how the power of a brand lies in the minds of consumers and how you can capitalize on your corporate and product brands.

During these workshops, you will discover how to:

- Identify and capitalize on your organization’s competitive advantages
- Assess your competitors’ relative strengths and weaknesses to build market share
- Gain brand awareness and avoid brand clutter and confusion
- Communicate your brand promise in a unique way

Project B10008/B11008
MARKETING AND COMMUNICATIONS

Customer Loyalty
Driving Growth through Customer Loyalty

June 12–13, 2008
Millennium UN Plaza, New York

June 11, 2008 Pre-Conference Workshop

Most world-class companies have a reputation for strong customer loyalty. They have a number of critical strategies and processes in place to build and grow customer loyalty. What are these key components? This conference will offer insights and best practices on nurturing and growing customer loyalty, focusing on:

• Evaluating and improving customer loyalty programs
• Segmenting and targeting customer communications
• Measuring customer loyalty
• Learning the importance of customer experience
• Maintaining customer loyalty in the Web 2.0 world

Project 929008

MARKETING AND COMMUNICATIONS

Marketing Research

June 26–27, 2008
Hotel InterContinental Chicago, Chicago

This event follows on our theme of building a high-performance research function that adds value to the organization and helps get marketing research a “seat at the table.” Learn from leading corporate executives engaged in world-class research.

Project 947008

OPERATIONS AND BUSINESS STRATEGIES

Supplier Relationship Management
Managing Value, Performance, and Risk throughout the Supply Base

May 6–7, 2008
The Ritz Carlton Buckhead, Atlanta

May 5, 2008 Pre-Conference Workshop

After repeated sourcing processes have down-selected your supply base to the critical base, the challenge becomes managing performance and risk. To do that means penetrating and managing the relationships between your organization and your suppliers to capture and create increased value. In this conference, experienced professionals will discuss:

• Influencing internal and external partners to create change
• Networking along the supply chain from customers to suppliers in order to gain commitment for performance
• Overcoming traditional buyer/seller behaviors that often produce neither collaboration nor results
• Accessing sophisticated value and innovation from suppliers

Presented with assistance from Vantage Partners

Project 925008
Growth and Innovation

Innovation for Renewal and Growth: Accelerating Innovation for Sustainable Growth

March 11–12, 2008
Marriott Financial Center, New York

Business leaders seeking sustainable growth will delve into best practices to communicate the growth and innovation mandate. We will examine how to accelerate growth and create a culture of corporate renewal through new developments in open innovation, enhanced collaboration, strategic discipline, risk mitigation through portfolio development, and enterprise-wide engagement.

Sponsored by PRTM Management Consultants
Project 933008

Business Development

An Enterprise View

April 24–25, 2008
Wyndham Chicago

Demands have never been greater to strengthen links with business units and corporate leadership while shaping efficient, flexible functional teams. The Business Development Conference is intended for business development officers, corporate transaction leaders, and other key contributors to their organizations’ corporate development function, including senior tax, strategy, human resources, operations, finance, and legal executives.

The agenda will include such topics as:

- Transaction Strategy and Market Leadership
- Divesting for Value
- Working with the Business Units
- The Shifting Transaction Landscape
- Tomorrow’s Great Deals – The Private Equity View

Sponsored by Ernst & Young
Project 904008

Strategic Alliances

Building and Strengthening Alliances for Competitive Advantage and Growth

May 1–2, 2008
Hilton New York

Strategic alliances are increasingly becoming an important part of overall corporate strategy. This conference will focus on critical issues facing executives managing alliances, including:

- Strategic Alliance Management and Corporate Strategy
  Portfolio management, success measurements, and investing in alliance management capability
- Partners, Deals, and Communication
  Identifying the right partners, assessing risks, and compliance and communication best practices: from deal making to relationship management to exit strategy
- Global Partnerships
  Structuring alliances in emerging markets: culture, framework, joint ventures

Presented with assistance from Vantage Partners
Project 983008
OPERATIONS AND BUSINESS STRATEGIES

Change Management

May 13–14, 2008
Westin Chicago River North

Ultimately, building the competency to manage change is to give individuals the perspective, authority, and skills they need to support often unforeseen situations. This capability, nurtured and promoted throughout the enterprise, fulfills the vision of change competency to manage risk and benefit from opportunity. At this conference, you will learn to:

- Leverage leadership in driving your organization’s change initiatives
- Use communication to combat resistance and create an environment of energized people
- Incorporate culture as a key lever to effect change

Project 984008

OPERATIONS AND BUSINESS STRATEGIES

Post-Merger Integration

May 29–30, 2008
Westin New York at Times Square, New York

Take a deep dive into the core issues that will help you slice through the overwhelming complexity of integrating two organizations. Based on first-hand experience, experts will offer guidance on overcoming the most challenging post-merger issues. This program will cover:

- Cross-Border Integration
- Managing Divestitures
- Benchmarking and Long-Term Measurement
- Talent Retention and Human Resources Issues
- Merging Cultures

Sponsored by McKinsey & Company
Project B18008/B17008

OPERATIONS AND BUSINESS STRATEGIES

Business Continuity, Security, and Crisis Management Seminars

May 13–14, 2008
Sheraton, New York

Join other senior executives to examine key issues from both strategic and tactical perspectives. Case studies, best business practices, and crisis scenarios will provide you with concrete, practical lessons and plans to implement within your firm.

Critical issues to be addressed include:

- Enterprise risk management, continuity, and security
- The trend towards convergence
- Evolving standards, regulation, and compliance
- Confronting disasters: From tsunamis to terrorism
- Proving the business case and value of security and continuity

Project 970008/971008

OPERATIONS AND BUSINESS STRATEGIES

Strategic Outsourcing

June 18–19, 2008
Palmer House Hilton, Chicago

June 17, 2008 Pre-Conference Seminar

No one can doubt the potential value that outsourcing can offer any organization. But the number of variables that can deter a company from pursuing it can be intimidating. The potential for cost overruns, interruptions in service, disappointing returns, not to mention career impairment, is very real. How do you strike the right balance between risk and reward?

Prepare yourself by comparing notes with peers who are in the process of fine tuning their outsourcing initiatives and benefit from their cumulative experiences. What’s the best way to structure an evaluation process for effective decision making? How do you measure and communicate results, and most importantly, to what extent should you prepare for ongoing governance and management? If these are questions you grapple with, you should not miss this conference.

Project 967008
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**COUNCILS**

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 an Internet connection.

**WEBCASTS**

The Conference Board 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 an 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](http://www.conference-board.org/gettysburg.htm) or [www.conference-board.org/normandy.htm](http://www.conference-board.org/normandy.htm)

**LEADERSHIP EXPERIENCE PROGRAMS**

**PUBLICATIONS**

The Conference Board’s primary research comes in a variety of formats:

- Full Research Reports
- PowerPresentations
- **Executive Action Reports** (including the Mid-Market Company series)

Research by The Conference Board covers a range of subjects of interest:

- Citizenship and Sustainability
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