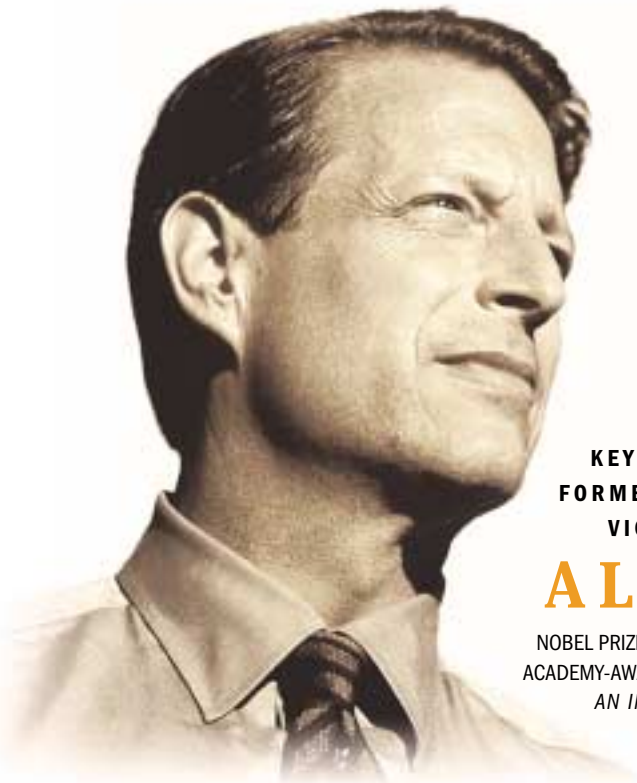


MARCH 22-23, 2007 | FOUR SEASONS HOTEL | TORONTO

PRESENTS

TOWERS PERRIN

2007 TOP EMPLOYER SUMMIT



“If I was to choose one conference per year as an HR professional – this is the one I would choose.”

- EVELYN CUTTS, HR DIRECTOR
CRITICAL MASS INC.

KEYNOTE SPEAKER:
FORMER UNITED STATES
VICE-PRESIDENT

AL GORE

NOBEL PRIZE NOMINEE & AUTHOR OF THE
ACADEMY-AWARD® WINNING DOCUMENTARY,
AN INCONVENIENT TRUTH

DISCOVER THE PATH TO CANADA'S TOP 100 EMPLOYERS



Rt. Hon.
Joe Clark,
Former
Prime Minister
of Canada



Hon.
Stéphane Dion,
Leader of
the Official
Opposition



Richard Yerema,
Author,
Canada's
Top 100
Employers



Caroline Connell,
Editor-in-
Chief,
Today's Parent
Magazine



His Worship
David Miller,
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Jim Fisher,
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Dr. Ron Dembo,
Founder,
Algorithmics &
CEO,
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General Manager,
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John Sumser,
Founder,
Interbiznet &
Author, Electronic
Recruiting News



Anthony Meehan,
Creator of
the Canada's
Top 100
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CANADA'S LARGEST
CONFERENCE ON BECOMING
AN EMPLOYER OF CHOICE

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.

MEET THE MACLEAN'S WRITERS



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CONFERENCE PROGRAM

“The program was flawless. Extraordinarily well organized.”
—PAM JOHNSON, KEANE CANADA

THURSDAY, MARCH 22, 2007

DAY 1

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

8:30 — 8:45 am
Opening Remarks from Conference Co-Chairs

Our opening day is organized around the theme of *sustainability* and what organizations need to do to ensure they thrive in the future. Top employers understand that sustainability is the hallmark of exceptional organizations. Whether in leadership, environmental stewardship, training, employee engagement or assisting employees who need help, what distinguishes *Canada's Top 100 Employers* is how they apply sustainability principles throughout their organizations.


RICHARD YEREMA
Author, Canada's Top 100 Employers

ANTHONY MEEHAN
Publisher, Canada's Top 100 Employers

8:45 — 9:30 am
Leadership & Sustainability

How an organization treats its employees, the community where it operates and the environment are really just different sides of the same coin. Becoming an employer of choice starts with a commitment by senior leadership to sustainability in all its forms. Progressive organizations realize that they can't build a great place to work without paying attention to their community and how they impact the environment. This is a rare opportunity to hear one of Canada's senior statesmen reflect on a lifetime of public service and articulate the call for leadership in building sustainable organizations.

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RT. HON. JOE CLARK, PC, CC
16th Prime Minister of Canada 

9:30 — 10:00 am
A Soldier's Story

Sustainability also means stepping in to assist fellow Canadians when they need your help. This instinct was second-nature to M.Cpl. Paul Franklin when he was gravely injured in Afghanistan last year protecting a Canadian diplomat. This patriot and soldier has returned home on a new mission: to make sure we do everything possible to extend a hand to the men and women who give so much of themselves defending us.

MASTER CORPORAL PAUL FRANKLIN
1 Field Ambulance, Canadian Forces

10:00 — 10:30 am
Refreshment & Networking Break

“Spring in the English Countryside”

This short coffee break features pastries and refreshments inspired by the English countryside prepared by the Four Seasons' Executive Chef, Robert Bartley.

Menu available online.

BREAK SPONSORED BY UK TRADE & INVESTMENT



10:30 am — 12:00 pm
KEYNOTE PRESENTATION — AL GORE
“An Inconvenient Truth”

Climate change has become the defining issue of a generation impatient with governments and organizations that have failed to protect the earth's environment. Around the world, individuals and organizations are making profound changes to reduce their impact on the environment. Increasingly, environmental values are becoming part of an organization's culture — prospective employees, the community and customers now judge your organization on the basis of how you much you affect the environment. This is a once-in-a-lifetime opportunity to meet the man who almost single-handedly has moved climate change to the top of the public agenda. Nominated for this year's Nobel Peace Prize, Al Gore has made it his life's mission to change how the world thinks about global warming and press for urgent action. Join him as he makes the full presentation from the Academy Award® winning documentary *An Inconvenient Truth* and articulates the call for organizations of all sizes to bring environmental values into their culture. “Mandatory viewing,” the Toronto Star writes, “much as an alarm clock must be heeded”. Don't miss this outstanding opportunity to see first-hand the presentation that is mobilizing the world to action.



SPONSORED BY THE TORONTO STAR

AL GORE
Former Vice-President of the United States & Author, “An Inconvenient Truth”

With Special Introduction by:
HON. STÉPHANE DION, PC
Leader of the Official Opposition

With Concluding Remarks by:
HIS WORSHIP DAVID MILLER
Mayor of Toronto



All conference sessions take place at:

Four Seasons Hotel
21 Avenue Road
Toronto, ON M5R 2G1



AL GORE
Former Vice-President of the United States & Author, “An Inconvenient Truth”



RT. HON. JOE CLARK, PC, CC
Former Prime Minister of Canada



HON. STÉPHANE DION, PC
Leader of the Official Opposition



HIS WORSHIP DAVID MILLER
Mayor of Toronto

To register, call 1-800-361-2580



I attend many conferences and yours was indeed the best I've experienced in a very long while... a stellar event."

—CARLA ANGLEHART, NS ASSOCIATION OF HEALTH ORGANIZATIONS

Discover the path to
Canada's Top 100 Employers



12:00 — 1:30 pm
SPECIAL LUNCHEON PRESENTATION
Developing an Environmental Culture in Your Organization

This year's edition of *Canada's Top 100 Employers* includes several wonderful examples of progressive organizations that have incorporated environmental values into their corporate cultures. In this session, you'll meet three organizations that successfully mobilized their customers — and employees — to reduce their organization's environmental footprint. Learn how they now attract and retain talented employees who identify and support their employer's culture of environmental responsibility.

LUNCHEON SPONSORED BY SUN LIFE FINANCIAL

Moderator:

DR. RON DEMBO,
Founder, Algorithmics Inc. & CEO of Zerofootprint

"TOP 100" CASE STUDIES:

CAROLYN CLARK,
*Senior Vice-President, Human Resources,
Fairmont Hotels & Resorts, Toronto ON*

FRANCES EDMOND,
*Director of Environmental Services,
Hewlett-Packard (Canada) Co., Mississauga ON*

ELLEN PEKELES,
*Vice-President, Community Leadership,
VanCity, Vancouver BC*



2:30 — 3:30 pm
Sustainability & Employee Engagement

This year's *Canada's Top 100 Employers* competition features a new employee engagement survey, which is optional for all applicants. In this session, you'll learn first-hand how the new survey works and the key factors that drive employee engagement in your organization. Find out why "Top 100" employers are also leaders in employee engagement. Join Towers Perrin to learn about their latest research on how your organization can engage employees effectively. You'll leave this session with a new understanding of how employee engagement is a key driver of business sustainability.

CHARLIE WATTS, *Managing Partner,
Towers Perrin, Boston*

KEVIN ASELTINE, *Managing Partner,
Towers Perrin, Toronto*

3:30 — 4:30 pm
**Sustainability & Canada's Changing Workforce:
Making a Place for New Canadians**

Sustainability also means making a place for new Canadians in your organization. It is well known that Canada faces growing skills and labour shortages. Equally well known are the countless personal stories of recent immigrants unable to find employment in their areas of specialty. Connecting these two problems is the focus of this special session — and a new national "top employer" competition to be announced at this session.

CORINNE PRINCE ST-AMAND,
*Director General, Foreign Workers & Immigrants,
Human Resources & Skills Development Canada, Ottawa*

ELIZABETH MCISAAC, *Executive Director,
Toronto Region Immigrant Employment Council / TRIEC*

1:30 — 2:00 pm
Executive Briefing:
Integrative Thinking & Sustainability

It is increasingly clear that becoming an employer of choice requires a different type of thinking by CEOs and senior management. How you treat your employees, the role of your organization in the community and issues of environmental stewardship are increasingly interrelated and dependent on one another. Decisions in one area often have significant consequences elsewhere and, for managers, a new style of decision-making is needed to ensure all relevant factors are considered. In this session, meet one of Canada's best-regarded academics from the university that is leading the world in exploring the role of integrative thinking in solving complex and inter-dependent problems.

JIM FISHER, *Vice-Dean, Rotman School of
Management, University of Toronto*

2:00 — 2:30 pm
Energizing Fitness Break — Namasté

This brief exercise break will be led by Diane Brunei, founder of Toronto's renowned "Downward Dog" yoga studio, ashram to the stars.

SPONSORED BY CGA ONTARIO



7:00 — 9:00 pm
Gala Reception, Four Seasons Hotel
7th Annual Top Employer Reception

Join CEOs and HR executives from the 2007 edition of *Canada's Top 100 Employers* and our regional competitions for a pleasant evening of complimentary drinks, hors d'oeuvres and live background music.

Now in its 7th year, this evening brings together leading employers with the book's editors, journalists and senior civil servants.

Open to all delegates from the 2007 Top Employer Summit. There is no fee or separate charge to attend this reception.

Once again this year, we would like to thank Ceridian Canada Ltd. for their gracious assistance in making this evening possible.



DR. RON DEMBO
*Founder, Algorithmics Inc.
& CEO, Zerofootprint*



JIM FISHER
*Vice-Dean, Rotman School,
University of Toronto*



ELLEN PEKELES
*Vice-President,
Community Leadership,
VanCity*

To register, visit www.EmployerSummit.ca



CONFERENCE PROGRAM

“ This was, by far, the best conference I have ever been to.”
—LISA MAURO, TENARIS ALGOMA TUBES

FRIDAY, MARCH 23, 2007

DAY 2

8:00 — 8:45 am

Exclusive Breakfast Briefing: “Inside the 2008 Canada’s Top 100 Employers Application”

Join the organizers of the *Canada’s Top 100 Employers* project for an exclusive preview of their 2008 application, including key themes and priorities for next year’s competition. Learn about their underlying objectives for each of the eight HR areas reviewed, including their unpublished industry-by-industry thresholds. Find out about the 14 new regional and special-interest competitions now included in the national application. Be the first to preview their spectacular new online tool that lets job-seekers find current positions at employers offering particular benefits. Questions and Answers follow.

BREAKFAST SPONSORED BY HOMEWOOD

RICHARD YEREMA, *Author*
Canada’s Top 100 Employers

ANTHONY MEEHAN, *Publisher*
Canada’s Top 100 Employers



8:45 — 10:15 am

The Future of Recruitment: Insights from the Industry’s Most Widely-Read Journalists

Becoming an employer of choice has significant consequences for an organization’s recruitment efforts. However, the recruitment landscape is changing dramatically and forward-thinking employers need to re-evaluate the old ways of attracting and retaining top talent. This session is a unique opportunity to meet two of the most widely read journalists who specialize in recruitment issues. You’ll leave this session with a keen appreciation of the challenges and opportunities your organization will face attracting and retaining employees in the future.

SPONSORED BY ROYAL LEPAGE RELOCATION SERVICES

JOHN SUMSER, *World’s Most Widely Read Recruitment Blogger*, Mill Valley CA

PETER WEDDLE, *Best-Selling Author & Journalist*, Stamford CT



10:15 — 10:45 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’ Executive Chef, Robert Bartley.

Menu available online.

BREAK SPONSORED BY UNIVERSITY OF TORONTO ARTS & SCIENCES CO-OP SERVICES



10:45 — 11:45 am

Rethinking Family-Friendly Benefits as a Strategic Tool for Recruitment & Retention

When people think of “family-friendly” benefits, the first things that usually come to mind are practical matters like maternity leave and flexible work arrangements. Beyond these well-understood benefits, however, new types of family-friendly benefits are actively being developed by forward-thinking employers as tools for recruitment and retention. These employers have tailored their family-friendly benefits to respond to challenging recruitment issues. Top employers understand that work-life balance is often the most important consideration when a person chooses an employer. In this session, our partner on the popular “Canada’s Top 10 Family-Friendly Employers” competition introduces you to three progressive employers that have developed best-of-class family-friendly programs — that are also strategic tools for attracting and retaining top talent.



Moderator:

CAROLINE CONNELL,
Editor-in-Chief, Today’s Parent Magazine, Toronto

“TOP 100” CASE STUDIES:

JULIA INGLIS,
Manager, Organizational Development,
Jacques Whitford and Associates, Dartmouth NS

BARBARA GEORGE,
Assistant Commissioner, Chief HR Officer
Royal Canadian Mounted Police, Ottawa ON

11:45 am — 12:15 pm

Executive Briefing: Introducing the 2007 Employer of Choice Marketing Awards

Many organizations are developing employer branding strategies to improve recruitment and retention. Borrowing from the consumer products industry, employer brands cut through the clutter of the marketplace to communicate your organization’s key values. This executive briefing will highlight some of the most creative employer branding examples from around the world. Be the first to see the winners of Canada’s new *Employer of Choice Marketing Awards*, showcasing this country’s most creative employer branding ads in a range of media.

SUSAN HAYES,
General Manager, working.com
CanWest Interactive



All conference sessions take place at:

Four Seasons Hotel
21 Avenue Road
Toronto, ON M5R 2G1



RICHARD YEREMA,
Author, Canada’s Top 100 Employers



ANTHONY MEEHAN,
Creator of the Canada’s Top 100 Employers Project



SUSAN HAYES,
General Manager,
working.com / CanWest Interactive Media



JOHN SUMSER,
World’s Most Widely-Read Recruitment Blogger

To register, call 1-800-361-2580

“The summit was phenomenal. Wonderful speakers, wonderful organization. Congratulations!”
-NASIM VALLANI, ONTARIO MINISTRY OF MUNICIPAL AFFAIRS

Discover the path to
Canada's Top 100 Employers



12:15 pm — 1:45 pm
“Reporting on the Canada's Top Employers Project: Finding the Human Interest Story”

Each year, the editors who report on the *Canada's Top 100 Employers* project choose a few employers to highlight in their magazine and newspaper features, which reach millions of Canadians. These features dig a little deeper to find the profoundly human stories inside almost every “Top 100” employer. This session is a rare chance to hear three senior writers share their wisdom on how these stories capture the public's interest. Find out how *Maclean's* chooses the employers featured in its annual cover story on the *Canada's Top 100 Employers* project. Learn how the *Calgary Herald* and *Ottawa Citizen* choose the organizations featured in their annual “top employers” editorial supplements. And discover how Canada's largest trade magazine for HR professionals reports on the *Canada's Top 100 Employers* project. You'll leave this session brimming with new ideas on how to recognize these stories in your organization — and to include them in your application. LUNCHEON SPONSORED BY CMA ONTARIO

Moderator:

STEVE MAICH, Senior Editor, *Maclean's Magazine & Writer*, “Canada's Top 100 Employers” Issue, Toronto

Panel:

JOHN HOBEL, Publisher & Editor, *Canadian HR Reporter*, Toronto

MONICA ZUROWSKI, Managing Editor, *Calgary Herald*

GRAHAM GREEN, Executive Editor, *Ottawa Citizen*



2:45 — 3:00 pm
Refreshment & Networking Break

This break features a selection of innovative healthy snacks and nutritious refreshments by Four Seasons' Executive Chef, Robert Bartley. Menu online.

BREAK SPONSORED BY TE WEALTH



3:00 — 3:50 pm
**Turning Back the Overtime Clock:
The True Costs of Longer Working Hours**

A recent study by Statistics Canada captured headlines when it confirmed Canadians are working longer hours and spending less time with their families and on personal matters. In contrast, western European workers jealously guard their vacation and holiday entitlements and yet remain extremely productive. This session will explore whether Canada can forge a “middle way” that reverses the trend towards longer working hours. Hear directly from the senior Statistics Canada official responsible for the ground-breaking study. Then meet two remarkable CEOs who are bucking the trend — and have made progressive vacation and time-off allowances key parts of their recruitment and retention strategy.

Moderator:

ROSEMARY BENDER, Director General, Social and Demographic Statistics, Statistics Canada, Ottawa

“TOP EMPLOYER” CASE STUDIES:

RAZOR SULEMAN, Chief Executive Officer, *I Love Rewards Inc.*

GARY GANNAGE, President & CEO, AMAPCEO

3:50 — 4:00 pm
**Closing Remarks by Conference
Co-Chairs & Special Air France Draw**

Join the conference co-chairs for their closing thoughts on this year's event and a summary of the key themes discussed. Make sure you are on hand for a very special draw: one lucky conference delegate will receive a remarkable prize: **two return air tickets anywhere in the world that Air France flies!**

RICHARD YEREMA, Author, *Canada's Top 100 Employers*

ANTHONY MEEHAN, Publisher, *Canada's Top 100 Employers*



About the Top Employer Summit

We strive to make the editorial content of our conference completely commercial-free. Presenters are hand-picked by our editorial team to bring you the latest thinking on becoming an employer of choice. The 2007 Top Employer Summit is the only conference where you can meet the organizers and writers of the annual Canada's Top 100 Employers competition.

1:45 — 2:45 pm
**Building Healthy Lifestyles & Prevention: Recent
Developments in Wellness and Health Benefits**

Increasingly, progressive employers are taking more active roles in encouraging healthy lifestyles and preventing sickness among their employees. Like other initiatives discussed at this year's conference, these programs can create a powerful bond with employees — and can have significant returns in recruitment and retention. In this session, you'll meet two remarkable employers that have developed innovative wellness and health programs — they will change the way you think about this traditional HR benefit.

Moderator:

MARG RAPPOLT, Deputy Minister, Health Promotion, Ontario Ministry of Health, Toronto

“TOP EMPLOYER” CASE STUDIES:

STAN MACLELLAN, Director, Human Resources Durham Regional Police Service, Oshawa ON

DEL ROBINSON, Director, Core HR Services, Farm Credit Canada, Regina SK



CAROLINE CONNELL, Editor-in-Chief, *Today's Parent Magazine*



PETER WEDDLE, Best-selling Author & Columnist



CAROLYN CLARK, Senior Vice-President, HR, Fairmont Hotels & Resorts



To register, visit www.EmployerSummit.ca

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**SPECIAL DELEGATE RATE:
ONLY \$199 PER NIGHT**

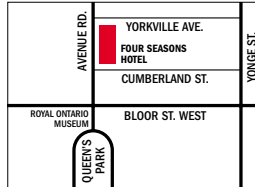
FOUR SEASONS HOTEL
Toronto

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 February 22, 2007 and pay just \$199 per night – a savings of \$196. To reserve, call **416-964-0411** and request the rate for the "2007 Top Employer Summit".

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



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 (\$295 plus tax) by calling 1-800-361-2580.

Fly Air Canada to this conference and save 10% on most fare classes. To obtain this discount, delegates must book online at www.aircanada.ca and enter the promotion code UXZUVKE1.

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 our Conference Manager 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 Greg Varano for his photo work on the Top Employer Summit. Greg's work appears throughout this brochure.

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. The conference organizer shall not be liable for (and shall be entitled to use) any photos taken of delegates or conference proceedings for promotional purposes.

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

2007 Top Employer Summit
Mediacorp Canada Inc.

21 New Street, Toronto, ON M5R 1P7

Tel. (416) 964-6069 Fax (416) 964-3202

www.EmployerSummit.ca



ABOUT OUR MENU

We carefully plan the food and refreshments at our conference to stimulate ideas and contribute to the learning experience. Good food and great conversation go hand in hand. To see our full menu for both days, visit www.EmployerSummit.ca and follow the "Hotel" link. Special dietary requests can be accommodated by contacting conference@mediacorp.ca in advance.



SPECIAL AIR FRANCE DRAW

On the second conference day, Air France will be drawing the name of one lucky delegate for an exceptional prize: two free round-trip air tickets to any city in the world served by Air France! Paris, Rome, Bangkok or more than 100 other cities – the choice of destination is yours. Full contest details and an entry form will be included in your delegate materials.



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 2008 event. If you would like to introduce your company or organization to a blue-chip audience of CEOs and senior HR decision-makers, please telephone our Conference Manager 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 2007 Top Employer Summit. Conference registration staff will be pleased to provide a special receipt for this purpose upon registration.

To register, call 1-800-361-2580

2007 TOP EMPLOYER SUMMIT

Registration



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- 🖱 Online at **www.EmployerSummit.ca**
- 📠 Fax this form to **416-964-3202**

✉ Mail this form to:
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Toronto, Ontario M5R 1P7

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COMPANY/ORGANIZATION: _____

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CITY: _____ PROVINCE: _____ POSTAL CODE: _____ COUNTRY (IF OUTSIDE CANADA): _____

TELEPHONE: _____ FAX: _____

DELEGATE INFORMATION

The registration fee is \$1,995 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.

	DELEGATE NAME	TITLE	TELEPHONE	EMAIL ADDRESS
1				
2				
3				
4	(4th DELEGATE ATTENDS FREE!)			

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PLEASE INDICATE METHOD OF PAYMENT: VISA MASTERCARD AMERICAN EXPRESS BILL US

CARD NUMBER: _____ EXPIRY DATE: _____

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HOW DID YOU FIND OUT ABOUT THIS CONFERENCE? _____

You will receive a confirmation by email when your registration has been completed.

You can also register online at EmployerSummit.ca