

FINAL
PROGRAM

The 2008

Employee Communication and Measurement Workshops:

Impacting Organizational Effectiveness through
Strategy, Implementation and Measurement

To succeed in today's brutally competitive marketplace, you need to build and reinforce employee commitment and loyalty. The Conference Board is proud to present two workshops to assist you in creating and measuring communication effectiveness.

Strategic Employee Communication: Linking Employee Involvement to Business Strategies and Results

March 6, 2008
Marriott East Side
New York, NY

March 27, 2008
The Drake
Chicago, IL

Employee Communication Measurement: Aligning Organizational Success Through Communication Metrics

March 7, 2008
Marriott East Side
New York, NY

March 28, 2008
The Drake
Chicago, IL

About The Conference Board

The Conference Board is the world's leading business membership organization, with a global network of close to 2,000 enterprises in nearly 60 countries.

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

How Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

The Conference Board
845 Third Avenue
New York, NY 10022-6600
Tel: 212 759 0900
Fax: 212 980 7014
www.conference-board.org

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Dear Colleague,

The dynamics of the workforce are changing thanks to employee and employer expectations. You cannot rely on instinct alone to communicate organizational goals. Effective employee communication is crucial for your organization to survive and thrive.

On behalf of The Conference Board, I'm pleased to invite you to the 2008 *Employee Communication and Measurement Workshops* this March in New York City and Chicago. You will learn from and interact with best-practice companies that have proven results in employee communication management. These workshops are highly interactive and will instill new and creative ways to communicate to your employees.

During these workshops, you will learn new ways to:

- Stay ahead of the curve with a comprehensive employee communication strategy
- Leverage employee communication to build organizational effectiveness, trust and understanding
- Separate the hype from the reality of deploying communication technologies in your organization
- Harness your vision and values to better reach and engage your employees
- Create new innovative strategies that shape how employees experience communication

If you are responsible for employee communication planning, implementation and measurement, these workshops are for you. Bring your toughest problems and see how our panel of experts would solve them. You'll be in the company of other employee communication executives. I urge you to review the agendas and sign up today. You can register by calling our customer service department at 212-339-0345.

I look forward to seeing you this March in New York or Chicago.

Regards,



Lee Hornick

Conference Program Director

The Conference Board

Lee.Hornick@conference-board.org

The Conference Board's Corporate Communication Workshops are recommended by the International Association of Business Communicators (IABC) and the Public Relations Society of America (PRSA)

Strategic Employee Communication: Linking Employee Involvement to Business Strategies and Results

Thursday, March 6, 2008 – *New York*

Thursday, March 27, 2008 – *Chicago*

Effective employee communication is crucial in the era of organizational change, global competition, and technology. Powerful driving forces are sculpting a new economic and social landscape, both globally and locally. You will face a host of issues that impact your credibility as communicators.

At this workshop, you will learn how best practice organizations and their communicators overcome a variety of obstacles and challenges. In addition, interactive working groups will enable you to gain added insight into today's changing workforce and emerging opportunities. During this workshop, you will learn to:

- Communicate your organization's goals and strategy effectively
- Build credibility and trust through employee communication
- Use technology to advance employee communication
- Develop and implement your employee communication program
- Improve workforce engagement and commitment
- Communicate the organization's reputation, employment brand and values
- Overcome today's challenges through effective employee communication

Who should attend:

If you're involved in employee communication, corporate communication, human resources, public relations or corporate affairs, plan to attend and participate at this workshop. This workshop will revitalize your existing strategic employee communication planning and give you insight into the latest trends, thinking, and new developments.

To register today, call Customer Service at

212 339 0345

Strategic Employee Communication: Linking Employee Involvement to Business Strategies and Results

Thursday, March 6, 2008 – *New York*

Thursday, March 27, 2008 – *Chicago*

Registration and Continental Breakfast: 8 - 9 am

General Session A: 9 am - 12 noon



Sponsored by: **DAVIS**
& COMPANY

Communicating Your Organization's Goals and Strategy Effectively

Effective employee communication can mean the difference between retaining employees and losing them. Most people are not thriving in the organizations they work for. They are neither fulfilled nor excited. Employees are not clear about where the organization is headed or what its highest priorities are. They are bogged down, distracted and don't feel they can change much. We live in a "Knowledge Worker Age," yet our business model suppresses the release of human potential. During this session, you will gain new insight into developing an employee communication strategy that works.

New York & Chicago

Alison Davis

Chief Executive Officer

Davis & Company

Building Credibility and Trust through Employee Communication

A roadmap for employee engagement begins with leaders articulating a clear vision of the company's direction and how each employee contributes to the success of the organization. Once this process is under way, continued executive and employee involvement and communication is key. During this session, you will discover how to build credibility and trust through employee communication.

Register Online

www.conference-board.org/employeecomm2

Employee Communication and Measurement

New York and Chicago

Emily Brodeur

Global Head, Internal Communications

JP Morgan Investment Bank

Networking Coffee Break: 20 minutes

Using Technology to Advance Employee Communication

Get a balanced, real-world view of where emerging technologies stand today and what role they will play in the future of employee communication. Savvy communication executives realize content and timeliness is vital. During this session, discover how you can use technology to advance your employee communication and promote loyalty.

Developing and Implementing Your Employee Communication Program

Structured, strategic communication plans are the most effective way to deliver your message and affect behavior. You need to determine where you want to go with your employee communication program, then decide how to get there. During this session, you will discover the best way to develop and implement your strategy.

New York

Sheila Cavanaugh

Senior Vice President

Employee Communications

Fidelity Investments

Chicago

Mary Lou Dlugolenski

Vice President, Internal Communications

Mass Mutual Financial Group

Networking Luncheon: 12:15 - 1:15 pm

General Session B: 1:30 - 2:30 pm

Interactive Communication Planning Session: Assuring Employee Communication is Direct, Relevant and Consistent

During this working group, you and your peers will create a communication strategy that delivers results.

To register today, call Customer Service at

212 339 0345

Employee Communication and Measurement

Networking Refreshment Break: 2:30 - 2:45 pm

General Session C: 2:45 - 5 pm

Improving Workforce Engagement and Commitment

Communication influences thoughts, feelings, and actions. Information simply informs. When it comes to pushing it out to your employees, the 80/20 rule applies – 80% communication and 20% information. During this session, communication guru Dr. TJ Larkin will show you the best ways to improve workforce engagement and commitment.

New York and Chicago

Dr. TJ Larkin

Partner

Larkin Communication Consulting

And best selling author of *Communicating Change*

Communicating the Organization's Reputation, Employment Brand and Values

Organizations carefully choose the messages they wish to send to their valued customers but what messages are you sending your internal customers? Communicating consistent messages to employees about what the company stands for builds a congruent belief system that employees can count on. Communicating inconsistent messages will distract and confuse employees, eventually impacting their effectiveness and therefore the bottom line. During this session, you will learn how to communicate the organization's reputation, employment brand and values.

Overcoming Today's Challenges through Effective Employee Communication

Chicago

Christopher Horner

Director, Technology Communications

Monsanto

Register Online

www.conference-board.org/employeecomm2

Employee Communication Measurement: Aligning Organizational Success through Communication Metrics

Friday, March 7, 2008 – *New York*

Friday, March 28, 2008 – *Chicago*

Surveying and measuring employees is an effective first step in fixing communication barriers in an organization. Even if there are no obvious problems, communication measurement can help improve performance. Savvy communication executives recognize that measuring attitudes and behaviors can ultimately improve employee satisfaction, lower turnover, and improve levels of manager-worker trust.

A well-run measurement strategy can give you improved understanding and communication results. However, a poorly conducted communication measurement can have the opposite effect. Measurement badly planned can actually increase employee cynicism and unhappiness, and increase employee turnover and absenteeism. And this impacts employee satisfaction and your bottom line.

During this full day workshop you will learn from senior communication executives how to:

- Measure the effectiveness of your employee communication strategies
- Establish realistic communication goals and results
- Select the best measurement tools that can assess your efforts
- Measure interactive media to win the hearts and minds of employees
- Manage organizational change through measurement
- Meld metric and company culture

Interactive working groups will enable you to create employee communication measurement strategies in-depth with peers.

Who should attend

If you're involved with employee communication management, human resources, and organizational effectiveness, please plan to attend. This workshop demonstrates how to measure your employee communication and improve effectiveness. We will have real-world examples and proven tactics for problem-solving. You'll find this program stimulating, useful, and incredibly informative.

To register today, call Customer Service at

212 339 0345

Employee Communication Measurement: Aligning Organizational Success through Communication Metrics

Friday, March 7, 2008 – *New York*

Friday, March 28, 2008 – *Chicago*

Registration and Continental Breakfast: 8 - 9 am

General Session A: 9 am - 12 noon

Sponsored by:



Measuring the Effectiveness of Your Communication

One of the most important aspects of employee communication today is measurement. But too much of that measurement is focused on whether employees access information and not if they understand how their actions impact the organizations' success. During this session, you will discover new techniques in measurement and how best to apply your results to move the organization forward.

New York and Chicago

R. Douglas Rozman

Senior Vice President, Communications
CIT Group Inc.

Jodi Hutchison

Vice President, Internal Communications
CIT Group Inc.

Measuring Interactive Media: Gaining Competitive Advantage through Measurement

More and more organizations are communicating to employees using interactive media – such as participatory technology, video, blogs, podcasts, news feeds, and social networking sites. However, measuring the effects of these new interactive media efforts on key audiences remains a challenge. During this session, you will learn how best to evaluate your interactive media.

Register Online

www.conference-board.org/employeecomm2

Employee Communication and Measurement

New York

John O'Hare

Director, Communications
Corning Inc.

Networking Coffee Break: 20 minutes

Managing Organizational Change through Measurement

Never before have organizations been subjected to such rapid change and to so many market pressures. Along with positive business results, change can frequently have negative effects, including lowered morale and productivity. During this session, you will gain valuable insight into managing organizational change through communication measurement.

New York and Chicago

Victor Chayet

Vice President, Corporate Communications
Unisys Corporation

Employee Communications: Melding Metric and Company Culture

The key to mastering communication in an organization is unlocking the secrets of its culture. Like individuals, organizations have personalities – their own norms, behaviors, patterns, values, symbols, stories, and heroes. Largely unspoken, culture is one of the most powerful elements that can impede or enable change. During this session, you will learn how to meld metric and company culture to build organizational effectiveness. In addition, we will explore how to develop a communication measurement strategy that best supports authentic dialogue across the organization.

New York

Ginger Hardage

Senior Vice President, Corporate Communication
Southwest Airlines

Networking Luncheon: 12:15 - 1:15 pm

To register today, call Customer Service at

212 339 0345

General Session B: 1:30 - 3:30 pm

Interactive Working Group: Building Stronger Employee Communication Using Measurement Strategies and Tactics

During this working group session, a senior communication consultant will present a situation that your communication team will solve. This session is highly interactive.

Networking Refreshment Break: 3:30 - 3:45 pm

General Session C: 3:45 - 5 pm

Shaping Perceptions Using Employee Communication Surveys

Gone are the days when departments could stand as silos, isolated from the rest of the organization by impenetrable barriers. Intra-national and international competition is now so fierce that everyone in the organization needs to collaborate closely on solving organizational challenges and on achieving agreed strategic objectives. What are the communication barriers in your organization? During this session, you will discover the most effective way to survey employees and shape perceptions using employee communications surveys.

New York and Chicago

Ann Dykman

Director, Employee Communications
American Express

Improving Your Communication Using Measurement

Regardless of changes in an organization's environment, its mission, structure or culture, employee satisfaction and quality of work life remain significant concerns for most organizational change and development efforts. During this session, you will gain valuable insights into understanding and diagnosing the measurement challenges.

[Register Online](#)

www.conference-board.org/employeecomm2

Employee Communication and Measurement

Partial Listing of Companies and Organizations Represented at the 2007 Employee Communication and Measurement Workshops

| | |
|-------------------------------|---|
| Altria Corporate Services | Lehman Brothers Inc. |
| Baystate Health Systems, Inc. | Liz Claiborne, Inc. |
| Biogen Idec | Macy's, Inc. |
| Black & Decker Corporation | Massachusetts Mutual Life Insurance Co. |
| Boeing Company | MasterCard WorldWide |
| Booz Allen Hamilton Inc. | MD Anderson Cancer Center |
| CA, Inc. | Metropolitan Jewish Health System |
| Cadence Design Systems Inc. | Microsoft Corporation |
| Ceridian Corporation | MidFirst Bank |
| Chevron Corporation | Navy Federal Credit Union |
| Chrysler LLC | New York & Company, Inc. |
| Corning | New York Life Investment Management |
| CVS Corporation | Novartis Pharmaceuticals Corporation |
| Degussa Corporation | Pfizer Inc. |
| Deutsche Bank | PricewaterhouseCoopers LLP |
| EDS | QUALCOMM, Inc. |
| eePulse, Inc. | Robert Wood Johnson Foundation |
| Eli Lilly and Company | Russell Investment Group |
| Fidelity Investments | Samaritan Pacific Communities Hospital |
| Healthways, Inc. | SEI Investments Company |
| Honeywell International Inc. | Sodexo, Inc. |
| Host Hotels & Resorts, Inc. | State Farm Insurance Companies |
| HSBC North America | Stryker Corporation |
| IBM Corporation | The Dow Chemical Company |
| Insidedge | The Pepsi Bottling Group |
| Insurance House | Thomson Financial |
| Intel Corporation | Trane Commercial Systems |
| Interpublic Group | Verizon Communications, Inc. |
| Johnson & Johnson | Welch Allyn |
| King Pharmaceuticals, Inc. | Wyeth Pharmaceuticals |

To register today, call Customer Service at

212 339 0345

Registration Information

The 2008 Employee Communication and Measurement Workshops

Online www.conference-board.org/employeecomm2

By Phone Call Customer Service at 212 339 0345
8:30 am to 6 pm ET Monday through Friday

By Fax Complete the registration form on the back and fax to:
212 836 9740

By Mail Complete the registration form on the back and mail to:
The Conference Board, Inc.
P.O. Box 4026, Church Street Station
New York, NY 10261-4026

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.

Team Discounts per person

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 no later than the cut-off date and mention The Conference Board's Employee Communication and Measurement Workshops.

New York
Marriott East Side
525 Lexington Avenue at 49th Street
New York, NY 10017
Tel: 212 755 4000
Fax: 212 751 3440

Chicago
The Drake
140 East Walton Place
Chicago, IL 60611
Tel: 312 787 2200
Fax: 312 787 1431

Hotel Reservations Cut-off Date:
Wednesday, February 13, 2008

Hotel Reservations Cut-off Date:
Wednesday, March 5, 2008

Unconditional Guarantee

For more than 90 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.

Registration Form

The 2008 Employee Communication and Measurement Workshops

- | | |
|---|--|
| <input type="checkbox"/> March 6, 2008 Marriott East Side New York, NY (973008-2) | <input type="checkbox"/> March 27, 2008 The Drake Chicago, IL (975008-2) |
| <input type="checkbox"/> March 7, 2008 Marriott East Side New York, NY (976008-2) | <input type="checkbox"/> March 28, 2008 The Drake Chicago, IL (986008-2) |

Please print or attach a business card; for additional registrants, duplicate this form.

Name _____

Title _____

Functional Area _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone () _____ Fax () _____

E-mail _____

Registration Fees payable in advance in U.S. dollars.

One Day Workshop

Conference Board Associates \$1,195

Non-Associates \$1,395

Two Day Workshop

Conference Board Associates \$2,150

Non-Associates \$2,500

Payment

Check payable to The Conference Board for \$_____.

Charge to my: American Express Discover MasterCard Visa

Acct. No. _____ Exp. Date _____

Signature _____ Date _____

Please send me more information on Conference Board events.

(Do not send this form to confirm telephone registration.)

How do you wish to receive future conference promotions?

Mail Fax E-mail