



Link to the Future of Talent Mobility

CERC 2011 Conference

September 25 to 27, 2011 • Calgary, Alberta • Hyatt Regency Calgary



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WWW.CERC.CA

“THE GREATEST **BENEFIT**
IS THE OPPORTUNITY
TO **NETWORK!**”

Annette Kohlert – Farm Credit Canada



Leadership for Workforce Mobility



There is little doubt that the workforce mobility industry is in a state of change. As the world becomes more globally connected, talent mobility is increasingly more strategic to organizational success.

Coupled with that growing strategic importance is the reality that talent mobility is also becoming more complex. While enticing reluctant employees to relocate is very difficult, those that do, are demanding more robust and flexible benefits.

At the same time corporations are seeking to control costs while maximizing their relocation budgets. As a mobility professional, you're being asked to find ways to do things better, faster and cheaper, as you get the right person in the right location, at the right time, and for the right cost.

You need to have a sense of the changing direction to keep your organization on the right track and deliver on those expectations. This conference is designed to help you meet that challenge.

Linking it together

Join two of Canada's leading pundits on trends and change - Darrell Bricker and John Wright of Ipsos Research, as they discuss “The Big Shift” and explain how cultural, demographic and political forces are shaping Canada and our industry's future.

Our leader's panel will take an in depth look at the economy, globalization, and trade and mobility agreement negotiations - major influencers that are having a dramatic impact on mobility for Canadian companies.

As the world becomes more interconnected, intercultural competence is a valuable strategic competitive advantage, not a problem to be solved. Learn first-hand how to build intercultural competence in your organization.

Tax and immigration compliance are the nightmares that keep mobility professionals awake at night. Our panel of seasoned experts will supply the answers you need to rest easy and keep your organization compliant.

We'll also take a closer look at policy development; new rules for temporary foreign workers; risk management strategies in some of the world's hotspots; ROI; the latest trends in mobility management; and much, much more.

If you are managing any aspect of talent mobility, or providing services that support talent mobility, attending this conference is a must. You'll build the important links and make the connections you need to succeed, while gaining the best insights about the future direction of the industry.

“I CONNECTED WITH SO MANY
BUSINESS OPPORTUNITIES THAT
MY BLACKBERRY WAS **BUZZING**
BEFORE I EVEN GOT HOME!”

Elle Crane – DelSuites



REASONS TO ATTEND

- Be a part of “**The Big Shift**”
- Enrich your **Network**
- Contagious **Energy**
- Forum for **collaborative learning**
- Calgary is **gorgeous and fun**

EARLYBIRD REGISTRATION
DISCOUNTS AT WWW.CERC.CA

Conference Sessions

MONDAY SEPTEMBER 26

8:30 – 9:30

The Big Shift

Darrell Bricker and John Wright, Ipsos Research Group

Canada is in the midst of a demographic revolution that will profoundly change the cultural, economic and political life of the country. “The Big Shift” is reshaping the way we think about ourselves. The Shift is in its early days, but already its impact on the public space is enormous. And things are just getting started. The Big Shift is driven by changes within and outside Canada. It is driven by immigration, by the global geopolitical flow of power from East to West and by the emergence of the Millennials, the largest generation in Canadian history. Drawing on global research and polling done exclusively for CERC, our experts will share their views about what all of this means to the future of the industry.

10:30 – 12:00

Exploring the Future of Workforce Mobility

Robert Elton, Powertech; Bryan Hancock, McKinsey and Company; Scott Sullivan, Brookfield Global Relocation Services; Michelle Cooper, Department of Foreign Affairs; Todd Hirsch, ATB Financial

Building on our keynote address we invite you to join in the debate with our panel of leaders in this thought provoking session as they explore how a rapidly changing world is impacting the mobility industry.

Exchange ideas and hear more about the forces that are shaping our industry...from a fragile economic recovery to looming talent shortages...to globalization and free trade agreements - these are just some of the issues our expert panel will cover as they look to the future.

2:00 – 3:30

Mobility as Strategy vs. Transaction: How Trends and Demographics Will Shape Policy

Margery M. Marshall, Vandover

Progressive employers realize that mobility and talent management are closely linked, and a more strategic and proactive approach to mobility is needed. It's time to get mobility “from the moving van to the board room.”

This session explores the key industry and demographic trends needed to position mobility policy as an important strategic initiative. Using case examples you'll learn how to get your seat at the table.

Overcoming Barriers to Build Intercultural Competence

Kalina Morin, PCO Innovation; Chelsea Beechel, Prudential Relocation and Real Estate Services

Intercultural competence is a strategic business advantage in today's global marketplace. But how does one gain that competency at an organizational level? In this highly interactive session we'll outline the impact of culture on business interactions. You'll gain the tools needed to build intercultural competence in your organization and learn how PCO Innovation, a global company with employees from 20 nationalities, is overcoming the challenges that cultural diversity presents in everyday work life.

Global Compliance for Tax and Immigration

Terri Spadorcia, Deloitte; Gabriela Ramo and Suzanne de Lint, Greenberg Turner; Catherine Sas, Miller Thomson LLP

Governments around the world are imposing increasingly more complex tax and immigration regulations. Relocation managers are facing great pressure to balance compliance requirements and business needs. Join our panel of experts as they take a closer look at the regulatory trends underway in many countries including Australia and the U.K. You'll take away practical tools to conduct an immigration audit, and solutions to help ensure tax and immigration compliance in your organization.

3:45 – 5:00

One Size Doesn't Fit All - How Core Flex Ensures the Right Size for Every Transferee

Sandra Cairns, Dada Destination Services Inc.; Cindy Mulhall, Encana Corporation; Georgina Tollstam, KPMG LLP; Maggie Halliday, Royal Bank of Canada; Rajinder Singh, Weichert Relocation Resources Inc.

Want to know more about the advantages and disadvantages of offering Core Flex Benefit Programs for Cross Border Moves in your organization? Then attend this informative session with seasoned practitioners as they share their experiences with these programs. Learn what benefits should be core and what benefits should be flexible; gain a full understanding about tax differences and how tax laws can impact the program design. Examine best practices for benefit reporting and training line management when managing the program.

The New Temporary Foreign Worker Regulations: What Have We Learned?

Janet Bomza, Bomza Law Group

Strict sanctions for employers who don't comply with new rules for Canada's Temporary Foreign Worker Program took effect April 1, 2011. This presentation examines how the regulations are being applied, the interpretations of immigration officials, and the case experiences of employers in complying. You will leave this session with a clear understanding of:

- How Offers of Employment are assessed
- The maximum employment period for foreign workers
- Expiry dates for Labour Market Opinions
- How to ensure that your organization maintains compliance

The New World of Talent Deployment and the Mobile Workforce

Heidi Skatrud, Runzheimer International

A virtual office, long-distance commute, temporary assignment or relocation...there are multiple options for deploying talent today. The challenge for many HR leaders is to create a structure that assesses costs, creates policy and monitors compliance. Learn how to:

- Define an assignment program that balances corporate and employee needs
- Use different deployment options to attract talent and fill positions faster
- Benchmark data to assess costs
- Track best practices in policy definition and documentation
- Ensure vendor and employee compliance through effective governance



Photos courtesy of Banff Lake Louise

TUESDAY SEPTEMBER 27

8:30 – 10:30

In discussion – Exclusive Corporate Roundtable

Network with your corporate peers and colleagues in an interactive session that will tackle some of the tough relocation challenges you are managing today. Learn from others while sharing your management experience and expertise. You'll leave with new ideas and an expanded support network.

Do you know what's coming? Exclusive Supplier Roundtable

Doug Stephens, Retail Prophet Consulting

Social media, a changing demographic, and commoditization of the purchasing process are just some of the changes you're grappling with – do you know what else is coming? Join Doug Stephens, a noted expert in dissecting how macro trends are influencing purchasing decisions and service relationships, to get a glimpse of what lies ahead. This interactive session will help you to identify and take advantage of the trends that can open new opportunities, strengthen your service relationships and expand your markets.

10:45 -12:00

Business Travelers Beware: The Pitfalls of Extended Business Travel

Julie Lessard, BCF LLP

Extended business travel (EBT) is on the rise in many organizations. This session will explore the pros and cons of utilizing this popular immigration category across various jurisdictions including America, the EU and China. You will gain a deeper understanding of the potential risks inherent in maintaining a segment of your workforce in EBT status in prime global business destinations.

It will also help you formulate an informed answer to whether EBT is worth the immigration compliance risks associated with this mode of operation.

What's Next for Global Mobility

Jonathan Pearce, Deloitte Tax LLP

This interactive session will explore how mobility programs are being redesigned to support business and talent objectives including:

- A new focus on the strategic contribution that mobility can deliver to an organization's businesses and people
- The importance of defining the real value of a mobility function
- The increasing recognition of global deployments as a discipline distinct from but integrated with talent management
- Learn about the latest trends in measuring program effectiveness, return on investment (ROI) and much more.

Maximizing the ROI of your Temporary Housing Budget

Elle Crane, DelSuites; Michelle White, Today Living Group; Anston Mendes, Residence Inn by Marriott

With today's volatile housing market and a growing trend in short term assignments it may be time to evaluate your temporary housing policy. It is important to understand what options are available and how they will contribute to the success of the assignment. Attend this session and you'll learn how to evaluate your options, analyze the costs, and maximize the benefits of all the available temporary housing solutions to your relocation program.

2:00 – 3:30

Risk Management and Emergency Preparedness

Claire Hart, Nexen Inc.

Recent events around the world should cause every organization to assess their risk management and emergency preparedness processes.

From evacuations due to medical conditions, political and social unrest, to terrorist attacks and natural disasters – your organization needs to be prepared. Learn how a global company has minimized its risk with emergency preparedness planning.

Solutions for Expatriate Support in the 21st Century

Kendra Mirasol, IOR Global Services

This interactive session explores the challenges in managing programs that support the employee throughout the expatriate life cycle. Drawing on case studies, participants will have the opportunity to work together to explore challenges and identify policy solutions under various budget and operational scenarios. Learn more about the needs of expatriates and how you can add value in your organization by creating customized solutions.

Partnering with Procurement When Selecting a Service Provider

Karen Colwell and Jill Taylor, Brookfield Global Relocation Services; Marvin L. Hilton, Agrium Inc.

No longer specific to product-based purchasing decisions, Procurement is a key stakeholder in many Human Resources service purchasing decisions, including employee mobility programs. Often times the impact of decisions on relocation services is poorly understood. To be truly effective a partnership is needed between HR and Procurement Professionals. Learn more about the evaluation criteria, metrics and post sourcing when considering service providers. You will also leave this session with the tools needed to develop an effective partnership with Procurement Professionals when evaluating service providers.

The Leadership Toolbox: Engaging Others to Lead

Hugh Culver, Professional Speaker and Corporate Trainer, Elite Athlete & Successful Businessman

Great leaders have a consistent attitude of collaboration allowing them to accomplish great things with people. Great leaders bring the best out of people and achieve massive results by allowing staff to be motivated. This interactive program is packed full of relevant, street-ready skills and practices that can be applied immediately. You will leave knowing

- The secrets of successful leaders and how to apply them every day
- How to deal with difficult people at work and poor staff performance
- Why staff engagement is about much more than feeling good
- How to be a master of skilled communications in even the toughest conversations

REGISTER ONLINE AT
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SCHEDULE AT A GLANCE

SUNDAY SEPTEMBER 25*

9:00 – 12:00

Optional Pre-Conference Workshop

3:00

Registration Opens

6:00 – 9:00

Welcome Reception & Exhibits

MONDAY SEPTEMBER 26

7:30 – 8:00

Breakfast

8:00 – 9:30

Welcome & Opening Keynote Speaker

9:30 – 10:30

Trade Expo & Refreshment Break

10:30 – 12:00

Plenary Session

12:00 – 1:00

Lunch

12:00 – 2:00

Trade Expo (last chance!)

2:00 – 3:30

Concurrent Sessions

3:30 – 3:45

Refreshment Break

3:45 – 5:00

Concurrent Sessions

6:00 – 10:00

Networking Night

TUESDAY SEPTEMBER 27

7:30 – 8:30

Breakfast

8:30 – 10:30

Corporate and Supplier Roundtables

10:30 – 10:45

Refreshment Break

10:45 -12:00

Concurrent Sessions

12:00 – 2:00

Lunch & CERC Annual General Meeting

2:00 – 3:30

Concurrent Sessions

3:30 – 3:45

Refreshment Break

3:45 – 5:00

Closing Keynote Speaker

6:00 – 6:30

Cocktails/ Cash Bar

6:30 – 9:30

Closing Gala Dinner & CERC Awards

SUNDAY SEPTEMBER 25 – Optional Pre-Conference Workshop*

9:00 – 12:00

Relocation 101

Panel: Tricia Cochran, Crown Relocations; Lisa Hulet, United Van Lines (Canada); Cindy Mulhall, Encana Corporation

This is an optional pre-conference workshop. As such, a separate fee applies.

New to relocation? Get the tools you need to successfully manage workforce mobility. Relocation 101 is an interactive workshop which provides an excellent introduction to the field of corporate relocation management. During this fast-paced session you'll gain practical strategies and solutions to manage a relocation program. The workshop will include a review of the essential components of an effective relocation policy. You'll learn how to customize a relocation policy that meets your organization's and your transferees' needs. Then, work through actual case studies to reinforce your knowledge of the concepts presented during the workshop.

Link to the Future
of Talent Mobility

“THE SPEAKERS – TOP NOTCH; THE FACILITY,
TOPICS FOR EDUCATIONAL SESSIONS – NICE
VARIETY, SOMETHING FOR EVERYONE!”

Theresa Pope – Prudential



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MediaEdge Publishing

Exhibitors

Our Trade Expo profiles some of the most innovative products and services from CERC member companies. It is a great opportunity to discuss new ideas and solutions with service providers.

ACS International Schools • Albert at Bay Suite Hotel • Associates for International Research (AIRINC) • Atlas Canada • Bomza Law Group—Immigration Lawyers • Bostonian Executive Suites • Brookfield Global Relocation Services • Cartus • Coast Hotels & Resorts • CorporateStays.com • Crown Relocations • Dada Destination Services Inc. • Deloitte • DelSuites • EuRA (European Relocation Association) • ExecSuite Inc. • Executive Suites by Roseman • Greenberg Turner—HR Law • Group Mortgage Plan • Homewood Suites by Hilton • IHG-InterContinental Hotels Group • One King West Hotel & Residence • L. Hansen's Forwarding • Les Suites Hotel Ottawa • Livingston Freight • Miller Thompson • North American Van Lines • Pacrim Hospitality • Premiere Executive Suites • Prudential Real Estate & Relocation Services • RELONAT • TheMIGroup • TransferEASE Relocation • UNIRISC • United Van Lines (Canada)/Mayflower Canada • VRV Global • Weichert Relocation Resources

Conference Planning Committee

Board Liaison:	Debbie Barclay	Prudential Real Estate & Relocation Services
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Photo courtesy of The Rimrock Resort Hotel



Photos courtesy of Meetings and Conventions Calgary



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We invite you to register before July 8
CERC Member \$950 +GST
Non-Member \$1,260 +GST
Join Now \$1275 +GST

After July 8 Standard Registration:
CERC Member \$1,160 +GST
Non-Member \$1,470 +GST
Join Now \$1475 +GST