

SHAPING THE FUTURE HR CONNECT 2024

Sept 26, 2024

MGM Grand
Springfield, MA

EVENT AGENDA

8:00 am – 9:00 am

Registration, breakfast, meet our exhibitors

9:00 am – 9:30 am

Setting the Stage: Allison Ebner and Kevin Matta

9:30 am – 11:15 am

Select Your Workshop

1. Ben Eubanks

How to attract, convert, and hire the best candidates in today's recruiting environment

2. Adriana Vaccaro

Crafting a DEI Plan that works for your organization

3. Kim Dunn and Pam Thornton

The Art of Problem Solving for HR Professionals

11:15 – 11:45

Regroup in ballroom – discuss at tables what you learned in the workshop

11:45 am – 12:45 pm

Lunch, networking and exhibitor time

12:45 pm – 2:00 pm Breakout sessions

- **Becoming a Strategic HR Influencer: Panel Discussion**
- **Retention is the New Recruiting: Building Your Reskilling and Upskilling Plan**
- **Drama Has No Business in our Business**
- **Mental Health: How Generational Differences Impact Employer Support Services**

2:00 pm – 2:15 pm

Networking and Exhibitor time

2:15 – 3:15

Jim Morgan, MRA presentation
From Boomers to Zoomers: Embracing the Power of Generational Diversity

3:15 pm – 3:25 pm

Stretch Break

3:25– 4:20 pm - Keynote

Ben Eubanks, Lighthouse Research presentation
5 Reasons for HR's Bright Future

4:20 pm

Closing Remarks - Allison Ebner President EANE

Cocktails & Networking event



FEATURED SPEAKERS



BEN EUBANKS

How to attract, convert, and hire the best candidates in today's recruiting environment

In the last few years, recruiting has gone from what felt like a difficult but achievable task to an Olympic-level test of patience and creativity. But some companies have cracked the code on what it takes to stand out in today's hiring market. During this working session, we will uncover insights from research of more than 1,000 employers, diving into critical topics like candidate ghosting, the role of technology, automation and the human touch, determining candidate quality pre-hire, and so much more.



ADRIANA VACCARO

Crafting a DEI Plan that works for your organization

Empower participants with a tailored DEI framework and practical tools for organizational transformation.

Highlights:

- Distinguish between systemic change and localized efforts for comprehensive DEI.
- Gain access to tools for assessing culture and setting measurable goals.
- Customize your DEI plan to align with your organization's mission and challenges.
- Collaborate in group exercises for brainstorming and problem-solving.

Join us for an inspiring and practical workshop that goes beyond theory, equipping you with the tools and insights needed to embark on a meaningful journey towards a more inclusive and equitable workplace.



KIM DUNN AND PAM THORNTON

The Art of Problem Solving for HR Professionals

Learn the Art of Problem solving when you are up to your Elbows in Alligators with Employee Relations Issues.

Workshop Highlights:

- Learn a simple approach to Problem Solving that incorporates a variety of perspective and solutions into the process.
- Participate in a hands-on experience where you will put your new problem-solving skills to the test.
- Walk away with the tools and skills to go back to your busy office and tackle even the most challenging issues.
- Share the simple process with others and help eliminate problems before they get to HR!



Join your fellow HR Professionals in learning the valuable skill of making the complicated simple and coming up with solutions that consider the multi-faceted world of HR that includes facts and feelings!



JIM MORGAN, MRA PRESENTATION **From Boomers to Zoomers: Embracing the Power of Generational Diversity**

For the first time in history, there are five different generations in the workplace creating unique challenges for employers on several fronts. Each generation has different preferences related to communication, teamwork, leadership style, technology, motivators, job loyalty, desired benefits, work-life balance, etc. How employers navigate generational diversity to enhance the workplace, motivate productive behaviors, and achieve positive results will drive company success. In this session, we will talk about why the differences exist, why the differences are a good thing, and what it means in terms of professional development, organizational flexibility, communication styles, and managing expectations.



BEN EUBANKS, KEYNOTE **5 Reasons for HR's Bright Future**

HR today is harder than it's ever been before. Increasing automation, high demands, and other challenges are putting more pressure on HR leaders and practitioners. It's probably why we are seeing HR burnout at higher numbers than ever before.

But the actual trends and research show that HR is in higher demand than ever before. In this inspiring session, bestselling author and researcher Ben Eubanks walks attendees through five major trends that emphasize and prioritize the value of strong, innovative HR leadership in the modern workplace. Attendees will learn:

- What CEOs say is their top priority today and how HR can have a closer connection to the business than ever before
- How the major disruptions happening in today's organizations are tied to HR's superpowers: people and change
- What AI is great at, what it's terrible at, and why HR has to take the lead on this before it's too late

For those HR professionals that want research-based trends that indicate what the future of the industry holds, this is a must-see session.

BREAKOUT SESSIONS

Becoming a Strategic HR Influencer: Panel Discussion

As the role of HR continues to evolve into a true operational leadership position, HR professionals at every level of their career need to master the power of influencing others to achieve goals and objectives. Our panelists, all senior level HR professionals and influencers themselves, will share tips and best practices on how to build your skills.

Retention is the New Recruiting: Building Your Reskilling and Upskilling Plan

Demographics don't lie! We are facing a drought of available candidates over the next twenty years and the robots aren't here yet! Join us as we will discuss the steps you should be taking now to reskill your workforce to ensure that you are meeting customer and organizational demands.

BREAKOUT SESSIONS

Drama Has No Business in our Business

We hear you loud and clear on the hotline. Your team has more drama than the housewives. Employee relations issues are taxing an already stressed-out workforce and workplace. In this session, we'll discuss strategies for creating a more respectful workplace that drive success and create opportunities for better communication.

Mental Health: How Generational Differences Impact Employer Support Services

Our newer generations, the Zoomers and Millennials, are experiencing mental health challenges in record numbers. How should you respond to this in your organization? Join us as this session explores support solutions for a crisis that impacts every industry.