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ROGERS COMMUNICATION

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*Learn How to Take Advantage of Your Data
to Improve HR Decision Making!*

Predictive HR Analytics 2019

From Solid Foundations to Powerful Prediction

March 19 – 20, 2019 • Toronto, Ontario

Data Driven, Game Changing Approaches to Drive Profitability

- ✓ Implement data-driven, game-changing approaches to HR that will drive profitability
- ✓ Build the mindsets, tool sets and skill sets that will promote invaluable insights through analytics
- ✓ Determine the top 5 metrics that will positively impact revenue in your organization
- ✓ Develop customized KPIs and analytics for maximum benefit
- ✓ Leverage analytics to develop winning compensation packages
- ✓ Transform data into visual pictures that demand action
- ✓ Drive employee engagement to new heights
- ✓ Retain valued employees who might otherwise be out the door
- ✓ Reap the rewards of data-driven recruiting
- ✓ Leverage people analytics to drive a performance culture
- ✓ Use analytics for performance management, training and succession planning

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HR Analytics 2019

March 19-20, 2019 • Toronto, Ontario

DAY ONE PROGRAM AGENDA: TUESDAY, MARCH 19, 2019

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:10

Welcome and Opening Remarks from the Chair
David Lahey, President & CEO, Predictive Success

9:10 – 10:00

Artificial Intelligence and HR Analytics as an Experience
Benoit Hardy-Vallée, Associate Partner, Canadian Lead - HR Reinvention, Talent & Engagement, IBM

- In the last 6 years, IBM completely reinvented its HR function to respond to market trends and a new business strategy
- HR analytics have been instrumental in IBM HR transformation
- Over time, the service model for HR analytics evolved from centrally-managed to distributed
- Artificial intelligence has been instrumental making HR analytics embedded in systems and experiences

10:00 – 10:15

Networking Break



10:15 – 11:00

Creating Cultural Champion Employees From Hire to Inspire with Predictive Analytics

David Lahey, President & CEO, Predictive Success

- Identify the skill sets, technology and data required to make a successful data science team
- 5 critical factors to consider when leading a data science team regardless of your background
- Insights into how the process should work while taking a step back from the tech and science involved
- Discover how to put together a data visualization with no analytics background
- Learn how to wring out the meaning of the data and hunt down datasets while doing initial feature selection

11:00 – 12:00

Building and Recruiting an Effective HR Analytics Team
Tanya Pastor, Manager, HR Analytics and Reporting, Metrolinx

- Practical tools to build strategic influence within the organization utilizing HR analytics
- 9 Dimensions of Excellence in People Analytics
- 6 key skill sets for a successful HR analytics team identified
- Discover how to use people data, convert it into a strategic actionable knowledge and derive real business decisions
- Understand the capabilities required to make effective use of HR analytics

12:00 – 1:00

Luncheon Break

1:00 – 2:00

TELUS Digital's People Analytics Journey: Start from Scratch!

Aamna Contractor, Product Owner, Talent & People Analytics, Telus Digital

Jenny Dundas, Digital Analytics & Insights Consultant, Telus Digital

- How we brought People Analytics to the table at TELUS Digital
- How we developed a dashboard in 60 days and created a data-driven people experience team

2:00 – 3:00

The Rogers Employee Experience Survey and Journey to Best-In-Class Engagement

Geoff Ho, Director, Research & Advocacy Organization Development, Rogers Communication

Larisa Saplys, Analytics Consultant, Organization Development, Rogers Communication

At Rogers, we've been on a multi-year journey to reach best-in-class engagement and a high-performance culture by leveraging our employee experience survey. Join this session to learn about:

- Our perspective on employee experience and how we've demonstrated its criticality to business performance
- Our journey to best-in-class engagement leveraging the employee experience framework and survey
- How we approach action-planning on the employee experience survey

3:00 – 3:15

Networking Break



3:15 – 4:15

Analytics as Foundation for HR

Lydia Wu, Head of Talent Analytics, Panasonic North America

People Analytics has been a hot topic in HR for years - some might even argue that it is now table-stakes in the HR world. Analytics has the power to transform how HR functions as a whole, and it takes more than just setting up an analytics team to truly impact the organization. Join this session as we discuss:

- The 'quick' and scrappy guide to getting started in analytics'
- Enabling analytics outcomes to the broader organization
- Strategies for analytics to make an impact in your organization

4:15

End of Day One

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DAY TWO PROGRAM AGENDA: WEDNESDAY, MARCH 20, 2019

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:10

Welcome and Opening Remarks from the Chair

David Lahey, President & CEO, Predictive Success

9:10 – 10:00

Creating the Data Savvy HR Generalist New Grad of

Tomorrow: Developing the First HR Metrics/Scorecard/KPI Course for Sheridan College HR Programs

Roger Blaesz, Professor, Sheridan College, Mississauga ON

Roger teaches part-time at Sheridan College in Mississauga, specifically, HR Analytics/Metrics for the HR Program. He, along with the course lead (Michael Pitkanen) are revising/revamping the program to focus mainly on HR Metric Scorecard/Dashboard creation, and creating effective KPIs for analytics that include:

- Workforce levels (actual vs Budget)
- Turnover
- Absenteeism
- Hiring/Recruiting
- Employee Engagement
- Employee Performance
- Historical Analysis/Forecasting
- Time Based Analysis

The best metrics tell a compelling story, and this course is designed to enhance the analytic storytelling ability of HR students. The course will be designed where a new HR Metric will be studied each week, with students then looking at a dataset to try and find issues that may be of a concern to an organization. Students will then need to develop a metric, effective KPI and Scorecard for that element. At the end of the course, students will be given a dataset to complete a comprehensive HR Metrics scorecard with meaningful KPIs and explanations that allow for insightful and strategic driven decision making.

10:00 – 10:15

Networking Break



10:15 – 11:15

Fuel Strategic Value Through Data-Driven Organizational Change

Michelle MacAdam, Founder, Oak Path Consulting Inc.

- Why key performance indicators should be required for all projects
- How dashboards heighten project focus and engagement
- What data point types best illustrate strategic value
- When to revisit a project's data point selections
- Who should inform data-based project course corrections

11:15 – 12:15

Renewing HR Analytics: Putting the Customer Experience at the Centre

Jenn Bouyoukos, CEO & Founder, Full Stack HR Inc.

- HR and the customer experience: What does this all mean?
- Tools and tips to developing and implementing an HR practice to the customer experience
- Explore the key to successful business outcomes: putting the employee at the centre
- Discover the benefits of adopting a marketing strategy to HR and HR analytics
- Learn why HR should engage in an 'effortless experience' and remove transactional processes

12:15 – 1:15

Luncheon Break

1:15 – 2:15

How HR can Leverage Data to Measure its Return on Investment

David Weiss, President & CEO, Weiss International Ltd.

- Reflect on how an HR focus on AI will accelerate the expectation of HR to be able to demonstrate a return on human capital, i.e. the return on investment in people and organizational capacity
- Analyze how HR can leverage data to measure its Return on Investment (ROI) for the business
- Learn how to develop a dashboard to track leading and lagging measures to regularly report on the ROI in Human Capital
- Consider how to apply these approaches to the participants' situations

2:15 – 3:15

Managing Employee Aspirations Using People Analytics

Ankit Singh, HR Analyst, Career Edge

- Importance of understanding individual personal and professional aspirations of employees at work
- What analytical tools can be used to determine the true aspirational value of the workforce
- The recommended course of action to address the employees' aspirations
- Developing a successful Aspirational Value Model for a sample workforce

3:15 – 3:30

Networking Break



3:30 – 4:30

The Journey to Business Intelligence and Analytics in the Cloud - Transforming Data in HR

Matthew Murphy, Manager, HR Analytics Systems, Talent Program Delivery, Rogers Communications

Deni Garcia, Manager, HR Analytics, Talent Program Delivery, Rogers Communications

- The journey of transforming analytics in HR
- Integrating your data for one source of truth
- Challenges and obstacles that your company may encounter along the way
- Impacts of transforming the way your company integrates, utilizes and relies on data
- Ready your team and workforce; how to get buy in

HR Analytics 2019

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WHO SHOULD ATTEND THIS EVENT

- Vice-Presidents, Managers and Directors of Human Resources
- Human Resources Officers
- Human Resources Generalists
- HR Analytics Specialists
- Human Capital Managers and Directors
- Workforce Planners
- Talent Managers
- Consultants
- Vice-Presidents, Directors and Managers of HR Systems and Operations
- HR Metric Analysts

REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

1 PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs. _____ Title _____

Organization _____

Telephone () _____ Ext _____ Fax () _____

Email address _____

Name of Approving Manager _____ Title _____

Address _____

City _____ Province _____ Postal Code _____

Company's main line of business _____ Number of Employees: _____

2 SELECT YOUR PREFERRED PAYMENT METHOD

Prices subject to HST.	FULL PRICE	Register by February 22
Course for Groups of 3 +	\$2,199 each	\$1,999 each
Course for Groups of 2	\$2,299 each	\$2,099 each
Course for 1 Registrant	\$2,399	\$2,199

*Groups must register together at the same time to be eligible for group rates.



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LOCATION:

HR Analytics will be held at a convenient location in Toronto, Ontario. Detailed venue information will be forthcoming as it becomes available.

YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at HR Analytics. A limited number of sponsorship options are available.

Contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at sponsorship@infonex.ca.

CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.ca or fax to 1-800-558-6520 **no later than March 5, 2019.** A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **March 5, 2019**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by March 5, 2019** and fail to attend will be liable for the entire registration fee.

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