



Fall 2009

Conference Calendar



www.conference-board.org

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Conference Calendar Fall 2009

Corporate Leadership

- 4 **Corporate Community Involvement**
July 16–17, 2009
www.conference-board.org/ccic_cc

- 4 **Experiential Program at Gettysburg**
September 14–16, 2009
September 21–23, 2009
September 30–October 2, 2009
October 5–7, 2009
October 19–21, 2009
November 9–11, 2009 (C-Level Event)
www.conference-board.org/events/experiential.cfm

- 4 **Leadership Excellence Week: A Series of One-Day Developmental Workshops**
October 19–23, 2009
www.conference-board.org/leadershipweek_cc

- 5 **Enterprise Risk Management Conference**
October 21–22, 2009
www.conference-board.org/erm_cc

- 5 **Corporate Citizenship and Sustainability Seminars: Building Successful Partnerships**
November 12–13, 2009
www.conference-board.org/partnerships_cc

- 5 **Directors' Institute Roundtable Forum**
November 12–13, 2009
www.conference-board.org/knowledge/govern/govInstituteRoundtable.cfm

- 5 **Governance Center Fall Corporate/Investor Summit**
December 3–4, 2009
www.conference-board.org/knowledge/govern/calendar.cfm

Human Capital

- 6 **Organization Design Conference**
September 15–16, 2009
www.conference-board.org/orgdesign_cc

- 6 **Executive Compensation Conference**
September 16–17, 2009
www.conference-board.org/executivecomp_cc

- 6 **Succession Management**
October 21–22, 2009
www.conference-board.org/succession_cc

- 6 **Change Management Roundtable**
October 27–28, 2009
www.conference-board.org/change_cc

- 7 **Human Capital Metrics**
November 5–6, 2009
www.conference-board.org/hcm_cc

- 7 **Diversity & Inclusion Leadership and Management Seminars**
November 10–11, 2009
www.conference-board.org/diversityseminars_cc

- 7 **Extending Your Brand to Employees**
December 1–2, 2009
www.conference-board.org/extendingbrand_cc

- 7 **Senior Human Resources Executive Conference**
December 8–9, 2009
www.conference-board.org/hrexecutive_cc



High Performance Organization

- 8 Strategic Alliances**
September 16–17, 2009
www.conference-board.org/strategicalliances_cc
- 8 Strategic Outsourcing Conference**
September 24–25, 2009
www.conference-board.org/outsourcing_cc
- 8 Corporate Security, Business Continuity,
and Crisis Management Conference**
October 14–15, 2009
www.conference-board.org/security_cc
- 9 Social Media: Putting it to Work for
Your Organization**
October 15–16, 2009
www.conference-board.org/socialmedia_cc
- 9 Senior Marketing Executive Conference**
November 10–11, 2009
www.conference-board.org/marketing_cc
- 9 Shared Services Conference**
November 18–19, 2009
www.conference-board.org/sharedservices_cc

www.conference-board.org



Corporate Leadership

Corporate Community Involvement

Best Practices for Doing More with Less in Your Corporate Community Involvement Program

July 16–17, 2009

Westin River North, Chicago

www.conference-board.org/ccic_cc

July 15, 2009

Pre-Conference Workshop

The current economic climate is forcing corporations to evaluate the effectiveness of their giving strategy. As resources become scarcer, the philosophy behind giving, allocation of resources, and efficacy of organizations being funded will all be challenged. This year's conference will focus on how contributions professionals address these questions, how to stretch giving dollars, and how to help stakeholders be stewards of the resources. Participants will also examine many fundamentals of a CCI program, including: volunteer programs, regulatory and legislative issues, technology, measurement, and communications.

In collaboration with Public Affairs Council

Sponsored by Altria

Presented with assistance from Aramark

Project 997010

Corporate Leadership

Experiential Program at Gettysburg

Three Days of History...a Lifetime of Skills

Gettysburg, PA

September 14–16, 2009

September 21–23, 2009

September 30–October 2, 2009

October 5–7, 2009

October 19–21, 2009

November 9–11, 2009 (C-Level Event)

www.conference-board.org/events/experiential.cfm

"I can see where my people need to be...how do I get them there?" Today's economic uncertainty and extreme global competitiveness are challenging the leadership skills of corporate executives as never before. Join The Conference Board at Gettysburg, and walk in the footsteps of leaders from history as they engage in this pivotal battle of the Civil War, and discover what causes some leaders to adapt, adjust, and triumph while others falter and fail.

Project 696010, 693010, 462010, 691010, 479010, and 463010

Corporate Leadership

Leadership Excellence Week: A Series of One-Day Developmental Workshops

October 19–23, 2009

The Conference Board Conference Center, New York

www.conference-board.org/leadershipweek_cc

This new event features a full week of one-day workshops designed to help participants work better and help others. Workshop topics include:

- Your Brain at Work
- Managers as Coaches
- Ethical Leadership and Purpose
- Corporate Politics

Project B50010, B51010, B52010, B53010 and B55010



Corporate Leadership

Enterprise Risk Management Conference

Building Resilient Risk Management in a Post-crisis Economy

October 21–22, 2009

Wyndham, Chicago

www.conference-board.org/erm_cc

October 20, 2009

Pre-Conference Workshops

Join ERM leaders, CFOs, chief audit executives, and heads of strategy as they learn to build their company's resilience to both internal and external risks. Participants will explore:

- How ERM provides a competitive advantage for companies
- How to conduct root cause analysis
- How ERM can help build resilience in a company's supply chain

The Enterprise Risk Management Conference will also focus on ERM tools and presentations by risk executives who are doing leading-edge work in this area.

Sponsored by Accenture

Project 913010

Corporate Leadership

Corporate Citizenship and Sustainability Seminars: Building Successful Partnerships

November 12–13, 2009

The Conference Board Conference Center, New York

www.conference-board.org/partnerships_cc

At the heart of successful corporate responsibility and citizenship programs are strategic partnerships. Participants will discuss best practices for building successful partnerships among corporate, non-profit, and governmental organizations. This interactive seminar will cover the latest collaborative models; offer guidance on risk-management, structural, and organizational considerations; and highlight case studies.

Project B97010 and B98010

Corporate Leadership

Directors' Institute Roundtable Forum

November 12–13, 2009

Harmonie Club, New York

www.conferenceboard.org/knowledge/govern/govInstitute-Roundtable.cfm

The Conference Board Directors' Institute brings together current and former directors, chairmen, and CEOs to share practical experience with company directors in a non-academic format. This day-and-a-half program focuses on key corporate governance issues in a rigorous and comprehensive setting. Upon completing this eight-hour program, companies will receive an upward adjustment to their ISS governance rating.

Sponsored by The Chubb Group of Insurance Companies, Jones Day, KPMG's Audit Committee Institute, McKinsey & Company, and Spencer Stuart

Project 516003

Corporate Leadership

Governance Center Fall Corporate/Investor Summit

December 3–4, 2009

The Conference Board Conference Center, New York

www.conference-board.org/knowledge/govern/calendar.cfm

This meeting will address the most timely and current themes of interest to members of the Governance Center. Topics covered include:

- Developments in executive compensation
- Enterprise risk management
- The regulatory landscape

Networking opportunities will also be provided.

Project 396000



Human Capital

Organization Design Conference

Aligning Strategy with Organization Design to
Achieve Sustainable Success

September 15–16, 2009

Marriott East Side, New York

www.conference-board.org/orgdesign_cc

September 14, 2009 Pre-Conference Workshop

The Conference Board Conference Center, New York

The volatile economic climate has forced organizations to swiftly adjust their strategies to meet market conditions. Executives need to take a hard look at critical inputs, such as people, structure, capabilities, communications, and measurements, and determine whether their teams are consistently and effectively doing the right things. Attendees and speakers will focus on best practices and critical issues in aligning strategy to organization design to achieve sustainable success.

Project 944010

Human Capital

Executive Compensation Conference

Pay at the Top—Executive and Board
Compensation

September 16–17, 2009

InterContinental The Barclay, New York

www.conference-board.org/executivecomp_cc

The spotlight continues to grow brighter on executive compensation, generating legislative and regulatory initiatives, as well as questions on shortcomings of past practices and demands for program redesign, including changes in pay mix and performance metrics. This conference offers timely guidance and an opportunity to network with leading directors and executives of major corporations. Participants can re-examine how to design fair, reasonable, and effective executive compensation packages that provide the right rewards to the right people.

Sponsored by Steven & Hall Partners

Accredited by ISS Governance Services, RiskMetrics Group

Project 978010

Human Capital

Succession Management

Resetting and Recalibrating Your Succession Plan

October 21–22, 2009

Marriott Marquis, New York

www.conference-board.org/succession_cc

October 20, 2009

Pre-Conference Workshop

Succession management (SM) has emerged as a critical issue when preparing organizations to have executive and key position talent in place as they emerge from the economic downturn and reorganizations. Best practices and insights include: how successful companies foster SM in both good and bad times; use of workforce planning in SM, generational and global talent engagement, innovative talent review process; development in a flat organization; integrating SM into talent architecture; assessing talent and the latest research on developing talent.

Presented with assistance from PDI Ninth House

Project 937010

Human Capital

Change Management Roundtable

October 27–28, 2009

The Conference Board Conference Center, New York

www.conference-board.org/change_cc

Some thought leaders now call change “the new normal”—not the exception to how we do business, but the very essence of what we must do to stay in business. Yet, according to global surveys, few executives in leading corporations feel their company is equipped to manage the pervasive change that exists in today’s environment. This roundtable will provide a cross-functional perspective to help business, project, and change leaders transform their organizations, rise to challenges imposed by the external environment, and improve the likelihood of individual project success.

In collaboration with Boston Consulting Group and Society for Industrial & Organizational Psychology, Inc.

Project 993010



Human Capital

Human Capital Metrics

November 5–6, 2009
InterContinental The Barclay, New York
www.conference-board.org/hcm_cc

November 4, 2009 Pre-Conference Workshop
The Conference Board Conference Center, New York

The fourth annual human capital metrics conference takes a quantum leap into the future. Since metrics are now a common activity for many human resources departments and benchmarking has lost its competitive edge, what comes next? This conference introduces the newest level of analytics—predictability. Participants will learn how organizations have applied various analytic methods to assure the future before making investments in human capital improvements. From planning to retention, the theme is how to manage for tomorrow, today.

Sponsor Bellevue University Human Capital Labs
Project 930010

Human Capital

Diversity & Inclusion Leadership and Management Seminars

November 10–11, 2009
The Conference Board Conference Center, New York
www.conference-board.org/diversityseminars_cc

Diversity and inclusion (D&I) is recognized as a valuable and core element in shaping business strategies. Practitioners and CDOs have long known how important diversity is to business growth and sustainability. During these two days of interactive seminars, organizations that have demonstrated such value will share their insights. On day one, the Diversity Management and Leadership Development Seminar will focus on D&I best practices and core leadership competencies across industries. On day two, the seminar on Social Networking Tools as Inclusive and Sustainable Enablers for Business Success will examine how these tools are being used to assess and support D&I's impact across organizations.

Project B93010 and B94010

Human Capital

Extending Your Brand to Employees

December 1–2, 2009
The Levin Institute, New York
www.conference-board.org/extendingbrand_cc

November 30, 2009 Pre-Conference Workshop
The Conference Board Conference Center, New York

Why do some employees embody a brand and contribute to its success, while others don't? What can and should the organization do about it? And what practical methods can human resources, marketing, and communications implement to ensure that the discretionary effort of every employee focuses on sustaining brand value and profitability? The Extending Your Brand to Employees Conference will answer these questions, foster employee "ownership" of the brand, and instill behaviors that will improve the perception of a company's brand by customers and other employees.

Project 943010

Human Capital

Senior Human Resources Executive Conference

Driving HR-Business Partnerships to Achieve
Excellence and Innovation

December 8–9, 2009
InterContinental The Barclay, New York
www.conference-board.org/hrexecutive_cc

December 7, 2009 Pre-Conference Workshop
The Conference Board Conference Center, New York

The 2008/9 recession will be remembered as a watershed moment. Basic business tenets were tested, changed, or proven false. As the period of fraud, bankruptcy, and overall distrust in business evolves into an era of renewal, what can senior executives do to rebuild and grow their businesses? Presenters at the Senior Human Resources Executive Conference will discuss and debate how organizations should position themselves for recovery and save on costs in the meantime. This event will provide senior human resources executives an opportunity to network and hear insights from thought leaders on strategic human resources issues.

Project 911010



High Performance Organization

Strategic Alliances

Leveraging Alliances and Building Profitable Partnerships

September 16–17, 2009

Marriott Downtown, New York

www.conference-board.org/strategicalliances_cc

September 15, 2009

Pre-Conference Workshop

Building alliances during periods of profitability is good strategy. The rationale for building them is even stronger during an economic downturn. Strategic alliances allow companies to reduce overhead, expand into new markets, leverage resources, and share risk. Alliances also give partners access to capital, expertise, facilities, and technology. Nevertheless, alliance managers are not shielded from necessary cost cutting during economically challenging times. Learn, along with other senior executive peers, how to do more with less.

Sponsored by Vantage Partners

Project 983010

High Performance Organization

Strategic Outsourcing Conference

Maximizing Outsourcing Strategies

September 24–25, 2009

Fairmont Hotel, Dallas

www.conference-board.org/outsourcing_cc

September 23, 2009

Pre-Conference Seminar

Outsourcing has proven to be an efficient business strategy, especially as organizations are challenged by the current economic environment. Many companies must reduce their workforce while maintaining the same level of productivity or expand globally with limited resources. They are rethinking outsourcing initiatives to lower costs, increase performance, and gain competitive

advantage. Leading practitioners at the Strategic Outsourcing Conference will provide tactical strategies to transition resources, measure benefits and risks, engage stakeholders, and manage relationships.

In collaboration with Duke Offshoring Research Network (ORN), International Association for Contract and Commercial Management (IACCM), and International Association of Outsourcing Professionals (IAOP)

Project 967010

High Performance Organization

Corporate Security, Business Continuity, and Crisis Management Conference

Comprehensively Managing All Types of Risks to the Enterprise...Physical, Operational, and Reputational

October 14–15, 2009

InterContinental The Barclay, New York

www.conference-board.org/security_cc

October 13, 2009

Pre-Conference Workshop

The Conference Board Conference Center, New York

Financial, pandemic, and terrorist events are poised to continue disrupting businesses worldwide. Research from reputable universities has quantified that the single most important component for survival during crises is “preparedness,” and business leaders are realizing that having crisis management and business continuity plans in place is key. There is no substitute. This conference will provide best practices and benchmarked components for comprehensive organizational preparedness and crisis leadership.

Presented with assistance from Guardsmark

Project 922010



High Performance Organization

Social Media: Putting it to Work for Your Organization

Devising, Implementing, and Refining Social Media Strategies Across the Enterprise

October 15–16, 2009

The Conference Board Conference Center, New York
www.conference-board.org/socialmedia_cc

Explore innovative strategies used by early adopters and receive practical guidance on tools and technologies that will help develop, implement, refine, and measure outcomes of social media initiatives. Day one features market leaders, including: American Express OPEN, IBM Corporation, and Symantec, among others. Clara Shih, author of *The Facebook Era* (Prentice Hall 2009), will share insights from her book, which is being used as a text at The Harvard Business School. On day two, author Lois Kelly will lead participants through experiential learning and help them figure out the best social media strategies and tactics for their businesses.

Project B63010 and B64010

High Performance Organization

Senior Marketing Executive Conference

Growth Through Value Creation: A Roadmap for CMOs and CEOs to Innovate and Lead in This Economy

November 10–11, 2009

Ritz-Carlton Battery Park, New York

www.conference-board.org/marketing_cc

In today's challenging economic environment, marketers are central to the survival of their enterprises. At this conference, the country's top executives and thought leaders will build a roadmap to help participants navigate current obstacles, blending high-level economic, governmental, and executive perspectives with practical insights and case studies. This conference, aimed at CMOs, CEOs, and their teams, provides premier content and senior networking opportunities.

Project 902010

High Performance Organization

Shared Services Conference

Achieving Continuous Process Improvement, Driving Operational Efficiency, and Increasing Value Across the Organization

November 18–19, 2009

Wyndham, Chicago

www.conference-board.org/sharedservices_cc

November 17, 2009

Pre-Conference Seminar

As organizations struggle to reduce costs, streamline processes, and improve performance, they are looking to shared services to survive, if not thrive, in challenging times. Leading practitioners at the Shared Services Conference will demonstrate how shared services organizations can add greater value to their businesses and detail strategies for sustained success. This event targets both the new/emerging and mature/multi-function shared services organization and includes an interactive roundtable where attendees can discuss issues and present solutions for an enhanced learning experience.

Presented with assistance from Deloitte Services LP

Project 924010



The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

Working as a global, independent membership organization in the public interest, we conduct research, convene conferences, make forecasts, assess trends, publish information and analysis, and bring executives together to learn from one another.

The Conference Board is a not-for-profit organization and holds 501 (c) (3) tax-exempt status in the United States.

<p>PUBLICATIONS</p> <p>The Conference Board's primary research comes in a variety of formats:</p> <ul style="list-style-type: none"> • Full Research Reports • PowerPresentations • Executive Action Reports (including the Mid-Market Company series) <p>Research by The Conference Board covers a range of subjects of interest:</p> <ul style="list-style-type: none"> • Corporate Leadership 	<p>COUNCILS</p> <p>Unlike a trade or professional group, our councils consist of a diverse, cross-industry group of peers who will provide you with access to a variety of perspectives. Council meetings are highly interactive, with dialogue that is lively, informed, and off the record. The dedicated representatives who lead the work of each of our councils help you keep in touch with the collective wisdom of our global membership.</p>	<p>WEBCASTS</p> <p>Now you and your colleagues can gain real-time insights from our research teams and invited experts. Selected presenters will brief you on the latest developments in the areas that matter most to you—from ethics and compliance, outsourcing, diversity, and human capital to privacy, corporate citizenship, and international grantmaking—and provide analysis of how these developments might impact your business strategy. And your executive team can join in from anywhere in the world—all you need is access to a telephone and a PC with an Internet connection.</p>	<p>EXPERIENTIAL PROGRAMS</p> <p>Our signature leadership experiences on the battlefields of Gettysburg, Normandy and Waterloo leverage the power of experiential learning to demonstrate how senior executives can better develop, motivate, and equip diverse teams to manage successfully through uncertainty and change. The programs are facilitated by experts in military history, strategic studies, innovation, culture change and organizational effectiveness.</p>
<p>ONLINE CONFERENCES AND PROGRAMS</p> <p>Online conferences and programs feature taped sessions from The Conference Board conferences. By registering for these programs, participants will have the opportunity to view prerecorded video of select sessions and interact with presenters during live discussion and question-and-answer sessions.</p>	<p>WORKING GROUPS</p> <p>The Conference Board Working Groups are unique networks of 15–20 senior executives from leading organizations. These executives come together to develop the intellectual capital that provides companies with the practical information they need to strengthen their performance in today's global business environment. Participants take part in a series of consultative meetings—both in person and online—to formulate and carry out research initiatives needed to achieve the working group's objectives.</p>	<p>CEO FORUM EVENTS</p> <p>Our CEO forums and events offer corporate leaders a chance to engage in off-the-record discussions on cutting-edge topics facing corporate executives. As a non-advocacy, non-profit organization, The Conference Board provides a neutral and collegial platform for discussions of this type. Attendance is by invitation only.</p>	<p>ONLINE CONFERENCES AND PROGRAMS</p> <p>Workshop weeks consist of five consecutive days of developmental programming designed for skills-building in certain areas. Registrants will have the opportunity to attend for the entire week or select programs on an individual basis. Workshop weeks include Leadership Excellence Week, Marketing Week, Learning Week, and Women's Week.</p>

For a complete listing of our publications, conferences, and special events, visit www.conference-board.org



UPCOMING EVENTS

CORPORATE LEADERSHIP

- Corporate Community Involvement 997010
- Pre-Conference Workshop B90010
- Experiential Program at Gettysburg**
- September 14–16, 2009 696010
- September 21–23, 2009 693010
- September 30–October 2, 2009 462010
- October 5–7, 2009 691010
- October 19–21, 2009 479010
- November 9–11, 2009 (C-Level Event) 463010
- Leadership Excellence Week: A Series of One-Day Developmental Workshops**
- October 19, 2009 B50010
- October 20, 2009 B51010
- October 21, 2009 B52010
- October 22, 2009 B53010
- October 23, 2009 B55010
- Enterprise Risk Management Conference 913010
- Pre-Conference Workshop A 939010
- Pre-Conference Workshop B 940010
- Corporate Citizenship and Sustainability Seminars: Building Successful Partnerships**
- Day One B97010
- Day Two B98010
- Directors' Institute Roundtable Forum 516003
- Governance Center Fall Corporate/Investor Summit 396000

To register via fax, please print pages 11 and 12.

Select the events you are registering for on page 11 and fill in your information on page 12.

HUMAN CAPITAL

- Organization Design Conference 944010
- Pre-Conference Workshop 936010
- Executive Compensation Conference 978010
- Succession Management 937010
- Pre-Conference Workshop 942010
- Change Management Roundtable 993010
- Human Capital Metrics 930010
- Pre-Conference Workshop B22010
- Diversity & Inclusion Leadership and Management Seminars**
- Day One B93010
- Day Two B94010
- Extending Your Brand to Employees 943010
- Pre-Conference Workshop B25010
- Senior Human Resources Executive Conference 911010
- Pre-Conference Workshop 926010

HIGH PERFORMANCE ORGANIZATION

- Strategic Alliances 983010
- Pre-Conference Workshop B16010
- Strategic Outsourcing Conference 967010
- Pre-Conference Seminar B72010
- Corporate Security, Business Continuity, and Crisis Management Conference 922010
- Pre-Conference Workshop B84010
- Social Media: Putting it to Work for Your Organization**
- Day One B63010
- Day Two B64010
- Senior Marketing Executive Conference 902010
- Shared Services Conference 924010
- Pre-Conference Seminar 980010

To Register

Online www.conference-board.org
Fax 212 836 9740
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PO Box 4026, Church Street Station
New York, NY 10261-4026

THE CONFERENCE BOARD
Trusted Insights for Business Worldwide



Please type or attach a business card. For additional registrants, please duplicate this form.

Name _____
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E-mail address: _____

PAYMENT *Payable in advance in stated currency. All prices are in U.S. dollars unless specified. Please include payment with this form.*

- Please apply my \$500 discount for using this calendar.
 Check enclosed for \$ _____ (Check made payable to The Conference Board.)
Charge to my MasterCard Visa AmEx Discover

Acct. No. _____ Exp. Date. _____
Signature _____ Date _____

Total Cost: \$ _____

EVENT PRICES (Take \$500 off with discount code XA1.)

	Associate	Non-Associate
Conference	\$2,195	\$2,495
Seminar/Workshop full day	\$1,445	\$1,645
Pre-Conference Workshop	\$495	\$595

For the following programs, please visit the website for pricing:

- Gettysburg Leadership Experience
- Directors' Institute Roundtable
- Directors' Institute Fall Corporate/Investor Summit
- Executive Compensation Conference
- Change Management Roundtable

Seminars and conferences held at The Conference Board Conference Center.

Discounts are available for multiple events and for early registration (excluding seminars and workshops). Additional discounts apply to attendees from education, non-profit, and government sectors. Please see the event webpage for all prices and special offers.

Team Discounts For a team of three or more registering from the same company at the same time, take \$200 off each person's registration.

Hotel Accommodations Fees do not include hotel accommodations. For reservations, contact the hotel directly and mention The Conference Board.

Cancellation Policy Full refund until three weeks before the meeting; \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

All prices are subject to change.

Save \$500 off any conference by using discount code XA1.