

# The Employee Engagement CONFERENCE 2008

**Transforming engagement strategy into action**

**2-day conference: Thursday 29 & Friday 30 May 2008**

**Plus 2 practical workshops: Wednesday 28 May 2008**

**Sydney Harbour Marriott Hotel, Sydney, Australia**



**Robert Marriott**  
General Manager  
HR (Corporate)  
**St. George Bank**



**Jonathon Champ**  
Head of Communication  
**QBE Australia**



**Matthew Pritchard**  
Internal Communication Manager  
Customer Service  
**AMP**

**Joanne Martin**  
Senior Manager  
Learning and Culture  
ANZ

**Rosemary Howard**  
Executive Director &  
Conjoint Professor  
AGSM Executive Programs

**Sean Fernando**  
General Manager  
Human Resources  
Infosys Australia

**Beth Amos**  
Director of  
Internal Communication  
Child Support Agency

**Mike Doyle**  
Manager of Culture  
and Performance  
Sydney Harbour  
Foreshore Authority

**Marg Burge**  
Senior HR Advisor  
Melbourne Water

**Malcolm Wright**  
Assistant GM Planning  
and Change Management  
Child Support Agency

**Rebecca Cattran**  
Manager  
Internal Communications  
VicRoads

**Peter Olsen**  
Group General Manager  
Leighton Contractors

**David Sawicki**  
Managing Director  
Impact Employee  
Communications

**2 practical half-day workshops: Wednesday 28 May 2008**

**Ensuring sustainable engagement  
and avoiding employee burnout**

with Ivana Crestani, Managing Director,  
The Ryder Self Group

**From information to action: building engagement  
through communications measurement**

with Anna Kominik, Director,  
Ideas Shop Communication Consulting

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# The Employee Engagement CONFERENCE 2008

## Transforming engagement strategy into action

Dear Colleague,

The idea of engaging employees is not a new one. But have you managed to turn those great strategies into actual results? Is your workforce more engaged than it was five years ago?

*The Employee Engagement Conference 2008* will focus on transforming your strategies into action and results. Listen to case studies from companies that have achieved real and measurable results from their engagement efforts. Learn exactly how they did it, the results they achieved and how those results were measured.

Mike Doyle, Manager of Culture and Performance at **Sydney Harbour Foreshore Authority** will share his two-way communication models that helped win them Hewitt's "Best Employer in the Public Sector" award in 2007. Plus, hear how **St. George Bank** has become an industry-leader when it comes to engaging staff. Robert Marriott, General Manager Human Resources (Corporate) will share how they've achieved such amazing employee satisfaction, engagement and retention scores.

Attending *The Employee Engagement Conference 2008* is a great chance to see how your engagement strategy compares to others – are you up-to-speed with the latest ideas and techniques for engaging your staff? Even if you pick up just one great new idea to integrate into your strategy, then attending this conference will be one of the most productive things you do all year!

If you're serious about turning engagement strategies into results, I'll look forward to meeting you in May.

Best regards,

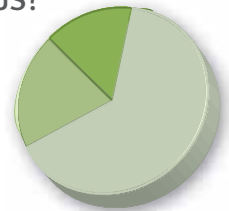
Justine Atkinson  
Manager – Australia  
Melcrum

Attend the Employee Engagement Conference 2008 and find out how to:

- Engage Gen X and Y through two-way communication
- Create conversations between senior leaders and employees
- Make use of your survey results and turn them into action
- Create a successful formula for engagement
- Build engagement across different cultures

Who attends Melcrum's Employee Engagement Conferences in Europe and the US?

- Internal Communication Managers/Directors 65%
- HR Managers/Directors 30%
- Marketing/Brand Managers 5%



Companies that have attended Melcrum's Australasian events:

AAMI • Alcatel-Lucent • Allianz • Aon • Asia Pacific Resources  
AMP • ANZ • Auckland City Council • AUT • Australia Post  
ATO • AXA • BNZ • BankWest • Baxter Healthcare • Bayer  
CropScience • Bechtel • BHP Billiton • Boeing • Bristol Myers  
Squibb • Brisbane City Council • British American Tobacco  
Caltex • Child Support Agency • Chubb • Coca-Cola • Colgate-  
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Australia • ConocoPhillips • CSIRO • CSL • Deloitte Touche  
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Labour • Dept of Transport • Dept of Treasury & Finance  
Dept of Tourism & Resources • Diageo • Energex • Enerserve  
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HBOS • Hewlett-Packard • HSBC • IBM • Medibank  
Melbourne Water • MYOB • National Australia Bank  
Network Ten • New Zealand Post • Ports of Auckland • QBE  
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# DAY ONE: Thursday, May 29, 2008

## 9:00 Opening remarks from the Chair

### 9:10 Engaging and retaining top talent in a tight skills market

Drawing on 15 years experience leading divisions in Telstra on both sides of the Tasman, including as CEO, TelstraClear, and 11 years of technology and economic development in the NSW Government, Ms. Howard will discuss the importance of ongoing investment, training and education to attract, engage and retain great talent.

This session will examine recent research from faculty members of the Australian School of Business (part of the University of New South Wales) to outline retention tools, the importance of developing "top-down" and "bottom-up" leadership and engagement skills, leading through change and taking a long-term approach to engagement, particularly as the Australian economy slows.

Learn how to engage your staff in the strategic direction of your organisation, leverage staff engagement to improve the value of your services to customers, and employ best practice leadership and management practices to optimise staff retention.



**Rosemary Howard**  
*Executive Director and Conjoint Professor of  
AGSM Executive Programs  
Australian School of Business at UNSW*

### 10:00 Effective communication, HR and business partnerships: the core to building a successful engagement strategy

When QBE set out to establish the building blocks for a culture of engagement, the initial steps were to build strong coalitions between communication, human resources and business leaders. These partnerships have been fundamental to QBE's progress, setting the stage for consistent messages and strategies.

This session will explore QBE's practical approach to designing an engagement strategy: maintaining a clear understanding of business requirements and establishing strong alliances to drive the change.

Discover how to further your engagement efforts by leveraging synergies and partners in non-traditional parts of your businesses.



**Jonathon Champ**  
*Head of Communication  
QBE Australia*

## 10:50 Morning Tea

### 11:10 Trusting employees with the Edit button at Janssen-Cilag

The latest developments with intranets present opportunities for more dynamic and innovative organisations. But, while most organisations are bogged down worrying about employees saying the wrong thing, others trust their staff enough to transform their intranet into a place that's completely open for collaboration and communication.

In this session, learn how pharmaceuticals company Janssen-Cilag, a subsidiary of Johnson & Johnson, opened its intranet as a wiki and found huge latent demand for employee communication and publishing.

Learn about the positive effects this has had on organisational culture, the change it's had on employees and Janssen-Cilag's continuing two-year journey to encourage idea sharing and collaboration.



**Nathan Wallace**  
*Associate Director, Technology  
Janssen-Cilag*

### 12:00 Creating a successful formula for engagement at St. George

St. George Bank describes the company's formula for growth as: engaged people + great customer experience = superior financial results. This session will explore the human resources strategy that supports and delivers on the bank's unique growth formula.

Learn how the bank's distinctive "Employment Value Proposition," recruitment program, leadership and benefits initiatives, are propelled to build employee engagement – and have resulted in industry-leading scores for retention and employee satisfaction. Also discover how to respond imaginatively to the tight labor market while attracting and retaining diverse talent across your organisation.



**Robert Marriott**  
*General Manager, Human Resources (Corporate)  
St. George Bank*

## 12:50 Lunch

### 1:50 Strengthening the connection between employees, leadership and organisational goals at Leighton Contractors

Two years ago, Leighton Contractors set an aggressive strategy to build a strong and profitable business across its core markets of construction, mining, industrial services, investment, building and telecommunications.

Today, employee engagement is a critical driver in supporting and motivating the workforce, which has grown from 2,500 to over 7,000 people since 2005.

In this session you'll learn how Leighton Contractors, in partnership with Impact Employee Communications, aligned a geographically dispersed workforce with the business direction, strengthened the connection between the leadership team and employees, and built a can-do, people-focused culture.



**Peter Olsen**  
*Group General Manager  
Leighton Contractors*



**David Sawicki**  
*Managing Director  
Impact Employee Communications*

## 2:40 Afternoon Tea

### 3:00 Measuring and maximising the effectiveness of CEO and senior leadership communications at VicRoads

The employee base at VicRoads, a statutory corporation within the Victorian Government, is typical of most large organisations - they place a high value on communications with their CEO and senior leadership. But the approach developed by the Internal Communications team to increase accessibility of senior leaders to employees is progressive and insightful.

This session will examine how VicRoads values face-to-face communication, facilitates informal interactions and creates conversations between leadership and employees, followed by measuring its effectiveness and impact on business outcomes.



**Rebecca Cattran**  
*Manager, Internal Communications  
VicRoads*

### 3:50 Using social media to create an engaged workforce

Whether your organisation is still experimenting with blogs, wikis, and social networks, or your first attempt at a CEO blog crashed and burned, there's little doubt that social media in the workplace is here to stay.

In this session, learn just how far social media and "Enterprise 2.0" has progressed in the last 12 months, and hear brand new case studies that use the latest tools to help create an open work environment and an engaged workforce.

Including data and analysis from Melcrum's 2008 survey on social media and corporate communication, this session will give you the ideas and belief you need to start making progress with new technology behind the firewall.



**Alex Manchester**  
*Author, How to Use Social Media to  
Engage Employees  
Melcrum Australia*

## 4:40 Closing remarks from Chair

### 4:50 Close of Day One and Networking Drinks

Join us for drinks and canapes. This is a great chance to share your thoughts on the day's proceedings with your peers.

# DAY TWO: Friday, May 30, 2008

## 9:00 Opening remarks from the Chair

### 9:10 Skyrocketing engagement results at AMP

A customer service centre, or call centre, is considered by many as a cost centre for the company with high turnover problems and a disengaged workforce. AMP views its customer service centre as a profit enabler for the company, operating in a highly-engaged work environment.

This session will explore AMP's approach to re-designing leadership communication, rewards and recognition, training and development - even the work processes themselves - to experience skyrocketing engagement results and business outcomes. Learn how managers are trained and coached to frame all messages around four key messages. Discover how to look at your organisation with a new mind-set and provide opportunities for the organisation and employees to thrive.



**Matthew Pritchard**  
*Internal Communication Manager, Customer Service AMP*

### 10:00 After the engagement survey: follow-up communication and action plans

Once the employee engagement survey is complete, the really hard work has just begun. Organisations that make strides in their engagement levels demonstrate to employees that they are listening to their feedback and taking action.

In the midst of a major change program, the Child Support Agency (CSA) made this commitment, invested in their people, and is experiencing success.

This session will examine how the CSA is creating an engaged organisational climate by taking a fresh look at the survey process, the analysis of survey results, the detailed action planning process, and the communication of results - both the celebrations and the areas for improvement.



**Beth Amos**  
*Director of Internal Communication Child Support Agency*



**Malcolm Wright**  
*Assistant General Manager, Planning and Change Management Child Support Agency*

## 10:50 Morning Tea

### 11:10 Engaging a Gen X and Y workforce

Four years ago the Sydney Harbour Foreshore Authority embarked on a dramatic transformation of its workforce. The Authority developed an organisational development strategy that acutely focused on growing its employees into leaders, created new two-way communication models, and acknowledged the interests and priorities of its largely Gen X and Gen Y employees.

This session will explore the Authority's journey to reform its culture. Learn how their approach dramatically reduced turnover, improved engagement levels, and earned Hewitt Associates "Best Employer in the Public Sector" award in 2007.



**Mike Doyle**  
*Manager of Culture and Performance Sydney Harbour Foreshore Authority*

BEST EMPLOYER IN THE PUBLIC SECTOR 2007

## 12:00 Round table session

In this session delegates will break into groups to discuss the aspect of employee engagement that is most relevant for your organisation. This is a chance to learn from your peers and also to share your engagement stories.

## 1.00 Lunch

### 2.00 Building engagement across cultures

In today's business climate, it's common for organisations to face offshoring or merger activities that involve employees from dissimilar cultural backgrounds to work together. The effect of these varied cultures working together towards common business objectives is complex - and often underestimated.

When Infosys experienced a merger in January 2004 with a company from India, the cultural issues challenged their traditional notions of culture change, and required that they respond proactively towards building a cohesive workforce, capable of collaborating with colleagues that have different mindsets and standards.

This session will examine Infosys' innovative approach to successfully bridging national cultures within their workforce, while increasing employee satisfaction, retention, and engagement levels.



**Sean Fernando**  
*General Manager, Human Resources Infosys Australia*

## 2.50 Afternoon Tea

### 3.10 Building engagement and a high performance workforce at ANZ

In 2000, ANZ recognised that in order to become a true high performance organisation, and to sustain their goals for performance, growth and employee engagement, they needed to embark on a long-term, cultural transformation journey.

Their program, called "Breakout", is about cultural transformation from the "inside out" and is based on the principle that organisations don't transform - people do.

This session will examine the ANZ approach to building and sustaining a culture of employee engagement and high performance.



**Joanne Martin**  
*Senior Manager Learning and Culture Australia and New Zealand Banking Group Limited*

### 4.00 Driving engagement through leadership development initiatives at Melbourne Water

For Melbourne Water, an engaged workforce is of critical importance when working to meet the challenges of the current drought, upcoming increases in their capital works program and predictions about the future effects of climate change.

This session will examine Melbourne Water's successful efforts to improve engagement and build a more constructive culture. Learn about the "Organisational Culture Inventory" measurement tool, the use of local action plans, how to encourage responsibility and accountability in employees, and how the organisation partnered with a business school to develop a strategy based on education, relationships and experience.



**Marg Burge**  
*Senior HR Advisor Melbourne Water*

## 4:50 Closing remarks from the Chair and close of conference

Morning Workshop 28th May 2008 - 09.00 - 12.30

## Ensuring sustainable engagement and avoiding employee burnout



With: **Ivana Crestani, Managing Director, The Ryder Self Group**

Organisations are facing the acute challenge of engaging employees in an environment of skill shortages where employees are working longer hours or are given additional roles.

While employees are engaged, they're at the risk of burnout. This insight is the result of extensive research conducted with nearly 4,000 full-time employees from building, construction, agribusiness, shared services and information technology businesses.

Ultimately, organisations must ensure that they're engaging a sustainable, healthy and productive workforce. For some organisations, this means getting back to basics and investing in their people, moving from treating employees as a cost to providing value.

Through discussion, research data analysis and practical case studies, this interactive workshop explores how to:

- Recognise signs of employee burnout
- Identify the risks of employee burnout and its effect on productivity and decision-making
- Ensure a sustainable, healthy workforce
- Measure sustainable engagement



Afternoon Workshop 28th May 2008 - 1.30 - 5.00

## From information to action: building engagement through communications measurement



With: **Anna Kominik, Director, Ideas Shop Communication Consulting**

To succeed in today's brutal marketplace, organisations need to focus on fostering and reinforcing employee commitment and loyalty.

In an era where the competition for talent is global, internal communications measurement requires more than an employee satisfaction survey. Even without obvious problems, communication measurement can improve performance. This highly interactive workshop explores the innovative and cost effective measurement practices that you can use to drive engagement at every level of your organisation. It also looks at the follow-up tools and measurement strategies that will engage your leaders and shape their behaviour.

Based on international case studies and best practice, this workshop is about taking the theory and making it real for your organisation, including how to:

- Adapt practical measurement tools, such as "deep dives", to define, assess and develop engagement tools and methodologies at all levels of your organisation
- Develop engagement strategies that really work, including building leadership capability and profile, introducing team briefs
- Manage organisational change through measurement
- Measure the results and link them to performance

ideas shop

### Sponsors:



A proven imperative to achieve successful business change is to ensure your people move with you. Impact Employee Communications, Australia and Asia Pacific's most awarded employee communication consultancy, specialises in measurable solutions that drive employee engagement and behaviour change to achieve business goals, from strategic development through to implementation. Contact David Sawicki, Managing Director on 02 82813202. [www.impact.com.au](http://www.impact.com.au)



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Rodney Gray BA, MBA, principal, has been researching and advising leading Australia organisations on employee communication, internal branding and engagement for more than 25 years. He spends his life listening to employees in interviews, focus groups and surveys, and advising clients how best they can improve employee communication and engagement. [www.employee-communication.com.au](http://www.employee-communication.com.au)

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IABC NSW has been a leading chapter in the Asia Pacific with over 230 direct members who cover all facets of business communication. The chapter has become renowned for its monthly learning, development and networking events at breakfast, lunch and after work to ensure the needs of members and guests are well catered for. You can find out more at [www.iabcnsw.com](http://www.iabcnsw.com)



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Register for the conference and you can buy the Melcrum research report Employee Engagement for only **AU\$495 + GST!**

## Essential Techniques for Employee Engagement



Registrants can also get Melcrum's practitioner's guide, Essential Techniques for Employee Engagement for just **AU\$350 + GST!**

Written by leading experts in their field, this guide shows you how to implement the 4 most important techniques for engaging employees.

- Establishing **employee action teams** to create an active, two-way communication program
- Using **Appreciative Inquiry** to construct inspiring and energizing views of the organisation
- Creating **message maps** to communicate clear, credible and compelling messages to your audiences
- Introducing **storytelling** to get to the heart of the organisation's culture, build trust and develop powerful new communication platforms



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# The Employee Engagement CONFERENCE 2008

CONFERENCE 2008

Transforming engagement strategy into action

## PRICING

	Before 15 April	After 15 April
Premium Package (includes 2-day conference and 2 workshops)	<input type="checkbox"/> AU\$2895 + GST	<input type="checkbox"/> AU\$3095 + GST
Standard Package (includes 2-day conference and 1 workshop)	<input type="checkbox"/> AU\$2495 + GST	<input type="checkbox"/> AU\$2695 + GST
2-day conference only	<input type="checkbox"/> AU\$1995 + GST	<input type="checkbox"/> AU\$2195 + GST

Choose the workshops you'd like to attend:

Morning Workshop     Afternoon Workshop

Yes, I'm a member of: (please circle) the Internal Comms Hub, IABC NSW, IABC Victoria or PRINZ and claim my 15% discount off the full-price of the conference.

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Yes, I'd like to purchase the Employee Engagement Report for AU\$495 + GST

Yes, I'd like to purchase the practitioner's guide, Essential Techniques for Employee Engagement for AU\$350 + GST

Yes, I'd like to purchase both the Employee Engagement Report and Essential Techniques for Employee Engagement for \$795 + GST

(Only one discount may be claimed per person on the full-price of the conference)

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Please find enclosed a cheque made payable to Melcrum Publishing:

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Fees do not include accommodation. A preferential rate of AU\$240 per room per night has been arranged at the Sydney Harbour Marriott Hotel. Please contact Sarah Mah at the hotel to arrange your accommodation: Tel: +61 2 9259 7261. The preferential rate is only available until 28 April 2008. The preferential rate is subject to availability.

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Please note all bookings must be paid for in full at least 10 working days before the date of the event, or within 30 days of registration.

### Fees

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## DELEGATE DETAILS

### Attendee 1:

Name \_\_\_\_\_

Job Title \_\_\_\_\_

E-mail \_\_\_\_\_

### Attendee 2:

Name \_\_\_\_\_

Job Title \_\_\_\_\_

E-mail \_\_\_\_\_

### Company Details:

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

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