

"Gave me good starting points to build an engagement strategy."

- Carolynne Brousseau,
RONA

"Superb - great value in all the information presented. Targeted, current and definitely engaging."

- Carl Persaud,
IMS

"Love the info shared - a lot...my plan will be formulated with the content."

- Trish Gill,
Gamma-Dynacare



11th

Employee Engagement

Using social media and other leading-edge engagement strategies to drive performance, productivity and bottom-line results

Workshop Included: How to Leverage Social Media Tools to Drive Employee Engagement

participating organizations

Canadian Diabetes Association
Cineplex Entertainment LP
CSA Group
ERCO Worldwide
Ernst & Young LLP
Future Electronics Inc.
IQ Partners Inc.
Maximum People Performance Inc.
OCG Strategy and Organization Consulting
Ontario Ministry of Municipal Affairs & Housing
St. Andrew Goldfields Ltd.
Maple Leaf Sports and Entertainment
University Health Network

who should attend



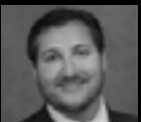
VPs, Directors & Managers in HR, diversity, employment equity, compensation & benefits, recruitment & retention, talent management, staffing, workforce planning & strategy, organizational development, training, HR communications




course highlights

- Explore how to develop a strategy that creates an engagement culture and increases the discretionary effort of employees
- Discover how an employee engagement strategy can achieve performance gains from front-line staff
- See how to get managers to better engage their workforce
- Uncover how to foster employee engagement and reinforce corporate culture through open, honest and consistent communications
- Examine how to increase employee engagement through exceptional leadership practices
- Review strategies for developing an effective, multigenerational engagement strategy
- Understand how to keep your high performers engaged
- Examine a step-by-step approach to the use of social media in building employee engagement

Two-Day Event!

		
Course Leader Geoff Ramey, St. Andrew Goldfields Ltd.	Course Leader Julie Ruben Rodney, Maximum People Performance Inc.	Eric Cousineau, OCG Strategy and Organization Consulting

		
Stacey Karpman, Future Electronics Inc.	Paul Keane, CSA Group	Heath Applebaum, Echo Communications Inc. / Canadian Diabetes Association

		
Charles Marful, Ernst & Young LLP	Anne Rimmel, ERCO Worldwide	Tony Scida, Ontario Ministry of Municipal Affairs & Housing

	
---	---

Dana Peever, IQ Partners Inc.	Victor Trotman, University Health Network	Joan Taylor, Cineplex Entertainment LP	Debra Watkinson, Maple Leaf Sports and Entertainment
----------------------------------	---	---	--

FACULTY

COURSE LEADERS

GEOFF RAMEY

Geoff Ramey is the Vice-President of HR for **St. Andrew Goldfields Ltd.**, a Canadian based gold miner operating in the Timmins region. He is responsible for oversight of all HR activity at St. Andrew's corporate office and mine sites.

JULIE RUBEN RODNEY

Julie Ruben Rodney is CEO and Founder of **Maximum People Performance Inc.**, a HR Consulting organization that partners with its clients to build and sustain productive and healthy workplaces.

CO-LECTURERS

ERIC COUSINEAU

Eric Cousineau is the Managing Director of **OCG Strategy and Organization Consulting** and has more than 25 years experience in organizational strategy.

STACEY KARPMAN

Stacey C. Karpman, CA, MBA, Corporate VP Worldwide Strategic Planning and HR, of **Future Electronics** has over 25 years experience in the areas of international business, business transformation, accounting & finance, and HR & OD.

PAUL KEANE

Paul Keane is Vice President, Human Resources of **CSA Group**. Prior to joining CSA in 2008, he held the position of Director, HR with HD Supply Canada Inc.

HEATH APPLEBAUM

Heath Applebaum, ABC, MCM, is the National Director of Communications for the **Canadian Diabetes Association and Owner of Echo Communications**. He has more than 15 years of experience developing employee engagement and reputation management strategies.

CHARLES MARFUL

Charles Marful, CHRP, SHRP is the Director of HR for **Ernst & Young's** Assurance Practice.

DANA PEEVER

Dana Peever is VP, Practice Lead - HR at **IQ Partners Inc.** She worked in a full HR generalist capacity with three companies before taking the leap to work on her own.

ANNE REMMEL

Anne Remmel, PhD, is Head of Learning at **ERCO Worldwide**. She is currently head of the new corporate university for ERCO Worldwide.

TONY SCIDA

Tony Scida is Assistant Director, HR Strategic Initiatives with the **Ontario Ministry of Municipal Affairs & Housing**.

JOAN TAYLOR

Joan Taylor is the Human Resources Manager, Corporate and Regional Offices for **Cineplex Entertainment LP**.

VICTOR TROTMAN

Victor Trotman is the Senior Director, Labour Relations at the **University Health Network**. He is responsible for negotiation and administration of collective agreements, grievance handling, mediation and arbitration.

DEBRA WATKINSON

Debra Watkinson is Director, People Development and Engagement with **Maple Leaf Sports and Entertainment Limited**, where her focus is on developing and facilitating full-time staff training and development, talent management and engagement.

COURSE PROGRAM

DEVELOPING AN EFFECTIVE EMPLOYEE ENGAGEMENT STRATEGY

The goal of an employee engagement strategy is not simply to make people feel good about their workplace, but rather to encourage them to increase their efforts by making them feel they are a valued part of the organization. This discussion details how to develop a strategy that creates an engagement culture and increases employee effort.

- Defining what engagement means to the organization
- Measuring engagement as a precursor to improving performance
- Creating the conditions for engagement
- Key drivers of the strategy
- Role of surveys in measuring the level of engagement

BOOSTING EMPLOYEE PERFORMANCE AND PRODUCTIVITY THROUGH ENGAGEMENT STRATEGIES

Through employee engagement, your company can inspire and sustain a higher level of individual commitment and productivity that will contribute to improving your bottom line. This presentation will discuss the connection between employee engagement and gains in performance.

- Focusing on the drivers for personal fulfillment in the workplace
- Channeling employee enthusiasm into increased productiveness
- Performance improvement engagement and enablement strategies
- Engaging employees to contribute to creating process improvements
- Partnering with line management to reinforce & monitor engagement strategies

SUPPLEMENTARY COURSE MATERIAL

Federated Press is now providing delegates with access to an innovative new database containing at least 25 interactive multimedia presentations by leading experts and approximately 20 hours of lectures on the topics covered by this course, including all slides and speakers' papers. See the list of presentations on page 4.

Delegates will also receive a trial subscription to the HR Channel, a much broader resource representing hundreds of hours of interactive multimedia lectures on leading edge HR topics as delivered at our many recent HR conferences and courses.

AV PROCEEDINGS

Audio/Video segments clickable slide by slide
Papers and overheads also included
Print any of the material for your own use



This course has been approved for 20 recertification points under Section A of the Recertification Log of the Human Resource Professionals Association (HRPA™)

DEVELOPING A GENERATIONAL ENGAGEMENT STRATEGY

Developing a generational engagement strategy In organizations with as many as four generations in the workforce, a one-size-fits-all approach to employee engagement is doomed to fail. This discussion details strategies for developing an effective, multigenerational engagement plan.

- Developing core drivers that cross cultural and generational divides
- Making it fresh and relevant to older, more experienced workers
- Identifying ways to engage attitudes and values of younger employees

GETTING FRONT-LINE MANAGERS TO ENGAGE, INSPIRE AND MOTIVATE

Organizations can create the right conditions for employee engagement, but real success often boils down to front-line managers and how well they can inspire their employees. This discussion details how to get managers to better engage their workforce.

- Defining how managers can bring the employee brand to life through their people
- Developing a clearly defined employee engagement strategy
- Giving managers the autonomy and training to lead

CREATING A COMMUNICATIONS STRATEGY THAT STRENGTHENS EMPLOYEE ENGAGEMENT

Active dialogue and nurturing a foundation of mutual trust is what engenders engagement. This discussion takes participants through real life examples of how to foster employee engagement and reinforce corporate culture through open, honest and consistent communications.

- Engaging conversations as a tool for proactive problem solving & decision making
- Improving channel effectiveness in engaging the internal audience
- Measuring the effectiveness of internal communications
- Increasing the role of line managers in the communication model
- Social media as a communication tool for engaging employees

EFFECTIVE USE OF ENGAGEMENT ASSESSMENT AT ERCO WORLDWIDE

Employee engagement assessments are useful for determining the degree to which your employees feel that their needs are being met. But the assessment alone is of little value if not acted upon. This case study session will explore how ERCO used the results of the engagement assessment to improve their business.

- How to assess what the results mean
- Determining what actions are required
- Best practices for getting organizational buy-in
- Communicating the results
- Developing the engagement plan based on the assessment

OVERCOMING KEY LEADERSHIP CHALLENGES TO EMPLOYEE ENGAGEMENT

If leaders are not committed to fostering employee engagement, it will never filter down to the front line. This discussion details how to increase employee engagement through exceptional leadership practices.

- How to promote engagement within the leadership
- Understanding what employees think about their managers and leaders

- Challenges leaders encounter in creating an engaged workplace
- Ensuring employees are engaged with the right things

CREATING A SUSTAINABLE CULTURE FOR EMPLOYEE ENGAGEMENT

Employee engagement is far more than a talent recruitment & retention strategy. It is the strategic outcome of an enterprise that recognizes the value of creating a corporate culture built on trust and brand commitment felt at every level. This session looks at the key success factors for creating a sustainable engagement culture.

- Living up to the corporate brand and identity
- Transforming the way employees engage with the organization and clients
- Engaging staff to commit to the organizations goals
- Increasing accountability for sustaining engagement at all levels
- Establishing an internal communication structure that supports the people culture

LINKING SOCIAL MEDIA AND WELLNESS PROGRAMS TO IMPROVE EMPLOYEE ENGAGEMENT

This discussion details the impact wellness programs have on employee engagement and how they have reenergized programming through the use of social media.

- How wellness programs can be integrated with the employee engagement strategy
- Using social media for effective communication related to wellness programs
- How social media can be used to engender excitement and sustain commitment to the wellness program

DRIVING ENGAGEMENT THROUGH CAREER DEVELOPMENT

This session will discuss how you can raise the bar in the level of performance and employee engagement through your career development program and retain talent at all levels of your organization.

- Integrating career development programs into an effective employee engagement strategy
- How training and development impacts an engagement strategy
- Engaging employees in formulating a career development plans
- Creating employee-centric opportunities for developmental assignments
- Using e-learning and social networks to deliver training

WORKSHOP

HOW TO LEVERAGE SOCIAL MEDIA TOOLS TO DRIVE EMPLOYEE ENGAGEMENT

Many companies are using a wide range of social media tools with the goal of connecting employees and igniting innovative ideas. However, HR has traditionally been slow to take advantage of the new possibilities for social media use. This workshop discussion takes a step-by-step approach to the use of social media in building employee engagement.

- Determining which is the best combination of social networking sites
- How to develop an internal social network
- How to use Facebook to build your company brand internally
- Creating deep rapport with employees through effective use of social networking

Your registration includes an interactive multimedia database comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio or video and accompanying slides. You may also purchase the multimedia proceedings of the course which will be available on CD-ROM 60 days after the course.

Creating a Sustainable Culture for Employee Engagement

Yves Deschenes
Centennial College

Improving Productivity & Performance in Your Workplace Through Employee Engagement

Milé Komlen
McMaster University

Internal Branding Practices for Increasing Employee Commitment

Patricia McQuillan
Brand Matters Inc.

Competitive Edge: Leveraging Engagement to Increase Customer Loyalty

Ronnie Mahabir
Pitney Bowes Canada

Equipping Managers to Engage, Inspire & Motivate

Philip E. Hunter
PricewaterhouseCoopers LLP

'Recruiter-Proof' Your Company: Building Loyalty that Headhunters Can't Break

Bruce Powell
IQ PARTNERS Inc.

A Model for Employee Engagement at RBC

Dave Rocheleau
Royal Bank of Canada - RBC Financial Group

Using Effective Communications to Increase Employee Engagement

Michael Doody
BC Liquor Distribution Branch

Generational Employee Engagement Strategies

Wayne Rawcliffe
Senga Consulting Inc.

Overcoming Engagement Challenges

Mary Bumstead
Ministry of Finance, Government of British Columbia

Linking Career Development with Talent Engagement and Retention

Carla L. Brown-John, MBA
Impact You Coaching & Consulting; CareerPlan (the Transition Specialists)

Part of the Cure: Impact of Benefits and Wellness Programs on Engagement

Jo-Anne Martin, BA, NQI CEP
Disability Management Office, Sun Life Financial

A Triple Crown Engagement Story from Pitney Bowes

Sandra Cain
Dortec Industries, a division of Magna International

Improving Productivity and Performance Through Engagement

Krista Fudge
Dortec Industries, a division of Magna International

Effective Communications for Increasing Engagement

Mardi J. Walker
Maple Leaf Sports & Entertainment Ltd

Online and in Your Face: Driving Employee Engagement Through Online Interaction

Roderick Cumming
CIBC

Leadership: How to Champion Employee Engagement

Eli Federman
Grand & Toy

Facilitating Business Engagement in Strategic Workforce Planning

Alaina Oda
Ontario Ministry of Transportation

Case Study: Leveraging Employee Engagement to Reduce Absenteeism at Casino Rama

Kelly Lister
Casino Rama

Gauging Employee Engagement: Measuring Internal Communications

Sandy Richardson
JETrichardson (a division of Strategy Focused Business Solutions Inc.)

Panel Discussion: Transformational Engagement During an M&A

Dr. Rosie Steeves, Ph.D.
Executive Works

Measuring your Employee Engagement Impact

Andrea Fraser, MIR
Bentall LP

Understanding the Impact of Employee Engagement and Happiness on the Bottom Line

Shari Angle
Adecco Canada

Impact of Benefits and Wellness Programs on Engagement

Dr. Olivier Abtan
Corrective Healthcare and Rehabilitation Inc.

Case Study: Employee Engagement and Commitment at the City of Guelph

Mark Amorosi
City of Guelph

Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Novotel Toronto Centre Hotel, 45 The Esplanade, Toronto, ON, M5E 1W2

Conditions: Registration covers attendance for one person, the supplementary course material as described in this document, lunch on both days, morning coffee on both days and refreshments during all breaks. The proceedings of the course will be captured on audio or video. Multimedia proceedings with all slides and handouts can be purchased separately on a CD-ROM which will also include the course material.

Time: This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to November 21, 2012. No refunds will be issued after this date.

Discounts: Federated Press has special team discounts. Groups of 3 or more from the same organization receive 15%. For larger groups please call.

Payment must be received prior to November 28, 2012

Phone: 1-800-363-0722 Toronto: (416) 665-6868 Fax: (416) 665-7733

TO REGISTER FOR EMPLOYEE ENGAGEMENT	REGISTRATION COSTS
Name _____	NUMBER OF PARTICIPANTS: <input style="width: 50px; height: 20px;" type="text"/>
Title _____ Department _____	COURSE: \$1975
Approving Manager Name _____	COURSE + PROCEEDINGS CD-ROM: \$1975 + \$175 = \$2150
Approving Manager Title _____	PROCEEDINGS CD-ROM: \$599
Organization _____	NOTE: Please add 13% HST to all prices.
Address _____	Proceedings CD-ROM will be available 60 days after the course takes place
City _____ Province _____ Postal Code _____	Enclose your cheque payable to Federated Press in the amount of:
Telephone _____ Fax _____ e-mail _____	<input style="width: 150px; height: 30px;" type="text"/>
Please bill my credit card: <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> Mastercard	GST Reg. # R101755163
# _____ Expiration date: ____ / ____	PBN#101755163PG0001
Signature: _____	For additional delegates please duplicate this form and follow the normal registration process
Payment enclosed: <input type="checkbox"/> Please invoice. PO Number: _____	
WHEN CALLING, PLEASE MENTION PRIORITY CODE: 11EE1212/E	MAIL COMPLETED FORM WITH PAYMENT TO: Federated Press P.O. Box 4005, Station "A" Toronto, Ontario M5W 2Z8