

February 6 - 8, 2012  
San Francisco, CA

 Gateway Management, Inc.

Business Analytics Week

# Human Resources Planning & Analysis



Strategic Workforce Planning  
Human Capital Analytics • Integrated Talent Management  
Predictive Analytics for HR Management • Workforce Analytics  
Talent Management Performance Analysis • Workforce Scorecards

510-984-3026 ♦ [www.gmi-solutions.com](http://www.gmi-solutions.com)

# Program Agenda



## Monday, February 6, 2012

2:00 – 5:00 pm Pre-Event Workshops

5:00 pm Networking Reception

## Tuesday, February 7, 2012

8:30 am **Keynote: Evidence-Based Decision Making in HR**  
*HR decision making that reflects data-driven insight and comprehensive analysis*

9:45 am **Keynote: Human Capital Analytics**  
*Link HR initiatives to business outcomes through workforce analytics*

	Track A: Talent Management Planning & Analysis	Track B: Workforce Planning & Analysis
11:00 am	<b>Strategic Talent Initiatives for Competitive Advantage</b> <i>Maximize talent planning, workforce analysis and strategic alignment to optimize performance</i>	<b>Strategic Workforce Planning</b> <i>An advanced framework for implementing workforce planning and analysis</i>
12:00 pm	<b>Lunch and networking break</b>	
1:00 pm	<b>Talent Planning and Analytics Roadmap</b> <i>A roadmap for improved talent planning and analysis that drives better HCM decision making</i>	<b>Strategic Workforce Planning Alignment</b> <i>Link workforce planning to organizational planning initiatives</i>
2:15 pm	<b>Talent Acquisition Program and Process Excellence</b> <i>Develop a “best in class” program for acquiring and retaining top talent</i>	<b>Workforce Planning Insights &amp; Innovations</b> <i>Using data to influence decision making for improved workforce planning</i>
3:30 pm	<b>Talent Management Performance Analysis</b> <i>Develop and implement an effective talent management system to drive strategic execution</i>	<b>ROWI and Workforce Intelligence</b> <i>Understand the strategic importance of talent investments and Return on Workforce Investment</i>
4:30 pm	<b>Networking Reception</b>	

## Wednesday, February 8, 2012

8:30 am **Keynote: HR Transformation**  
*Create a new, transformative vision for HR to lead organizational growth*

9:45 am **Keynote: Predictive Analytics for Human Resources**  
*A data mining approach for predicting voluntary turnover*

	Track A: Talent Management Planning & Analysis	Track B: Workforce Planning & Analysis
11:00 am	<b>Change Management for Talent Management</b> <i>“Making Change Stick” to drive performance and accountability</i>	<b>Workforce Analytics at Work</b> <i>Case study on competitive advantage through workforce planning and analytics</i>
12:00 pm	<b>Lunch and networking break</b>	
1:00 pm	<b>Integrated Talent Management</b> <i>An integrated approach to talent management and talent optimization</i>	<b>Build an HR Business Intelligence Team</b> <i>Develop a strong, fact-based HR team with comprehensive data-driven decision making power</i>
2:15 pm	<b>Workforce Planning and Talent Management: The Road Ahead (Survey Results)</b> <i>Develop and clarify the path for moving forward – “How to get it done”</i>	
3:30 pm	<b>Adjourn</b>	

In today's marketplace, good analytics are the key differentiator for smarter decision making and gaining competitive advantage. An organization's ability to harness and leverage the wealth of available data is a key factor in effective strategic planning. **Human Resources Planning & Analysis 2012** is a comprehensive learning and networking opportunity analyzing the most pressing concerns of human capital management, workforce planning and advance analytics.

*This two-track event is a very unique opportunity for those looking to expand their knowledge of human capital planning through analytics*

**Human Resources Planning & Analysis 2012** is a two-track event, combining Workforce Planning & Analysis and Talent Management Planning & Analysis. This unique program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Mornings begin with plenary keynote addresses from some of the nation's top corporate strategic planners and innovative minds, focusing on business analytics. Following these keynote sessions, attendees will then choose the track that is most relevant to their interest or role allowing attendees the opportunity to learn from case studies and in-depth learning exercises designed for specific analytical functions.

**Human Resources Planning & Analysis 2012** is part of **Business Analytics Week 2012**. This comprehensive event brings together analytics users from across functions and industries into one integrated, week-long event. **Business Analytics Week 2012** is the most comprehensive business analytics event on the market today.

Bring Your Team  
3 Attendee Group Rate

**\$ 3,995**

# Human Resources Planning & Analysis 2012

Recent Presenters Include:



 Gateway Management Inc.

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Day One - 8:30

## Evidence-Based Decision Making in HR

*HR decision making that reflects data-driven insight and comprehensive analysis*

- Link HR to the economics of the business
- Aggregate and analyze data to make more effective strategic decisions
- Optimize the quantity and quality of useful information
- Implement evolving techniques to help drive effective strategy planning and execution
- Leverage technology for improved accuracy, deeper business knowledge and real time decision making

Day One – 9:45

## Human Capital Analytics

*Link HR initiatives to business outcomes through workforce analytics*

- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Incorporate analytical decision making into all talent management processes
- Leverage knowledge of key workforce measures to optimize performance
- Identify key drivers for measuring and managing workforce needs





Talent Management Planning & Analysis

Workforce Planning & Analysis

11:00 am

**Strategic Talent Initiatives for Competitive Advantage**

*Maximize talent planning, workforce analysis and strategic alignment to optimize performance*

- Develop a talent management program that creates competitive advantage
- Create management intelligence to better understand the business
- Transformational analysis with cross functional collaboration and advanced business intelligence
- Operationalize processes and procedures to drive better decision making

**Strategic Workforce Planning**

*A systematic framework for implementing a leading workforce planning program*

- Effective analysis that allows senior management to make more informed decisions
- Develop linkages between workforce planning, strategic planning and execution
- Decision support aligned to business needs and objectives
- Leverage knowledge of key workforce measures to optimize performance
- Identify key drivers for measuring and managing workforce needs

1:00 pm

**Talent Planning and Analytics Roadmap**

*A roadmap for improved talent planning and analysis that drives better HCM decision making*

- Leverage talent analytics to drive talent planning and management
- Create linkages between talent planning, strategic planning and execution
- Decision support aligned to business needs and objectives
- Leverage knowledge of key talent measures to optimize performance
- Maximize talent analytics to better predict future human capital needs

**Strategic Workforce Planning Alignment**

*Link workforce planning to organizational planning initiatives*

- Develop linkages between workforce planning, strategic planning and execution
- Understand workforce planning mechanisms and key measures
- Leverage knowledge of key workforce measures to optimize performance
- Identify key drivers for measuring and managing workforce needs

2:15 pm

**Talent Acquisition Program and Process Excellence**

*Develop a “best in class” program for acquiring and retaining top talent*

- Identify key drivers for acquiring and managing the right talent
- Develop methodological approaches to managing talent acquisition activities
- Emphasize repeatable processes for workforce forecasting, planning and execution
- Develop an advanced talent acquisition plan with detailed on-boarding strategies

**Workforce Planning Insights & Innovations**

*Using data to influence decision making for improved workforce planning*

- Developing cross-functional support to align people, process, data, metrics and technology
- Implement controls to ensure data flow and integrity
- Identify and evaluate process improvement methodologies for data collection and delivery
- Consistently extract, analyze and collate data from a variety of sources

3:30 pm

**Talent Management Performance Analysis**

*Develop and implement an effective talent management system to drive strategic execution*

- Implement a methodological approach managing human capital performance
- Leverage scorecards and dashboard to monitor strategic execution
- Develop timely, engaging reports with thorough analysis of results
- Utilize a manage system to monitor and drive performance

**ROWI and Workforce Intelligence**

*Understand the strategic importance of talent investments and Return on Workforce Investment*

- Incorporate an information supply chain to support workforce measurement
- Leverage technology, people and processes to drive ROWI
- Develop linkages between ROWI and engagement to establish workforce drivers
- Utilize ROWI to become an independent variable for predictive analysis



Day Two – 8:30

## HR Transformation

Create a new, transformative vision for HR to lead organizational growth

- Maximize cross-functional support to align people, process, data, metrics and technology
- Consistently extract, analyze, collate and leverage data to transform human resources
- Leverage people, processes and technology to drive human capital advantages
- Incorporate a culture based around business HR business intelligence and data management

Day Two – 9:45

## Predictive Analytics for Human Resources

*A data mining approach for predicting voluntary turnover*

- Analyze an effective workforce analytics strategic framework
- Data driven method of developing retention strategies and plans
- Identify the predictive patterns of voluntary separation
- Develop a skills based mentality for data mining





Talent Management Planning & Analysis

Workforce Planning & Analysis

11:00 am

**Change Management for Talent Management**

*“Making Change Stick” to drive performance and accountability*

- Maximize the liaison role between HR and executive decision makers
- Incorporate talent planning and change management throughout the organization
- Translate HR data to engage employees and attain improved buy-in
- Provide access to information to promote accountability and transparency

**Workforce Analytics at Work**

*Case study on competitive advantage through workforce planning and analytics*

- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Leverage knowledge of key workforce measures to optimize performance
- Cascade strategies across functions and departments to ensure successful execution

1:00 pm

**Integrated Talent Management**

*An integrated approach to talent management and talent optimization*

- Create clearly defined linkages between talent planning processes, talent management needs and organizational strategies
- Identify core roles, manage talent needs, implement KPIs and monitor evolving trends
- Optimize performance by attracting, engaging and retaining top talent

**Build a HR Business Intelligence Team**

*Develop a strong fact based HR team with comprehensive data driven decision making power*

- Create a vision for HR business intelligence and data driven decision making
- Implement better, faster business decisions enabled by credible data and insight
- Utilize a roadmap to drive planning, continuous intelligence and operational excellence
- Understand talent needs necessary for HRBI success

2:15 pm

**Workforce Planning and Talent Management: The Road Ahead (Survey Results)**

*Develop and clarify the path for moving forward – “How to Get it Done”*

- Interactive closing session focused on creating a plan of action based on lessons learned
- Dynamic discussion around people, processes and tools for HCM
- Attendees will analyze survey results to better understand developing trends

# Workshops

## Data Quality Management Workshop

Half-day workshop 12:30 – 3:30pm  
Optional alternative to afternoon sessions

*“Decisions are only as good as the information on which they are based.”* Analytics users struggle with data quality as a primary issue when trying to make evidence-based and data-driven decisions. Knowing that organizational data is in a constant state of flux, it is important for organizations to create an established data quality and governance framework. This workshop simplifies data quality management through an easy to use, 7 step governance framework. This framework has been implemented in some of the nation’s largest and most complex, data-using organizations and has proven scalability.

### Course Learning Objectives:

- Seven-step data quality management framework
- Fundamentals of data consolidation and aggregation
- Explaining the data quality challenge
- Data-quality lifecycle models and criteria-driven, proactive/reactive processes
- Data validation methodologies

## Business Analytics Workshop

Half-day workshop 4:00 – 7:00pm

Analytics are a fundamental tool to address business challenges and reveal business insights. Though business analytics offer a wealth of opportunity and competitive advantage, there are also risks associated with not performing analytics processes efficiently and accurately. Both business users and data and analytics managers must speak the same language and understand the business concerns being addressed. This workshop introduces a framework for effectively using analytics to address a breadth of organizational issues, across functional disciplines.

### Course Learning Objectives:

- Understand the link between business analytics and business success
- Understand the analytics value-chain for optimized usage
- Data management, translation and interpretation
- Align business analytics with business objectives
- Create a unified framework for data and analytics usage throughout the organization



# Business Analytics Week 2012

## *Unique Learning Opportunities*

**Business Analytics Week 2012** is the premier thought leadership and networking summit on the market. With more than ten distinct tracks and workshops, delegates are given a unique opportunity to learn from dozens of top practitioners from the nation's leading organizations. The curriculum is designed specifically to address both functional analytics and business strategy to create an integrated, cross-functional perspective.

## *Premier Networking Event*

We recognize the importance of networking before, during and after the event. Hundreds of analytics professionals will be in attendance at **Business Analytics Week 2012**, fostering a tremendous opportunity to network with business people from a breadth of industry and functional backgrounds. Several networking receptions and breaks are scheduled throughout the course of the week. Additionally, all attendees are given membership into the Gateway Analytics Network to facilitate pre and post event learning and networking.

## *Vendor-Neutrality*

Gateway Management takes pride in the vendor-neutrality at **Business Analytics Week 2012**. We take strong steps to ensure that both plenary and breakout sessions are void of software or solution pitches.

Tuesday February 7, 2012	FP&A 2012	
	HR Planning & Analysis 2012	Talent Management Planning & Analysis
		Workforce Planning & Analysis
Wednesday February 8, 2012	FP&A 2012	
	HR Planning & Analysis 2012	Talent Management Planning & Analysis
		Workforce Planning & Analysis
Thursday February 9, 2012	Predictive Analytics & Business Insights	
	Marketing Planning & Analysis 2012	B2B Marketing Planning & Analysis 2012
		Consumer Marketing Planning & Analysis 2012
		Digital Analytics 2012
Friday February 10, 2012	Predictive Analytics & Business Insights	
	Marketing Planning & Analysis 2012	B2B Marketing Planning & Analysis 2012
		Consumer Marketing Planning & Analysis 2012
		Digital Analytics 2012

# A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in human resources planning and analytics, they also come to meet with peers from different industries across and functional backgrounds. Keeping this in mind, attendees are given a chance to network with colleagues from across analytical functions.

*Network with colleagues and industry experts from different analytical functions*

An entire week of cross-functional analytics will cover topics related to talent management, workforce planning, marketing, FP&A, predictive analytics and business insights. Several networking receptions will be taking place throughout the week, providing a great opportunity to meet and learn from hundreds of attendees from these distinct areas of focus. Additionally, an online community will provide a continuous forum for continued engagement among attendees and presenters before and after the event.



## Human Resources Planning & Analysis

Recent attendee organizations include:

Accuray  
Actelion Pharmaceuticals  
Adobe Systems  
Affymetrix  
AGCO  
Alere  
Allstate  
American Superconductor  
Amway  
AMICA MUTUAL INSURANCE  
AppliedMicro Circuits  
Appro  
Array BioPharma  
Audi  
Atmel  
Bank of the West  
BASF  
Beekley  
Blessing Health  
Briggs International  
Cadence  
Cedar Sinai  
Celanese Corporation  
Centura Health  
Cepheid  
Charles Schwab  
Chik-Fil-A  
Chipotle  
Chiquita  
Cisco  
Citrix  
CNN  
Comcast  
ConAgra  
Copa Airlines  
Cox  
Dean Foods  
Diebold  
Dolby  
Dominoes  
EA  
eBay  
EJ Gallo  
Emerson  
Eon US  
ESPN  
Exelon Corporation  
Expedia  
F5  
Facebook  
FedEx  
Ferring Pharma  
Fifth Third Bank  
FL Smidth  
Flour  
Foot Locker  
FW Murphy  
Gap Inc.  
Genentech  
Gilead  
Grant Thornton LLP  
Hamilton Beach Brands, Inc.  
IHG  
Infinity Pharmaceuticals  
Intuit  
JCI  
JDS Uniphase  
JP Morgan  
Juniper  
Gap Inc.  
Genworth  
Hardies  
Harvard Clinical Research Institute  
JDS Uniphase  
Johnson Matthey  
JP Morgan  
Juniper  
Keurig  
Kaiser Permanente  
KLA-Tencore  
Lam Research  
Lancer Corp  
Land O' Lakes  
Levi's  
Lexis Nexis  
Liberty Mutual Group  
Life Technologies  
Lincoln Industries  
McDean  
Maxwell Technologies  
Maxygen, Inc.  
Macys.com  
Lonza  
Mercedes-Benz USA  
MGM Resorts  
Micron Technology  
Microsoft Corporation  
Morrison & Foerster LLP  
Mutual of Omaha  
Nestle  
NetApp  
Nike  
Nissan  
Omnicell, Inc.  
Papa Murphy's Intl.  
PayPal  
Popeyes Louisiana Kitchen  
Procter & Gamble Company  
RCI  
Rent-A-Center  
Research In Motion  
Roche  
SanDisk  
Sara Lee  
Scotttrade  
Sephora  
Stryker  
Symantec  
Tibco  
Timberland  
Tempur Pedic  
Trident Micro  
URS  
USAA  
Visa Inc  
Vonage  
WellPoint, Inc.  
Wells Fargo  
Turner Sports  
And many more...

San Francisco

# Area, Venue & Travel Information



Room Rate

**\$ 149.<sup>00</sup> / night**

Reservations: 1-888-627-8404

Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.

Online Reservations:

<https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1110311089&key=D4CF7>

## Area – San Francisco International Airport

Located near San Francisco International Airport, our venue provides excellent access to Bay Area transportation as well as all the city has to offer. Gateway Management has on-the-ground knowledge of the area's best restaurants, hotels and shows to maximize your experience outside the Summit.

## Hotel and Accommodation Facilities

Our venue's excellent location offers easy access to the entire San Francisco Bay Area. We have scouted locations throughout the region and find that the Westin San Francisco Airport offers excellent accommodations, a unrivaled meeting environment and tremendous value.

## Travel

This event is best accessed by-way-of San Francisco International Airport. A hotel shuttle leaves every 20 minutes from SFO, directly to the event location. Oakland International Airport offers another convenient traveling option for our non-local guests and can be accessed by BART trains or taxi cabs.

## Venue – Westin San Francisco International Airport

**The Westin San Francisco Airport**  
1 Old Bayshore Highway  
Millbrae, CA 94030



## Earn CPEs

**CPE Credits: Up To 17**

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).

Program Level:	Basic
Delivery Method:	Group-Live
Prerequisites:	None
Advanced Preparation:	None



Human Resources Planning & Analysis 2012

# Registration & Contact Information

## Attendee Information

Attendee Name	
Title	Organization
Email	Phone Number
Additional Attendee Name	
Title	Email
Additional Attendee Name	
Title	Email

## Payment Information

Check/Purchase Order
  Credit Card

Name on Card	
Card Number	
Expiration Date	CV2 (card verification number)
Billing Address	
City/State/Zip	

**Pay By Check:**  
Checks should be made payable to Gateway Management. The mailing address for checks and tax forms is:

Gateway Management  
 2625 Alcatraz Avenue, #341, Berkeley, CA 94705

**Cancellation/Rescheduling Policy:**  
All cancellations made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Altamont Group programs.

## Human Resources Planning & Analysis Fees

<input type="checkbox"/>	Early Registration <i>Tuesday &amp; Wednesday Event</i>	\$ 1,599. <sup>00</sup>
<input type="checkbox"/>	Standard Registration <i>Tuesday &amp; Wednesday Event</i>	\$ 1,799. <sup>00</sup>
<input type="checkbox"/>	Additional Attendee <i>Tuesday &amp; Wednesday Event</i>	\$ 1,299. <sup>00</sup>
<input type="checkbox"/>	3 Attendee Rate	\$ 3,999. <sup>00</sup>

## Business Analytics Week Add-On Options

<input type="checkbox"/>	Data Quality Management Included/Optional	Included
<input type="checkbox"/>	Business Analytics half-day Workshop	\$ 399. <sup>00</sup>
<input type="checkbox"/>	Business Analytics Week <i>Five Day Event</i>	\$ 2,799. <sup>00</sup>

For "Early Registration", register by November 25, 2011

Call  
510-984-3026

Fax  
510-380-7377

Online  
[www.gmi-solutions.com](http://www.gmi-solutions.com)

For group discounts, packages and local information please email Alex Smith:  
[asmith@gmi-solutions.com](mailto:asmith@gmi-solutions.com)