

2007

GREAT PLACE TO WORK®

CONFERENCE

DUBLIN

Great Place to Work® Conference

Trust, Leadership, and Workplace Transformation

May 14 & 15, 2007

Crowne Plaza
Dublin



Common Decencies : How Small Gestures Build Great Companies

Work-Life Balance - it's not just for parents!

A Fresh Look at Talent Management

The Baptist Health Care Story: How to Create a Culture That Inspires Your Workforce

Growing Pains: How to Evolve Your Culture As Your Business Grows

The Diverse Workplace: Necessary evil, or Golden Opportunity?

Your Employer Brand: How to Bring the Best of Brand Management to People at Work

Creating a Giftwork™ Culture: The 9 Steps for Building a Great Workplace



REGISTER TODAY!

www.greatplacetowork-europe-conference.com

or call the Great Place to Work® Conference Hotline at + 01 890 9510

CREATE AND MAINTAIN A HIGH TRUST WORKPLACE • BUILD PRIDE AND CAMARADERIE • EMPOWER YOUR STAFF • FOSTER INNOVATION, CREATIVITY AND RISK TAKING • BENEFIT FROM HIGHER PRODUCTIVITY • INCREASE CUSTOMER SATISFACTION

We are delighted to invite you to attend the 5th Annual 'Great Place to Work[®] Conference' on 14th & 15th May 2007.

You'll notice that this year's event has a distinctly international flavour. That's because Dublin has been chosen to host the Great Place to Work[®] Institute's European Conference. As a result, we will be joined in Dublin by most of the "100 Best Workplaces in Europe 2007", to be announced in the Financial Times on 2nd May 2007.

This represents a unique opportunity for you to meet and network with colleagues from many of Europe's best workplaces.

The event will start with a full-day Great Place to Work[®] Conference, on 'Trust, Leadership, and Workplace Transformation'.

Speakers from the **European Workplace of the Year** (to be announced on 2nd May), **Airtricity** (Best Company to Work for in Ireland 2007), **e-Bay**, and **KPMG** will share unique, cutting-edge insights to some of the challenges they have overcome to create their Great Workplaces.

We're delighted to welcome **Pamela Bilbrey**, President of **Baptist Health Care** Leadership Institute in Florida, USA, who will tell the remarkable story of how they overcame the odds to become a leader amongst Great Workplaces.

Marcus Powell of London's **Ashridge University** will share their latest research into Talent Management strategies, and **Steve Harrison**, Author, and Chairman of **Lee Lecht Harrison**, will outline a top-to-bottom approach to creating a positive corporate culture, based on his book "Common Decencies: How Small Gestures Build Great Companies"

The full-day conference will be followed by a **networking event** that evening, and a choice of **five workshops** - each dealing with cutting edge organisational issues - will be available on the morning of Tuesday 15th May.

The programme for each event is detailed in the following pages and you can read full details of each presentation and workshop at www.greatplacetowork-europe-conference.com. As our previous conferences have sold-out quickly, we encourage you to register as soon as possible.

We look forward to seeing you to Dublin.



Bob Lee
CEO
Great Place to Work[®] Institute Ireland



Palle Ellemann Knudsen
Managing Director
Great Place to Work[®] Institute Europe

At Great Place to Work® Institute, we believe passionately that any company, of any size, and in any industry can create a great place to work®.

Please join us for the fifth annual European Great Place to Work® Conference in Dublin this May 14th & 15th to learn this for yourself and be connected with an international community of business leaders who are helping to create and sustain some of the best workplaces in the world.

Through in-depth sessions and workshops with best companies leaders, industry experts, and senior Great Place to Work® Institute leaders, and valuable peer networking opportunities, you can:

- See how any company can create a great workplace
- Discover the essential elements that define great workplaces—and why
- Find out where the dramatic business benefits can occur
- Evaluate programs, determine which will work best for your workplace
- Learn how to assess your company’s strengths, measure success and plan next steps

For over 20 years, Great Place to Work® Institute has been researching best workplaces and helping companies become great.

We research and select ‘Best Companies’ in fifteen European countries, from which we select the Financial Times “100 Best Workplaces in Europe”. We also produce Fortune’s “100 Best Companies to Work for”® in America and the “Best Small and Medium companies to Work for in America” for SHRM, among many other international lists.

We hope you will join us for the Great Place to Work® Conference and take this opportunity to learn directly from the best.

www.greatplacetowork-europe-conference.com

Conference Overview

Monday 14th May 2007

Great Place to Work® Conference

9:00 to 4:30 pm

The event will start with a full-day Great Place to Work® Conference, based on ‘Trust, Leadership, and Workplace Transformation’ [Page 3]

Networking Event

6:30 to 8:30 pm

Join us for a few hours of relaxed networking, as we help you to meet senior contacts from some of Ireland and Europe’s Best Workplaces. [Page 3]

Tuesday 15th May 2007

Workshops

9:15 to 12:15 pm

Choose from five highly interactive workshops according to your area of greatest interest. You can read more on Page 4, or get full details of each workshop at

www.greatplacetowork-europe-conference.com

Best Workplaces in Europe - Awards Lunch

We are honoured to welcome the 100 Best Workplaces in Europe 2007 to Dublin for a Celebration Lunch and Awards Presentation

Monday 14th May 2007

Great Place to Work® Conference

08:00 to 4:30 pm

A positive, vibrant atmosphere is an essential element of any great workplace, so it follows that we want to create a similar atmosphere at our conference! We've put together a programme that offers you valuable learning opportunities with a strong practical emphasis, in a lively, energised, and fun atmosphere.

8:00 to 9:00 am

Registration

9:00 to 9:15 am

Welcome & Objective Setting

Bob Lee, CEO

Great Place to Work® Institute Ireland

9:15 to 10:00 am

Airtricity:

The Best Company to Work for in Ireland 2007

Eddie O'Connor, CEO, Airtricity

10:00 to 10:45 am

Common Decencies: How Small Gestures Build Great Companies

Steve Harrison, Author & Chairman of Lee Lecht Harrison

10:45 to 11:15 am

Refreshment & Networking Break

11:15 to 12:00 am

How to Develop a People Strategy - and Why it's Vital for Success

Colm Gorman,

Partner, Human Resources, KPMG

Elaine McGleenan,

Director of Learning & Development, KPMG

12:00 to 12:45 pm

Work-Life Balance - it's not just for parents!

Karen O'Brien,

Senior Manager Human Resources Europe, e-Bay

12:45 to 2:00 pm

Networking Lunch

2:00 to 2:45 pm

A Fresh Look at Talent Management : How to recruit, manage, and retain critical talent for competitive advantage

Marcus Powell, Ashridge University, London (UK)

2:45 to 3:30 pm

Transforming the Culture to Transform the Business: the Baptist Health Care Story

Pamela Bilbrey, President,

Baptist Health Care Leadership Institute (USA)

3:30 to 4:15 pm

The European Workplace of the Year 2007

A senior representative from the overall winning company will share the secrets of their success.

4:15 to 4:30 pm

Q&A and Closing Remarks

Networking Event

6:30 to 8:30 pm

Networking Events can often be remarkably unproductive, for a variety of reasons, but we think we have it cracked!

Join us for a few hours of relaxed networking, as we act as the matchmaker to help you to meet senior contacts from some of Europe's Best Workplaces. This event will be entertaining, but effective, and is free of charge to those attending either a workshop or the full day conference.

However, advance booking is essential and, as numbers are strictly limited, we encourage you to register without delay.

Cost:

Full-day Conference

€400 per person

Networking Event

Free of charge to any delegate attending the Conference (Monday) and/or a Workshop (Tuesday)

Learning Workshops

09:15 to 12:15 pm

Choose from five highly interactive workshops according to your area of greatest interest. Capacity at each workshop is strictly limited, so be sure to book early to guarantee your place.

You can read full descriptions of each workshop, including learning objectives, at

www.greatplacetowork-europe-conference.com

A: How to Create a Culture That Inspires Your Workforce

Baptist Health Care in Pensacola, Florida experienced a cultural transformation in the late 90's that led the organisation to receive national recognition for its extraordinarily high employee and patient satisfaction.

Utilising the lessons learned at Baptist Health Care, participants will learn how to create a shared vision and strategic direction for successful implementation of a culture that supports service and operational excellence at all levels. This interactive workshop will provide detailed, in-depth tools and practices that participants will be able to use to lead cultural transformation in their own organisations.

*Pamela A. Bilbrey, President,
Baptist Health Care Leadership Institute, USA*

B: Growing Pains: How to Evolve Your Culture As Your Business Grows

How can your organisation evolve its unique culture while experiencing growth or going through change?

This workshop focuses on understanding the growth processes involved in changing an organisation, the impact of growth on the values and culture of the organisation, and on the effects of change on employees.

Participants will have an opportunity to examine and develop systems for enabling their employees to manage change as self-managing change agents, and you will leave armed with key lessons and tips to assist your organisation to combat the inevitable growing pains.

*Dr Joan Tiernan
Director of Work & Organisational Psychology
University College Dublin*

C: The Diverse Workplace: Necessary Evil, or a Golden Opportunity

Diversity will be a key element of the workplace of the future. Left unchecked, it imposes business costs by reducing job satisfaction, lowering commitment, increasing absenteeism, increasing employee turnover and creating group conflict. Proactive diversity management reduces these costs; gives firms a competitive edge through the generation of advanced decision-making and problem solving capabilities; and has a profoundly positive effect on information flows, knowledge creation and innovation.

Our expert panel will explore the business benefits of having a diverse workforce and they will detail practical ways to embrace diversity in your workplace.

D: Your Employer Brand: How to Bring the Best of Brand Management to People at Work

Your organisation has an employer brand reputation of some kind, but do you apply the same care and attention to managing this brand as when you market yourselves to customers?

'People in Business' is the world's first employer brand consultancy. They have completed over 300 engagements for organisations including BP, British Airways, John Lewis, L'Oreal, and Unilever.

Using practical examples and case studies, this workshop will help you to bring the best of brand management discipline to your workplace.

Richard Mosley, MD, People In Business, UK

E: Creating a Giftwork™ Culture: The 9 Steps for Building a Great Workplace

How do great workplaces create a culture of trust? What makes great workplaces more profitable than their competitors?

Our careful analysis of the policies and practices of the best workplaces highlights nine distinctive steps that these organisations take to create a high trust culture. This workshop will help to clarify why these companies have a competitive edge and allow participants to develop an action plan for building a Giftwork™ culture in their organisation.

*Robert Levering
Co-Founder, Great Place to Work® Institute*

Cost:

Workshop of your choice €200 per person

Accommodation & Travel

Accommodation

The Awards Event & Conference will be held at The Crowne Plaza Hotel & Conference Centre in Dublin.



The Crowne Plaza Dublin-Airport features 4-star comfort in contemporary yet calming surroundings, with great dining, and warm, friendly service. Located only minutes from Dublin Airport and 15 minutes from Dublin city centre, this hotel offers you everything you expect from a world-renowned name and more.

Designed to world-class standards, the Crowne Plaza Conference Centre is one of Ireland's largest and best conference facilities, featuring state-of-the-art facilities and the latest audio-visual technology.

The Crowne Plaza Dublin was included among the Best Companies to Work for in Ireland in both 2006 and 2007, so we are guaranteed a warm, Irish welcome to make this prestigious event extra special.

Overnight Accommodation Options

We have negotiated special delegate rates at the Crowne Plaza Hotel and at the next-door Holiday Inn Express. Each hotel is holding an allocation of rooms on our behalf, and we recommend that you make your reservations without delay in order to avoid disappointment.

Crowne Plaza Hotel
Northwood Park,
Santry Demesne, Santry, Dublin 9
Tel: +353 (0)1 862 8888
Fax: +353 (0)1 862 8800
E-Mail: reservations@crowneplazadublin.ie
Hotel Website : www.cpdublin-airport.com



Located immediately adjoining the Conference Centre, the Holiday Inn Express is a contemporary, stylish hotel with complimentary continental buffet breakfast included in the room rate, as well as high speed internet access and state of the art communication points in the lobby.

Holiday Inn Express
Northwood Park,
Santry Demesne, Dublin 9
Phone: +353 (0)1 862 8888
Fax: +353 (0)1 862 8800
E-Mail: reservations@hiexpressdublinairport.ie
Hotel Website : www.hiexpressdublin-airport.com



Travel

The Conference Centre is located only minutes from Dublin Airport and 15 minutes from Dublin city centre.

If you are driving, it's just 10 minutes from the M50 motorway, and ample car-parking is available. You can read full directions to the Crowne Plaza at

www.cpdublin-airport.com/thehotel/driving

Accommodation & Travel

Registration

Conference & Workshops

To attend the Conference & Workshops, please complete the attached Registration Form and fax or email it to the Conference Office, as shown.

Alternatively, simply call our Conference Hotline at +353 1 890 9510 (08:30 to 5:30 pm GMT)

Networking Event

Attendance at the Networking Event is free of charge, but is open only to delegates attending the Conference or Workshops. Please register on the attached form.

How to Contact Us

For further information or advice please contact your local Great Place to Work® Institute Office, or contact the Conference Manager at

Joanne O’Keeffe
Conference Manager
Great Place to Work® Institute Ireland
Email : jokeeffe@greatplacetowork.ie
Phone : +353 1 890 9510
Fax : +353 1 840 8296

Hours : 08:30 to 5:30 pm (GMT)

Payment

When we receive your completed Registration Form we will send you a confirmation email within two working days, in which we will explain your payment options:

- (a) Payment by Credit Card: We will ask you to telephone us to give us details.
- (b) Payment by Invoice: We will send our invoice by email, and payment in full must be made before the event.

How to Register: Overview

1. Call the Conference Hotline at +353 1 890 9510 (08:30 to 5:30 pm GMT) or
2. Complete the attached Registration Form, showing which events you will be attending, and Fax the form to +353 1 840 8296 or email the form to jokeeffe@greatplacetowork.ie
3. You will receive a confirmation email within 2 working days.

The Great Place to Work® Institute wishes to acknowledge the generous support of our sponsors.

Irish Independent 
Ireland's National Quality Daily.

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