



PREVIOUS DELEGATES

"Very good. Particularly liked the balance between company examples and practical tools"

Michele Rowlands
Group Human Resources Director
British Sugar

"Concise, thought-provoking, practical."

Rahim Rajan
Head of Reward, Europe
Yahoo! Europe

"Engaging, informative, well presented"

Jasper Self
Director of Talent
Christian Salvesen

"Met all my objectives. Really valuable to hear perspectives from a wide range of organisations. Would recommend to other HR Directors within Law."

Sally Andrews
Human Resources Director
Reynolds Porter Chamberlain

"Very informative. Confirmed that many of our initiatives are aligned with best practice and highlighted some new areas we could focus on."

Gavin Hayward
Head of Compensation & Benefits
Siemens plc

"Horizon widening and thought provoking"

Philip Addison
Human Resources Director
Accor UK & Ireland Hotels

3Com
ABB
AEGON UK
Airedale International
Alldays
Allied Irish Bank (GB)
AMP
Arcent Norfolk
Atkins
Arup Scotland
B&Q
BAA Gatwick Airport
Barclays Bank
Barclays Capital
Baring Asset Management
BBC Worldwide
Berwin Leighton Paisner
Blockbuster Entertainment
Boots
BP
Britannic Money
British Airways
British Bakeries
British Sugar
Broadview Associates
BT
Cable & Wireless plc
Cadbury Schweppes
Cannons Health & Fitness
Cargill
Channel Four Television
Channel 5 Television
Cheshire Building Society
Clerical Medical
Clifford Chance
Colt Telecommunications
Connex South Central
Convergys
Costa Coffee
Cox Insurance
Creative Labs
David Lloyd Leisure
Debenhams
Detica
Equant Network Services
EWS Railway
eFunds International
Express Newspapers
First Choice Holidays
Frito Lay International
Fujifilm Electronic Imaging
Geac Enterprise Solutions

Getronics
Granada Media
HBOS
HSBC Insurance Brokers
Halcrow
Halfords
Harlequin Mills & Boon
Harvey Nichols
Haswell Consulting
Engineers
HHCL & Partners
High & Mighty International
Hilton UK
HJ Heinz
Inchcape Motors Retail
Infineum International
Investec Bank
JBB (Greater Europe)
J D Williams
Jenners Princes Street
Edinburgh
Kier
Kingfisher
Krone UK Technique
Levi Strauss
Lincoln Financial Group
Lloyds TSB
London Transport
Maclay Murray & Spens
Macromedia Europe
Manor Bakeries
Marks & Spencer
Master Foods
Matalan Retail
McCormick UK
McDonalds Restaurants
Mediasurface Europe
Millennium & Copthorne
Hotels
Mitel Networks
MTV Europe
NG Bailey Organisation
Nokia UK
Northgate Information
Solutions
Norwich Union
Novar
Onedo Nalco
Orange
Osborne Clarke
Oxford Instruments
Owen Williams

Parker Hannifin
Persimmon
Polariod UK
Porsche Cars
Portex
Posford Haskoning
Power Europe
Pret A Manger
Prudential
QAS
Reckitt Benckiser
Reuters
Rockware Glass
Rolls-Royce
Royal & Sun Alliance
Royal Bank of Scotland
RS Components
Safeway Stores
Sainsbury's Supermarkets
Scotsman Publications
Scottish Water
Sherwood International
Smith & Williamson
Sony UK
Standard Life Assurance
Staples UK
Starbucks Coffee
Stolt Offshore
Teletext
Telewest Broadband
Tesco
The Associates
Thomas Cook
Thomas Eggar
T-Mobile
Towry Law
Trinity Mirror
Tyco Electronics Pinacl
United Biscuits
Universal Music
V A Tech Peebles
Veritas Software
Visa International
Waterstones Booksellers
Welcome Break
Winterthur Life
Whitbread Hotels-Marriott
Whitbread Restaurants
Woolworths
Wragge & Co



The Reward Briefing

LONDON

TUESDAY 25 NOVEMBER 2008

CREATING A HIGH ENGAGEMENT, HIGH PERFORMANCE CULTURE

"How Top Companies use Total Reward and Talent Management to increase Employee Engagement and build a Performance-based Culture"



PRESENTED BY
Raymond Robertson
Founder & Director, Strategic Reward

Author of a major new book "The Together Company" which examines the key role of reward strategies in business performance



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DATES & VENUE

Tuesday 25 November 2008

Hilton London
Paddington Hotel

PROGRAMME

9.30-10.00

Registration/Coffee/Tea

10.00 Briefing starts

- Total reward, talent management and a high performance culture
- Current practice – research findings
- World-class case studies
- Practical tools

13.00 Briefing finishes – Networking Buffet Lunch

There will be a mid-morning tea/coffee break

TOTAL REWARD, TALENT MANAGEMENT AND A HIGH PERFORMANCE CULTURE

- Aligning reward and business strategy – communicating what matters most to the organisation's business success and long-term growth
- The employee proposition – building a compelling proposition which considers everything employees value in the employment relationship. Total Pay to Total Reward.
- Ensuring fairness and trust – reward processes that employees feel are fair. Research by the Corporate Executive Board into the key role of fairness in employee engagement
- Performance management – raising performance across the entire organisation
- Talent management – targeting resources on different talent pools to maximise the impact on business performance

CURRENT PRACTICE – RESEARCH FINDINGS

Results of research by Strategic Reward:

- HR and reward trends among top companies in the UK – the strategies they are implementing, how they measure effectiveness and which strategies in particular have been most successful
- Creating a high engagement, high performance culture – share and benchmark your practices (a pre-briefing questionnaire will be sent to all delegates)
 - Rewards
 - Talent management
 - Performance management
 - Enabling work environment
- Linking employee engagement, HR metrics and business results.

WORLD CLASS CASE STUDIES

Ray will preview case studies from his new book. These show how HR and reward strategies play a key role in creating a high engagement, high performance culture.

- Starbucks Coffee Company: rewarding team spirit that reflects the company's guiding principles, how employees (called partners) share in financial success, and discussing and communicating what matters most
- Royal Bank of Scotland Group: how RBS communicates the content and value of the reward package (Total Reward) – a key element of its employee proposition and performance culture
- David Lloyd Leisure: alignment of reward and vision/values/business strategy, engaging employees to create a great experience for club members and team recognition in a high performance culture
- BAA: linking senior management reward and performance through pay review, performance shares and deferred bonus – including rewarding results and competencies/behaviours – and making reward processes fair and transparent

- Manchester United: rewarding employees for living the UNITED values (VIP scheme), paying for additional contribution, building fairness and trust through performance management and the club's Total Reward approach.

PRACTICAL TOOLS

- The "Engagement Index" – quantifying drivers of employee engagement – 3 methods compared and criticised
- The "Recognition Reckoner" – finding out if your organisation recognises and celebrates the things which matter most
- The "Talent Matrix" – focused development for high performers / high potential people
- The Reward Calendar – linking themes and messages
- Steering the "high performance car" – leading, living and lagging performance measures
- "Star Gazing" – delegates share their vision of the future.



THE PRESENTER

Raymond Robertson BSc DMS Chartered FCIPD

Raymond Robertson is a leading authority on reward management and is Director of Strategic Reward, one of the UK's leading specialist reward consulting firms. Ray advises clients about how reward and employee engagement strategies can be used to increase business performance. His clients include Manchester United, Whitbread, ABB, Porsche Cars and Ralph Trustees Limited (owners of one of the largest independent 4* and 5* luxury hotel groups in the UK).

Ray speaks about reward at conferences, seminars, employers' forums and in-company events. He is author of *The Together Company* (see panel, right), and a regular contributor to Stakeholder Satisfaction, a magazine about creating value for customers, employees and shareholders. His published articles include "Rewarding contribution", "Creating a recognition culture", "Fast guide to attraction and retention" and "Balanced scorecard: putting it into practice"

ABOUT STRATEGIC REWARD

Leaders in Reward and Engagement

- **Advice to clients** – total reward strategy, employee engagement, performance, leadership development and benchmarking
- **Research** – we carry out research into reward practices at the leading edge and how they are being implemented worldwide
- **Reward events** – we run seminars and events on topical issues, on a public or in-company basis.



THE TOGETHER COMPANY

– Raymond Robertson's new book

The Together Company sets out a three-part reward framework for implementing practices that deliver "what matters most to organisations" and "what matters most to employees". The book shows us:

- Reward essentials – the things we have to get right before anything else
- Reward choices – key practices aligned with business priorities
- Reward extras – practices which help create a culture where people feel valued
- Step-by-step processes for successful implementation
- Solutions to the most commonly found problems
- Examples of how each reward practice might work in different organisational circumstances
- How leading companies (see case studies in the programme) reward what matters most

 **BOOKING**

Please tick the box for your chosen venue and date.

LONDON **Tuesday 25 November 2008**

Hilton London Paddington Hotel

Please complete this booking form in BLOCK CAPITALS

First Name:

Surname:

Job Title:

Company:

Address:

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Postcode:

Telephone: Fax:

Email:

Fee: £230.00 (+ VAT at 17.5%)

Includes comprehensive handouts, refreshments and a buffet lunch.

I enclose a cheque for £270.25, payable to Strategic Reward


Please invoice my company

Terms and conditions: Payment in full is due before the date of this event. If a cancellation is received in writing not less than 10 working days before the date of this event, a full refund can be made or a transfer to an alternative date arranged at no extra cost. If less than 10 working days notice is given no refund is possible, but arrangements for a replacement delegate can be made (at no extra cost) or a transfer to an alternative date (transfer fee of £80 plus VAT).

I agree to abide by the booking conditions set out above.

Signed:

Dated:

 Please post your completed booking form to:

The Strategic Reward Consultancy
Brinkworth House, Brinkworth, Swindon SN15 5D4

or F A X B A C K o n 0 1 6 6 6 5 1 1 3 0 1

please photocopy this form if you want to book more than one place



 **LONDON**

EXTRA DATES DUE TO DEMAND:

Tuesday 25 November 2008

Hilton London Paddington Hotel
146 Praed Street, London W2 1EE

Tel: 020 7850 0500 Fax: 020 7850 0600

Located inside Paddington Station. Direct links to the London Underground network – Bakerloo, Circle, District, Hammersmith and City lines. Heathrow Express link to Paddington in 15 minutes, every 15 minutes.

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PREFER THIS PRESENTATION IN YOUR COMPANY?

We can present The Reward Briefing at your location. Please telephone us to discuss your requirements and we will give you an indication of the fees involved.