

# ***Rewarding Engagement and Recognising Achievement***

Monday 26 March 2012  
The Burlington Hotel, Dublin 4



Conference Sponsor:



Reception Sponsor:



Headline Sponsors:



TOWERS WATSON 

It  
begins  
here ...

### Programme @ a glance

#### 12pm – 2pm

Refreshments & Networking  
with HR Service Providers

#### 2pm – 5:30pm

The Psychology of Incentives  
“... people don't want cash;  
are you serious?”

#### 6pm

Pre dinner drinks and  
canapés reception

#### 6:30pm Onwards

CIPD HR Leadership &  
Innovation Awards 2012,  
Dinner and Awards  
presentation

### Fee structure

Attend both the  
Conference & Awards  
Dinner and save €80

save  
€80

	CIPD Member	Non- Member
Afternoon conference	€ 195	€ 250
Awards & Dinner	€ 110	€ 150
Conference & Awards Dinner	€ 225	€ 320

## The HR networking event of the year!

### Rewarding Engagement and Recognising Achievement

- Top class half-day conference
- CIPD HR Leadership & Innovation 2012 Awards Ceremony
- Sharing, exchanging and networking with colleagues – informal and friendly!

#### Rewarding Engagement Conference (2pm – 5:30pm)

- Q.** How do you devise a reward strategy that rekindles engagement and commitment when cash is tight?
- A.** Attend the half day conference: The Psychology of Incentives - “... people don't want cash; are you serious?”

Four outstanding presenters will describe how you can tailor and implement incentive schemes to support commitment and performance at low cost to your organisation.

#### Recognising Achievement: The Leadership & Innovation in HR Awards (6pm Reception – 6:30pm Dinner & Awards)

Gain valuable insights into HR initiatives that have made an impact corporately and enhanced HR's capability.

*The winning entries demonstrate:*

- HR leadership
- An alignment with corporate objectives
- Clear outcomes and real added value
- An innovative approach



The afternoon / evening format affords an unrivalled opportunity to re-engage with colleagues old and new, and network with peer in an informal and friendly setting – often where the best learning takes place!

*Why not bring your HR team and/or line management colleagues?*

*We'll even do a special deal to celebrate CIPD's 75 years in Ireland!*

# Rewarding Engagement...

## Conference Programme

12.00pm onwards	<b>Registration, Refreshments &amp; Networking with HR Service Providers</b> ...great prizes to be won!
<b>2.00pm - 2.20pm</b> 	<b>“Creative Corporate Social Responsibility”</b> <b>Michael Dawson, CEO, One4all Rewards</b> <p>Whoever thought CSR could end up being a key motivator and team building initiative. Michael Dawson will speak of his own experience of how a Charity Cycle turned out to be a lot more than a way to raise money for a worthy cause and how it now fits into the One4all Rewards offering.</p>
<b>2.20pm - 3.00pm</b> 	<b>“The Psychology of Incentives”</b> <p>A major study on the link between incentives and human behaviour, undertaken by <b>PwC</b> in association with the <b>London School of Economics</b>.</p> <b>Sean O'Hare, Partner, Human Resources Services Group, PwC (London)</b> <p>“The financial crisis, and the perception that bonuses played a role in causing it has led to a renewed focus on performance pay”. As organisations rethink their reward strategies the question is how do executives themselves react to incentives?</p> <p>Drawing on this leading-edge research, Sean O'Hare will discuss the critical issues that those responsible for incentive schemes need to consider:</p> <ul style="list-style-type: none"> <li>- Rebuilding trust and fairness</li> <li>- Reward and how it drives human behaviour</li> <li>- The effect of incentive pay on senior executive performance</li> <li>- The impact of time on perceived value</li> <li>- Dealing with complexity and ambiguity</li> </ul>
<b>3.00pm - 3.45pm</b>  	<b>“People don't want cash; are you serious?”</b> <b>Michael Rose, Author of 'A Guide to Non-cash Reward', Director, Rewards Consulting</b> <p>In these straitened financial times organisations are struggling to find ways to engage and reward their people with little money to spare. But maybe this problem is actually an opportunity to rethink the approach that many companies have taken to reward and engagement.</p> <p>In this session, Michael Rose, will suggest alternative approaches majoring on the <b>effective use of recognition and non-cash awards</b>. He argues that they can deliver much better value and can make much more impact than cash. Based on research for his recently published book, <b>'A Guide to Non-cash Reward'</b>, Michael will show what organisations can do to make a real difference but at a low cost.</p> <ul style="list-style-type: none"> <li>- Contrast reward and recognition</li> <li>- Recognition and its role in engagement</li> <li>- Why non-cash can beat cash</li> <li>- Engagement and financial results</li> <li>- How to maximise the impact of recognition</li> <li>- How to use non-cash effectively</li> </ul>
<b>3.45pm - 4.15pm</b>	<b>Afternoon Tea and Networking</b>
<b>4.15pm - 5.00pm</b>	<b>“People don't want cash; are you serious?” - Michael Rose, contd.</b>
<b>5.00pm - 5.30pm</b> 	<b>Intel Case Study: “A Stake in the Business: when Employee Incentive is Well Done, success is far from Rare”</b> <b>Gary Boyle, Europe Compensation &amp; Benefits and HR Operations Manager, Intel</b> <ul style="list-style-type: none"> <li>- Ensuring the link between incentive and reward is clearly understood</li> <li>- Developing an effective <b>Awareness and Education</b> strategy</li> <li>- Establishing a <b>clear line of sight</b> between incentives and key operational objectives</li> <li>- Giving employees 'real ownership' in the success of their business</li> <li>- The power of <b>Non-Cash Reward</b></li> </ul>
<b>5.30pm</b>	<b>Conference Close</b>

# ...and Recognising Achievement



HR Leadership  
& Innovation  
AWARDS 2012

Join your colleagues and peers for  
this fantastic networking event as  
we celebrate HR achievements.

## Programme:

<b>6pm</b>	Drinks reception with canapés
<b>6:30pm</b>	Dinner and Awards Ceremony (Informal)
	A Celebration of Achievement – Awards presentation, networking and hospitality.

As Ireland adjusts to the new economic reality examples are emerging of how HR professionals and teams are creating real added value for their organisation.

This is happening across all sectors, public, private or not-for-profit. It can be seen in such activities as restructuring and rationalisation; employee engagement; leadership and talent development; workforce planning and compensation and benefits, to name but a few.

Taken together these and other HR initiatives are enabling organisations sustain the competitive advantage necessary for survival and future growth.

For HR practitioners it means having the leadership, vision and professional capability to align talent with corporate strategic objectives. Such individuals and teams are the true heroes of our profession and are worthy of our recognition.

## The Judging Panel:

**Bryan Andrews**, Chief Executive, Public Appointments Service  
**John Campion**, Executive Director, Sustainability and HR, ESB  
**Kevin Empey**, Director HR, Reward & Talent Consulting, Towers Watson  
**Anne Heraty**, Chief Executive, CPL Resources Plc  
**Susanne Jeffery**, HR Director, Accenture  
**John Loughran**, Founding Partner, People in Mind  
**Dr. Phillip Matthews**, President, NCI  
**Kieran Mulvey**, Chief Executive, LRC  
**Dr. Mary Redmond**, Consultant, Arthur Cox

## What the Judges were looking for:

- Evidence of leadership.
- How the initiative was aligned to business objectives.
- A clear outcome and real value added to the organisation.
- An innovative approach.

**76 top-class submissions received from 60 organisations including:**

Alkemers | Allianz Plc | Allianz Worldwide Care | An Post | Aramark | Athru Solutions | Baker Tilly Ryan Glennon | Bord na Mona | Boston Scientific Ireland | Citi | COMREG | Dublin Airport Authority | Deloitte | Diageo | Dualway Group | Dublin Fire Brigade | Dublin Simon Community | Eircom Ltd | EMC Ireland | Employability Service Galway | Fáilte Ireland | Farrans Construction Ltd | Four Seasons Hotel | Galway Hospice Foundation | Grafton Merchanting ROI | Hewlett Packard | Hilton Hotels Ireland | Health Services Executive | IACTO | Intel Ireland | In-Tuition | Irish Aviation Authority | Irish Naval Service | Jurys Inn Group Ltd | Kavanagh Group - Super Valu | KPMG | Lufthansa Technik Airmotive Ireland | Matheson Ormsby Prentice | McDonalds | MCS Kenny | Medtronic | Mercury Engineering | Noonan | Office of the Ombudsman | SAP Group Operations in Ireland | St Patrick's University Hospital | Toyota | Ulster Bank | Waters | Version 1

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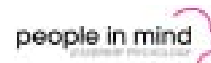
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