

INNOVATIVE E-HR

"The seminars were great for generating ideas, and the informal discussions were invaluable."

"This course really opened my eyes to what is out there."

Using technology to maximize the efficiency of your HR strategy

participating organizations

Aon Consulting Inc.
Bell Canada
LoyaltyOne Inc.
Meridian Credit Union
Phenix Management International Inc.

Practical Management of Canada Inc.
Prescient Digital Media Ltd.
Staples Business Depot
UPS Canada

who should attend

- Vice-Presidents, Directors and Senior decision-makers in: Human Resources, HRMS/HRIS, Performance Management & Measurement, Training & Development, Recruiting, Staffing & Retention, Employee Development, Workforce Planning, and Measurement & Evaluation
- CEOs, CIOs and CFOs
- Administrators in Organizational Development and Design, Corporate Services, Business Reengineering, Facilities Services, Client Services, Payroll & Benefits, ERP Project Management

course highlights

- Implementing an e-HR strategy
- Developing the business case for investing in HR technology
- Examining the key to successful HR portals/intranets
- Increasing the efficiency of your workforce planning strategy
- Leveraging technology to enable a multi-level approach to succession management
- Implementing and managing a web-based performance management system
- Transforming your conventional communications practices
- Evaluating e-learning



Course Leader
Al Doran,
Phenix
Management
International
Inc.



Diane McElroy,
Aon
Consulting Inc.



Barry Nelson,
Practical
Management
of Canada Inc.



Carmine
L. Porco,
Prescient
Digital Media
Ltd.



Tom Wise,
Meridian
Credit Union



Kelly S.
Neufeld,
UPS Canada

as well as:

Emanuele (Manny) Campione,
LoyaltyOne Inc.

Selena Kolton, Staples
Business Depot

Johanna Segerström,
Bell Canada

FACULTY

COURSE LEADER

AL DORAN

Al Doran is President and CEO of Phenix Management International, an e-HR consulting company specializing in the effective use of technology in the management of HR information. He is a recipient of the prestigious Summit Award from the International Association for Human Resource Information Management. He is co-author of "HRMS: A Practical Approach".

DIANE MCELROY

Diane McElroy, Senior Vice President, is located in Aon Consulting Inc.'s Toronto office. She acts as practice leader of the communication consulting practice, bringing over 30 years of experience in the development and implementation of strategic communication plans. Her strategies and innovative solutions have received worldwide recognition.

TOM WISE

Tom Wise, SVP and Chief People Officer, brings more than 25 years of senior leadership experience to Meridian Credit Union. He served as Senior Vice President, HR and Organizational Development for The CUMIS Group. Prior to CUMIS, he spent 24 years with CIBC in progressively senior HR management roles.

CO-LECTURERS

EMANUELE (MANNY) CAMPIONE

Manny Campione, Director of Talent Management at LoyaltyOne Inc., has over 15 years of Human Resources experience with a number of large organizations, including national and international project experience with financial institutions and retailers.

SELENA KOLTON

Selena Kolton is the Corporate HR Manager with Staples Business Depot. She has been with Staples for one year and her primary focus has been associates relations within their corporate environment. Prior to Staples she has over 7 years of HR generalist experience in recruitment & selection, training & development, compensation, health & safety and associate relations in both the retail and industrial distribution industries.

BARRY NELSON

Barry Nelson is a part-owner of Toronto-based Practical Management of Canada Inc. He is a business author and regularly engages learning teams within many of North America's largest companies. He has designed and conducted programs in strategic planning, needs analysis, project management, executive coaching, team building, communication, relationship management and career planning.

CARMINE PORCO

Carmine Porco is General Manager and Vice President of Prescient Digital Media Ltd. and has over 18 years of experience in the areas of Internet consulting, IT management and software development. His strengths include employee self-service, content management, e-learning, customer care and Internet commerce.

KELLY NEUFELD

Kelly Neufeld is Learning & Development Manager for UPS Canada and has over 16 years of management experience in the transportation business in the areas of international, brokerage, operations and human resources. His strengths are learning and development, succession planning, performance measurement and design and delivery of customized training solutions.

JOHANNA SEGERSTRÖM

Johanna Segerström, an Associate Director in Human Resources at Bell, is managing Bell's collaboration program which includes a number of web 2.0 tools. Combined with her contribution to Bell over the last 4 years, she has over 15 years of experience in the IT and Telecommunications industry. She has a Master's degree in Psychology with a specialization in Human Computer Interaction.

COURSE PROGRAM

DEVELOPING AND IMPLEMENTING AN E-HR STRATEGY

A well-planned and executed e-HR strategy can substantially cut costs, increase the strategic value of the HR function and optimize operational efficiencies. Better planning for and implementation of process innovations that maximize the impact of your interactive HR technologies are not just about doing HR better, but also about delivering business value. This session will examine each of the steps of the e-HR planning process, focusing on implementation practices that will increase the cohesiveness of your approach to supporting the delivery of strategic business objectives.

- Developing a strategy that combines emerging technologies (including Web 2.0) with traditional workforce applications such as portals, intranets, and employee and manager direct access
- Implementing a strategy that incorporates portals, RSS feeds, Web 2.0 tools, social networking software and mobile technology
- Critical components of an e-HR strategy
- Outsourcing options
- Strategic alignment of e-HR with business processes and organizational goals
- New and emerging technologies

TRANSFORMING THE HR FUNCTION INTO A STRATEGIC BUSINESS PARTNER: E-HR AND WORKFORCE ANALYTICS

Developments in e-HR are enabling HR departments to reinvent themselves as a strategic business partner, providing opportunities for HR to play a greater role in aligning the workforce with business objectives. Through the design and implementation of technology-based workforce planning systems, HR can better deliver on the business plan. This session will outline how e-HR can be used to facilitate human capital decisions and to open new opportunities for HR to achieve business objectives through workforce analytics.

- Increasing the focus on strategy implementation as HR's added business value
- Leveraging e-HR to increase the accuracy and reliability of workforce analytics
- Utilizing HR technology in human capital decision making and talent management
- The impact of HR technology on business performance and operating efficiencies
- Substantiating business value and ROI through workforce analytics

IMPLEMENTING AN ENHANCED HR INTRANET

HR portals often remain underdeveloped and underutilized, until companies see how useful they can be in streamlining internal communication processes. However, while intranets are developed with a real mission to improve communications between staff, customers and other stakeholders, they often become static and out-of-date very quickly. This session will look at what major North American companies have done to implement winning HR portals/HR intranets.

- Evaluating the effectiveness of HR intranets
- Assessing and mapping out mission critical business requirements
- Understanding information architecture and usability issues in the design of a HR intranet
- Creating and implementing a self-service HR portal
- Integrating Web 2.0 technology

UTILIZING TECHNOLOGY FOR WORKFORCE MANAGEMENT AND PLANNING

Properly implemented e-HR technology can enable organizations to assess workforce requirements and deployment to increase operational effectiveness and contain costs. This session will examine how e-HR is helping to progressively move workforce planning implementation from the wish list to a practical reality.

- Mapping information needed for forecasting and scenario planning
- Incorporating workforce analytics into workforce planning
- Analyzing trends and forecasting the timing of anticipated shortages
- Correlating data on key skills, capabilities and position requirements
- Fine-tuning tactical planning inputs

E-HR AS A TOOL FOR TALENT MANAGEMENT: HUMAN CAPITAL SUPPLY CHAIN AUTOMATION

Top companies are using HR technologies to keep their talent management strategies attuned to organizational sustainability and growth, as organizational talent optimized by technology can encourage business growth and enhance value throughout the enterprise. This session will explore how your organization can leverage HR technology in your talent management strategy, focussing on how technology can transform the way HR recruits and develops talent.

- Technology in talent management and optimization
- Evaluating the effectiveness and ROI of talent recruitment and retention
- Using technology to identify candidates for developmental assignments
- Employing social media tools for employee engagement
- Optimizing talent management decision making to reduce labour costs

EMPLOYING HR TECHNOLOGY FOR SUCCESSION MANAGEMENT

The cost of unplanned and expected employee turnover can drain an organization's financial and human assets. Replacing retiring and promoted employees with qualified candidates will be one of the most daunting challenges for HR departments in this uncertain economy. This session will discuss how HR technologies are being used successfully in succession planning to bridge workforce planning, competency and talent management strategies.

- Leveraging technology to enable a multi-level approach to succession management
- Identifying and evaluating internal candidates for mission critical positions
- Assessing leadership capabilities, behavioural competencies and skills
- Using technology to power initiatives to increase "bench strength"

IMPLEMENTING A WEB-BASED PERFORMANCE MANAGEMENT SYSTEM

Automating your performance management system can transform it into a powerful and flexible tool for completing employee performance reviews and managing workforce performance, which can promote business growth and add value throughout the organization. This presentation will discuss best practices for implementation of a web-based performance management system that is aligned with skills development and organizational objectives.

- Implementing and managing a web-based application
- Training and providing ongoing support to assist users
- Increasing enterprise-wide collaboration and employee engagement
- Measuring the impact on time requirements and costs
- Aligning your workforce with corporate performance objectives

EFFECTIVE E-HR COMMUNICATIONS

Many companies are still under-utilizing the full technological potential of e-HR communications as they fail to fully recognize how useful these tools can be in streamlining internal communication processes and coordinating public relations efforts. This presentation will take you through the steps for transforming your conventional communications practices into a new model that takes advantage of the latest developments in e-HR.

- Best of breed practices in e-HR communications implementation
- Tips for increasing the effectiveness of information delivery and accessibility
- Streamlining internal communication processes and knowledge transfer
- Engaging relevance: successful content management practices
- Planning for major technological advances

E-HR SECURITY CONCERNS

Potential security breaches by increasingly sophisticated hackers that threatens the privacy of critical HR data is only one facet of e-HR security concerns. Training internal staff on security practices and policies could eliminate many potential security and privacy breaches. It is crucial to understand what types of operational, information and data management risks are involved in e-HR systems. This discussion will detail how to develop an effective privacy/security risk assessment and protection mechanisms to ensure security in e-HR data.

- Defining policies and procedures for accessing and sharing HR data
- Developing information classifications for secured data access
- Establishing security controls and user access protocols
- Preventing unauthorized access: entry controls and authentication
- Risks associated with the internal transfer of information

MEASURING YOUR ROI ON E-HR

By utilizing technology, HR management can become more accurate and efficient through improved automation, data availability and integration, leaving HR to focus on strategic functions. However, with capital budgets extremely tight you must be able to clearly demonstrate a substantial benefit either in cost reduction or revenue enhancement. This session will look at how to improve your measurement of ROI in order to demonstrate the true value of your training initiatives to the organization.

- Financial considerations for e-HR
- Developing the business case for investing in HR technology
- Quantifying cost savings, ROI and increased operational efficiencies
- Measures used to assess the financial impact of e-HR
- Steps in calculating financial ROI

TRAINING AND E-HR

With training playing an increasingly important role in improving organizational performance and competitiveness, training management is becoming a key to organizational success. E-learning along with appropriate management support can provide organizations the means to meet key HR strategy requirements. The current economic downturn is an opportunity for organizations to re-evaluate their training programs and explore some of the more flexible and cost-efficient training tools on the market such as podcasts, virtual classrooms, or web-based training. This session will look at how to evaluate e-learning, its effectiveness and its return on investment.

- Key success factors: understanding why some courses fail
- What e-learning can and can't do for you
- Examples of cost-efficient training tools
- The illusive ROI: how to validate the contribution of e-learning
- Evaluating the learner's experience
- Determining if learning objectives have been met
- Assessing transfer of learning

MULTIMEDIA PRESENTATIONS

Register for Innovative e-HR and we will give you free of charge a CD-ROM comprising the following virtual presentations from recent Federated Press courses and conferences. Presented in their entirety with complete audio and accompanying PowerPoint slides totaling 564 minutes of expert learning, these presentations are an added bonus to this year's course. Bear in mind that these presenters are not necessarily those that you will see and hear at this year's course.

Identifying, Implementing & Customizing Employee Communication Channels

Jennifer Bell,
Alliance Atlantis Broadcasting
Time: 64

Effective Communication as a Tool for Modifying Employee Attitudes and Behaviour

Dan Vankeeken,
Dell Canada
Time: 38

Ensuring Transparency and Building Employee Trust

Dan Vankeeken,
Dell Canada
Time: 44

Identifying, Implementing and Customizing Employee Communication Channels

Jason Ballantyne,
CAA South Central Ontario
Time: 30

Human Capital Analytics and its Role in Measuring the Impact of HR Activities

Michael Alvarez,
The Wynford Group
Time: 32

How to Supply a Meaningful Dashboard to Your Business

Judy Holcomb-Williams,
Trillium Health Care Products Inc.
Time: 47

Using Measurement to Guide Employee Development and Training

Brett Knowles,
pm²
Time: 55

Linking the HR Scorecard to Corporate Strategy

Shawn McKnight,
Department of National Defence
Time: 23

Integrating a Corporate Intranet Into a Strategic Communications Plan

Janet Comeau,
The Canadian Depository for Securities Limited
Time: 53

Maintaining a Content Rich Intranet

Michelle Di Rocco,
APEX Public Relations
Time: 50

Satisfying Real User Needs

Pamela Youngberg,
Ontario Teachers Insurance Plan
Time: 55

How to Encourage Intranet Use and Usability

Lynda G. Marshall,
Teranet Inc.
Time: 39

Adding a Podcast to Your Intranet: The Sounds of Success

John Meadows,
Bayer Inc.
Time: 34

Audio/Video segments clickable slide by slide
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PROCEEDINGS CD - ROM

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, Ontario, M5E W2

Cost: The attendance fee for the course is \$1825 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on the first day, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

Time: Course registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at noon.

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 June 5, 2009. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has **special team discounts**. Groups of 3 or more from the same organization receive a **10%** discount. Groups of 7 or more from the same organization receive a **15%** discount.

Payment must be received prior to June 11, 2009

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 COURSE: \$1825
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