

Driving Business Breakthroughs: Outwit, Outplay, Outlast

March 24-27, 2002

Loews Miami Beach Hotel • South Beach • Miami, Florida

Please complete the following or register online at www.hrps.org/conf2002

2002 Registration Fees

Members:

- Postmarked by January 1, 2002 \$1350
Postmarked between January 2 and March 1, 2002 \$1500
Postmarked after March 1, 2002 \$1650

Non-members:\*

- Postmarked by January 1, 2002 \$1600
Postmarked between January 2 and March 1, 2002 \$1750
Postmarked after March 1, 2002 \$1900

\* Paying the non-member fee automatically entitles you to HRPS membership for 2002

Guest Fee: Evening social events and continental breakfast only \$175

Total enclosed \$ (U.S. dollars drawn on U.S. bank)

Method of Payment

- Check enclosed (payable to The Human Resource Planning Society)
Please charge to my credit card (check one)
AmEx Visa MasterCard

Card #

Exp Date Corporate Individual

Signature

Mail to: The Human Resource Planning Society, 317 Madison Avenue, Suite 1509, New York, NY 10017

Fax to: 212-682-6851. We only accept fax registrations with credit card information.

Phone: 212-490-6387. For information only. Phone registrations cannot be accepted.

Web site: www.hrps.org/conf2002. Register online.

Your name and company will appear in the roster exactly as you indicate on the form.

Name

Name for badge

Title

Organization

Address

City State Zip

Country

Phone ( )

Fax ( )

E-mail

Is this your first HRPS Conference? Yes No

If registering a guest (enclose payment and complete below)

Guest name

Name for badge

Mailing address

City State Zip

Hotel Information

Loews Miami Beach Hotel, 1601 Collins Avenue, Miami Beach, FL 33139, Phone: 305-604-1601, Fax: 305-531-8677, HRPS Room Rate—Single or Double \$221, Cut-off date for reservations: February 22, 2002

Cancellation policy

- All cancellations must be submitted in writing via fax. Cancellations on or before 3/01/02 are subject to a \$50 administrative fee. After 3/01/02 the full registration fee will be forfeited. We welcome substitutions from your organization provided they meet the membership requirements. No-shows will not receive a refund.

HRPS-902

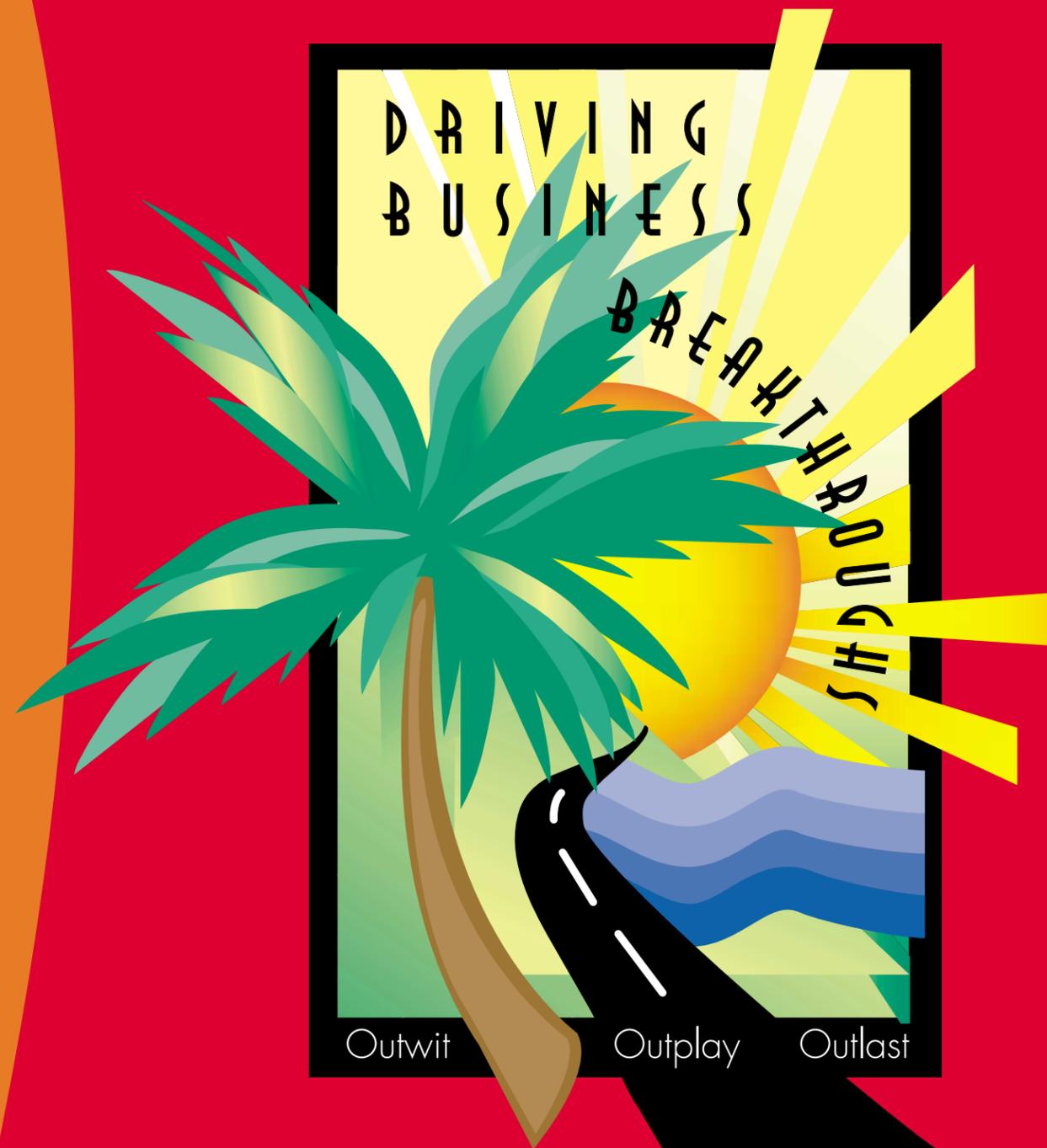
The Human Resource Planning Society, 317 Madison Avenue, Suite 1509, New York, NY 10017

Non-Profit Organization U.S. Postage PAID The Human Resource Planning Society



HRPS 2002 ANNUAL CONFERENCE

MARCH 24-27, 2002



25TH ANNIVERSARY

SOUTH BEACH, MIAMI, FLORIDA

**B**usiness is transforming. Rules are changing. To survive and thrive in today's volatile and competitive business environment, every organization must forge strong alliances with both their customers and their people.

What worked in the past likely won't work in the future. Incremental solutions will not be sufficient for either the customer or the employee. Breakthrough thinking and execution is vital to success!

**Our 2002 Annual Conference** is built around the primary theme of "Driving Business Breakthroughs with your customers and your people". We will offer two concurrent tracks, each highlighting different and significant aspects of the imperative to **outwit, outplay, outlast**.

## TRACK 1

### Breakthroughs With Your Customers in the Marketplace

#### Getting Closer to Your Customers

- Selecting, motivating and rewarding customer-oriented people
- Using high tech and high touch to get closer to your customers
- Creating a clear line of sight between customer needs and employee actions

#### Engaging Your People

- Attracting, selecting, motivating and rewarding the right people to improve retention
- Engaging virtual teams and outsourced people
- Involving people in delivering customer-focused solutions
- Leading in the new workplace

#### Aligning Your Culture With Your Brand

- Managing the customer experience
- Creating your identity—inside and outside the organization
- Aligning your people with your brand
- Linking employee loyalty to customer loyalty

## TRACK 2

### Breakthroughs With Your People in the Workplace

#### Inspiring and Sharing Innovation

- Generating innovative ideas and sustaining an innovative culture
- Using innovation to drive high performance
- Keeping pace with change
- Sharing breakthrough ideas—what innovators need and what we can learn from them

#### Winning in a Global Market

- Leading in a global world
- Partnering across countries and cultures
- Building a global team

#### Linking Business and People Strategy

- Aligning individual goals and corporate strategy
- Strengthening leadership's accountability for HR
- Building shareholder value through people



## If you attend only one conference in 2002, make it this one!

Why? Because we'll be celebrating the 25<sup>th</sup> Anniversary of The Human Resource Planning Society. While the conference will retain its business focus, it also will be special in many ways:

- **STRATEGIC:** We'll hit head-on HR's contribution to the business strategy in today's competitive times.
- **INNOVATIVE:** We'll explore creative solutions to our competitive and growth challenges.
- **SENIOR-LEVEL:** We are senior professionals with a desire to impart experience by inviting hundreds rather than thousands to attend.
- **PRACTITIONERS:** We are business partners and change agents, not academicians and researchers.
- **NETWORK-DRIVEN:** We really enjoy renewing friendships and making new ones. We work hard and have fun.
- **LOCATION, LOCATION, LOCATION:** We'll take over the Loews Miami Beach Hotel, directly on the sandy shores of the Atlantic Ocean and in the heart of South Beach.

And we offer *exceptional value!* In addition to the conference sessions and materials, your registration fee includes:

- **Food and beverage** including hors d'oeuvres at the opening reception Sunday night; a breakfast buffet Monday, Tuesday and Wednesday; a lunch buffet Monday and Tuesday; and a Grand Gala dinner Tuesday night.
- **Social events** such as the 1<sup>st</sup> Timers Reception, the Opening Reception, the Corporate Sponsor and International Guests Reception and the Grand Gala (with dance band).
- **A CEO Roundtable** that features a dynamic discussion of human resource issues from the executive's point of view.
- **Networking opportunities** with senior HR professionals and with each other at breakfast and lunch "topic tables." First-time attendees will receive special care.

## KEYNOTE SPEAKERS

# SPEAKERS

Our breakthrough keynote speakers will help us explore today's realities as we create new possibilities for tomorrow.

**Beth Axelrod**, Principal and Consultant, specializing in the War for Talent, McKinsey & Company

**Marcus Buckingham**, author of *First Break All the Rules* and Senior Consultant, The Gallup Organization

**Gustavo Eichelman**, Vice President, Enterprise Business Group, North America, Compaq Computer Corporation

**Daniel Goleman**, author of *Emotional Intelligence*, Chairman and CEO, Emotional Intelligence Services

**Mike McCulley**, former Space Shuttle Astronaut, COO of US Space Alliance

**Daniel Pink**, former White House speech writer, contributing editor for *Fast Company* and author of *Free Agent Nation*.

**C.K. Prahalad**, author, strategist, Chairman of the Board, Praja Inc.

**Len Schlesinger**, author, former McKinsey consultant and currently COO of The Limited

Sponsorship opportunities are available at this conference. Contact HRPS at 212-692-1111 for details.

We're working hard to create an invaluable learning and networking experience for all attendees.

**Visit** [www.hrps.org/conf2002](http://www.hrps.org/conf2002) for the latest conference news and developments  
or  
**Call** 212-490-6387 with questions.