

roffeyparkevents

Employee engagement conference

31 October 2008

Keeping your employees engaged
in tough times



Featuring speakers from:



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Employee Engagement Conference

– keeping your employees engaged in tough times

31 October 2008

The concept of employee engagement is not new – open up any business publication and you will see articles highlighting the merits of employee engagement, or you will see the latest research highlighting employee engagement as a key topic on every manager's agenda.

So we know what it means and we know that improving employee engagement has direct links with organisational performance. It is no longer a 'nice to have' but essential to success.

How do you know if your employee engagement strategy is clearly defined and robust enough to sustain itself for the long term? How can you maintain your employees' engagement in times of change or during a tough economic climate? How can you ensure that your whole workforce is engaged and it is not the privilege for those at the top of your organisation? What can you do to engage Generation Y so they achieve their full potential?

The answers to these and more can be gained from our one day conference which provides a unique opportunity to hear from key influencers in the field, practical case studies, inspiring stories from leading organisations and pick up ideas to turn your engagement strategies into success.

By attending you will:

- Hear from senior practitioners about the strategies that have worked in their organisation
- Take part in practical workshop sessions
- Keep up-to-date with changing trends
- Take away a range of tools and tips to put into practice in your organisation
- Hear the latest research from Roffey Park

Who should attend:

This conference is essential for anyone who is committed to increasing levels of employee engagement in their organisation, particularly:

- HR Directors and managers
- Leaders and senior managers
- Directors of Employee Relations
- Directors of Communications and internal communications specialists

Book by 19 September and save £55

Cost: £550+ VAT

Group booking discount (3+ people): £495+ VAT

Education/Charity sector: £440+ VAT

Keynote speakers

Jo Hennessy

Director of Research,
Roffey Park

Jo oversees an extensive research agenda, which enables Roffey Park to remain leading edge in its fields. She has a personal involvement in the research programme exploring Enlightenment at Work with ground-breaking results suggesting a territory beyond engagement. Jo



is a pragmatist at heart, making sense of research and theory against 15 years experience of consulting.

Philip Barr

HR Director, Yell Group

Phil joined Yell in February 2005 bringing with him over 20 years' experience in blue-chip organisations, including 11 years with Unilever and four with Boots. From 1999 to 2001 he was HR Director for Barclaycard, followed by two years as HR Director for Barclays' Personal Financial Services and Woolwich Building Society divisions. Most recently Philip was HR Director, Europe for Cable and Wireless.



Lorna Farrar

Head of employee
experience, Vodafone UK

Lorna leads the employee experience team at Vodafone. The team use their understanding of demographics, engagement climate and external trends to spot fresh and proprietary opportunities



for Vodafone to appeal as an employer.

Conference agenda

08:30 – 09:00 Registration and Coffee

Welcome and Overview of the Day – Chairman, Gary Miles, Principal Consultant, Roffey Park

Keynote 1 – Jo Hennessy, Director of Research, Roffey Park

Understanding Engagement in a Complex Business Environment

This session will look at the latest research findings from Roffey Park's Management Agenda 2008, and reflect on changes over the last 11 years since the study was launched, to better understand:

- The balance between morale, stress and engagement
- Different organisational perspectives – things look and feel different from the top
- What can be triggered by 'aha moments' or 'moments of enlightenment'?

Workshop Sessions – choose from one of the following:

The Strengths-based approach in practice – Pat Breen, Chief Executive, Gas Strategies Group Ltd and Adrian Lock, Senior Consultant, Roffey Park

Over the last ten years, a Strengths-based approach to engaging and releasing the talents of the workforce has been gaining momentum and has been producing dramatic bottom-line results.

Attending this session will give you:

- An understanding of the roots of this approach in Positive Psychology research
- An insight into the kind of management culture that delivers results
- A chance to hear how this approach has worked with dramatic results

Engaging Generation Y – Helena Clayton, Director of Open Programmes and Events, Roffey Park

Gen Y has a reputation for being different – in terms of their skill sets, their high expectations of themselves and their employers, what interests and motivates them, what they look for in a career...all of which create challenges in attracting, retaining, motivating and, more importantly, engaging this group.

Attending this session will give you:

- An understanding of what defines this generation
- Practical strategies for what you need to do differently to engage this growing population
- Insight into how to really capitalise on the enormous potential of this group

Break

Panel discussion

Lunch

Keynote 2 – Philip Barr, HR Director, Yell Group

Maintaining High Levels of Employee Engagement in Turbulent Times

Yell (provider of Yellow Pages, Yell.com and 118 24 7) has a track record of considerable success and has also developed high levels of employee engagement. More recently, like many other businesses, it has encountered turbulence in its business environment – and has still managed to maintain its high engagement levels. Philip explains how this has been achieved.



Workshop Sessions – choose from one of the following:

Keeping the workforce engaged during major organisational upheaval – Mark Watkins, Former Head of Organisational Communications, Nycomed

Last year, pharmaceutical company Nycomed acquired the much larger Altana Pharma. This case study will examine the various stages of the integration process, the challenges faced and the communications approaches used.

Mark will also discuss the lessons learned, what worked well, and what they would do differently next time.

Four Paths into Employee Engagement – Jo Hennessy, Director of Research, Roffey Park

Based on Roffey Park's research and practical experience, this session explores four paths to employee engagement:

1. Identity with the organisation
2. Relationships with colleagues
3. Engagement with the job role/work
4. Reciprocal relationship with the organisation

Discover how your organisation supports these four vital elements of engagement and take part in the Roffey Park Engagement Diagnostic Tool to find out your personal engagement profile.

Break

Keynote 3 – Lorna Farrar, Head of employee experience, Vodafone UK

Using Entertaining Experiences to Engage Employees

Hear how Vodafone UK – winners of the Personnel Today Employee Engagement Award 2007 – are seeking new ways to exploit their own sponsorship and brand assets to engage employees. From a mobile recording studio to hunting out local talent to a five-a-side football challenge with the Board, Vodafone involve employees by staging entertaining experiences.



16:15 – 16:45 Final discussion and close

About Roffey Park

Founded in 1946, Roffey Park is a charitable trust which is internationally recognised for developing innovative learning approaches that enable individuals to achieve their full potential both at work and in their wider lives.

Everything we do is built around an intimate understanding of the working individual and how organisations function. We have over 60 years' experience in helping organisations and their people cultivate more collaborative, creative, enjoyable, adaptable and productive ways of working. Our experience is grounded in a programme of research, the results of which identify current and future trends at work as well as the challenges of organisational life.

Our purpose is to reveal to organisations and their people a more enlightened way of working; to shed light on organisational issues and create clarity where there is confusion; to promote creative business, enlightened working and build enlightened organisations by awakening the potential of working people.

Roffey Park provides the perfect environment for you to absorb new ideas and achieve your learning goals. But, beyond all this, the people who visit us say that something about the grounds and the setting in St Leonard's Forest makes their time with us especially rewarding and memorable. Set in 40 acres within an area of outstanding natural beauty, every aspect of our location is designed to fit around participant needs.

The unique design of our conference suite, built specifically using natural light and with access to our grounds create a relaxed but focused atmosphere that encourages people to freely discuss and absorb new ideas.



Roffey Park is just 20 minutes from Gatwick, and is ideally located close to major rail and road links and just 5 minutes from the M23.

Roffey Park Institute, Forest Road, Horsham, West Sussex, RH12 4TB, United Kingdom

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Future events

Talent Management
Workshop

14 November 2008

HR Business Partner
Conference

30 January 2009

Coaching Masterclass
with Julio Olalla

17 February 2009

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