

THE CONFERENCE BOARD



Conference Calendar

January – June 2008



Trusted
Insights for
Business
Worldwide



Conference Calendar January – June 2008

CITIZENSHIP

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www.conference-board.org/globalcitizenship_cc
- 4 **Business and Sustainable Development**
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www.conference-board.org/sustainability_cc

COMPENSATION

- 4 **Executive Compensation**
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DIVERSITY AND INCLUSION

- 5 **Work Life**
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- 5 **Diversity**
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ETHICS AND GOVERNANCE

- 5 **Corporate Governance and Compliance “Crash Course”**
February 6–7, 2008
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- 7 **Employee Health Care**
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- 7 **Executive Coaching**
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- 8 **Talent Management Strategies**
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- 9 **Human Capital Metrics**
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- 9 **Employee Engagement and Retention**
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- 10 **Communicating Employee Benefits Seminars**
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- 10 **Measuring ROI for Human Resources Programs**
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- 10 **Enterprise Learning Strategies**
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11 Annual Dinner

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11 Women's Leadership

April 3-4, 2008
 May 1-2, 2008
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11 Normandy Leadership Experience

April 18-22, 2008
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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
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MARKETING AND COMMUNICATION

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14 Marketing Effectiveness

April 15-16, 2008
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April 24-25, 2008
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15 Corporate Communication and Technology

May 15-16, 2008
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15 Corporate Brand Management Workshops

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16 Marketing Research

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OPERATIONS AND BUSINESS STRATEGIES

16 Supplier Relationship Management

March 6-7, 2008
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17 Growth and Innovation

March 11-12, 2008
www.conference-board.org/growth_cc

17 Six Sigma Leadership

April 3-4, 2008
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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
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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 B09008

CITIZENSHIP

Business and Sustainable Development

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

June 11, 2008 Pre-Conference Forum

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

Project 985008

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

April 16, 2008	Post-Conference Workshop, San Francisco
May 7, 2008	Post-Conference Workshop, Chicago
June 5, 2008	Post-Conference Workshop, New York

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



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
www.conference-board.org/diversity_cc

April 14, 2008 Pre-Conference Workshop, Chicago
May 5, 2008 Pre-Conference Workshop, New York
June 25, 2008 Pre-Conference Workshop, 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

Project 979008/988008/991008

DIVERSITY AND INCLUSION

Work Life

March 5–6, 2008
The Westin Buckhead Atlanta
www.conference-board.org/worklife_cc

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
www.conference-board.org/knowledge/govern/workshopassessment_cc

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



ETHICS AND GOVERNANCE

Directors' Institute Roundtable

March 6, 2008*

The Mid-America Club, Chicago

June 5–6, 2008**

The Links Club, New York

www.conference-board.org/directorsinstitute_cc

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

Project 516003

ETHICS AND GOVERNANCE

Business Ethics and Compliance

March 11–12, 2008

Coronado Island Marriott Resort, San Diego

April 8–9, 2008

Westin New York at Times Square

www.conference-board.org/ethics_cc

March 10, 2008 Pre-Conference Seminars, San Diego

April 7, 2008 Pre-Conference Seminars, New York

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

Project 931008/903008



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
www.conference-board.org/healthcare_cc

February 12, 2008 Pre-Conference Seminar, New York
March 12, 2008 Pre-Conference Seminar, 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
www.conference-board.org/coaching_cc

January 28, 2008 Pre-Conference Workshop

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



HUMAN RESOURCES AND TALENT MANAGEMENT

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

HUMAN RESOURCES AND TALENT MANAGEMENT

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
www.conference-board.org/employeebenefits_cc

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

Project 959008/960008/B40008/B41008

HUMAN RESOURCES AND TALENT MANAGEMENT

Measuring ROI for Human Resources Programs

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

June 11–12, 2008
Fairmont, Chicago
www.conference-board.org/hrroi_cc

June 10, 2008 Pre-Conference Seminar

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.

Project 945008

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
www.conference-board.org/els_cc

February 11, 2008 Pre-Conference Workshop

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.

Project B42008



LEADERSHIP

Annual Dinner

March 11, 2008

Cipriani Wall Street, New York

www.conference-board.org/annualdinner_cc

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.

Project 697008

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

www.conference-board.org/women_cc

April 2, 2008 Pre-Conference Seminar, New York

April 30, 2008 Pre-Conference Seminar, 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 B19008/974008

LEADERSHIP

Normandy Leadership Experience

April 18-22, 2008

Paris and Normandy, France

www.conference-board.org/events/normandy_cc

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.

Project 4803-08

LEADERSHIP

Leadership Development

Building Leaders and Organizational Capability for Sustained Growth

May 1-2, 2008

Grand Hyatt, New York

June 5-6, 2008

Hotel del Coronado, San Diego

www.conference-board.org/leadership_cc

April 30, 2008 Pre-Conference Seminar, New York

June 4, 2008 Pre-Conference Seminar, San Diego

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

Project 905008/957008



LEADERSHIP

Gettysburg Leadership Experience

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

May 28–30, 2008 August 18–20, 2008
June 9–11, 2008 September 8–10, 2008
June 23–25, 2008 October 1–3, 2008
July 14–16, 2008 October 27–29, 2008
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 AND COMMUNICATIONS

Marketing Effectiveness

Improve Your Marketing ROI

April 15–16, 2008

Marriott Financial Center, New York

www.conference-board.org/me_cc

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

Project 950008

MARKETING AND COMMUNICATIONS

Corporate Image and Branding Seminars

Maximizing the Performance of Your Image, Brands, and Reputation

April 24–25, 2008

Marriott East Side, New York

www.conference-board.org/imageandbranding_cc

During the conference's first day, discover how to make that all-important first impression in order to increase brand recognition and maintain client loyalty. During day two, learn how to empower product sub-brands that may pose some substantial risk to your corporate brand.

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

Project 934008/935008



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

www.conference-board.org/customerloyalty_cc

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

www.conference-board.org/marketresearch_cc

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

www.conference-board.org/srm_cc

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



OPERATIONS AND BUSINESS STRATEGIES

Growth and Innovation

Innovation for Renewal and Growth:
Accelerating Innovation for Sustainable Growth

March 11–12, 2008

Marriott Financial Center, New York

www.conference-board.org/growth_cc

March 10, 2008 Pre-Conference Workshop

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

OPERATIONS AND BUSINESS STRATEGIES

Six Sigma Leadership

Business Results Through Process
Transformation: Driven by Lean and Six Sigma

April 3–4, 2008

Wyndham Chicago

www.conference-board.org/sixsigma_cc

April 2, 2008 Pre-Conference Workshop

This conference is designed for corporate executives who are responsible for process transformation and Six Sigma in their corporations. It will provide you with extensive time for interacting with executive panelists and an opportunity to share your questions and issues. Network through a planned interactive environment with your peers.

The conference agenda will allow you to:

- Understand the best practices of companies focused on process transformation/Six Sigma
- Participate in an interactive industry panel on healthcare, energy, and services
- Take part in an interactive results panel examining leading process transformation

Presented with assistance from Pivotal Resources

In collaboration with APQC

Project 916008

OPERATIONS AND BUSINESS STRATEGIES

Business Development

An Enterprise View

April 24–25, 2008

Westin New York at Times Square

www.conference-board.org/bd_cc

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

OPERATIONS AND BUSINESS STRATEGIES

Strategic Alliances

Building and Strengthening Alliances
for Competitive Advantage and Growth

May 1–2, 2008

Hilton New York

www.conference-board.org/strategicalliances_cc

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

www.conference-board.org/cm_cc

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

Business Continuity, Security, and Crisis Management Seminars

May 13–14, 2008

Sheraton, New York

www.conference-board.org/continuity_cc

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

Post-Merger Integration

May 29–30, 2008

Westin New York at Times Square, New York

June 25–26, 2008

Sir Francis Drake, San Francisco

www.conference-board.org/postmerger_cc

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

Strategic Outsourcing

June 18–19, 2008

Palmer House Hilton, Chicago

www.conference-board.org/strategic_cc

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



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 • 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 Economics and Finance Governance and Ethics Human Resources, Talent Management, and Diversity Leadership and Strategy Marketing and Communications Operations and Business Processes	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 an Internet connection.	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 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		
	The 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 2008

CITIZENSHIP

- ☐ Leadership Conference on Global Corporate Citizenship B09008
- ☐ Business and Sustainable Development 985008
 - ☐ Pre-Conference Workshop B12008

COMPENSATION

- Executive Compensation
- ☐ Conference I, San Francisco 999008
 - ☐ Post-Conference Workshop B34008
- ☐ Conference II, CHI 969008
 - ☐ Post-Conference Workshop B08008
- ☐ Conference III, New York 914008
 - ☐ Post-Conference Workshop B35008

DIVERSITY AND INCLUSION

- Diversity
- ☐ Conference I, Chicago 979008
 - ☐ Pre-Conference Workshop B83008
- ☐ Conference II, New York 988008
 - ☐ Pre-Conference Workshop B45008
- ☐ Conference III, San Diego 991008
 - ☐ Pre-Conference Workshop B73008
- ☐ Work-Life 918008

ETHICS AND GOVERNANCE

- ☐ Corporate Governance and Compliance "Crash Course" 347000
- ☐ Director's Institute Roundtable 516003
 - ☐ Chicago
 - ☐ New York
- Business Ethics and Compliance
- ☐ Conference I, San Diego 931008
 - ☐ Pre-Conference Seminar I B68008
 - ☐ Pre-Conference Seminar II B69008
- ☐ Conference II, New York 903008
 - ☐ Pre-Conference Seminar I B71008
 - ☐ Pre-Conference Seminar II B74008

HEALTH CARE

- Employee Health Care
- ☐ Conference I, New York B21008
 - ☐ Pre-Conference Seminar I B04008
 - ☐ Pre-Conference Seminar II B23008
 - ☐ Pre-Conference Seminar III B36008
- ☐ Conference II, San Diego B20008
 - ☐ Pre-Conference Seminar I B38008
 - ☐ Pre-Conference Seminar II B75008
 - ☐ Pre-Conference Seminar III B82008

HUMAN RESOURCES AND TALENT MANAGEMENT

- ☐ Executive Coaching B87008
 - ☐ Pre-Conference Workshop B01008
- ☐ Strategic e-Human Resources 920008
 - ☐ Pre-Conference Workshop B32008
- Talent Management Strategies
- ☐ Conference I, New York 998008
 - ☐ Pre-Conference Seminar 961008
- ☐ Conference II, San Diego 956008
 - ☐ Pre-Conference Seminar B58008
- ☐ Human Capital Metrics 930008
 - ☐ Pre-Conference Workshop B22008
- Employee Engagement and Retention
- ☐ Conference I, San Francisco 962008
 - ☐ Pre-Conference Seminar B92008
- ☐ Conference II, New York 994008
 - ☐ Pre-Conference Seminar 995008
- Communicating Employee Benefits Seminars New York
 - ☐ Workshop I 959008
 - ☐ Workshop II 960008
- Chicago
 - ☐ Workshop I B40008
 - ☐ Workshop II B41008
- ☐ Measuring ROI for Human Resources Programs 945008
 - ☐ Pre-Conference Seminar B67008

LEADERSHIP

- ☐ Enterprise Learning Strategies B42008
 - ☐ Pre-Conference Workshop B15008
- ☐ Annual Dinner 697008
 - Women's Leadership
- ☐ Conference I, New York B19008
 - ☐ Pre-Conference Seminar B92008
- ☐ Conference II, San Diego 974008
 - ☐ Pre-Conference Seminar B30008
- ☐ Normandy Leadership Experience 4303-08
 - Leadership Development
- ☐ Conference I, New York 905008
 - ☐ Pre-Conference Seminar B07008
- ☐ Conference II, San Diego 957008
 - ☐ Pre-Conference Seminar B48008
- Gettysburg Leadership Experience
 - ☐ May 28-30, 2008 450008
 - ☐ June 9-11, 2008 451008
 - ☐ June 23-25, 2008 481008

Please type or attach a business card. For additional registrants, please duplicate this form.

Name _____		
Title _____		
Function _____		
Company _____		
Address _____		
City _____	State _____	Zip _____
Tel () _____	Fax () _____	
E-mail address: _____		

Payment Payable in advance in stated currency. All prices are in U.S. dollars unless specified.

Please include payment with this form.

☐ Please apply my \$100 discount for using this calendar.

☐ Check enclosed for \$ _____ (Check made payable to The Conference Board.)

Charge to my ☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover

Acct. No. _____ Exp. Date. _____

Signature _____ Date _____

Total Cost: \$ _____

Event prices

	Associate	Non-Associate
Conference	\$2,195	\$2,495
Seminar/Workshop full day	\$1,445	\$1,645
Pre-conference workshop	\$495	\$595
Post-conference workshop	\$495	\$695

Annual Dinner: Visit website for pricing.

Leadership Experience at Normandy: Visit website for pricing.

Gettysburg Leadership Experience: Visit website for pricing.

Corporate Governance and Compliance "Crash Course": Visit website for pricing.

Director's Institute Roundtable: Visit website for pricing.

*Discounts are available for multiple events and for early registration (excluding seminars and workshops). Additional discounts apply to attendees from education, non-profit, and government sectors. Please see the event webpage for all prices and any special offers.

Team Discounts For a team of three or more registering from the same company at the same time, take \$200 off each person's registration.

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

Cancellation Policy Full refund until three weeks before the meeting; \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

All prices are subject to change.

Discount code: XA1

MARKETING & COMMUNICATIONS

- ☐ Corporate Image 989073
 - ☐ Pre-Conference Seminar 972008
- Customer Experience Management
- ☐ Conference I, New York 996008
 - ☐ Pre-Conference Workshops B95008
- ☐ Conference II, Chicago 909008
 - ☐ Pre-Conference Workshops B56008
- Employee Communication Workshops New York
 - ☐ Workshop I 973008
 - ☐ Workshop II 976008
- Chicago
 - ☐ Workshop I 975008
 - ☐ Workshop II 986008

- ☐ Fifth Annual Marketing Effectiveness B06008
 - Corporate Image and Branding Seminars
 - ☐ Workshop I 934008
 - ☐ Workshop II 935008
- ☐ Corporate Communication and Technology 990008
 - ☐ Pre-Conference Seminar B32008
- Corporate Brand Management Workshops
 - ☐ Workshop I B10008
 - ☐ Workshop II B11008
- ☐ Customer Loyalty 929008
 - ☐ Pre-Conference Workshop B5008
- ☐ Marketing Research 947008
- OPERATIONS AND BUSINESS STRATEGIES**
- ☐ Supplier Relationship Management 925008
 - ☐ Pre-Conference Workshop 980008

- ☐ Growth and Innovation 933008
 - ☐ Pre-Conference Workshop B61008
- ☐ Six Sigma Leadership 916008
 - ☐ Pre-Conference Workshop B59008
- ☐ Strategic Outsourcing 967008
- ☐ Business Development 904008
- ☐ Strategic Alliances 983008
- ☐ Change Management 984008
 - Business Continuity, Security, and Crisis Management Seminars
 - ☐ Seminar I 970008
 - ☐ Seminar II 971008
- Post-Merger Integration
 - ☐ Conference I, New York B18008
 - ☐ Conference II, San Francisco B17008