

Joint Program:



YOU'VE CREATED IT... BUT DO EMPLOYEES GET IT?

BUILDING BENEFIT CAMPAIGNS THAT WORK

When:
Tuesday, March 22, 2011

Where:
The Kingsgate Marriott, Cincinnati, Ohio

Time:
7:30 a.m. Registration/Networking/Breakfast
8:30 a.m. – 10:00 a.m. Program

Panel Participants

- Elizabeth Borton, President, Write On Target
- Allan Calonge, Director of H & W Plans, Catholic Healthcare Initiatives
- Amy Neltner, Customer Service Manager, Western Southern Financial Group
- Hud Peters, Principal, Mercer

To Register: Please visit us at www.gccba.com and click on Programs

Contact: Nancy Keyser, Program Chair at dkeyser002@cinci.rr.com or Angie King, Administrative Coordinator at aaking@fuse.net.

Summary:

You've seen it happen before... the program is announced, but employees don't seem to understand and behaviors don't change. Our March program focuses on what you can do to ensure that your benefit campaigns are a success, no matter what you are trying to achieve.

Our panel of experienced professionals includes employers, consultants and communication experts who have a wide range of experiences in successfully executing projects across a broad range of benefit programs. Together, they will provide you with tips and suggestions to ensure your next benefit campaign hits the mark. In this session, you can expect to learn:

- The role of plan design in creating a successful campaign
- Common pitfalls, and how you can avoid them
- Successful campaigns that have engaged employees in learning about benefits and making better benefit decisions
- Measuring success, including ROI and other success factors

Cost:

- GCCBA Member with meetings (no charge)
- GCCBA Member without meetings (\$35)
- GCCBA Student Member (\$10)
- ISCEBS Member (\$40)
- Non-member/Non-student (\$50)
- Non-Member Student (\$20)