



# 2021 Employee Engagement Summit

AMA Conference Center, New York  
September 20th – 21st, 2021

- Managing Culture, Communication, and the Employee Experience in Times of Change -

# 2021 Employee Engagement Summit

## About

The past year has been one for the history books: a global pandemic has disrupted work as we knew it, and a move to remote work affected companies large and small. No corner of the globe has been spared from upheaval.

Workers suffered increasing anxieties as they balanced working from home and keeping up with their responsibilities, making it especially critical to pay attention to employee engagement to ensure a productive workforce. Employee engagement, which seemed like an exciting concept at the beginning of the last decade, is now an obvious business goal. There is an urgent need to elevate company culture or risk losing top talent.

As the promise of large-scale vaccination programs come to fruition, companies are now grappling with the realities of transitioning their workforce back into the office. But the question is not when to bring everyone back, but how to use this opportunity to create a workplace that allows everyone to collaborate, focus, learn, socialize, and grow.

Most job functions don't require employees to be at work every day physically. And the newer generations employees are taking full advantage of it.

Now that more than 60% of millennials and Gen-Zs prefer the option to work remotely more often, it's clear that pre-pandemic employee experiences will never come back again. Working from home, flexible times and hybrid workplaces are here to stay. But this doesn't mean that the traditional office experience is dead, it simply means that employee needs are evolving. Whether your employees are working remotely, on site, or within a combination of both, delivering experiences that keep your people engaged is critically important.

**HRO Today's 2021 Employee Engagement Summit** will discuss how organizations have adapted their engagement and communication strategies to meet the needs and demands of the workforce in these volatile and uncertain times. Join our expert faculty as they discuss why the core drivers of engagement have radically shifted and how to rethink corporate culture to create a sense of belonging for employees across different locations, generations and cultural backgrounds.

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## About

### Event session topics include:

- Implementing recognition and total rewards strategies
- Managing employee health and wellbeing
- The impacts of diversity and inclusion in employee engagement
- Leveraging flexibility to retain talent
- Promoting Work-Life Integration
- Sustaining organizational culture in the age of hybrid workplaces
- Building a successful digital employee experience (DEX)
- Using data and analytics to inform engagement strategies



## Confirmed Speakers Include:



Bernard LaBelle,  
*Chief Human Resources Officer,*  
**CGI**



Josephine Monberg,  
*Head of Communication and Culture,*  
**SAP**



Karen Weeks,  
*Senior Vice President Human*  
*Resources, Ordergroove*



Debbie Lakamp,  
*Director Talent Management,*  
**Graybar**



Rebecca Tinsley,  
*Head of Talent Management,*  
**Teradata Corporation**



Katie Urtnowski,  
*Vice President People and Culture,*  
**CNY Group**



Brian Pait,  
*Vice President People and Culture,*  
**Atlas Machine & Supply, Inc**



Jennifer Woudstra,  
*Global Vice President Human*  
*Resources, Conexiom*





## Confirmed Speakers Include:



Garnet Toritto,  
*Director of Human Resources,*  
**Credit Saint**



Leigh Fultz,  
*Head of People and Culture,*  
**Fujifilm Diosynth Biotechnologies**



Ryann Redmond,  
*Senior Consultant Engagement*  
*Solutions, **Reward Gateway***



Amy Cappellanti-Wolf,  
*Chief Human Resources Officer,*  
**Cohesity**

8:30am

**Welcome and MC Intro**

8:35am

**Employee Engagement - Finding Success in an Evolving Environment**

 Bernard LaBelle, *Chief Human Resources Officer, CGI*

As most of us navigated to a remote work environment last year, organizations saw the importance of the employee engagement more than ever before as being pivotal to the success of a business. As the gradual shift back to a new reality takes place, this continues to be a priority of many organizations embracing a hybrid working model as leaders are finding new ways to manage in a post-pandemic environment. This session will focus on how applying the right policies and frameworks can improve engagement, by ensuring transparency with employees and equipping leaders with the right skills to manage change and adapt to a new working environment.

Key learning objectives:

- Learning the importance of metrics and how to read them
- Equipping leaders with the right tools
- Learning the importance of an ownership culture

9:20am

**Strengthening Culture by Rebuilding Connections**

 Katie Urtnowski, *Vice President People and Culture, CNY Group*

A key component to a robust company culture is social interaction. The connections that employees have to each other helps to build trust and promote a sense of belonging. COVID severely disrupted the ways that humans connect and many organizations have had to rethink what they do to help their people stay social. This session will share how CNY navigated this change what we are doing to help our people keep strong connections in the future. We'll explore the impact that social behavior has on an individual, why it's so important for organizations to provide ways for people to connect, and what you can do to help your organization strengthen and leverage these connections.

10:05am

**Break**

10:30am

## Inspire and Connect Your Workforce by Reimagining Reward and Recognition



 Ryann Redmond, *Senior Consultant Engagement Solutions*, **Reward Gateway**

A lot has changed over the past year. Organizations have had to be agile and ensure employees are engaged when remote work has become a standard. The hybrid workforce and frontline staff need more support than ever before and companies must find new, effective ways to inspire, connect and retain their people.

It's time for organizations to design reward and recognition programs that impact employee morale, performance and wellbeing in meaningful ways. We need to create a reward and recognition experience that brings our unique company culture to life and deliver reward & recognition practices proven to maximize impact – flexibility, choice and transparency for staff and leadership.

Attend this session and you will learn how to:

- Deliver a reward and recognition program that improves employee engagement, performance and wellbeing in meaningful ways
- Drive reward and recognition best practices proven to maximize impact such as flexibility, choice and transparency
- Use technology to reduce HR administration while streamlining moments of reward and recognition
- Create a reward and recognition experience that brings your unique company culture to life

In 2021 HR leaders will need to invest in programs that engage employees through digital transformation and deliver tangible business impact, such as limiting employee churn and improving the bottom line.

11:15am

## Understanding Engagement - How Survey Feedback Informs Program Development





 Debbie Lakamp, *Director Talent Management*, **Graybar**

Engaged employees bring their best self to work. They are more likely to do their best work and contribute to the success of the organization. While many companies ask employees for feedback, how are the survey results used to drive change and improve the employee experience? Unfortunately, sometimes this valuable data is not operationalized into meaningful programs or communication initiatives. This session will share how Graybar has created new programs or transformed existing practices to support business growth based on this important feedback.

In this session you will hear how Graybar:

- Created an Early Career Advisory Council to provide insight to the C-Suite
- Adopted more agile Performance Management practices
- Expanded their learning opportunities for a broader audience
- Pivoted their internship program to a virtual one given the constraints of the pandemic

12:00pm	Lunch
1:00pm	Thought Leadership by Event Partner
1:45pm	<b>Creating a Strong Health and Wellness Culture – Cultivating, Embedding and Sustaining Wellness to Improve Employee Engagement</b>
	<p> Leigh Fultz, <i>Head of People and Culture</i>, <b>FUJIFILM Diosynth Biotechnologies</b></p> <p>Creating and keeping a strong focus on employee's overall wellbeing is one of the critical elements to an accomplished and fulfilled business philosophy which translates into a Great Place to Work and a prosperous organization.</p> <p>We have all experienced a more than usually stressful year. Staying energized and motivated in these uncertain times has been a challenge to all. An organization that has a solid people culture and foundation will more likely bounce back from the current environment as well as many others. It is vital to appreciate and value your people. This appreciation must be genuine and strongly supported by leadership.</p> <p>The COVID pandemic has naturally had a negative impact on our programs and initiatives, but the fact that we have demonstrated our true awareness of our most important asset -our employees-we will endure and continue as a Great Place to Work. This session will focus on the culture journey of one organization (and yes it was a long journey). Our speaker will discuss the concept and value of their people and why we should persist to provide a healthy life work balance.</p>
2:30pm	Break



DAY1

September 20<sup>th</sup> 2021

3:00pm

**Engaging Top Talent Through Meaningful Work Experiences**

 **Rebecca Tinsley, Head of Talent Management, Teradata Corporation**

In today's employee-centric workplace and raging war for top-tier talent, managing employees in a way that's convenient to HR is no longer enough. Top-tier talent expects an engaging employee experience that matches their needs, skills and potential. However, in a market undergoing transformation and the changing expectations of employees, it is easier said than done. This session will focus on how we are shifting our talent management practices to provide meaningful work experiences that engage top talent and help build a competitive, agile, and future-focused workplace in a fast-changing world.

- Discuss how the definition of "meaningful work experiences" has changed in our new world of work
- Learn how talent management principles have been adapted to enhance the employee experience and increase engagement
- Hear specific examples of positive employee experiences aimed at retaining top talent

3:45pm

**Keys to Creating a Diverse and Inclusive Workforce**

 **Amy Cappellanti-Wolf, Chief Human Resources Officer, Cohesity**

Most global businesses today have wide ranging customer sets, with multinational needs and solutions. Those that are well positioned for success will have workforces resembling the customer base and community as a whole. Without diversity of thought and experience, the customer base cannot be understood or properly served. Diversity in the workforce and equal treatment are therefore prerequisites for any successful organization. In order to represent everybody -not just a segment of the employees, businesses must remove biases, get the best and brightest in the war for talent and embrace all the different benefits diversity brings for their customers. In this session, Amy Cappellanti-Wolf, CHRO at Cohesity, will explain the critical need for a diverse and inclusive business environment. She will share practices she has put in place to help leverage the power of inclusion. Finally, she will explore how having a strong talent and work-force strategy results in amazing dividends for all customers and shareholders.

Learning objectives:

- Learn about HR's role in business transformation: the good, the bad and the ugly.
- Understand the importance of leveraging both quantitative and qualitative data to deliver better-informed decision making.
- Learn important strategies and tactics to drive change, leadership alignment, transparency, and employee engagement.
- Learn about the consequences of business transformation on human capital strategies.

4:30pm

**Conference Day 1 Concludes**

8:30am

**Protecting Your Talent and Fostering Career Growth - How to Cultivate a Culture that Recognizes, Rewards and Retains Employees.** Jennifer Woudstra, *Global Vice President Human Resources*, **Conexiom**

HR leaders are having to navigate through an unprecedented demand for their top talent, specifically in the Technology sector where employees are being targeted at an alarming rate. It is not enough to pay top wages; employers need to focus more than ever on creating and maintaining a culture that employees want to be a part of long term.

This session will focus on strategies to stand out in a competitive market including:

- Utilizing onboarding to energize new talent
- Using your eNPS to help build your HR Initiatives
- Driving engagement through employee recognition platforms
- Understanding Personality traits & behaviors to drive engagement
- Creating Peer to Peer groups to make Mental Health a key focus for your employees well being
- The role of empathy when building a global remote team

9:15am

**Finding the Right Recipe for Your Culture - Developing Leaders During a Pandemic and How to Reconnect** Brian Pait, *Vice President People and Culture*, **Atlas Machine & Supply, Inc**

2020 was a challenge. No doubt about that. In the span of 24 to 48 hours most business saw half or more of their workforces shift to remote work while those who were left to come into the office wondering what to do next and how to proceed. It was during this pandemic, that we had to quickly evaluate what was important, how do we keep everyone safe and how do we run a business while trying to be a manufacturing company. With employees spread out in eight locations across four states, we discovered some great lessons that not only helped redefine our culture but made it better during Covid-19. This session will focus on how by viewing and treating your employees differently, can result in monumental growth, creativity, and development.

- Learn from our lessons on what Covid taught us
- Create a culture of values that are non-negotiable
- View your employees as an investment rather than a divestment
- Evaluating what you're communicating to your employees

10:00am

**Managing Hybrid Remote Teams to Create Inclusivity, Equality & Drive Results**

 Karen Weeks, *Senior Vice President Human Resources, Ordergroove*

After adapting to managing fully remote and dispersed teams, managers are now having to learn another new skill, managing hybrid teams. If the manager is co-located with some of the team in an office, how will they make sure remote employees get the same “facetime” as the local employees? How can managers make sure zoom meetings aren’t dominated by employees in the same location dialing in from a conference room. How can remote employees stay connected both to the team and the business? I will share real learnings from my time at Ordergroove managing hybrid teams pre-pandemic and what we are looking to try this fall as we move to a flexible work from anywhere policy.

Attendees will walk away learning how to:

- Build strong communication and knowledge channels across local and remote employees
- Manage employees that are co-located with the manager and those that are remote, including if the manager is the only team member remote!
- Give feedback, drive results and focus on development opportunities in a hybrid model
- Keep the sense of community and strong team dynamics across multiple locations

10:45am

**Break**

11:00am

**Thought Leadership by Event Partner**

11:45am

**Using Communication to Create Culture in a Virtual Team**

 Josephine Monberg, *Head of Communication and Culture, SAP*

Culture is the most important part of a company, without a good culture employees don’t unleash their maximum potential. But how do you drive an impactful human culture with a focus on kindness in a world that has largely gone digital..? Josephine will explain how she has implemented communication strategies that focus on uniting a culturally diverse, virtual team. She will also touch on what it means to build a “culture of kindness” and why authenticity and intimacy are increasingly important when communicating with employees and creating an engaging company culture.

In this session you will learn:

- The building blocks of a “Culture of Kindness” and how to scale it
- The unmet psychological employee corporate needs and how to fulfill them
- Important communication strategies to create and maintain a culture in a virtual setting
- How to create an engaging culture through authenticity and intimacy

12:30pm	Lunch
1:30pm	Session description coming soon
2:15pm	<b>The Culture Life Cycle</b>   🗣️ Garnet Toritto, <i>Director of Human Resources</i> , <b>Credit Saint</b>  Like all things, culture has a life cycle that impacts the success of an organization. Each stage of this cycle comes with its own challenges; how we react and guide our organization through these stages can generate either positive or negative outcomes.  This session will focus on what the culture life cycle is, how each stage impacts an organization, how to identify what stage your organization is in and how to guide your organization as it transitions from one stage to the next.
3:00pm	<b>Conference and Day 2 Sessions Conclude Conference and Day 2 Sessions Conclude</b>





# REGISTER INFORMATION

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