

Differentiating Total Rewards: Modernizing the Employee Value Proposition
Tuesday, November 28, 2017

Program Details

When: Tuesday, November 28, 2017

Where: Kingsgate Marriott Conference Center at the University of Cincinnati
151 Goodman St
Cincinnati, OH 45219

Time: 7:30 a.m. - 8:20 a.m. Networking, Registration, and Full Breakfast
8:20 a.m. - 8:30 a.m. Announcements
8:30 a.m. - 10:15 a.m. Program

To register for this program, go to www.gccba.com, click on programs

This program is approved for 1.5 hours of General HRCI recertification credit.

In the ever-evolving world of work, employers must understand how generational differences influence talent retention. **Differentiating Total Rewards: Modernizing the Employee Value Proposition**, presented by Rebecca Duff-Campbell and John Jones of Willis Towers Watson, will explore the critical roles that employee experience and competitively-designed total rewards have in successful talent attraction and retention.

This presentation will focus on:

- The Willis Towers Watson Global Workforce and Global Talent Management and Rewards studies;
- Understanding and managing differences in the workforce;
- Developing an Employee Value Proposition (EVP) and why it's important; and
- The role of total rewards in attracting and retaining the right talent.

Our Speakers

John Jones, the North America Leader for Talent - including Communications and Change Management at Willis Towers Watson, focuses on employee engagement and the alignment of HR with the strategic objectives of the organization. He brings over 25 years of human resources, change leadership, communication, compensation and talent identification to his clients.

John is a frequent speaker at conferences and serves as a moderator/facilitator during client workshops. He is a resource for the local media and has been interviewed by WWJ News Radio in Detroit, Fox 2 News and AutoBeat Daily.

He received his B.A. degree in communications from The University of Michigan.

Rebecca Duff-Campbell, is an award-winning consultant and the Director for Willis Towers Watson's Talent practice in Michigan, Ohio and Pittsburgh. She provides deep consulting expertise in developing integrated human resources and change communications using new and traditional types of media to create engaging and actionable employee experiences.

Throughout her career, Rebecca has participated in significant business transformation initiatives including all types of compensation and benefit changes, new program introductions, as well as crisis communication efforts. She works with organizations of all sizes and across industries including health systems, retailers, automotive suppliers, pharmaceuticals, manufacturers and more.

Rebecca holds a Bachelor of Fine Arts from the College for Creative Studies in Detroit, Michigan and is an active member of the International Association of Business Communicators (IABC). Rebecca has won two IABC Gold Quills of Excellence.