

Register by April 24, 2009
to **SAVE \$400**

Social media for Talent Management

June 9, 2009
HSBC Bank N.A.
New York, NY



**Improving Talent Bench Strengths
through Social Networks**

**Social Media is changing
ALL aspects of business.**

ARE YOU READY?

- Increase the impact of learning
- Leverage new learning strategies
- Meet the expectations of the next gen workers
- Gain insight as to what can be accomplished
- Make learning more effective
- Save money
- Be ahead of the curve
- Engage employees

www.iqpc.com/us/socialmedia

Dear Colleague,

Social Learning is fast becoming recognized as a valuable way of supporting formal learning and enabling informal learning within an organization. The use of online communities and networks, where employees are encouraged to co-create content, collaborate, share knowledge and fully participate in their own learning, is helping to create far more enduring learning experiences.

As the recession bites, organizations will continuously be cutting costs, but it will be important to look back and learn from the lessons of the past; that is, not to revert to a content-centric view of e-learning, but to move forward and embrace the new web tools to create a more collaborative, flexible, social learning environment and, at the same time, do more with less.

Now is the time to be even more creative with managing talent. Look for ways to continue to improve the skills of employees. Keep up on the latest tips, technologies, and trends.

STAY SHARP!

CONNECT WITH PEERS!

KEEP YOUR FINGER ON THE PULSE OF YOUR FIELD!

See you in New York this June!

All the best,



Michelle Cardinal

Michelle Cardinal
Sr. Conference Director
IQPC-NY

LEARNING OBJECTIVES:

- Drive performance excellence through social networks
- Understand ways to govern a social network
- Leverage the knowledge and experience of your senior leaders to teach and develop the next generation workforce



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University & Learning and
Development

CONFERENCE AGENDA

7:30 REGISTRATION & MORNING COFFEE

8:15 CHAIRPERSON'S OPENING REMARKS

8:30 SOCIAL MEDIA: WHAT YOU THOUGHT YOU KNEW

Are you a member of Facebook? LinkedIn? Twitter? Have you started your own Ning Network? Think you know Social Networking? Could you build your own if you had to? This session will take the hood off of social networks and show you the "back end" of the top social networks. What does it take to create a great social network? Can these principles be applied to creating an internal, world class social network focused on learning? Get these answers and more!

- Learn the 5 Tenets of Social Networks
- Recognize the difference between social networks that make it and those that don't
- Learn how to build your own social network overnight!
- Identify ways to become part of the future of corporate learning

Avi Singer, Director, Organizational Development, Undertone Networks

9:15 UNDERSTAND WHAT SENIOR MANAGEMENT NEEDS TO KNOW TO SPONSOR A SOCIAL NETWORK

So you want to start a social network, now what? Getting senior management buy-in on how a social network will improve employee productivity is a challenge. Being prepared to show the C-suite on what they need to do to sponsor a social network will improve your chances of getting the go ahead. This session will cover what you need to present to senior management on what they need to know to build, house and maintain a social network for employee learning and development and the long term ROI.

Toni-Ann Mills, Director, Global Sales Learning & Development, Fenwal, Inc.

10:00 MORNING NETWORKING BREAK

10:45 SOCIAL NETWORK PROMOTION: KEEP EMPLOYEES ENGAGED IN COLLABORATIVE LEARNING

- Tie programs together
- Leverage and connect e-learning tools
- Drive performance excellence through social networks
- Improve leadership development
- Gain the competitive edge

Anna Tavis, PhD, Head of Global Talent Management, AIG Investments

11:30 WILL YOU MAKE YOUR ATTORNEY'S HEAD SPIN?

Launching a company social network opens up doors that would make your legal department fight tooth and nail to shut down. Thoughts of lawsuits, leaking of proprietary information are just the tip of the iceberg. This session will guide you through ways to nip these issues in the bud and have your legal team overcome their fear and see the real value of implementing a social network.

Evan Brown, Associate, Hinshaw & Culbertson, LLP

12:15 LUNCHEON

1:30 IMPROVE KNOWLEDGE MANAGEMENT THROUGH PROFESSIONAL SOCIAL NETWORKING

- Get employees to share company knowledge – break down silos!
- How to make it work within your company environment
- How individuals can play a leadership role by engendering network effects
- What role managers and senior leaders can play in this new environment

John M. Failla, Learning & Development, Eze Castle Integration

2:15 CREATE A KNOWLEDGE RESOURCE AND SUSTAIN COMMUNITIES OVER THE LONG RUN

- Techniques to build and sustain communities of people
- Ways to overcome perceived obstacles to social networking
- Lessons on tracking and success metrics
- Steps on how to address a broad audience, conservatively, and have a good time doing it
- The importance of amplifying positive experiences to the broader online community

Paul Burani, Founder, Clicksharp Marketing

3:00 AFTERNOON NETWORKING BREAK

3:45 SUCCESSFULLY IMPLEMENT SOCIAL MEDIA TOOLS INTO LEARNING SOLUTIONS

- Understand ways to govern a social network
- Ensure appropriateness of materials
- Guarantee the validity of information
- Reorient your organization's attitude toward Internet, IT & collaboration in order to maximize the benefits of these tools

Rebecca L. Price, Marketing Director, WTVQ-TV/DT LLC

4:30 BEST PRACTICES FOR SOCIAL NETWORKING AS A LEARNING TOOL

- The use of blogs for leadership development
- Leverage the knowledge and experience of your senior leaders to teach and develop the next generation workforce
- Optimizing LinkedIn, Facebook and other mediums to recruit, onboard and develop existing staff
- How to integrate a social network system with your employee systems
- Using internal resources for knowledge
- Promote adoption and ongoing use by celebrating the findings, activity and results of your network

Samantha Snyder, Director, Kaufmann University, Kaufman Rossin & Co.

Joy Batteen, Director of Talent Management & HR, Kaufman Rossin & Co.

5:15 CLOSE OF SYMPOSIUM

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