

HR R

#HRRDEFINED18



HR Redefined: Making the Case

How to convince your boss to send you to one of the largest HR conferences on the east coast.

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HR Redefined 2019

HR REDEFINED 2019

[HR Redefined 2019](#) is right around the corner! There's a lot to be excited for this year and we can't wait to share what we have in store.

This year, HR Redefined will bring together HR, payroll, and talent professionals from all over the world to hear from industry experts, engage with fresh ideas, and network with forward-looking peers. Inspirational speakers and industry thought leaders will share insights, advice, and ideas that you'll be able to bring back to your company. We promise HRR will be full of "lightbulb" moments and actionable takeaways that will help you take your career to the next level.

If you aren't already sold, read on to discover what else HR Redefined has to offer.



Here's the who, what, where, when, and why of HR Redefined. For even more details and the latest HRR news, check out the conference website.

What: [HR Redefined](#)

When: May 5-7, 2019

Ticket Price: \$899 \$450 (Use promo code **HRR193** at checkout for 50% off!)

Where: Spring Studios in New York City, NY

Number of Attendees: 400+ HR, talent, payroll, and people enthusiasts

Keynote Speaker: New York Times Best-selling author and Harvard University professor, Shawn Achor

Other Speakers: HRR is excited to welcome a diverse and talented selection of speakers this year. [Visit our website](#) for speaker bios and session descriptions.

What else is included with my ticket?



**Namely Training
Workshops**



**Conference
After Party**



**Breakfast
and Lunch**



Fun Swag



Networking



Sponsor Expo

Convincing Your Boss

CONVINCING YOUR BOSS

Whether it's HR Redefined or any other conference, convincing your boss to pay for your ticket can sometimes be a challenge. We've crafted a letter that you can use to state your case. All you have to do is fill in the blanks!



EMAIL TEMPLATE

Hi **Manager Name**,

I'm writing to ask for approval to attend Namely's industry conference, HR Redefined, from May 5-7 in New York City.

HR Redefined will bring together hundreds of HR professionals to learn from industry experts, engage with fresh ideas, and network with forward-looking peers. The conference's three session tracks, engage, analyze, and evolve, allow me to set my own agenda based on the projects I'm most focused on. In particular, I believe the **X** track would help me with my current project of **X** and **X**. The conference's keynote speaker, best-selling author Shawn Achor, will share his powerful and innovative ideas on how to foster an environment that supports and engages employees.

At a total cost of about **\$XXX**, it's the most cost and time-effective way for me to learn and improve on our HR practices. I've included the breakdown of the total cost below:

Conference Fee:

Airfare / Travel:

Hotel/Accommodations:

Meals:

Other:

This is a great opportunity to network with industry leaders and attend valuable educational sessions to gain HR knowledge and implement best practices for our organization. Thank you for your consideration, and I hope we can discuss more this week!

CONVINCING YOUR BOSS

Trying to determine which sessions are right for you? Here's a list of all the conference sessions, their speakers, and what you can expect to learn. If your boss still needs some convincing, highlight your favorite sessions, share exactly what you hope to get out of the experience, and how attending will positively impact your work.

Think Like a Marketer—Your Employer Brand Depends on It *

with Morgan Chaney, *Blueboard*

What You'll Learn: How to better position your company for attracting and retaining top talent by investing in employer brand, differentiating our benefits offerings, and taking a creative, data-driven approach to recruitment.

How to Finally Tie Performance and Compensation Together *

with Whitney Hillyer, *BounceX*

What You'll Learn: How to leverage Namely to implement a new performance scoring system and build a model that gets employees excited about review season.

Navigating HR Challenges at High Growth Companies *

with Richard Dec of *Vega Factor*, Meredith Haberfeld of *ThinkHuman*, Kristin Langdon of *BounceX*, and Ryan Sandler of *TrueWork*

What You'll Learn: How even small HR teams can drive big results in challenging, high growth environments.

Why Celebrating Team Diversity Should Be an Everyday Event *

with Kellie Wagner, *DEI Collective*

What You'll Learn: How to weave inclusion into the employee experience, creating an everyday celebration of the diverse perspectives and backgrounds at your company.

Making Sense of ‘Cutting Edge’ Employee Benefits *

with Greg Autuori of *Namely*, Rob LaHayne of *TouchCare*, Rebecca Liebman of *LearnLux*, and Juli Insinger of *Carrot*

What You’ll Learn: The latest offerings available to businesses today and how to best implement them at your company.

HR Software: From Purchase to Adoption *

with Mike Spinale of *AppNeta*, Erika McGrath of *the Channel Company*, Amanda Townsend of *Fivetran*, George LaRocque of *HRWins*, and Robin Schooling of *Strio Consulting*

What You’ll Learn: How to use creative ways to get employees excited about HR technology and encourage adoption.

3 Ways You’re Not Thinking About Employee Turnover (Yet) *

with Eric Knudsen, Ph.D., *Namely*

What You’ll Learn: How turnover ties to common talent initiatives, how to interpret your results, and how to use them to drive action.

Why Celebrating Team Diversity Should Be an Everyday Event *

with Kellie Wagner, *DEI Collective*

What You’ll Learn: How to weave inclusion into the employee experience, creating an everyday celebration of the diverse perspectives and backgrounds at your company.

Keynote Address

with Shawn Achor, Best-Selling Author and Harvard University Professor

What You’ll Learn: How happiness relates to success from one of the world’s leading experts on positive thinking and business.

How to Build an HR Metrics Dashboard *

with Mai Ton, *WhiteOps*

What You'll Learn: How to build and iterate on your first-ever HR metrics dashboard. What to measure, how to measure it, and how to share it with company leadership.

Recruiting and Retaining Foreign Talent in the Trump Era *

with Andrew Greenfield, *Fragomen*

What You'll Learn: The latest in immigration policy and the H-1B lottery system, as well as strategies to hire and retain skilled foreign workers.

Fighting 'Imposter Syndrome' at Work *

with Shayleen Stuto, *Technology Advice*

What You'll Learn: How HR can shake off its struggles with the psychological phenomenon of "imposter syndrome" and empower employees to do the same.

Untapped Talent: Sourcing Underserved and Diverse Candidates *

with Julie Li of *Namely*, Ashley Valenzuela-Ruesgen of *White Construction Group*, Khalilah Olokunola of *TRU Colors Brewing*, and Jacqueline Loeb of *Scouted*

What You'll Learn: How to find underserved talent and ways to eliminate bias from your hiring process.

HR Employee, No. 1 *

with Danielle Schlar, *LRN*

What You'll Learn: How to prove HR is a critical business function and use technology to alleviate the administrative burden that comes with being an HR team of one.

** All sessions marked with an asterisk are eligible for SHRM and HRCI certification credits.*

If your boss remains unconvinced, here are six key talking points to help show the value of the conference.

1. Use People Data to Make Strategic Decisions

The field of HR has become increasingly data-driven, and people data can help you make better decisions for your business. However, small teams often lack the time or the know-how to stay on top of the metrics that matter most.

Data is just as important as every other HR function, and should inform decisions around every aspect of the employee lifecycle. From how to build your first dashboard to new ways of measuring turnover, HR Redefined is full of sessions designed to help you make the most of your people data.

2. Increase Employee Engagement

HR professionals everywhere are working to increase engagement throughout the talent lifecycle in order to better motivate and retain employees.

At HR Redefined, industry thought leaders—including best selling author and expert in positive psychology, Shawn Achor—will be sharing strategies for driving employee engagement. Happy employees produce higher quality work and contribute to better business outcomes. Rather than reinventing the wheel, you'll be able to hear real success stories from HR leaders.

3. Stay Current With HR Compliance Changes

The regulatory landscape is continually changing as new immigration, taxation, and recruiting policies are implemented and the federal, state, and local levels.

HR Redefined brings together a mix of industry experts, including lawyers well-versed in employment law. These experts will help you navigate the confusing changes in legislation and provide the tools to help you stay compliant in an uncertain era.

4. Reduce Time Spent on Administrative Tasks

If you're juggling a variety of tasks as a small or one-person team, there are many ways to better leverage HR technology to streamline your HR processes.

Expert speakers at HR Redefined will share how they scaled the HR function in periods of company growth. A broad range of industry vendors will also be attending the conference and can help you build out your HR tech stack to reduce time spent on tedious administrative tasks—from recruiting to benefits, and everything in between!



5. Attract Top Talent

The market for talent is more competitive than ever, so it's crucial to identify what sets you apart from other companies competing for the same candidates.

Since employer brand touches every part of the employee experience, it's important to think strategically about every employee touchpoint—from job descriptions to benefits and everything in between. Experts in compensation, benefits, employer brand, and more will share their experiences and learnings for attracting and retaining top talent at HR Redefined.

6. Advance My Career

It might not always end up on your daily to-do list, but your career development is just as important as that of your employees. HR Redefined sessions are eligible for SHRM and HRCI credits to help you achieve certification. Not to mention, there will be ample opportunities to network and share personal stories of career growth.

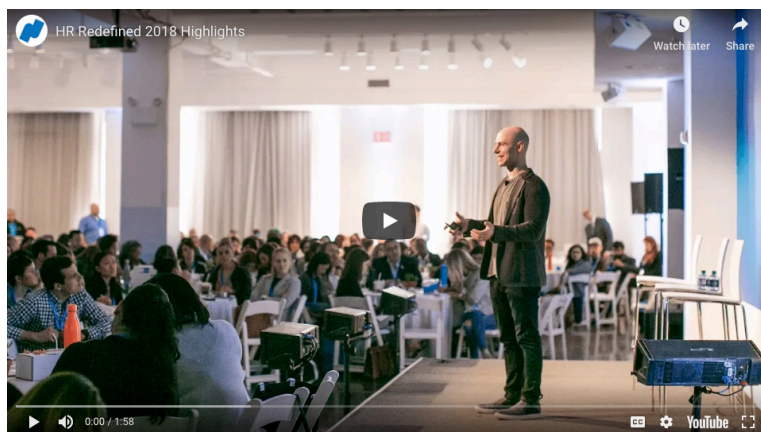


HRR 2018 Highlights

Now that you've shown your boss what you aim to learn at HR Redefined, it's time to seal the deal and sell the experience. Share any photos, session recaps, or highlight videos from previous years so they can get a feel for the event and understand what makes HRR so unique.

Highlight Reel and Photos

Tight on time? Get a taste of the full HR Redefined experience in under two minutes. From [Adam Grant's keynote speech](#) to the Namely bear photo booth, watch all the HRR 2018 top hits below:



Last year's conference set the bar high, but we're confident HR Redefined 2019 will be even better. Take a look at some of our favorite moments from 2018 here:



[Click here to see more photos →](#)

Bummed you missed last year's festivities? Here are recaps from a few of last year's top sessions:



“Original Thinking and HR” Is Not an Oxymoron

Wharton professor and Namely Advisor Adam Grant affirmed without hesitation that HR is the lifeblood of “original thinking.” Grant shared how HR teams can leverage a culture of original thinking to better attract and retain employees.

[Read the full recap →](#)



How to Predict Employee Turnover

One HR professional shared how he created a formula leveraging data stored in Namely to predict when employees might be looking for a career change.

[Read the full recap →](#)



‘Wait, Don’t Answer That!’ Navigating Recruiting Compliance

Some questions are better left unanswered. Namely’s own compliance experts shared some of recruiting’s most common legal “gotchas” with roleplaying exercises that involved the whole audience.

[Read the full recap →](#)

[Click here to see more HRR 2018 content →](#)

Conclusion

CONCLUSION

While last year's HR Redefined conference will be hard to top, we're thrilled to welcome a whole new lineup of industry experts and speakers this year. Don't miss out on the excitement of [HR Redefined 2019](#)!

Join us May 5-7, 2019 in New York City for even more amazing sessions and speakers. You'll connect with HR professionals from all over the world, share strategies for engaging your employees, learn how to get the most out of your people data, and more. Grab your tickets today!

[Register Now](#)

