

M. Lee Smith Publishers LLC and Ragan Communications present:

# Social Media and HR Summit

Recruitment, Retention & Engagement in a Web 2.0 World

December 2-4, 2009 Aon Center, Chicago

Are you taking advantage of cost-cutting social media channels to recruit, retain and engage your workforce?

## Who should attend?

- Human Resources professionals
- Corporate communicators
- Social media professionals
- Corporate recruiters
- Legal professionals

## Who will be speaking?

- American Express
- Aon Consulting
- APCO Worldwide
- Freeland Cooper & Foreman
- Legal experts
- LinkedIn
- Southwest Airlines
- Total Attorneys
- U.S. Cellular
- Zappos
- Plus! Social media expert Shel Holtz

## 4 Ways to Register

**Phone** 800.274.6774

**Fax** the registration form to 800.785.9212

**Web** [www.HRandSocialMedia.com/register](http://www.HRandSocialMedia.com/register)

**Mail** the completed registration form to:

M. Lee Smith Publishers LLC  
5201 Virginia Way  
PO Box 5094  
Brentwood, TN 37024-5094

Learn from the most successful and admired employers about how to use the latest Internet resources to re-engage average employees and turn them into “rock star” contributors. Choose sessions in two tracks packed with case studies and valuable takeaways:

- Engage top-talent employees during tough economic times and improve business results by developing internal communication strategies
- Define and emphasize your company’s core values to reap the benefits of a healthy, productive culture at work
- Connect with your key audience through social media networks and grass-roots methods to guarantee quality hires and positive brand recognition
- Use social media to hire and retain top-notch talent and help build your brand
- Draft an effective social media policy for your company
- Maximize your talent pool to save budget dollars through new recruiting channels such as LinkedIn, Twitter and blogs
- Develop a reward strategy when your company has no budget
- Boost employee retention and minimize stress by improving health and financial literacy in the workplace
- *Plus: You can earn HR recertification credits for every session you attend!*

Three timely and practical keynotes:



**Brian Baker**, Aon Consulting, on how social media is revolutionizing organizational communications and employment branding.



Zappos head recruiter **Christa Foley** on how to leverage your company culture in training and retaining the very best employees.



Web 2.0 guru **Shel Holtz** on how to make social media your most effective recruiting tool.

Presented by:



ragan

Host Sponsor:

AON CONSULTING



This program has been approved for 9 recertification credit hours through the HR Certification Institute. For more information about certification and recertification, please visit the HR Certification Institute website at [www.hrci.org](http://www.hrci.org).

The use of this seal is not an endorsement by HR Certification Institute of the quality of the program. It means that this program has met HR Certification Institute’s criteria to be pre-approved for recertification credit.



CLE credit pending approval for this live event

Join us for one of our great conference extras:  
Special, hands-on workshops that will energize you for the rest of the conference.

9 a.m. – noon

## Social media and Human Resources



Whether you're new to social media or just trying to figure out how to apply it to Human Resources, this introductory course will provide you with the foundation you need to begin using new tools and channels to achieve your business objectives.

This three-hour workshop begins with an overview of social media, including: how we got here; who's using it, how and why; and the tools and tactics of social media.

Then Shel will delve into the strategies and approaches for using social media in an HR context. He'll cover:

- Benefits communications on Facebook and Twitter
- Current and former employees talking about the company online
- Internal social media tools for HR communication
- How social media can support transparency and improve employee relations
- Why employee gathering places can support your goals
- Social media for recruiting internally and externally

**Shel Holtz**, ABC, is principal of Holtz Communication + Technology. He counsels organizations on effective online communication, including the strategic uses of social media. Shel is co-host of the first communications-focused podcast, "For Immediate Release," and blogs at <http://blog.holtz.com>.

9 a.m. – noon

## Wellness in action: Communicating a wellness program to employees



It is no secret that wellness is about more than just absence of sickness; it is about proactively pursuing behaviors that prevent illness and promote health on every level.

A healthier workforce leads naturally to a more productive workforce. Implementing a wellness program among your employees is first and foremost a strategic decision that will affect how the company competes and grows on an operational basis within its own market. At the core of such a program is communication, not only between HR and the employee population, but also between HR and senior-level management, to ensure that the initiatives that are put in place are supported and followed at every level.

**Jeffrey Nemetz**, founder of Chicago-based health marketing firm HBG Health, and **Andrew Sykes**, Chairman of Health at Work Wellness Actuaries, will discuss the importance of a wellness program in the workplace and how to communicate such a program to achieve maximum engagement and long-term success. You will learn that communicating to get people to think differently requires a very different strategy from getting them to act differently.

During the workshop you will also find out how to:

- Integrate employee health as part of your business strategy
- Develop a thoughtful communication and branding strategy that marries the mission and vision of your organization with the actions and attitudes of your employees
- Get high and sustainable engagement in activities that drive productivity
- Measure changes in health and assess returns on investment in wellness

**Jeffrey Nemetz** is the Founder of HBG Health, a Chicago-based health marketing firm that partners with leaders across the health sector, cultivating brands that endeavor to change the health of the world.

**Andrew Sykes** is the Chairman of Health at Work Wellness Actuaries, located in Chicago. He has worked worldwide helping large employers and insurers alike build successful wellness and engagement programs.

1 p.m. – 4 p.m.

## Using LinkedIn to build and maintain great professional relationships



LinkedIn is its own social media success story. It helps top HR professionals recruit and retain diverse talent in an extensive talent pool of more than 42 million members.

**Wade Burgess**, Director of Sales at LinkedIn, will offer a three-hour interactive presentation on LinkedIn, Web 2.0 and how these tools affect your professional life. You'll learn how to use today's communication media as a valuable tool in your professional brand development. Attendees will get a sneak peek inside LinkedIn on its trends, strategies and best practices.

During this workshop, you will learn how to:

- Recruit top talent online with few budget dollars
- Use other social and professional networking sites and tools
- Apply best practices to your profession, including etiquette for employees, associations and members
- Draw the line between your personal profile and professional profile

For the last decade **Wade Burgess** has worked to bring technology innovations to the business community. Since joining LinkedIn, Wade has been building teams and evangelizing the power of the network. His profile can be viewed at <http://www.linkedin.com/in/wadeburgess>

1 p.m. – 4 p.m.

## Draft an effective social media policy for your company



Savvy employers recognize the vast potential in social media for recruiting, hiring and retention in the workplace. There are countless success stories about organizations that have come up with creative ways to implement Web 2.0 technology into HR practices. But Web 2.0 has plenty of horror stories as well. It's all too common to hear about the release of confidential data, regulatory violations and public-relations disasters, all resulting from employee and employer use of social media. Although there is no sure-fire way to eliminate all the risks inherent in the use of new technology, a policy is the best way to reduce potential liability.

In this practical session, attorney **Margaret M. DiBianca** will show you how to create the best social media policy for your organization. You'll learn how to:

- Consider your organization's culture when preparing to draft a social media policy
- Maximize adherence to the policy by involving employees in the drafting process
- Balance strategy and risk prevention by including the essential elements of an effective social media policy
- Evaluate the various provisions and consider why each may or may not be right for your organization
- Implement enforcement tips for use once the policy is released

**Margaret (Molly) M. DiBianca**, an attorney with Young Conaway Stargatt & Taylor, LLP, in Wilmington, Del., maintains a legal practice consisting of equal parts litigation and client counseling. She represents employers in a variety of industries in employment rights claims, discrimination matters and equal employment disputes at the state and federal court level.

# Conference Keynotes

Thursday, December 3, 2009 • 8:30 a.m. – 9:30 a.m.

## Opening Keynote:

With **Shel Holtz**, Principal of Holtz Communication + Technology



### Recruiting via social media

Most of the conversation about applying social media to HR zeroes in on recruiting, and no wonder. The ability to find candidates and vet them through social media channels lends a whole new dimension to attracting the best employees to your company. In this example-rich keynote, online communication expert Shel Holtz, ABC, will walk you through:

- LinkedIn as a recruiting channel

- Tapping into blogs and Twitter
- The dos and don'ts of exploring candidates' online presence
- How employee-generated media can bolster your recruiting efforts
- Hosting virtual job fairs

**Shel Holtz** counsels organizations on effective online communication, including the strategic uses of social media. He has written or co-written six books on online communication and speaks regularly at conferences and other venues. Shel is co-host of the first communications-focused podcast, "For Immediate Release," and blogs at <http://blog.holtz.com>.

Friday, December 4, 2009 • 8 a.m. – 9 a.m.

## Special Keynote:

With **Brian Baker**, Vice President of Organizational Performance and Implementation for Aon Consulting



### The new rules of engagement: How social media can translate to HR relevance

After fighting hard to win a seat at the table, HR leaders have had no time to rest. Rampant reductions in force, laser-focused recruitment needs and painful changes to benefits and retirement plans are the new mission-critical activities. Just a few years ago, "transformation" was the way forward, but today, HR leaders and managers can barely tread water. Enter social media and the new opportunities for organizational communications and employment branding.

This session will have your entire company rethinking HR.

You'll learn how to:

- Take advantage of the natural opportunities of social media

- Use the new rules of employee engagement
- Take the lead in a centralized strategy and approach

**Brian Baker** fuses the gift of communications with the acumen of strategic and creative thinking. With experience spanning more than a decade, Brian possesses expertise in internal, executive and HR communications, external and media relations. He has worked cross-industry and has specific experience in software marketing, innovation consulting, human capital management, the public sector and financial services. Brian leads Aon Consulting's New Media and Creative Services Group. His team works with clients to apply emerging and innovative solutions to enhance internal and executive communication strategies.

Leveraging Aon Consulting's existing strength in strategic communications, the New Media and Creative Services Group will help clients better engage employees, drive desired behaviors and enable organizations to adapt to their changing workforce and increasing competitive environments.

Friday, December 4, 2009 • 11:45 a.m. – 12:45 p.m.

## Closing Keynote:

With **Christa Foley**, Head of Recruiting at Zappos



### Zappos: How the company's commitment to culture has resulted in an engaged workforce and a successful business

In 10 years, Zappos.com has grown from a struggling startup to a business that had more than \$1 billion in gross merchandise sales in 2008. It is known for its focus on "Wow" customer service and in 2009 has been recognized on Fortune's Best 100 Companies to Work For List, Fast Company's 50 Most Innovative Companies and Business Week's Top 25 Customer Service Champs. In this session, you will learn how Zappos.com built a culture based on committable core values and how it continues to evolve to stay relevant to its employees and customers.

During this closing keynote, you will learn how to:

- Define your company's core values

- The power of customer service and word-of-mouth marketing
- Why your culture and your brand are two sides of the same coin
- How to hire for culture fit
- How to train and retain employees in your culture

**Christa Foley** joined Zappos in 2004 and currently leads the recruiting team within Human Resources. In this role, she and her team scour the planet for people that are "fun and a little weird." Because culture is the No. 1 priority at Zappos, the main focus of the recruiting team is to help protect and preserve the Zappos culture by hiring people who are both a technical fit and a cultural fit. Prior to joining Zappos, Christa spent more than eight years in the staffing industry.

Zappos was established in 1999 and has become a leader in online apparel and footwear sales by striving to provide shoppers with the best possible service and selection. In 2008, the company's gross merchandise sales exceeded \$1 billion. Zappos.com stocks millions of products from more than 1,000 clothing and shoe brands. Zappos.com was recognized in 2009 by Fortune magazine as one of the "100 Best Companies to Work For," debuting as the highest-ranking newcomer for the 2009 list.

## Thursday, December 3, 2009

8:15 a.m. – 8:30 a.m.

### Welcome and Introduction:

With **Brian Baker**, Vice President of Organizational Performance and Implementation for Aon Consulting, **Dan Oswald**, President, M. Lee Smith Publishers LLC, and **Mark Ragan**, CEO, Ragan Communications

8:30 a.m. – 9:30 a.m.

### Opening Keynote:

With **Shel Holtz**, Holtz Communication + Technology (see details on page 3)

9:45 a.m. – 10:45 a.m.

### Strategies to build a bench strength of leaders who are effective in the global arena



As geographies continue to become more interconnected, the operating context for organizations has broadened to mirror that of their customers, markets, suppliers and

employees. And success comes to organizations that operate seamlessly across geographies and make decisions that account for the complexity of the global playing field.

Operating in the global arena requires decision-makers and leaders who understand the context and realities of their diverse markets. But identifying and developing a strong bench of leadership talent can be among the most challenging tasks an organization faces. Learn about path-breaking research and leading practices on:

- Key leadership competencies for global success
- Selection and onboarding processes to help leaders hit the ground running
- Leadership development approaches that help organizations assess and develop bench strength

**Elizebeth Varghese** is a Senior Vice President and leads the Talent Solutions Practice at Aon Consulting Worldwide (ACW). Elizebeth is responsible for overall management and strategic direction of the Talent Solutions practice, which specializes in HR optimization, workforce selection, leadership development and talent management.

11 a.m. – noon

### What employees don't know will hurt them: Improve health and financial literacy at work by optimizing new media



In today's workplace, employees worry about two issues more than any others:

1. More than 70 percent are "seriously stressed" over their finances and don't understand the help that's

available to them in the workplace.

2. More than 91 million Americans are baffled by how to make smart decisions about their health and health care benefits. (In fact, the miserable state of health literacy is costing our country about \$238 billion annually.)

Both problems seriously affect employee productivity, health, engagement, morale and retention—and both can be remedied in part by better and more effective internal communications. Learn from actual examples how you can improve health and financial literacy among your employees as part of a plan to improve business results.

Jean Schauer, President and CEO of Schauer Global Health, will show you how to:

- Understand the problem: the financial, physical, emotional and social costs of health and financial illiteracy
- Define your goal: What kind of meaningful behavior change do you want to make in your organization?
- Apply a practical four-part methodology to jump-start literacy-improvement initiatives
- Use social media to expand your reach across the literacy divide
- Customize communications and incentives to target key audiences
- Measure your impact by focusing on five goals that deliver ROI.

After more than two decades working as a communicator and health care industry insider, **Jean Schauer** has applied her passions for both strategic communication and improving health to her Minneapolis-based consultancy, Schauer Global Health. Jean has served as a senior communication consultant at Watson Wyatt Worldwide and was director of constituency communications at UnitedHealth Group.

Noon – 1:30 p.m.

Lunch on your own

1:45 p.m. – 2:45 p.m.

### Case Study: Adding social media as a 'friend' to your HR engagement strategy



Gone are the days when HR and corporate communications could ask if social media was a friend—or a foe. Today, given increased pressures to deliver better employee engagement

results with less, everyone needs all the friends they can get—and social media is among them.

In this case study, you'll hear from American Express on how it developed an internal social media strategy consisting of micro-blogs, wikis and podcasts to broadcast corporate messages, foster further collaboration, and to deliver global employee training.

Through a dedicated "HR for HR" strategy, American Express helped HR professionals to become early adopters and fans of social media. Then as part of its leadership development strategy, American Express developed an internal social media platform to deliver relevant, concise and timely leadership best practices, tips and stories to business leaders around the globe. This case study will offer you insight into how social media can help your employees perform their jobs more effectively and become a critical lever in your employee engagement efforts.

You'll find out how to:

- Develop an HR4HR internal social media platform that includes micro-blogging and wiki collaboration
- Use social media to develop and deliver global employee training programs
- Blend leading-edge linguistics with low-cost media to increase relevance
- Persuade senior leaders to invest in social media for internal communications
- Measure success through click-through rates, message awareness, and circles of influence

**James D. Lynch** is Vice President of Employee Communications at the American Express Company (NYSE: AXP). In this role, he manages all internal communications for 22,000 employees worldwide across Global Business Travel, Global Commercial Card, Global Network Services, Global Merchant Services and Global Human Resources. He also serves as a communication advisor to the vice chairman of the American Express Company, and the executive vice president of Global Human Resources.

# HR benefits communication and social media

3 p.m. – 4 p.m.

## Use social media for your employment branding efforts



You know that your organization is a great place to work—but how do you get the word out about your employment brand to everyone else?

Traditional employment branding efforts typically

center on your company Web site and paid advertisements with the goal of driving traffic to your Web site—which is not always easy in a crowded labor market. Using social media for employment branding allows you to meet potential candidates on their territory and engage in richer, more meaningful dialogue with them—in a relatively cheap and easy way. And because social media is a conversation, people are a lot more likely to find you. Why? Because they're actually looking for you. They want to talk to you—so if you follow the rules of good conversation, your labor market will actually seek you out.

In this session, Jessica Lee, a corporate recruiting leader and active member of the HR and recruiting blogging community, will discuss how you can:

- Deploy a social media campaign focused on your employment brand for little to no cost
- Learn the basics, pros/cons of Twitter, Facebook, YouTube, Flickr and LinkedIn for employment branding
- Understand levels of engagement with candidates and how to manage conversations
- Engage current and former employees as ambassadors for your employment brand
- Prove the value of social media tools for employment branding through key metrics

**Jessica Lee** is a senior employment manager for APCO Worldwide, a privately held global communications and management consultancy based in Washington, D.C. She serves as an internal strategic human resources business partner to APCO's North America region by providing consultative advice to all levels of staff and managing recruitment activities ranging from university relations to employment branding initiatives.

Friday, December 4, 2009

8 a.m. – 9 a.m.

## Special Keynote:

With **Brian Baker**, Aon Consulting  
(see details on page 3)

9:15 a.m. – 10:15 a.m.

## The how and why of social media: Using social media to recruit employees for your organization and help build your brand



Social media is a buzz that is hard to ignore. Many companies are grappling with how to leverage social media for the benefit of their organization. In this session you will hear firsthand how

Total Attorneys has engaged in social media and has seen results.

With a customer base of more than 1,000 small law firms nationwide and more than 200 employees in Chicago, Total Attorneys more than doubled revenue for seven straight years—9,500 percent growth from 2003 through 2008. Edmund Scanlan's use of social media to recruit employees has been featured in *The New York Times*. He and his business have been featured in *Inc.*, *Business Week*, *Chicago Tribune*, and *Crain's Chicago Business*.

Come to this session and you'll find out how to:

- Make your employees comfortable with social media
- Experiment with Twitter, Facebook, LinkedIn, blogging and video
- Engage your customers and employees as ambassadors for your brand
- Expose your corporate culture transparently to build your brand
- Worry about how to leverage after engagement
- Be brave and jump into social media early to reap the benefits

**Edmund Scanlan** certainly has e-commerce and Web marketing expertise, but it's his leadership and vision that have made Total Attorneys one of the fastest-growing companies in the nation.

10:30 a.m. – 11:30 a.m.

## Employee engagement: Using social networks effectively in the workplace

Social outlets are valuable tools to connect with one another, whether it is across the office or around the globe. This session provides a case study discussing how the Marcel Media team effectively interacts on social outlets.



You'll also learn how to:

- Know what networks your employees should use
- Create a platform for feedback on social networks
- Encourage responsible use of social tools
- Improve communication among team members via social outlets
- Develop your own process for getting employees on social outlets
- Plus! Best practices

**Ben Swartz** co-founded Marcel Media in 2003, fulfilling a pledge to bring quality marketing services to Chicagoland businesses and beyond. Bringing 10 years of experience in marketing, sales and online media management, his work applies proven logic and reason to the world of interactive marketing.

11:45 a.m. – 12:45 p.m.

## Closing Keynote:

With **Christa Foley**, Zappos  
(see details on page 3)

Check out the agenda online at:  
[www.HRandSocialMedia.com](http://www.HRandSocialMedia.com)

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## Opening Keynote:

With **Shel Holtz**, Holtz Communication + Technology (see details on page 3)

9:45 a.m. - 10:45 a.m.

## Social media and your new BFF—your employment law attorney



Social media—whether you like it or not—is here to stay. It's important to be aware of emerging laws and issues surrounding social networking sites. Employment law issues arise, of course, when

employers and HR managers use Facebook, LinkedIn and other social media channels to scout potential job applicants. But that's just the tip of the legal iceberg.

Problems surface before, during and even after the employment process unfolds. The issues are so new that many haven't yet been definitively addressed by the courts in many jurisdictions. This session will help you avoid being a test case by exploring how to:

- Handle employee comments about your company or your customers
- Respond to employee comments on social networking sites and personal blogs and recognize whether those postings constitute defamation
- Explore what rights your organization can obtain by providing the hardware or hosting a domain
- Know whether there are legal risks to accessing the social networking sites of job applicants
- Protect yourself if current and former employees can use your social networking site against you in litigation

**Mark Schickman** is a graduate of Columbia Law School, where he won the Whitney North Seymour Medal for

distinguished trial advocacy. He is a partner in San Francisco's Freeland Cooper & Foreman LLP and has been practicing employment and labor law for more than 30 years. He has successfully litigated almost every type of employment charge in the courts, before juries and administrative agencies and on appeal.

11 a.m. - noon

## Case study: Integrate social media and grassroots into your recruiting strategy



How do you recruit prospective employees after significant budget cuts?

Elisa Bannon, Director of Talent Acquisition Operations at U.S. Cellular, assisted in the development of a cost-effective

social media and grass roots strategy after her recruiting budget was cut this year. Bannon helped lay out U.S. Cellular's Talent Acquisition strategy, which aligns with its "Human Coverage" consumer brand strategy, launched in June 2008. This approach has helped U.S. Cellular fill about 1,800 jobs this year.

Through a targeted "Grassroots" community-based approach and use of social networking tools, LinkedIn and Facebook, U.S. Cellular has been effective at reaching a source of candidates to join the organization.

This case study will offer take-away examples of how to use social media channels to make quality hires efficiently and stay within your recruiting budget.

You'll find out how to:

- Connect with customers and potential customers with a grassroots recruiting strategy
- Avoid large job boards and focus on grassroots and social media channels
- Deliver a quality response to job inquiries
- Build a focused approach to your employer value proposition
- Develop a message that connects your employer brand and consumer brand
- Measure success by reaching goals, hiring quality employees and sustaining high performance

**Elisa Bannon**, Director of Talent Acquisition Operations, joined U.S. Cellular six years ago and has held several leadership roles within the organization. In her current role, she oversees Talent Acquisition for the retail and care center channels.

Noon - 1:30 p.m.

## Lunch on your own

1:45 p.m. - 2:45 p.m.

## Onboarding 2.0: Learn how Southwest Airlines nurtures its new hires to boost employee retention and embark on the 'flight of their life'



Southwest Airlines enjoys one of the highest retention rates in the industry, so it was alarming to learn that one out of every three who left the company did so within the first 12 months. This statistic

was troublesome to Southwest for two reasons: The company values the "power" of its people, and it costs 1.5 times an employee's annual salary to find a replacement.

Learn about the initiatives Southwest introduced to counter this alarming statistic and how to:

- Capture the excitement and thirst for anything about the company when a candidate first accepts a position
- Help new hires feel a part of your company's culture and show them how important they are in keeping that culture alive
- Provide your current employees an opportunity to "sponsor" a new hire and make them feel welcome
- Create an online orientation prior to a candidate's first day on the job that can save training hours and dollars

Southwest Airlines embodies the principles of servant leadership, and **Cheryl Hughey** lives them every day as the Director of People. She is responsible for Onboarding, Retention, Compensation, Drug & Alcohol and Compliance. During her 29 years at Southwest, Cheryl learned her leadership skills from the ground up, working as a reservations agent and then in various frontline positions in ground operations, from customer service agent to customer service training manager to director of leadership training.

3 p.m. - 4 p.m.

## A little blue birdie told me: The legal limits of monitoring employees' tweets, posts and other social media activities



As social media becomes the communication tool of choice, employees' online activities become an increasing source of potential liability for employers. The need to minimize legal risk has led

many employers to monitor the Internet for

# Using social media for recruitment, retention and engagement

dangerous, defamatory or downright rude postings by their employees. The law recognizes that the Internet is a public forum, but this freedom to browse is not without limits.

In this session, you'll learn how to:

- Use the best monitoring techniques from the successes (and blunders) of employers who have required employees to disclose social media habits
- Avoid monitoring techniques that will most likely land you in court
- Watch for red flags when monitoring employees' Twitter, blogging and Facebook activities
- Communicate your monitoring policy to employees to minimize negative backlash

**Margaret (Molly) M. DiBianca** maintains a legal practice consisting of equal parts litigation and client counseling. An attorney with Young Conaway Stargatt & Taylor LLP in Wilmington, Del., she represents employers in a variety of industries in employment rights claims, discrimination matters and equal employment disputes at the state and federal court level. She defends employers against claims brought by former and current employees and assists employers in enforcing restrictive covenants.

## Friday, December 4, 2009

8 a.m. – 9 a.m.

### Special Keynote:

With **Brian Baker**, Aon Consulting  
(see details on page 3)

9:15 a.m. – 10:15 a.m.

### Blunders, bloopers and big mistakes: Lessons learned in the social media experiment

**Moderator:** Mark Schickman, Freeland Cooper & Foreman

**Panelist:** Margaret (Molly) M. DiBianca, with Young Conaway Stargatt & Taylor LLP

**Panelist:** Dan Oswald, President, M. Lee Smith Publishers LLC

**Panelist:** Mark Ragan, CEO, Ragan Communications

Employers have much to gain by participating in the numerous social media outlets available today. These tremendous advantages, though, do not come without a price. Social media is, in large part, still an uncharted frontier. And as may be expected in the exploration of any new territory, this process has not been entirely free of major blunders and mistakes.

In this interactive discussion, panelists will discuss the most common (and dangerous) mistakes that employers make when they venture into the online world of social media. Learn how to avoid these mistakes by reviewing some of the most publicized examples from recent history, including:

- Failing to respond to negative publicity at all or in the right way
- Confusing your audience with inconsistent messages or too many speakers
- Going “undercover” by using fake profiles to post about your organization
- Hiring independent third parties to ghost-write your content
- Trying to change your organization’s culture to “fit” your online audience

10:30 a.m. – 11:30 a.m.

### Using Web 2.0 applications to engage employees in the planning and implementation of your Total Rewards Strategy



During the protracted economic crisis, many companies have rapidly and aggressively managed labor costs.

Employees have been on the receiving end of lower bonuses, frozen merit increases,

suspended 401(k) matches, terminated retiree medical programs, increased health care cost and responsibility, frozen training budgets, etc. Employees are perhaps the most important but most under-involved stakeholder in the process of making decisions on rewards changes. Piece-meal, cost-focused reductions in HR programs can have a devastating effect on engagement and retention of key talent and, thus, hinder the ability for business growth.

2010 will be the year many companies take a fresh look at their Total Rewards Strategy. This entails traditional methods examining cost and competitiveness to holistically align HR programs with the needs of the business. Companies that balance cost and competitiveness data with employee input will arrive at a set of rewards program changes that will be more valued, motivational and accepted by employees than those that do not. Emerging technologies provide new ways for organizations to gain this input and engage employees in an open, two-way dialogue

about business objectives and employees' expectations, understanding, preferences and readiness for change.

In this session you will learn:

- How a combination of economic pressures, shifting demographics and ongoing business imperatives have created a need for companies to take a fresh look at their Total Rewards Strategy
- How to take a market research approach to thinking about critical employee segments
- Web-based applications for engaging employees in a conversation about rewards preferences, perceived value, understanding and reactions to potential rewards changes
- How to optimize the return on investment (ROI) for your rewards spending—simultaneously reducing your overall rewards spending, while increasing employees' perceived value, engagement and loyalty
- Social media applications that serve as powerful change management levers in the implementation of new Total Rewards Strategies

**Ken Oehler** is a Vice President and the Northeast Region Leader of Aon Consulting's Organizational Performance and Implementation Practice. Ken has extensive experience in human capital strategy, total rewards strategy and cost optimization, workforce planning, employee engagement and change management.

11:45 a.m. – 12:45 p.m.

### Closing Keynote:

With **Christa Foley**, Zappos  
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5201 Virginia Way  
PO Box 5094  
Brentwood, TN 37024-5094

Registration Form. For registration assistance, call 800-274-6774.

### Registration Fees

**Promotional conference fee:** \$945 for one participant, \$645 for each additional attendee.

**Early bird fee:** Save \$100 and pay only \$845 if you register by October 31, 2009.

**Half day pre-conference seminars:** \$345. \$540 if you attend 2 pre-conference seminars.

### 100% Guarantee

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- An alternate may attend in place of the original registrant.



### Conference Information

This conference is being hosted by Aon Consulting at their Chicago headquarters:

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Pre-Conference Wednesday, December 2, 2009, 9 a.m.–noon

- Social Media and Human Resources: An introduction**—Shel Holtz
- Wellness in action: Communicating a wellness program to employees**—Jeffrey Nemetz and Andrew Sykes

Pre-Conference Wednesday, December 2, 2009, 1 p.m.–4 p.m.

- Leverage your social capital in 2010: Using LinkedIn to build and maintain great professional relationships**—Wade Burgess
- Draft an effective social media policy for your company**—Margaret M. DiBianca

Registration Fee	\$ _____
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