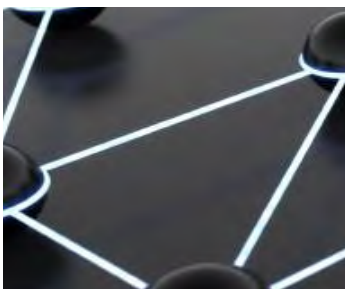


# Workforce Planning & Analysis *2011*



Integrated Business Planning  
Workforce Forecasting & Scenario Analysis ♦ Performance Analysis  
Advanced Workforce Analytics ♦ HR Metrics & Workforce Analytics  
Talent Management & Human Capital Strategies

# Program Agenda

Monday, April 18<sup>th</sup>; Day One

8:00 am Registration, orientation and continental breakfast

8:30 am Keynote:  
**Integrated Business Planning**  
*Improve organizational performance with cross functional enterprise planning*

9:30 am Keynote:  
**Competitive Advantage Through Analytics**  
*Harness analytics to promote better strategic planning and drive execution*

10:30 am Networking Break

11:00 am **Strategic Workforce Planning**  
*An advanced framework for implementing workforce planning and analysis*

Noon Lunch & Networking Break

1:00 pm **Evidence-Based Decision Making for HR**  
*HR decision making that reflects data driven insight and comprehensive analysis*

2:15 pm **Workforce Analytics at Work**  
*Link HR initiatives to business outcomes through workforce analytics*

3:30 pm **Predictive Analytics for Workforce Planning**  
*Develop a model for predicting returns on workforce investments*

4:30 pm **Technology Brief**  
*An opportunity to view current solutions in the business intelligence and analytics marketplace*

Tuesday, April 19<sup>th</sup>; Day Two

8:00 am Registration, orientation and continental breakfast

8:30 am Keynote:  
**Advanced Analytics**  
*Decision making based on facts, data and analytical insight*

9:30 am Keynote:  
**Data Translation, Interpretation and Delivery**  
*Deliver meaningful information to drive better business decisions*

10:30 am Networking Break

11:00 am **Integrated Talent Management**  
*An integrated approach to talent management and succession planning*

Noon Lunch & Networking Break

1:00 pm **HR Metrics and Workforce Analytics**  
*Utilize KPIs and performance drivers to improve workforce planning results*

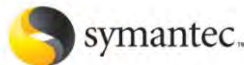
2:15 pm **Communication and Integration**  
*Achieve and monitor performance by promoting workforce planning and talent awareness*

3:30 pm **Adjourn**

## Past Presenter Organizations Include



blue of california



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# Workforce Planning & Analysis 2011

**Workforce Planning & Analysis 2011** is a comprehensive training opportunity that provides best practice case studies, hands on application workshops, small group trainer consultation, interactive roundtable dialogues and peer to peer networking. This format allows attendees to assess best practices from leading organizations, then learn to apply the challenging approaches through hands on learning and lastly, provide small group trainer consultation to address specific needs.

**Workforce Planning and Analysis 2011** is designed to give you effective tools for forecasting, measuring and managing organizational needs for being a talent driven organization. This forum provides best practices, case studies, hands on learning approaches and interactive dialogue sessions.

Attendees will learn:

- Fundamentals of workforce planning & scenario analysis
- HR Measures & metrics
- Best practices in using advanced analytics for better workforce planning
- Data translation, interpretation & quality analysis
- Strategic workforce planning strategies
- Workforce performance analysis

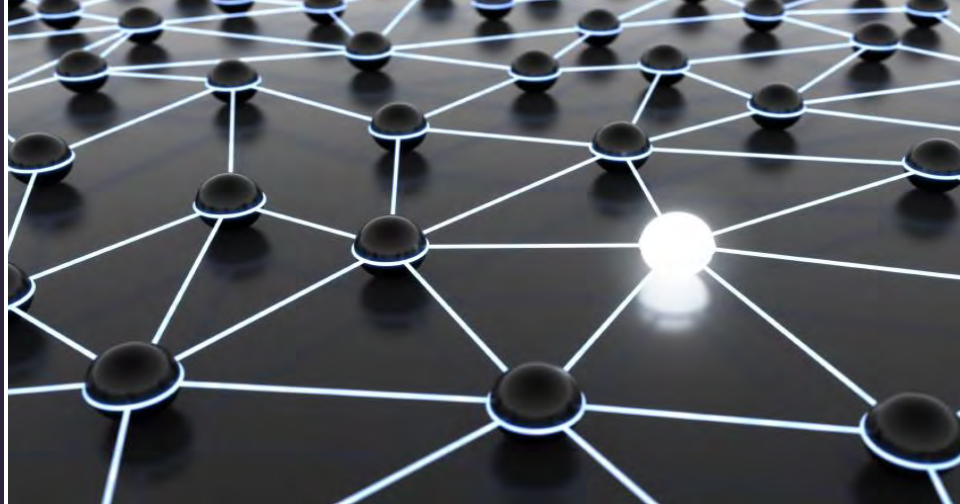
3 Attendee Group Rate

\$ 3,995.<sup>00</sup>



Day One:

# Keynote Case Studies & Best Practices



8:30 am

## **Keynote: Integrated Business Planning**

*Improve organizational performance with cross functional enterprise planning*

- Use a functionally integrated approach for streamlined business planning
- Leverage technology and advanced processes for more accurate enterprise information
- Insure financial, marketing and workforce plans are linked to strategic plan
- Evaluate plans and activities based on the true economic impact of each consideration
- Extend visibility to identify impacts of specific market events well into the future

9:30 am

## **Keynote: Competitive Advantage through Analytics**

*Harness analytics to promote better strategic planning and drive execution*

- Optimize distinct business capabilities to gain competitive advantage
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Utilize analytics to better determine ROI
- Establish predictive capabilities through analytics for better forecasting

11:00 am

## **Strategic Workforce Planning**

*Link workforce planning to organizational planning initiatives*

- 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



Day One:

# Best Practices & Strategy Sessions

1:00 pm

## 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

2:15 pm

## Workforce Analytics at Work

*Link HR Initiatives to Business Outcomes through Workforce Analytics*

- Incorporate measures that drive accountability and performance
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics utilized in the forecasting process

3:30 pm

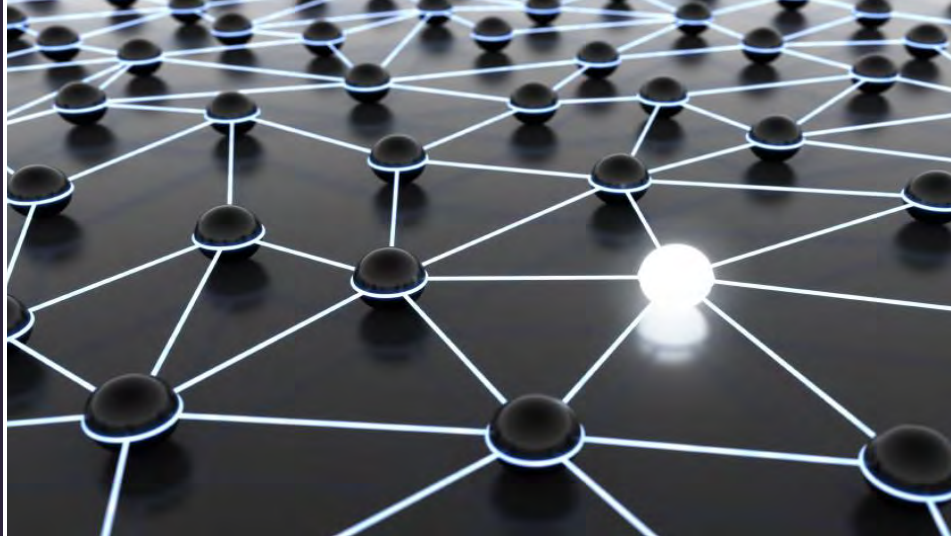
## Predictive Analytics for Workforce Planning

*Develop a model for predicting returns on workforce investments*

- Use qualitative and quantitative data to develop accurate prediction models
- Develop a methodological approach to aligning talent needs with strategic needs
- Determine the future value of talent investments and their effect on the organization

Day Two:

# Keynote Case Studies & Best Practices



8:30 am

## **Keynote: Advanced Analytics**

*Optimize performance through the implementation and integration of advanced analytics*

- Use advanced statistical and econometric methodologies to make better predictions
- Total cost minimization and net revenue maximization methodologies
- Develop models for better scenario planning for predictive sales and risk management
- Multivariate testing and advanced regression modeling
- Synthesize integrated analytical insights into tactical planning

9:30 am

## **Keynote: Data Translation, Interpretation and Quality Analysis**

*Develop meaningful interpretations and recommendations to drive business decisions*

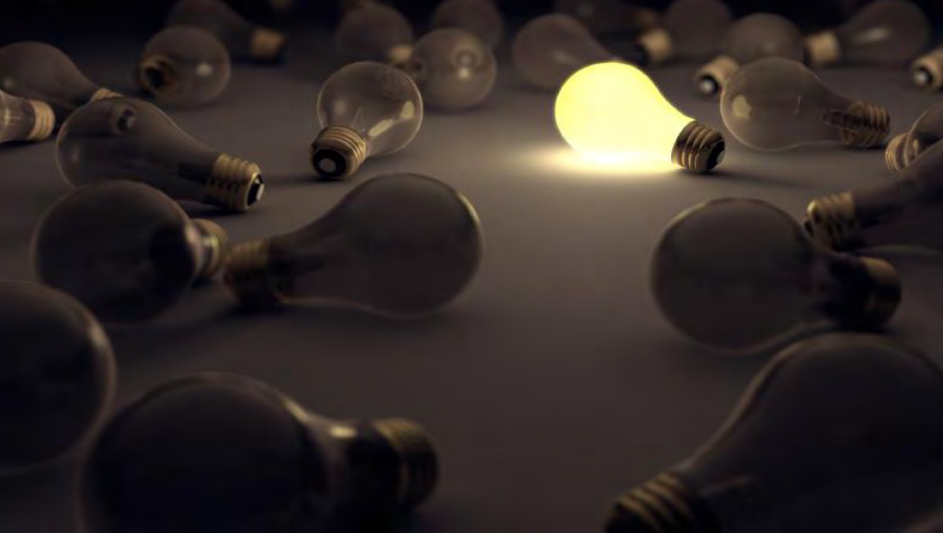
- Developing cross-functional support to align people, process, data, metrics and technology
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution
- Identify and evaluate process improvement methodologies for data collection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

11:00 am

## **Integrated Talent Management**

*A comprehensive approach to talent management and succession planning*

- 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
- Ensure resourcing priorities are met through effective training, succession planning and talent development
- Lifecycle modelling for talent management and succession planning
- Develop procedures to assess, manage and reports results



Day Two:

# Intensive & Interactive Application Workshops

1:00 pm

## **HR Metrics and Workforce Analytics**

*Utilize KPIs and performance drivers to improve workforce planning results*

- Utilize measures that drive accountability and performance
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics utilized in the forecasting process
- Utilize a manage system to monitor and drive performance
- Develop timely, engaging reports with thorough analysis of results

2:15 pm

## **Communication and Integration**

*Achieve and monitor performance by promoting hr planning and talent awareness*

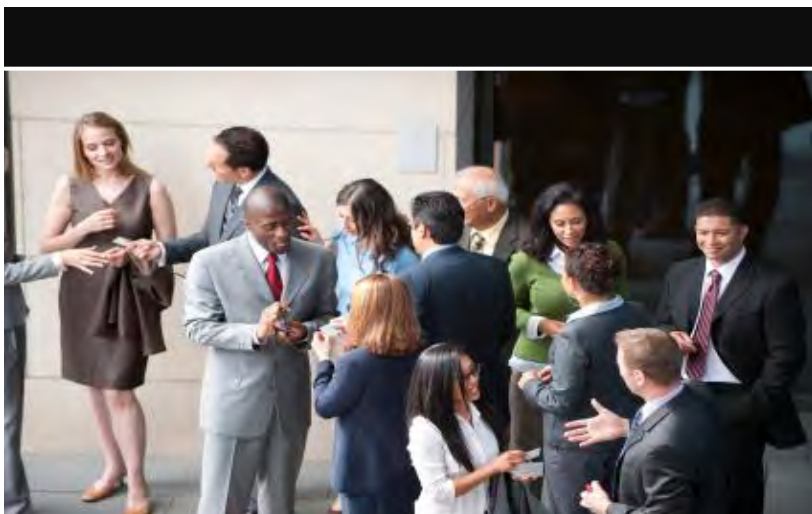
- Maximize the liaison role between HR and executive decision makers
- Translate workforce data to engage employees and attain improved buy-in
- Provide access to information to promote accountability and transparency

# Networking Opportunities

Not only do attendees come to learn innovative skills and best practices in marketing planning, they also come to meet with peers from different industries across the nation. 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*

Five business analytics tracks are being held simultaneously, focusing on S&OP, data management, marketing, financial and workforce planning and analysis. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better performance.



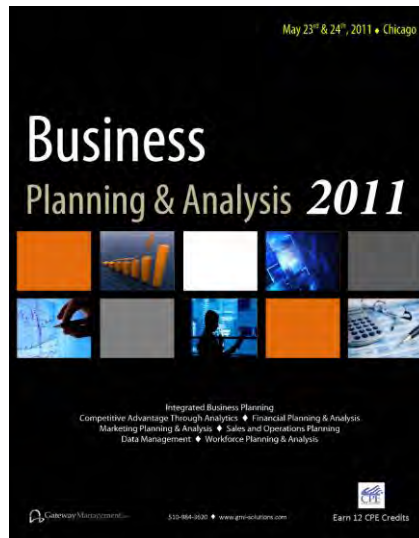
## Data Management Planning & Analysis

Gateway Management is a recognized leader in providing premier training events on strategic planning through analytical insight. 2010 attendee companies include:

Chipotle Mexican Grill	Metaswitch
Express Scripts	Direct Energy
Sara Lee	Crowe Paradis Services
facebook	Kobie
Hamilton Beach Brands, Inc.	Lonza
Salt River Project	Zodiac Pool Systems
Toyota	Beekley
Research in Motion	FL Smidth
Kaiser Permanente	Copa Airlines
Qualcomm	Access Pass & Design
Roche	AHIMA
Juniper	Ametek
Wells Fargo	BitTorrent Inc.
Maxwell Technologies	Bryant Rubber
Arup	Colorado Technical University
YSU	Cross Country Home Services
Abraxas Energy Consulting	F5
Bonneville Environmental	Genomic Health
Infinity Pharmaceuticals	GreenRoad Technologies
Medicis	Jacksonville Aviation Authority
Belo	Life Technologies Corporation
Tempur Pedic	Lyrus
eSource	Majestic Steel
Genentech	Maxygen, Inc.
Lithia	Milestone AV Technologies
Citrix	Redwood Trust
Palm	Transtector Systems, Inc.
Southwest Airlines	URS
PayPal	Wafergen Bio-Systems, Inc.
Ernst & Young	ZIN Technologies, Inc.
Symantec	Resource Planning Solutions
IAC	OnBase
Arrow Electronics	Security Benefit
Blue Shield of CA	Intcomex
Apple	Occam Networks
PG&E	Unified TelData Inc
Jones Hearing	JAKKS
UHC	Tibco
Rack Space	Radian
Cummins	3ds
Nike	Hardie's Fruit and Vegetable
NetApp	Merisant
Eon US	MRC
Cadence	Accuray Incorporated
Intuit	RDO Equipment Co.
Price Waterhouse Coopers	Bazaar Voice
Adobe Systems	Microsoft

# Workforce Planning & Analysis 2011

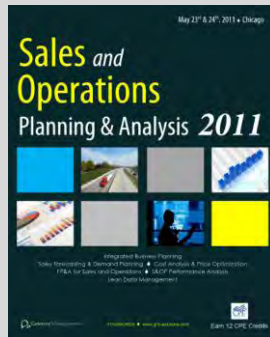
is one component of a functionally integrated, 5-track event



FP&A 2011



Marketing Planning & Analysis 2011



Sales and Operations Planning & Analysis 2011



Workforce Planning & Analysis 2011



Data Management Planning & Analysis 2011

(Click an image to access full brochure)

This unique collaborative program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Each morning, attendees will gather for keynote presentations from strategic planners and business intelligence executives from top organizations. Following these keynote addresses, attendees will break out into separate areas to learn from experts discussing topics

Chicago

# Area, Venue & Travel Information



Room Rate

**\$ 189.<sup>00</sup> / night**

Reservations: (312) 332-1200

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

Online Reservations:

[Gateway Management, Inc.](#)

## Area – Chicago

Located in **Chicago's Downtown**, our venue is located in the heart of the city's shopping, restaurant, accommodation and entertainment epicenter. Gateway Management can assist you with information regarding **the area's best restaurants, hotels and shows** to maximize your experience outside the Summit.

## Hotel and Accommodation Facilities

Gateway Management extensively reviews conference venues, choosing those that offer the best value to business travelers. We aggressively negotiate hotel rates at the venue location to offer maximum on-site convenience at the best price. Furthermore, our **venue's prime location offers dozens of choices of** off-site accommodations from boutique to internationally recognized brands.

## Travel

**Most guests will arrive via Chicago O'Hare International Airport or Chicago Midway International Airport.** The venue is located approximately 20 minutes by car or shuttle. Once downtown, amenities are accessible via a short walk, taxi or public transportation.

## Venue – "W" Chicago City Center

**Venue Address:**

**"W" Chicago City Center  
172 West Adams  
Chicago, IL 60603**



## Earn CPEs

**CPE Credits: 12**

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



Workforce Planning & Analysis 2011, Chicago

# Registration & Contact Information

## Registration Form

Name

Title

Organization

Street Address

City/State/Zip

Telephone

Fax

Email

## Payment Information

Check/Purchase Order

Credit Card

Name on Card

Card Number

Expiration Date

CV2 (card verification number)

Billing Address

City/State/Zip

### ***Cancellation/Rescheduling Policy***

All cancellations that 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 Gateway Management programs.

## Fees ♦ Registration

<input type="checkbox"/>	Early Registration	\$ 1,599.00
<input type="checkbox"/>	Standard Registration	\$ 1,799.00
<input type="checkbox"/>	3 Attendee Group Rate	\$ 3,995.00
<input type="checkbox"/>	Additional Attendee	\$ 1,299.00

For "Early Registration", register by January 28, 2011

## Call

510-984-3620

## 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)