TWO DAYS THAT WILL CHANGE YOUR ORGANIZATION FOREVER

Meet the key writers and decision-makers behind the annual Canada’s Top 100 Employers competition.

Hear directly from more than a dozen CEOs and senior executives on this year’s “Top 100” list.

“Just a note to tell you that it was the best conference I’ve been to...and at 62, I’ve been to a few!”
—DON NORRIS, MSM TRANSPORTATION

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www.EmployerSummit.ca

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7:30 — 8:30 am
Registration & Continental Breakfast

8:30 — 8:45 am
Opening Remarks from Conference Co-Chairs
Our opening day focuses on seven remarkable “big ideas” we hope will change how you think about your organization — and the people who work for you. As chroniclers of the programs and innovations that distinguish great employers, our mission this first day is to set your mind racing with new ways to succeed as a remarkable place to work.

ANTHONY MEEHAN
Publisher, Canada’s Top 100 Employers

RICHARD YEREMA
Author, Canada’s Top 100 Employers

8:45 — 9:45 am
SPECIAL AUTHOR PRESENTATION:
“Developing a Successful Employer Brand”
In consumer products, successful brands are valuable assets that companies carefully protect. Properly managed, brands cut through the noise and clutter of the marketplace to communicate a package of benefits — and even values — to consumers. Increasingly, forward-thinking organizations are treating their reputation as a good place to work as a “brand” that needs to be managed with the same care. For the first time in Canada, the world’s leading authority on employer branding outlines how proven product management principles are being used by leading organizations to attract and retain top talent.

SIMON BARROW
Author, “The Employer Brand”
London, England

9:45 — 10:15 am
Refreshment & Networking Break

A Visit to the English Countryside — This short coffee break features pastries and refreshments inspired by the English countryside prepared by the Four Seasons’ Executive Chef, Lynn Crawford. Brought to you by UK Trade & Investment. Menu available online.

10:15 — 11:15 am
FEATURE PRESENTATION: “Improving Your Community One Employee at a Time”
Mobilizing employees to work on worthwhile social projects isn’t just good corporate citizenship. It defines who you are, who is attracted to your organization and the values with which you are associated. This session is a rare opportunity to join one of Canada’s senior statesmen as he presents the case for community involvement at the organizational level. Hear a man who has devoted his life to public service articulate the call for organizations to make community involvement a key part of their public reputation.

STEPHEN LEWIS , C.C., Diplomat & Author

11:15 am — 12:00 pm
“TOP 100” CASE STUDY: “Beyond the Business Case — Workforce Diversity and Our Brand”
Join one of Canada’s most-admired women as she describes how BMO Financial Group created four successful workforce diversity programs that enhanced the bank’s reputation in the community and as an employer. Follow her on a journey of discovery that goes beyond the business case and enter a world where workforce diversity initiatives have become indistinguishable from your brand as an employer.

ROSE M. PATTE N
Senior Executive VP, BMO Financial Group

12:00 — 1:45 pm
KEYNOTE LUNCHEON PRESENTATION:
“Making Environmental Values Central to Your Organizational Culture”
One of the most profound social changes this generation has been a dramatic increase in public awareness of environment issues. Gone are the days when companies could count on attracting customers — and talented employees — regardless of the organization’s environmental record. Industry leaders, in diverse fields from auto manufacturing to banking, are making environmental awareness a central part of their culture. This is a remarkable opportunity to hear one of the world’s best-known environmental crusaders articulate the call for bringing environmental values into mainstream corporate culture. Meet the man named by Time magazine as one of the “Heroes of the Planet” and find out why environmental leadership is becoming a distinguishing feature of progressive organizations.

ROBERT F. KENNEDY , JR.
Senior Attorney, Natural Resources Defense Council, New York

With Special Introduction by HIS WORSHIP MAYOR DAVID MILLER City of Toronto

To register, call 1-800-361-2580

“Very good, positive, motivating and uplifting conference. I am going back with at least 40 ideas that as an organization we will want to investigate further. Many thanks!”
—MARK NESKAR, CEO, SEVEN OAKS HOSPITAL
2:00 — 2:30 pm
“TOP 100” CASE STUDY: “Innovative Thinking – Eight Questions for the CEO of Indigo Books”
M. Making an organization into a great place to work requires creativity and executive leadership, particularly in industries that are very competitive. Hear the inspirational story of how one progressive retailer developed a series of initiatives to improve everything from advancement opportunities for front-line staff to having employees assist low-income schools across the country. This wide-ranging and entertaining interview will explore the idea that being a progressive employer is possible even in highly competitive industries. All it takes is a bit of creativity and innovation — and the results will speak for themselves.

HEATHER REISMAN
Founder & CEO, Indigo Books & Music Inc.

2:30 — 2:45 pm
Energizing Fitness Break — Namasté
This brief exercise break will be led by the founder of Toronto’s renowned “Downward Dog” yoga studio, ashram to the stars.

2:45 — 3:45 pm
Executive Briefing: “Retaining Top Talent through Employee Engagement”
Why is “reputation as a good employer” increasingly important? What do employees in Canada and around the world value the most in their employer? What changes should your organization make to retain and attract the talent you need to grow? Get the answers at this executive briefing of results from the new Towers Perrin Global Workforce Study. This remarkable new survey — the largest of its kind to date — paints a sobering picture of employee engagement levels in Canada and 15 other countries. Find out why highly engaged employees in Canada are five times more likely to stay with your organization — and what changes you need to make to improve the engagement levels of others. Join two worldwide practice leaders from Towers Perrin as they outline the creative and practical solutions that turn employee engagement into a driver of sustained business performance. Questions & Answers will follow.

EMMETT SEABORN, Global Leader, Total Rewards, Towers Perrin, New York
KEVIN ASELTINE, Managing Partner, Towers Perrin, Toronto

3:45 — 4:30 pm
Forty-Five Minutes with the Internet’s Best-Known HR Blogger: “Attracting Top Talent in a Web 2.0 World”
The Internet is becoming increasingly connected and able to deliver information about jobs and employers to job-seekers with growing precision. For HR executives, this means moving away from a world where career information about your organization stayed in “isolated silos” and standalone websites. Today’s job-seekers are learning about new positions — and your organization — in remarkable new ways that take advantage of the dynamic and interactive nature of the Internet. This session is a rare opportunity to join the Internet’s most popular HR blogger as he immerses you in a world where savvy employers are attracting top talent with tremendously innovative online strategies. Hear the man whom Microsoft’s chief HR marketer calls “a crazy smart guy” and whose site was recently voted the best technology recruitment blog on the Internet. Questions & Answers will follow.

JOEL CHEESMAN
Founder & President, HRSEO, Cleveland, Ohio

7:00 — 9:00 pm
Gala Reception, Four Seasons Hotel
6th Annual Top Employer Reception
This is a unique opportunity to join the CEOs and senior executives from the 100 finalists in the 2006 edition of Canada’s Top 100 Employers for a gala reception with members of the media. Now in its 6th consecutive year, this off-the-record evening brings together Canada’s leading employers with the book’s editorial team, well-known journalists and senior members of Canada’s civil service. Complimentary drinks, hors d’oeuvres and live background music make this an evening not to be missed. This reception is open to all delegates from the 2006 Top Employer Summit. There is no fee or separate charge to attend this reception.

We would like to thank Ceridian Canada Ltd. for their gracious assistance again this year in making this wonderful evening possible.

To register, visit www.EmployerSummit.ca
8:00 — 8:45 am
Exclusive Breakfast Briefing: “Inside the Canada’s Top 100 Employers Project”
Exclusive to this conference, the organizers of the Canada’s Top 100 Employers project share their insights on this year’s competition and look ahead to the upcoming edition. Discover their unpublished industry-by-industry thresholds for the eight HR areas reviewed. See the new themes and priorities for this fall’s competition. Learn about the 12 new regional and special-interest “top employer” competitions now included in the national application. Be the first to see the remarkable new online version of Canada’s Top 100 Employers that lets prospective employees see and hear what it’s like to work at your organization. Questions and Answers will follow.

RICHARD YEREMA
Author, Canada’s Top 100 Employers
ANTHONY MEEHAN
Publisher, Canada’s Top 100 Employers

8:45 — 9:45 am
Keynote Presentation: “The Powerful Role of Ethics in Shaping an Organization’s Brand”
Ethics now play a singular role in how an organization is perceived, both by customers and prospective employees. Recent high-profile cases make it clear that innovative workplace practices (and even great products) count for little if an organization loses its claim to the moral high ground. This session is a rare opportunity to hear the man who rescued the Olympic movement — arguably the world’s most valuable brand — from two ethical crises that threatened its very existence. Every CEO and senior HR executive needs to hear Dick Pound’s remarkable story of how an organization’s brand and its ethics are now inextricably linked.

DICK POUND, O.C., Former Vice-President, International Olympic Committee

9:45 — 10:15 am
Refreshment & Networking Break
A Taste of France — This short coffee break features authentic pastries and refreshments with a French accent prepared by the Four Seasons’ celebrated Executive Chef, Lynn Crawford. Brought to you by Air France. Menu online.

10:15 — 11:15 am
“Using Training & Employee Development as a Strategic Tool for Recruitment & Retention”
The business case for investing in employee training and development has been well established for many years. Recently, however, some forward-thinking organizations have begun using training and development as a strategic tool to attract and retain top talent. Employees are becoming better informed about their training needs and now evaluate prospective employers on the quality of their training options. In this session, you’ll meet three employers with some of Canada’s most innovative training and development programs. Discover how these initiatives have become part of their “employer brand” — and a key recruitment and retention tool. Questions & Answers will follow.

Moderator:
DR. HUGH ARNOLD, Adjunct Professor of Organizational Behaviour & Former Dean, Joseph L. Rotman School of Management, University of Toronto

SUZANNE LAPERLE
Senior Vice-President, Human Resources, Export Development Corporation, Ottawa
NICOLE DAVIS, Human Resources Business Partner, Bayer CropScience Inc., Calgary
LIANNE LANDRY, Manager, Human Resources, Keane Canada Inc., Halifax

11:15 am — 12:15 pm
“Staying Ahead of Demographics & Rising Costs: Best Practices in Health Benefits”
Long the forgotten cousin of benefits packages, the lowly health benefits plan is experiencing a renaissance. With the advent of flexible benefits plans more than a decade ago, employees now have a better understanding of their health plan options (often including costs) — and are looking for more “value” in their health coverage. At the same time, employers are facing unprecedented cost pressures from an aging workforce and higher claims expenses. In this session, you’ll meet three remarkable employers with three very different approaches to health benefits. Each has made an innovative health benefits plan a key component of their recruitment and retention strategy.

Moderator:
MARC AVARIA
Regional Vice-President, Group Benefits, Manulife Financial Corporation, Toronto

GRAHAM SHEPHERD, Manager, Human Resources, Amex Canada Inc., Markham, ON
CAROL DECKERT
Director, Corporate Health Services, Wellness Institute, Seven Oaks General Hospital, Winnipeg
12:15 pm — 1:45 pm
Special Media Luncheon:
“Behind the Headlines — The Workplace Stories that Touch People’s Lives”
At the heart of every “Top Employer” selection is a profoundly human story about how a company or organization has changed someone’s life for the better. For journalists, these human stories are often the lens through which workplace-related issues are reported. Even the most progressive employer will find it difficult to attract media interest when there isn’t a compelling human story on its side. In this special luncheon session, four of Canada’s most-admired journalists and broadcasters share their insights on the kinds of stories that capture public attention — and how to recognize these stories within your organization.

Moderator:
Katherine Macklem
National Business Correspondent, Maclean’s, and Chief Writer, “Canada’s Top 100 Employers” Issue, Toronto

Panel:
Mark Kelley
Correspondent, CBC-Television’s “The National”, Toronto
Andy Barrie
Host, CBC Radio’s “Metro Morning”, Toronto
Dean Cummer
Editor, Financial Post’s Ten Best Companies to Work For

2:45 — 3:45 pm
“Family-Friendly Benefits: Making Work-Life Balance the Heart of Your Recruitment and Retention Strategy”
Family-friendly benefits now encompass a wide range of programs, including everything from flexible work arrangements to maternity/parental leave top-up policies. The thread that runs through all these programs is a renewed focus on work-life balance. To attract and retain top talent, forward-thinking employers have long known they need to reduce the stress that results from balancing family and work demands. In this session, our partner on the “Canada’s Top 10 Family-Friendly Employers” project takes you on an illuminating journey of discovery, introducing you to three remarkable employers that have made innovative family-friendly benefits a key part of their recruitment and retention strategies.

Moderator:
Linda Lewis
Editor-in-Chief, Today’s Parent Magazine, Toronto

3:45 — 4:00 pm
Closing Remarks by Conference Co-Chairs & Special Air France Draw
Brief summary and wrap-up by conference co-chairs. A surprise guest will also be on hand for a very special draw: one lucky conference delegate will receive two air tickets anywhere in the world Air France flies!

Richard Yerema
Author, Canada’s Top 100 Employers
Anthony Meehan
Publisher, Canada’s Top 100 Employers

The 2006 Top Employer Summit is the only conference where you can meet all the organizers and writers who work on the Canada’s Top 100 Employers project.

Our commercial-free event provides an ideal forum to have all your questions about the competition answered in a convenient two-day format.

To register, visit www.EmployerSummit.ca
To register, call 1-800-361-2580

ACCOMMODATIONS & REGISTRATION

SPECIAL ROOM RATE
All conference sessions and the Gala Reception will take place at the Four Season's Hotel at 21 Avenue Road in Toronto's fashionable Yorkville district. Book your room before March 9, 2006 and pay just $199 per night — a savings of $196. To reserve, call 416-964-0411 and request the rate for the “2006 Top Employer Summit”.

Please book your accommodations early. Last year’s hotel block sold out well in advance.

FREE WI-FI
We have arranged for complimentary wireless Internet access to be available for delegates in the area just outside our main conference ballroom. Access instructions will be included in your delegate registration materials. It’s a fast and convenient way of staying in touch with your office while attending the conference.

STUDENT VOLUNTEER PROGRAM
Once again this year, we will be providing complimentary access to the conference for several HR students through our Student Volunteer Program. This program is open to any student currently enrolled in a full-time human resources program in Canada. To apply, please email your resume (and availability) to our Conference Manager at conference@mediacorp.ca.

SPONSOR & EXHIBITOR OPPORTUNITIES
A limited number of sponsorship and exhibitor opportunities are available for this conference and for our 2007 event. If you would like to introduce your company to a blue-chip audience of CEOs and senior HR decision-makers, please telephone Karen Chow at 416-964-6069 or email conference@mediacorp.ca.

CHRP RECERTIFICATION POINTS
Conference delegates who have received their Certified Human Resource Professional (CHRP) designation will receive 20 recertification points by attending the 2006 Top Employer Summit. Conference registration staff will be pleased to provide a special receipt for this purpose upon registration.

Registration Details
All registrations will be confirmed. Delegates will receive a registration package prior to the conference.

Conference Materials will be provided to delegates at no charge at the start of the conference. These materials, prepared in advance by conference speakers, summarize the key topics each speaker will address. If you cannot attend the conference, you may purchase these materials ($195 plus tax) by calling 1-800-361-2580.

Fly Air Canada to this conference and save 5% to 15% off most fare classes. Call your travel agent or Air Canada’s special reservations line at 1-800-361-7585 and quote #CV060438.

Hotel Parking. Parking is available at a discounted rate at the Four Seasons Hotel for conference delegates. Vouchers will be available for delegates at the conference.

Cancellations & Refunds. Delegate substitutions are permitted until the conference begins. To arrange a replacement delegate, fax the details to Karen Chow at 416-964-3202. If you cannot locate a substitute, please notify us in writing at least 30 days prior to the conference and a credit voucher will be issued for the full amount paid. (The voucher is redeemable against any product of Mediacorp Canada Inc., including next year’s conference.) If you prefer, you may request a refund of the amount paid, less a 15% service charge. No credit or refund is provided for cancellations received less than 30 days before the conference begins.

Photo Credits: We would like to thank Nicolas Morin (Montréal) for the photo of Dick Pound and Kris Krug (Vancouver) for the colour back cover photo.

Limitation of Liability. The conference organizer reserves the right to amend this program, make speaker changes and cancel this conference. If the conference is cancelled, the organizer shall refund all registration fees paid, but shall not be liable for hotel, airfare or other costs incurred by delegates.

Business Casual Dress
We encourage delegates to dress in business casual attire for the 2-day conference. Business attire is suggested for the Gala Reception Monday evening.

For More Information
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DELEGATE INFORMATION

The registration fee is $1,895 plus GST per delegate. This includes all conference sessions, breakfasts, refreshments, luncheons, conference materials and the Gala Reception. Information on delegate substitutions and our cancellation policy is available online. Our GST registration number is R134051515.

Group Discount: Register three delegates from your organization at the same time – and a fourth delegate from your organization attends for no additional charge.

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