

Enlighten
Engage
Empower



CERC 2010 Conference

September 19 to 21, 2010 • Montréal, Quebec • Le Centre Sheraton Hotel Montréal

CONFERENCE SCHEDULE

MONDAY SEPTEMBER 20

8:30 – 9:30

Unrecognizable – The New Us: How Technology Has Fundamentally Changed Our Behaviours

Leonard Brody

We are standing at one of the most challenging crossroads in human history. Technological evolution has, in less than a decade, connected every human being on the planet at the touch of a button. What is important is not the technology itself, but what it has done to us as people. We are fundamentally different people than we were a decade ago. So what does that hold for the relocation industry and more importantly your role in it? In this engaging presentation you'll learn how to adjust to new realities, the changing needs of employees and expectations of clients.

10:30 – 12:00

Breaking Down the Barriers: Trade Agreements and Employee Mobility

Sam T. Boutziouvis, Canadian Council of Chief Executive Officers; Alan Diner, Baker & McKenzie LLP; Tony Haque, Baker & McKenzie, London U.K.; Matthew Kronby & Steve Verheul, Department of Foreign Affairs and International Trade

Canada's economic future lies in its ability to increase international trade and investment, and attract skilled workers. Trade agreements that benefit business and reduce barriers to labour mobility are clearly part of the solution. Join our expert panellists as they explore the benefits that trade agreements can deliver for workforce mobility. We'll review the benefits of the Agreement on Internal Trade, the France/ Québec Accord, and the progress of negotiations for a Comprehensive Economic Trade Agreement (CETA) between Canada and the European Union. This is your opportunity to engage senior Canadian officials leading the CETA negotiations about the challenges of workforce mobility.

2:00 – 3:30

You're Different than Me!

Lionel Laroche, MCB Solutions

As Canadian workplaces evolve, a critical skill for managers is the ability to work competently with people who are different from them. In this interactive session learn how to analyze the interpersonal dynamics that take place when people who are different from one another communicate and work together, and how to approach interactions with people who are different from you in a more constructive and effective way.

Making the Relocation Business Case

Loretta Allard, Genworth Financial; Mike Shore, AIRINC; Patrick Bonneau and Terri Spadorcia, Deloitte & Touche

Balancing the demands of transferees and operational budgets is a significant challenge for relocation managers in today's tough economic climate. Relocation managers need to be able to present a compelling business case to support critical operating decisions and meet these competing demands. Learn how you can bring greater strategic value to the relocation decisions as the "go to expert" in your organization.

Staying One Step Ahead: New Rules for Immigration Compliance

Howard Greenberg, Greenberg Turner; Catherine Sas, Miller Thomson LLP; representatives from Citizenship and Immigration Canada and Human Resources and Skills Development Canada

New compliance rules in Canada's immigration system will place greater accountability on employers. Attend this interactive workshop with government representatives and immigration experts as they explore and discuss what the new rules mean to your immigration policy. Learn how to develop an effective immigration policy with step by step tools to avoid decisions that could put your organization in a position of non-compliance and how to remedy findings of non-compliance.

3:45 – 5:00

Overcoming the Challenges of U.S./Canada Relocations

Cindy Mulhall, Encana; Gail Reinhart, TheMIGroup

Settling assignees and their families between the U.S. and Canada is becoming more challenging. This session offers practical tools and strategies to assist HR professionals to manage cross-border programs. You'll be better equipped to assist your employees with home sale/purchase, visas, work permits, education, credit, health care, and more. You'll leave with a clear understanding of the challenges and the resources available to ensure a smooth transition.

Intercultural Effectiveness and Candidate Selection

Fred Farag and Marie-Chantal Théberge, Centre d'apprentissage interculturel (CAI) / Centre for Intercultural Learning (CIL)

Research shows that intercultural competencies should be more of a consideration than job skills when selecting candidates for an international assignment. Learn more about the research and the tools developed to assess these competencies when selecting personnel for international assignments. Leave with an appreciation of the difference between intercultural and technical job competencies for the selection of overseas personnel as well as the standardized process used to assess these competencies.

Get Off on the Right Foot: Implementing a New Supplier Agreement

Kate Kelley-Dilts, NEI Global Relocation; Linda Ward O'Farrell, Ward O'Farrell Consultants

Once the decision to select a new service provider is made, success hinges on how well the implementation is planned and executed. Learn more about the steps needed to go from the sale to implementation. Discover how to train to become partners, how to *Up Sell* for future support and how to evaluate your progress. Through case examples you'll leave with the best practices for implementing a new agreement.

TUESDAY SEPTEMBER 21

8:30 – 10:30

In Discussion - Corporate Roundtable (corporate delegates only)

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.

At the Top of Your Game - Supplier Roundtable *(service delegates only)*

David Prentice

Join David Prentice, one of Canada's most dynamic sales and marketing professionals as he explains the art of delivering value on each and every customer contact. Gain from his experience on key account management in a service business, consultative selling and selling at the top. In this fun filled session learn how you can be at the top of your game through pride in service, honesty, dignity, respect and integrity.

10:45 – 12:00

Bridging the Relocation Gap

Lynda Goldman, Bromgold Workplace Diversity

With an increasing number of immigrants entering the workplace, managers are increasingly challenged to help newcomers adapt to Canada's workplace culture. This workshop, using case studies and small group work, will engage participants in identifying the "7 Top Cross-cultural Misunderstandings in the Canadian Workplace." You'll leave with fresh ideas to integrate newcomers into your workplace more effectively.

Are You Prepared? Risk Management Strategies to Reduce Business Disruption

Carol Gagnon, Bombardier; Dr. Myles Druckman, International SOS

Reducing the risk of business disruption resulting from events such as pandemic and security emergencies, natural disasters and terrorist attacks takes careful planning. Hear how corporations have developed strategies to reduce business disruption from such incidents, while improving productivity and return on investment. You will also learn about the duty of care; how to protect and support employees on international assignments and best practices for travel risk management.

Connecting the Dots...Global Mobility and Workforce Strategy

Adele M. Yeargan, ITT Corporation

By proactively employing an inter-related global mobility strategy HR professionals can ensure their global mobility programs play a vital role in the organization's overall workforce strategy. You will leave this session knowing how to create policies that respond to changing business needs; how to ensure oversight on talent management and deliver consistent administration of business needs and the workforce dynamics by region.

1:45 – 2:30

Canada's Changing Real Estate Industry

Nancy Dapp, TransCanada; Michael Deane, All Points Relocation Service; Phil Soper, Brookfield Real Estate Services

Potential changes to the operation of Canada's MLS[®] system promise to have significant implications for the relocation industry. It is arguable that real estate referral fees have been crucial revenue in relocation services for many years. So what does the future hold? Attend this session and contribute to a lively discussion about how Canada's changing real estate industry may impact the provision and pricing of relocation services.

Tips and Traps of Canadian Tax

Martha Kittell and Georgina Tollstam, KPMG LLP

This session will address the reporting requirements of non-cash benefits such as temporary living expenses, relocation expenses, allowances and reimbursement expenses for employees. Learn more about Canadian tax rules, including the recent changes to the Canada Revenue Agency's administrative practices from June 2009; the definition of a taxable benefit or allowance and whether those items are taxable; common taxable benefits and; relocation expenses, stock options and withholding requirements.

Relocation: A Family Affair (Part I)

Manon Dumas, ARIANNE Relocation; Avi Gomberg, Gomberg Dalfen LLP; Julie Guyard; Coleen McKinnon; James A. Officer, St. George's School

The success of a corporate relocation often depends on family issues and how well these are addressed by the employer. Hear directly from a family that has lived the experience. Learn more about the issues that are central to a family's successful relocation including destination services, immigration provisions, study and work permits for family members, school choices and much more. This two part session is suitable for all relocation professionals and will provide valuable tips and strategies that will enable you to develop the relocation programs that meet your client's most pressing needs.

2:45 – 3:30

Men are from Mars – Women are from Venus: Why Women Make Better Expats

Dr. Nina Cole, Ryerson University

There is a growing body of evidence indicating that female expatriates perform as well as their male counterparts, and that in fact they have higher levels of adjustment to working abroad and to interacting with local staff. Yet few global companies have fully leveraged this female advantage to its full benefit. This session will report on a study of male and female expatriates undertaken to learn more about why female expats exhibit better adjustment to foreign assignments.

The Cross-Border Employee Puzzle

Josée Bennett, Michael Hayward, and Philippe Rousseau, Ernst and Young LLP

This presentation will identify the critical tax and immigration issues that arise in cross border assignments. Learn more about the personal and corporate tax obligations; international payroll and the specific immigration issues that must be considered. Attend this session to ensure you understand your obligations. You will leave knowing how to ensure your organization's compliance with regulations covering personal tax, corporate tax, payroll tax and immigration.

Relocation: A Family Affair (Part II)

3:45 – 5:00

Stimulate Performance and Deliver Exceptional Value

David Prentice

Time to Enlighten, Engage and Empower. This keynote will outline ways of creating leadership initiatives that stimulate people to accelerate performance and deliver exceptional value. Learn how leaders can communicate to enlighten and motivate, and how to engage their business partners, management teams and employees to understand and appreciate the challenge and opportunities that a world of accelerating change will create.