

Employee Engagement Summit 2010

5TH ANNUAL

Explore innovative strategies to ensure recovery, sustainability and competitive edge

Tuesday 27th April 2010

CCT Venues - Smithfield, London

Programme Highlights:

- Assess **cost effective** ways to **foster engagement**
- Uncover the value of effective two-way **communication and negotiation**
- Understand the characteristics of the most **engaging organisations**
- **Empower** your workforce to **increase efficiency**
- Assess the impact on engagement of **good leadership**
- Overcome the barriers to building a **high performing, engaged work environment**



Chaired by:
Chris Bones– Dean,
Henley Business School



Keynote address:
Tanith Dodge, Director of HR,
Marks & Spencer plc



Institute of Customer Service
Jo Causon, *Chief Executive*



Birmingham City Council
Raffaella Goodby,
Employee Engagement Manager



Nationwide Building Society
Andrea Cartwright, *Head of Employee Engagement*



MSB
Don Porter CBE, *Joint Managing Director*



E-on
Helen Bradbury, *Change and Engagement Manager*



Kenexa
Jeff Jolton, *Director of Consulting*



Firmdale Hotels
Mike Williams, *Head of People Development and Training*



Institute for Employment Studies
Dilys Robinson,
Principal Research Fellow



KPMG
Kate Holt,
UK Head of HR Business Partnership



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Employee Engagement Summit 2010

Explore innovative strategies to ensure recovery, sustainability and competitive edge

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Employees can feel isolated and lack faith in their leaders after a year of short term “quick fixes” to fight for survival. This seminar offers expert guidance on **fostering engagement in the aftermath of redundancies** and structural change and implementing **cost effective and sustainable engagement initiatives**. It will also focus on how leading organisations are going forward: **developing leaders** and **employer branding** to cultivate engagement, as well as **how to measure levels of engagement** and use the results to formulate effective strategies.

A recent Watson Wyatt survey found that 58% of companies have frozen or reduced salaries in 2009 and that 56% will continue to make structural changes over the next half year. However, with many organisations failing to communicate pay strategies and define new roles and responsibilities it is not surprising that **large numbers of employees are feeling un-connected with their organisations**, leaving talented individuals ready to accept new opportunities as the jobs market recovers.

Attend Symposium Events' **5th annual Employee Engagement Summit** and **hear from leading organisations about how they have successfully communicated strategies and engaged employees** throughout the tough process of having to downsize, as well as how to create long term, sustainable plans for engagement. Featuring **recent award winners Birmingham City Council and Firdale Hotels**, as well as industry experts from **Marks and Spencer and KPMG**, this strategic event will provide you with practical tips and ideas on how to re-connect with your workforce.

Benefits of Attending

- Discuss and debate **the future of engagement**
- **Create engagement** during structural change
- Understand the **importance of 'ownership'** & how to achieve it
- Develop innovative ways to **measure engagement**
- Create **cost-effective engagement** strategies
- **Boost engagement** through your employer brand

Who Should Attend?

- HR Directors
- Directors and Heads of Employee Engagement
- Directors of Employee Relations
- Employee Benefits Managers
- Heads of Internal Communications
- Heads of Reward and Recognition
- Organisational Development Managers
- Heads of Talent Management
- HR Policy and Strategy Advisers and Decision Makers

Who will be speaking?



Chris Bones is Dean of **Henley Business School** at the University of Reading. Previously he was Group Organisation Effectiveness and Development Director for Cadbury Schweppes, taking responsibility for executive education and development culture, communications, change, knowledge management and capability development. Over 22 years Chris has worked for Shell, Diageo (both in GrandMet and Guinness) and Cadbury Schweppes.



Jo Causon took up her appointment as **Chief Executive** of the **Institute of Customer Service** in March 2009, joining from the Chartered Management Institute where she had been Director of Marketing and Corporate Affairs since July 2005.



Tanith Dodge is **Marks & Spencer's HR Director**. She was formerly Group HR Director at WH Smith, where she also held responsibility for PR and communications. Her experience includes roles as Senior Vice President - Human Resources, EMEA, at InterContinental Hotels Group, two HR Director roles for divisions of Diageo Plc and International HR manager for Prudential Corporation Plc.



Jeffrey Jolton is **Director of Consulting** at **Kenexa**, overseeing the project management and thought leadership for many of Kenexa's largest survey projects. He has written for professional journals, on topics including understanding dysfunctional organisations, employee engagement, the role of critical thinking in strategic planning and behaviour change. He holds a Doctorate and a Master of Science degree in Industrial and Organizational Psychology from Ohio University.



Andrea Cartwright is **Head of Employee Engagement** at **Nationwide Building Society**, with a portfolio including reward, performance management, employee relations, employee wellbeing, people insight, organisational values and behaviours and employee engagement across the business. Prior to joining Nationwide, Andrea spent five years running an HR consultancy serving clients as diverse as Royal & Sun Alliance, the House of Commons & Bristol City Football Club.



Dilys Robinson is a **Principal Research Fellow** at the **Institute for Employment Studies**, where she has worked for 11 years. Dilys manages the motivation and wellbeing theme of IES's HR Network, and leads research into employee engagement and human capital measurement. Previously, Dilys was employed by the NHS in a variety of posts at regional, district and hospital level. She has a BA from Durham University, an MBA from the Open University, and is a Fellow of the CIPD and the RSA.



Don Porter CBE has held senior management positions in British Airways and Lloyds Bank. At BA, he played a key role in the successful Customer First Programme. In Lloyds Bank, he held responsibility for market research, customer service and internal communications. As **Joint Managing Director of MSB**, Don has led employee research and engagement projects in a wide range of sectors and has developed diagnostic tools that are used successfully to define and drive forward change.



Mike Williams is the **Head of People Development and Training** for **Firdale Hotels**, a role in which he has overseen the repositioning of the brand as a Luxury 5* Boutique. Mike is a Fellow of the CIPD and has over 15 years of experience working in HR in both retail and the hotel sectors.



Raffaella Goodby has developed and **led Birmingham's award winning engagement programme, BEST**, for the last three years. She was a winner at the 2008 'Young Local Authority of the Year' competition, and has a passion for engaging young people in local government. She launched 'Generation BEST', an engagement network for young people & has been personally recognised as an inspirational 'Woman in Public Service'.

Employee Engagement Summit 2010



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Tuesday 27th April 2010

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