



2012 Conference Lineup

Sponsorship Options for Industry Leaders

Conference Board events bring together thought leaders and senior-level key decision-makers in settings that promote dialogue. By facilitating business insight, our Sponsor Partners establish market leadership.

If you are interested in sponsoring one of our premier events, please contact:

Rhonda Bradbury

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Spring 2012

- Canadian Food Summit 2012
- Public Sector HR 2012: The Changing Public Sector Workplace
- Pension Summit 2012: De-Risking for Long-Term Success
- Pension Summit West 2012: De-Risking for Long-Term Success
- Change Management 2012: Agility, Performance, Engagement
- Human Capital Risk Management
- Leadership Matters 2012: Building Leadership Capacity
- Social Media and HR: How Human Resources Can Harness New Media for Improved Results
- Intergovernmental Forum on Risk Management 2012
- Saskatchewan Forum 2012
- Workplace Wellness and Mental Health 2012

Fall 2012

- HR Summit 2012: Engagement Strategies for Uncertain Times
- HR Summit West 2012: Retaining and Engaging Top Performers
- Public Sector Social Media
- Summit on Sustainable Health Care
- Benefits Summit 2012
- Compensation Outlook 2012
- Western Compensation and HR 2012
- Benefits Summit West 2012
- Public Sector Transformation 2012: Navigating the Perfect Storm
- Public Sector Transformation West 2012: Building the High Performance Public Service
- Diversity & Inclusiveness 2012: Inclusion, Innovation, and Immigration

Canadian Food Summit 2012

February 7–8, 2012

Metro Toronto Convention Centre • Toronto

Recognizing food's critical role in Canadian society and anticipating complex challenges ahead, The Conference Board of Canada recently established the Centre for Food in Canada (CFIC) to increase collaboration between food system stakeholders and initiate essential research to help guide businesses, regulators, and legislators in the years ahead.

The **Canadian Food Summit 2012** will convene Canada's food system leaders to discuss the latest research, gain insights from national and international experts, and determine how to address Canada's greatest food challenges and opportunities.

This event will address both the challenges to the food system, and the opportunities for individual organizations and the entire system to increase quality, performance, profitability, and global competitiveness.

- **2012 Sponsors:** Loblaw Companies Limited, Saputo Dairy Products Canada G.P., IBM Canada Ltd., Maple Leaf Foods, Weston Foods (Canada) Inc., Agriculture and Agri-Food Canada, Aon Reed Stenhouse Inc., Blake, Cassels & Graydon LLP, MNP LLP, Canadian Food Inspection Agency, Dairy Farmers of Ontario, Canadian Egg Marketing Agency c.o.b. Egg Farmers of Canada, George Brown College of Applied Arts and Technology, The Heart and Stroke Foundation of Canada.

Public Sector HR 2012: The Changing Public Sector Workplace

February 27–28, 2012

Ottawa Convention Centre • Ottawa

Now in its 9th year, **Public Sector HR 2012: The Changing Public Sector Workplace** is the premier event for HR professionals in the Canadian Government. Don't miss this unparalleled opportunity to discuss common challenges with other public sector HR leaders and experts, including:

- **Denise Amyot**, President and Chief Executive Officer, Canada Science and Technology Museums Corporation
- **Kin Choi**, Assistant Deputy Minister, Corporate Services Branch, Health Canada
- **Yves Deschenes**, Associate Vice-President, Human Resources and Organizational Development, Centennial College of Applied Arts and Technology

- **Thomas M. Hayes**, Director, Human Resources Operations, The Ottawa Hospital
- **Shamira Madhany**, Chief Officer, Diversity and Accessibility, Ontario Public Service, Ministry of Government Services, OPS Diversity Office
- **John W. McBain**, Assistant Deputy Minister, Public Works and Government Services Canada
- **Daphne L. Meredith**, Chief Human Resources Officer, Treasury Board Secretariat

- **2012 Sponsor:** TELUS Sourcing Solutions.

Pension Summit 2012: De-Risking for Long-Term Success

March 1, 2012

The Ritz-Carlton • Toronto

AND

Pension Summit West 2012: De-Risking for Long-Term Success

March 5, 2012

Hotel Arts • Calgary

Now in its ninth year, our annual Pension Summit has become the premier event for Canadian Pension and Benefits professionals. After listening to delegate feedback from across the country, we have decided to create two separate events, one each for Eastern and Western Canada. In this way, both sides of the country may benefit from the insights of original research, as well as specific presentations from either an Eastern or Western Canadian Perspective.

Learn from exclusive pension management research from Towers Watson.

One of the highlights of this event each year has been exclusive research into the pension issues, future challenges, and confidence levels of chief financial officers and vice-presidents of human resources. Leaders throughout the pension industry have come to rely on this survey's findings as their planning benchmark. Join us to discuss this exclusive research, as well as what the overall economic and demographic trends mean for pension investment strategies. Learn from the experts how to capitalize on the evolving investment environment and changing workplace to improve your plan's outlook.

- **2012 Sponsors:** Towers Watson, The Standard Life Assurance Company of Canada.

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Change Management 2012: Agility, Performance, Engagement

April 16–17, 2012

The Sutton Place Hotel • Toronto

Change management has become a core business competency. Organizations today face an unprecedented volume of complex change issues. Internal changes include streamlining operations and processes to reduce costs and increase efficiency, managing changing demographics, and implementing new technologies like social media or cloud computing.

Join us for this exciting event and hear from the experts how you can rise to meet these challenges. Speakers include:

- **Ayelet Baron**, Vice-President, Strategy and Transformation, Cisco Systems Canada Co.
- **Jim Diotte**, Vice-President, Human Resources, SaskPower
- **Jenny Howe**, Facilitator and Executive Coach, The Niagara Institute
- **Debra J. Milimaka Miles**, Vice-President, Business Change, Loblaw Companies Limited
- **Brice Nolan Scheschuk**, Chief Financial Officer, Globalive/Wind Mobile

Human Capital Risk Management

April 25–26, 2012

Pantages Hotel Toronto Centre • Toronto

Human capital risk management is essential to your organization's success. According to recent Conference Board Inc. research in the U.S., human capital risk ranks fourth out of 11 risks in terms of potential business impact. This makes it more important than many other areas that often get more attention, including IT, finance, supply chain, and reputation. When The Economist Intelligence Unit asked risk managers to rank 13 key risks, human capital topped the list!

The Conference Board's research ranked human capital risk tenth in how well it's managed, so most organizations need to do a better job of managing human capital risk. This event will show you how.

Original research and practical examples and case studies of successful organizations will help you develop your human capital risk management processes. Among the issues examined will be how to:

- build a partnership between risk management and HR

- apply a risk perspective on talent, recruitment, succession, and other core HR processes
- use a better understanding of risk to link HR strategy to business objectives
- set clear goals and objectives linked to business imperatives, and measure success
- connect training and development plans to short, medium, and long-term strategic plans
- benchmark compensation levels
- manage employee separation to protect your brand
- build comprehensive employee engagement plans
- ensure full regulatory compliance

■ **2012 Sponsors:** Towers Watson, Contingent Workforce Solutions Inc.

Leadership Matters 2012: Building Leadership Capacity

May 8–9, 2012

The Westin Harbour Castle • Toronto

Building leadership capacity continues to be a priority, and a challenge.

In a recent meeting of HR executives held by The Conference Board of Canada, leadership and building leadership competencies were identified as major issues for public and private sector leaders.

Building leadership capacity has been a top priority for several years, at least on paper. The problem is that, while many organizations have been talking about it, few have invested adequately in developing tomorrow's leaders today. This must change. The quality of leadership matters to the very success of organizations.

The time for concerted action is now! Find out what your organization needs to do to build leadership capacity and help leaders succeed.

This event has been designed to help organizations jump the curve in building their leadership capacity, exploring the key competencies needed in today's and tomorrow's leaders. Most importantly, it will provide insights into how organizations can close leadership gaps quickly and effectively in this turbulent environment and build their leadership bench strength.

■ **2012 Sponsors:** Deloitte, ING DIRECT, DDI Selection and Development Systems Limited.

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Social Media and HR: How Human Resources Can Harness New Media for Improved Results

May 17, 2012

Toronto Marriott Downtown Eaton Centre Hotel • Toronto

Without doubt the rapid growth of social media is changing how businesses operate across Canada—and while no function is left untouched, it is HR that needs to be on the front line, pioneering adoption while managing risk. Your employees, suppliers, and customers have all embraced social media. The question is: how can you use social media to your greatest advantage?

This event addresses how social media is changing the way your organization works internally and the role HR can play in leading this transformation. With these changes come concerns about implementation, and the decisions about which approaches and applications are best for your needs.

Featuring James Norrie—one of North America's leading social media experts.

This event will feature two tailor-made, interactive, and in depth sessions by James Norrie who will act as your guide to the changing landscape of social media. James cuts through the hype as he challenges audiences to rethink their business in light of new technologies. He understands and clearly communicates the technical and social changes that you will have to deal with to succeed with social media. James will provide a whirlwind tour of new developments, introduce you to the options available, and then work with you to examine how you can take a leadership role in this area, both through developing a policy and driving implementation in your organization.

■ **2012 Sponsor:** [Monster Worldwide Canada Inc.](#)

Intergovernmental Forum on Risk Management 2012

May 28–29, 2012

Ottawa Convention Centre • Ottawa

Join us for Canada's premier event on risk management for Public Sector employees. The Canadian government has recently seen the announcement of changes to the retirement age, impending public sector job cuts, and major transformation initiatives. Is your organization prepared to navigate these major risk management challenges?

Find out from the experts how risk management enhances government effectiveness, and how to make the strongest case for the value of risk management to your organization. Join Canada's

leading public sector risk professionals as they discuss their top issues and common day-to-day challenges to help you:

- implement risk management as part of a transformation process
- integrate risk management and build a culture that understands and applies risk management discipline effectively
- optimize risk practices in complex situations and in response to dramatic change
- identify and mitigate cyber risks
- recognize and eliminate blind spots in your risk management process
- improve decision-making and project management with risk management
- communicate risk and the risk and opportunity message internally and externally
- understand how social media is transforming risk and risk management practice

Full agenda is available online.

■ **2012 Sponsor:** [Interis Consulting Inc.](#)

Saskatchewan Forum 2012

May 29–30, 2012

Ramada Hotel and Convention Centre • Regina

The world wants what Saskatchewan produces.

Saskatchewan has the strongest economy in Canada, record low unemployment, and population growth higher than that of any other province. A lot has changed in recent years, and it's clear much more will change in the future.

How can Saskatchewan take full advantage of its good fortune and ensure lasting prosperity for its citizens and businesses? What policy and planning decisions are required now to capitalize on the boom, and what infrastructure is needed and desirable, both during this unprecedented growth period and beyond?

This highly interactive two-day event will include peer-to-peer discussion and debate, stimulated by ideas presented in advance of and throughout the forum. The issues will be considered holistically, to ensure that the interrelationships between economic growth, infrastructure needs, employment, and the region's key sectors are explored.

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This annual forum will attract provincial, regional, Canadian, and international thought leaders, decision-makers, and influencers, to debate a path for Saskatchewan now, and generate a clear vision for the province's future in 2022 and 2050. These discussions will increase collaboration and understanding between the many stakeholders, while drawing attention to the shared needs and common challenges.

■ **2012 Sponsors:** SaskPower, BHP Billiton Canada Inc., Cameco Corporation, Enterprise Saskatchewan, Graham Group of Companies, IBM Canada Ltd., ISM Canada, University of Regina, University of Saskatchewan.

Social Media: From Policy to Performance

June 13, 2012

Fairmont Château Laurier • Ottawa

Everyone from the top down in government recognizes that social media is the way of the future. Governments have no option but to use social media to engage with citizens. But governments remain wary of the risks and of course in the current climate, there simply aren't enough resources to embark on new expensive communication strategies.

This event will focus squarely on how you can save money by using social media—and how to manage the risks involved while you do so.

Featuring James Norrie—one of North America's leading social media experts.

This event will feature two tailor-made, interactive, and in depth sessions by James Norrie who will act as your guide to the changing landscape of social media. James cuts through the hype as he challenges audiences to rethink their business in light of new technologies. He understands and clearly communicates the technical and social changes that you will have to deal with to succeed with social media. James will provide a whirlwind tour of new developments, introduce you to the options available, and then work with you to examine how you can take a leadership role in this area, both through developing a policy and driving implementation in your organization.

Workplace Wellness and Mental Health 2012

June 18–19, 2012

Venue TBD • Toronto

Supporting workplace mental health is a sound business decision and a legal responsibility.

One in five Canadians will have a mental health challenge that will affect their work performance and their lives. The direct and indirect costs to the Canadian economy of mental health and addiction are now estimated at almost \$30 billion! Financial rewards for damages caused by mental injury at work have increased dramatically, and the Mental Health Commission of Canada anticipates a perfect legal storm over employer responsibility for a psychologically safe workplace.

Learn from two new Conference Board research studies.

This year's event features two new studies, the Conference Board's respected economists' report *The Costs of Poor Mental Health on Productivity and Competitiveness*, and a special report on the return on investment (ROI) of wellness programs. These two insightful studies demonstrate the business case and performance potential of superior health and well-being, and will help you focus your spending to achieve maximum impact.

■ **2012 Sponsors:** Morneau Shepell Ltd., Manulife Financial, Scotiabank, The Standard Life Assurance Company of Canada, Homewood Human Solutions, Canadian Mental Health Association, Tri Fit Inc.

■ **Special Contributor:** Mental Health Commission of Canada.

HR Summit 2012: Engagement Strategies for Uncertain Times

September 24–25, 2012

Venue TBD • Toronto

AND

HR Summit West 2012: Retaining and Engaging Top Performers

October 1, 2012

Hyatt Regency Calgary • Calgary

Our annual HR Summit has become the event of choice for HR practitioners in Canada. Each year, delegates engage with experts from across Canada on their most pressing HR issues, and take in their expertise while networking with peers. Our 2012 events will explore today's most effective employee engagement strategies with innovators who have successfully increased efficiency and performance.

Join us and learn which approaches offer the greatest long-term benefits, and how to:

- maintain high engagement in an atmosphere of restraint and cutbacks
- leverage different functions and groups within the organization to improve engagement

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- ensure the board helps rather than hinders your employee engagement strategies
- capitalize on the links between engagement and leadership

Full Agenda coming soon!

Public Sector Social Media

October 10–11, 2012

Fairmont Château Laurier • Ottawa

Learn from the pioneers about the latest pitfalls and opportunities.

For many, social media is a new challenge, while others are already working at refining existing initiatives and planning their next moves.

This event will help you plan, develop, and manage your social media efforts, whether you're just starting out or are searching for the newest ideas to help you stay out in front. What better way to accelerate your progress than to learn from early adopters what's worked and what hasn't, and where they plan to go next?

Increase the effectiveness of your social media initiatives.

Find out how to make the best use of social media externally to enhance or replace existing communications, and internally to increase cohesion, collaboration, employee retention, and knowledge sharing.

- **2012 Sponsors:** Institute of Public Administration of Canada, Bullfrog Power, Zerofootprint.

Benefits Summit 2012

October 23, 2012

The Old Mill Inn • Toronto

Conference Board research shows that benefits costs are increasing 10 per cent each year, and make up an increasing percentage of total employment costs. At the same time, demographic and economic change, rising health care costs, and general inflation add to this already tough environment. Your challenge is to balance increasing costs with the ongoing need to attract and engage top talent.

This year's Benefits Summit will build on the three groundbreaking benefits research reports featured last year, as we focus on practical cases of benefits excellence. We'll also examine how employee wellness programs are playing an increasingly important role in attracting and engaging employees, and managing long-term costs.

Compensation Outlook 2012

October 24, 2012

The Old Mill Inn • Toronto

After a couple of tough years, 2011 began with a sense of cautious optimism in many sectors, and economies began growing again. Now, turmoil in the Middle East has led to a renewed recession threat, and record commodity prices globally are contributing to inflation fears.

In this environment, you need good advice and accurate information to refine your compensation strategy. Year after year, the Compensation Outlook has provided reliable economic and compensation forecasts in a unique combination with best practice cases and expert perspectives.

Find out how the innovators are dealing with continuing volatility, and what to expect in economic and compensation trends from the Conference Board's expert forecasting team and top compensation executives from across Canada. Learn from examples of successful compensation management, and find out how your peers are dealing with the same HR challenges you face.

Summit on Sustainable Health and Health Care

October 30–31, 2012

Toronto Marriott Downtown Eaton Centre Hotel • Toronto

One only has to look at the headlines in the daily newspapers to recognize that in many ways health care in Canada is in crisis. Whether it is the inexorable ageing of the population, efforts by the provinces to rein in costs, or the seismic shift of the system away from the cure of infectious disease to the management of chronic conditions—change is everywhere. And these changes are pushing the system to the brink.

The **Summit on Sustainable Health and Health Care** aims to bring together a broad range of stakeholders to discuss the major challenges facing Canada's health care system. The aim is to better understand these issues, how they relate to one another, the current state of the system, and what can be done and by whom to begin to put the system on sustainable footing.

Areas for discussion will include:

- changes in funding and governance
- moving towards preventative care
- new and expanding roles for pharmacists
- innovation across the system

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- managing human capital
- new models for delivering care
- addressing demographic change
- next steps in the health care change agenda

■ **2012 Sponsor:** Government of Alberta.

Western Compensation and HR 2012

November 15, 2012

Hyatt Regency Calgary • Calgary

After a few challenging years, 2011 began with a sense of cautious optimism in many sectors, and economies began growing again. Now, turmoil in the Middle East has led to a renewed recession threat, and record commodity prices globally are contributing to inflation fears. While this could spell trouble for much of Canada, most experts predict the rise in oil prices will lead to renewed growth in the West.

In this environment, you need the best advice and information to refine your compensation and HR strategies. Year after year, this conference provides reliable economic and compensation forecasts in a unique combination with best practice cases and expert perspectives.

Find out how the innovators are dealing with continuing volatility, and what to expect in economic and compensation trends from the Conference Board's expert forecasting team and top compensation executives from across Canada. Learn from examples of successful compensation management, and find out how your peers are dealing with the same HR challenges you face.

Benefits Summit West 2012

November 16, 2012

Hyatt Regency Calgary • Calgary

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This year's Western Benefits Summit will build on the three groundbreaking benefits research reports featured last year, as we focus on practical cases of benefits excellence. We'll also examine how employee wellness programs are playing an increasingly important role in attracting and engaging employees, and managing long-term costs.

Public Sector Transformation 2012: Navigating the Perfect Storm

November 20–21, 2012

Fairmont Château Laurier • Ottawa

AND

Public Sector Transformation West 2012: Building the High Performance Public Service

November 28–29, 2012

Matrix Hotel • Edmonton

The public sector has always dealt with multiple change challenges simultaneously—diversity, new technology, policy changes, demographic shifts, environmental changes, and changing priorities. This year, add significant budget cuts at almost all levels of government to the list. Everyone's job just got a lot harder, and the need for effective change management, even more pressing.

Public Sector Transformation 2012 and **Public Sector Transformation West 2012** will provide the latest insights and practical guidance you need to become a more successful public sector change leader.

Capitalize on the experts' experience in change communication, leadership, trust building, performance improvement, and change anxiety management. Topics for discussion will include:

- moving to shared services
- the lean approach to government services
- changing culture
- using restraint as an opportunity for innovation
- maintaining performance during a major transformation
- how a new generation of leaders will change the public sector
- social media as a driver and catalyst of change
- change management disciplines for large and complex projects
- dealing with stress, anxiety, and information overload
- delivering better service to citizens
- increasing collaboration across departments and outside government
- seeing beyond cuts to a positive vision of the future

Diversity & Inclusiveness 2012: Inclusion, Innovation, and Immigration

December 3–4, 2012

Sheraton Centre Toronto Hotel • Toronto

Details coming soon.

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