

HUMAN RESOURCES

MANAGEMENT
ENGAGEMENT

IDC HUMAN RESOURCES FORUM

Talent Management: Attract, Develop and Retain

SEPTEMBER 17, 2007 • MILLENNIUM BROADWAY HOTEL • NEW YORK, NY

Featured Speaker:

John M. Daniel

*Executive Vice President,
Employee Services, First
Horizon National
Corporation*



www.idc.com/hreast07

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The Paradies Shops

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Veritude

SPECIAL FORUM FEATURES:

- **Case Study Sessions exploring:** Why Everyone is Talking about Talent Management; HR Metrics; How to Attract and Retain Talent During Bad Times; How to add Strategic Value; Leveraging the Employee Brand; Organizational Capability; The Business Case for Outsourced Learning, to name a few.
- **Executive Panel Discussion** on Diverse Strategies for Talent Management.
- **Private one-to-one analyst meetings** providing insight and expert guidance around your human resources and talent management strategies.
- **Facilitated luncheon roundtable discussions** bringing you together with your peers to collaborate on your most pressing business and IT challenges.



Agenda

September 17, 2007

8:00 am – 9:00 am

Registration, Tabletop Exhibit Viewing, and Continental Breakfast

9:00 am – 9:30 am

WELCOME AND OPENING REMARKS

Why is Everyone Talking about Talent Management?

Lisa Rowan, Program Manager, HR and Talent Management Services, IDC

Talent management is the subject of many headlines in the HR news these days and the topic is on every HR manager's mind. This is due in part to the fact that there are very real issues with impending labor shortages. But where are worker shortages being felt most and which industries are at the greatest risk in coming years? What is the cost of turnover and how do you prevent it? IDC believes that putting effective talent strategies in place will better arm employers to do battle on all of these fronts. Ms. Rowan will answer the questions posed, discuss the challenges that employers will face and offer suggestions on how smart organizations can address the coming talent gap.

9:30 am – 10:15 am

Diverse Strategies for Effective Talent Management

Linda Miller, SVP, Marketing and Communications, Ultimate Software (Moderator)

Janis Meyer, Partner, Employment Law Attorney/Litigator and General Counsel, Dewey Ballantine, LLP

Anka E. Milin, Vice President, Compensation/Benefits, SonyBMG Music Entertainment

Les Russell, Vice President of Human Resources, The Paradies Shops

As business leaders recognize the need for—and the value in—securing top talent, the search is on for proven techniques in hiring and retaining the highest-quality employees. During this panel discussion, human resource executives and an employment law attorney will exchange ideas on how to create a cultural environment that attracts the best and the brightest, as well as formal programs that contribute to talent retention. They will discuss ways to acquire talented new people who “fit” your culture and business objectives, novel programs that lead to high retention rates, legal pitfalls to avoid, how to identify and nurture talent internally, and their talent management plans for the future.

The war for talent is being waged on all fronts with notable shortages in key positions such as IT, finance, and middle management. According to a recent IDC survey of HR executives, 75% report that attracting superior talent is their top priority. Also high on the list of priorities for HR executives are retention and development of the current workforce.

In order to address these priorities, companies will need to explore all of their options, including implementing advanced technologies to empower workforce optimization, creating attractive, flexible retention programs for the mobile and/or virtual workforce, and outsourcing services strategically to effectively meet the needs of a diverse workforce in the coming years.

The IDC Human Resources Forum—Talent Management: Attract, Develop & Retain, brings together senior HR and IT executives to learn the latest strategies for talent management in a competitive marketplace. In action-oriented sessions, attendees will learn first hand from IDC analysts, peers, and industry experts about best practices for attracting and retaining the right workers as well as the latest services and technologies available to identify, secure and retain the best talent.

Who Should Attend?

- Chief People Officers
- CIOs and CTOs
- Chief HRIS Officers
- Vice Presidents and Directors of:
 - HR
 - Human Capital Management
 - IT and Technology
 - HR Systems
 - Recruitment
 - Global Talent Technology
 - Talent Acquisition and Talent Management
 - Talent Hiring and Resourcing
 - Training

10:15 am – 10:45 am

Networking Break, Tabletop Exhibit Viewing and One-to-One Analyst Meetings

Attendees will have the opportunity to sign up for complimentary one-to-one meetings with select analysts at event registration (first-come, first-served) to gain strategic advice on your company's human resources and talent management initiatives. Featured analysts include:

Cushing Anderson, Program Director, IT Learning Services, IDC

Albert Pang, Research Director of Enterprise Applications, IDC

Lisa Rowan, Program Director, HR and Talent Management Services, IDC

10:45 am – 11:30 am

Culture Counts: Leveraging the Employee Brand

John M. Daniel, Executive Vice President, Employee Services, **First Horizon National Corporation**

Organizational culture can be a powerful force that motivates its employees and influences critical issues such as retention, engagement and organizational capacity for change. First Horizon discovered this years ago when they strategically created and fostered a culture that: drives employee value, loyalty and engagement; drives customer loyalty and retention which directly impacts profitability and bottom-line results; and has been nationally recognized as a great place to work. In this session, you will learn best practices of how this financial services company has successfully branded and leveraged their corporate culture as an important talent management and business strategy.

11:30 am – 12:15 pm

When Bad Things Happen to Good Companies—How to Attract and Retain Talent During The Bad Times

Anne Pepper, Vice President Human Resources, **Mattress Discounters Corporation**

When your company is profitable and offers a rich compensation and benefits program, you have a lot of tools to work with when it comes to attracting and retaining talent. But when a company faces financial troubles, attracting and retaining high caliber talent becomes a much greater challenge. The biggest challenge of all comes when a company is downsizing and/or in bankruptcy. We will hear the real life saga of two companies that faced these challenges - one which actually lowered its voluntary turnover rate during troubled times and one that experienced a mass exodus of talent.

12:15 pm – 1:30 pm

Lunch Roundtable Discussions and One-to-One Analyst Meetings

During lunch, the roundtable discussions will provide attendees the opportunity to interact with peers, speakers and subject matter experts on key topics in an interactive format – with the discussion led by an industry expert. Sign up sheets will be available at registration on a first-come, first-served basis.

Utilizing Objective Assessment to Hire “Smarter”, Develop Talent and Drive Business Performance

Leader: Marlene Burchfield Dunne, Ph.D., Vice President of Consulting, **SHL USA**

The Business Case for Outsourced Learning

Leader: Marianne Langlois, Vice President, Professional Services Learning, Convergys

Visit www.idc.com/hrest07 for Roundtable updates.

1:30 pm – 2:15 pm

CONCURRENT SESSIONS

Group 1: Global Recruiting: Metrics and Decision Support

Tracy Poole, Director, Global Talent & Recruiting, **Expedia, Inc.**

Expedia has grown from a few hundred employees centrally located in Bellevue, Washington to over 6,000 located all over the world. This presentation will discuss the challenges an organization faces when implementing a workforce acquisition solution to support growing global recruiting needs and the identification of key metrics to lead HR decision-making.

SPECIAL OFFER

Register by August 3, 2007 and receive the complimentary IDC research report *Talent Pulse Survey: Spring 2007*.

Group 2: How You Can Add Strategic Value: What Business Line Leaders Told Us

Diane Shelgren, Executive Vice President, Strategy & Client Development, Veritude

Learn about new primary research commissioned by Veritude, which asked business line leaders about the strategic challenges they face. You may not be surprised that many of these problems boil down to acquiring, retaining, and rewarding talent. However, you are likely to be surprised that these leaders don't define their problems in those terms, and do not realize HR can help. Rather, they bring in external experts to address challenges that you are highly qualified to handle. How can this situation be made better for everyone? Learn what issues are at the forefront of various business line leaders' agendas and use the information to bring new strategic value to HR's role in driving your company's business success. You will leave this session with facts, a new perspective and specific action steps for identifying how and where you can add strategic value.

2:15 pm – 3:00 pm

CONCURRENT SESSIONS

Group 1: HR Outsourcing: Navigating the Changing Landscape

This session will discuss the current state of the HRO market and what processes are right for your company. Hear what has worked and what hasn't. Learn the steps to take and the methods and tactics to use for integrating the right outsourcing technologies needed to stay ahead in the impending race for talent.

Group 2: Benefits Strategies that Help You Acquire, Retain and Manage Talent

Tiffany McClellan, Health and Welfare Product Manager, ADP, Inc.

With the cost of health care at levels of national concern, many employers are beginning to leverage a robust and flexible benefits package as an employee recruiting and retention tool. ADP, as a leading provider of benefits administration solutions, is working with clients to internally communicate the value of employee benefits, especially new tools such as online self service, decision support and total compensation statements. In this session, learn how to build and communicate an effective benefits package that provides both employers and employees with the flexibility to better manage costs.

3:00 pm – 3:30 pm

Networking Break, Tabletop Exhibit Viewing and One-to-One Analyst Meetings

3:30 pm – 4:15 pm

The Holy Grail of Talent Acquisition and Retention

Alan Momeyer, Vice President Human Resources, Loews Corporation

The talent acquisition strategy of many companies often skips the two first and most important steps: what talents does it take to succeed in the job for which you're recruiting, and how can you tell if the applicant possesses those talents? This session will illustrate a research-based approach to developing practical solutions to these two critical questions, and to holding on to the talent once hired.

4:15 pm – 5:00 pm

Organizational Capability...Is Your Company Ready?

Nancy Stefanowicz, Senior Vice President, Human Resources, NFI Industries

In today's competitive market, there is nothing more fierce than the fight for talent. Are there steps you can take now to ensure success in the coming years? In this session we will discuss the ways to identify your high impact roles and how to ensure you have a constant pipeline of talent. From small companies with no formal disciplines to companies with structured talent management, all will take something away from this session. Formally with Hess Corp as the head of HR for the downstream division of the company, Ms. Stefanowicz has tackled talent issues from hourly sales associates to Chief Operating Officers and all the issues in between.

5:00 pm

Conference Conclusions and Closing Remarks

Lisa Rowan, Program Director, HR and Talent Management Services, IDC

5:15 pm – 6:30 pm

Networking Reception Hosted by Convergys

REGISTRATION INFORMATION

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REGISTRATION RATES

Early-Bird Registration Rate

Sign up by August 17th and save \$400!
\$495

Standard Registration Rate

After August 17, 2007
\$895

Group Discount

A \$100 discount per person is available for groups of three or more people from the same company registering together. We ask that all forms be submitted together and paid in full at time of registration. If you have questions, please call 800-605-5849.

TWO EASY WAYS TO REGISTER:

1. Online:

Visit www.idc.com/hreast07

2. By phone:

Call 800-605-5849 or 978-597-0133.

What Your Registration Includes

- > Admission to sessions
- > Continental breakfast, lunch, reception and coffee breaks
- > Access to presentations online*

** Printed proceedings will not be available at the Forum. One to three days after the Forum, presentations submitted to IDC will be available for attendees via www.idc.com (presentations are posted as soon as they are received).*

- IDC reserves the right to alter this program without notification.

Venue

Millennium Broadway Hotel

145 West 44th Street
New York, NY 10036
212-768-4400 or 800-622-5569

Hotel Reservations

For your convenience we have reserved a limited number of rooms at the Millennium Broadway Hotel. This special rate of \$349 is offered based on availability until August 29, 2007. To receive this rate, please call 800-622-5569 or 212-768-4400 and identify yourself as an attendee of the IDC Human Resources Forum.

Payment

Registrations must be accompanied by full payment. You may pay by credit card (American Express, Visa, or MasterCard) or check, payable to IDC US Conference Group.

Cancellation Policy

Substitutions may be made at any time by faxing a written request to 978-597-2395. Cancellations communicated to IDC by September 3, 2007 are subject to a \$150 processing fee. Registrants who either cancel after September 3, 2007, or do not attend the conference are liable for the full registration fee.

Special Needs

IDC fully supports the Americans with Disabilities Act. If you require special assistance of any kind, please call us at 800-605-5849 or 978-597-0133.

SPONSORSHIP OPPORTUNITIES AVAILABLE: CONTACT PAM LEVINE AT 508-935-4165 OR PLEVINE@IDC.COM FOR MORE INFORMATION.

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About IDC

IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact based decisions on IT business strategy. IDC Forums are designed to provide the latest news, research, and benchmarking case studies on relevant and highly-focused topics, offering enterprise decision makers insight into how they can strategically use technology to gain competitive advantage. Case study presentations are featured at each conference providing the highest quality program content. IDC Forums offer important opportunities for attendees to network with peers and to discuss the challenges and solutions faced in the real-world.



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To register online:

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“Thank you for inviting us to the Forum. It was a great learning experience for all of us and we thoroughly enjoyed it. Very well organized.”
SAMUEL K. TAM, WHIRLPOOL CORPORATION (PAST ATTENDEE)

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