

09.25 - 09.27
LOEWS ATLANTA
ATLANTA, GA

CALL FOR PROPOSALS

The National Business Group on Health (Business Group) welcomes your proposals to speak at our annual fall conference, Workforce Strategy 2018. As a conference presenter, you will reach an audience of 500+ influential corporate decision makers. If you have a compelling story or groundbreaking research to share, then the Workforce Strategy conference is for you.

HOW TO APPLY

1. Complete the session proposal form (attached). Clearly print or type all of the required information.
2. Return your completed application form to Pamela Rich at workforceconference@businessgrouphealth.org

Submission Deadline: March 5, 2018 at 5:30 p.m. ET

Applicants will be notified about their acceptance by March 23, 2017.

Submitting an application early will not increase chances of selection. Likewise, submissions closer to the deadline will not be penalized with decreased odds of selection.

SELECTION CRITERIA

The Business Group completes an extensive review of each session application. Sessions are selected based on the criteria below.

Employer Presence - For sessions that require an employer speaker, preference will be given to proposals that feature large organizations ($\geq 10,000$ employees). The Workforce Strategy audience finds speakers from Fortune 500 companies and comparable, privately held companies of greatest relevance. Speakers and case studies from public employers and universities, as well as health care organizations, may also be proposed.

Content - The most successful sessions have a mix of innovative ideas and in-depth, actionable solutions with measurable outcomes. Successful applications will have the following attributes (not listed in order of importance):

- a) **Topic Relevance:** The session topic should correspond to at least one of the presentation topics on pages 5-6.
- b) **Actionable Solutions:** Presentations should include solutions that are actionable for a large employer. Presentations focused on new research should include practical implications.

- c) **Measurable Outcomes:** The inclusion of measurable outcomes will significantly contribute to session success. There should be at least 6 months of data for new solutions/pilot studies and 1 year of data for most others.
- d) **Timely:** Preference will be given to sessions that focus on trending topics, innovative ideas or new research.
- e) **Original:** Strong preference will be given to proposed sessions that have **not previously** been presented at other conferences and events, including the National Business Group on Health's events. Proposed sessions should not be presented at other conferences and events for up to 3 months after Workforce Strategy has concluded.

Uniqueness - Business Group conferences strive for a diverse selection of topics and session formats that will appeal to a large audience. If the Business Group receives multiple session applications for similar topics, we will prioritize based on the criteria above.

SESSION PARAMETERS

- A Business Group staff member will serve as the session introducer, providing opening and closing comments and managing Q&A unless other arrangements are made.
- Vendor partners are prohibited from advertising their products and services during conference presentations. Vendor partners may participate as session panelists only if they will be providing data support or subject matter expertise.
- All speakers must be identified by **July 16, 2018**. If all speakers are not identified by this date, the Business Group reserves the right to remove the session from the agenda.
- Session slides must be submitted for Business Group review by **August 24, 2018**.
- Slides must contain speaker notes to allow the Business Group review committee to fully assess the presentation's content.
- A Business Group staff member will conduct a practice session with all session speakers several weeks before the conference.

SPEAKING OPPORTUNITIES

NOTE: Sponsored opportunities are available to Business Group member companies only. Exceptions to this policy are noted below.

TUESDAY, SEPTEMBER 25: EMPLOYER-ONLY DAY

"TED" Style Talks (4 Opportunities Available)

Date: Tuesday, September 25

Format: A session featuring up to four fast-paced and provocative research-based presentations. Attendees will be challenged to stretch their minds on topics they thought they knew, or will be introduced to new concepts.

Length: Up to 15 minutes per presentation.

Concurrent Session: No, only agenda item scheduled during presentation time.

Audience: ~150 attendees. Attendees will primarily be made up of inward-facing HR and benefits professionals with a very limited vendor presence.

Sponsorship Fee: No. Please note that session speakers will be provided with a discounted registration rate of \$400 to attend the Workforce Strategy conference. This represents a significant discount from the regular conference rate in recognition of the important content that speakers contribute. If the speaker can only attend his or her session (and forgo attending the rest of the event) there will be no cost.

Who Can Apply: NBGH Members and Non-member Companies (Academic institutions and researchers encouraged to apply)

Day 1 Breakout Sessions (6 Opportunities Available)

Date: Tuesday, September 25

Format: Sessions will feature 2-3 employer case studies on a particular health and well-being topic. Attendees will gain an in-depth understanding of the speakers' programs or initiatives, along with ideas they can use at their organization. *NOTE: Presenters must have an inward-facing HR, benefits or employee-focused role within their organization. Representatives from vendor partners (other than members of the Institutes on Innovation in Workforce Well-being and Health, Productivity and Human Capital) will not be considered for Day 1 Breakout Session panels.*

Length: 60 minutes

Concurrent Session: Yes, scheduled in one block of 3 sessions.

Audience: 30-50 attendees per session. Attendees will primarily be made up of inward-facing HR and benefits professionals with a very limited vendor presence.

Sponsorship Fee: No. Please note that session speakers will be provided with a discounted registration rate of \$400 to attend the Workforce Strategy conference. This represents a significant discount from the regular conference rate in recognition of the important content that speakers contribute. If the speaker can only attend his or her session (and forgo attending the rest of the event) there will be no cost.

Who Can Apply: NBGH Member and Non-member Companies

Employer Workshops (4 Opportunities Available)

Date: Tuesday, September 25

Format: Interactive sessions that teach employers new approaches to designing or refining their health and well-being programs and benefits. Attendees will be able to walk away with skills they can apply to their jobs.

Length: 60 minutes

Concurrent Session: Yes, scheduled in one block of up to 4 sessions.

Audience: 25-30 attendees per workshop. Attendees will primarily be made up of inward-facing HR and benefits professionals with a very limited vendor presence.

Sponsorship Fee: Yes

Who Can Apply: NBGH Member Companies Only

Wednesday, September 26-Thursday, September 27: Open to All Attendees

General Sessions (2-3 Opportunities Available)

Date: Wednesday, September 26 and Thursday, September 27

Format: Main stage sessions featuring up to 3 speakers on a particular health and well-being topic. Attendees will gain an in-depth understanding of the topic at hand, as well as the actionable implications for large employers. *Note: At least **two** of the speakers must be employers (individuals with an inward-facing HR, benefits or employee-focused role within their organization).*

Length: 60 minutes

Concurrent Session: No, only agenda item scheduled during presentation time.

Audience: ~350-450 attendees per session.

Sponsorship Fee: Yes

Who Can Apply: NBGH Member Companies Only

Day 2 Breakout Sessions (6 Opportunities Available)

Date: Wednesday, September 26

Format: Sessions will feature up to 3 speakers on a particular health and well-being topic. Attendees will gain an in-depth understanding of the topic at hand, as well as the actionable implications for large employers. Note: *At least one of the speakers must be an employer (someone with an inward-facing HR, benefits or employee-focused role within their organization). Other speakers must have subject-matter expertise in the proposed topic.*

Length: 60 minutes

Concurrent Session: Yes, scheduled in one block of 3 sessions.

Audience: ~100-125 attendees per session.

Sponsorship Fee: Yes

Who Can Apply: NBGH Member Companies Only

Emerging Innovations (3 Opportunities Available)

Date: Wednesday, September 26

Format: A session featuring the founders of 3 early stage companies that offer break-through health and well-being (physical, mental/emotional, financial), productivity, performance and leave solutions. Attendees will understand how the solution compares to existing solutions on the market.

Length: 60 minutes

Concurrent Session: Yes, scheduled in one block of 2 sessions.

Audience: ~200 attendees per session.

Sponsorship Fee: Yes

Who Can Apply: NBGH Member and Health Innovations Forum Companies Only

Pilot Results from Innovations (3 Opportunities Available)

Date: Wednesday, September 26

Format: A session showcasing pilot results from 3 employers who have implemented a different health and well-being (physical, mental/emotional, financial), productivity, performance or leave solution. Attendees will learn how the employer rolled out the program, the impact on employee health and well-being or the company, and plans for the future. Note: *Presenters must have an inward-facing HR, benefits or employee-focused role within their organization. Representatives from vendor companies will not be permitted to speak on the panel.*

Length: 60 minutes

Concurrent Session: Yes, scheduled in one block of 2 sessions.

Audience: ~200 attendees per session.

Sponsorship Fee: Yes

Who Can Apply: NBGH Member and Health Innovations Forum Companies Only

Keynote Presentations (2-3 Opportunities Available)

Date: Tuesday, September 25, Wednesday, September 26 and Thursday, September 27

Format: Main stage session featuring one energetic and thought-provoking speaker. Attendees will learn something new, feel inspired, and have several key takeaways that they can apply to their work.

Length: 50-60 minutes

Concurrent Session: No, only agenda item scheduled during presentation time.

Audience: ~150 attendees on September 25. Attendees will primarily be made up of inward-facing HR and benefits professionals with a very limited vendor presence. ~350-450 attendees on September 26 and 27.

Sponsorship Fee: No

Who Can Apply: NBGH Member and Non-member Companies

PRIORITY TOPICS

Global Health and Well-being

- Harmonizing benefits across countries after mergers and acquisitions
- Addressing the double burden of communicable and non-communicable diseases in developing countries
- Providing family-friendly programs and benefits
- Implementing corporate programs that address local needs
- Promoting positive mental health

Well-being as a Workforce Strategy

- Well-being as a tool to create a better employee experience at work
- Improving and maintaining well-being to increase worker capability
- Multiple business units/departments working together to advance employee well-being

Linking Employee Well-being to Business Outcomes

- Proving value to the C-Suite: Connecting well-being to changes in key performance indicators that matter to C-level leadership
- Assessing the impact of well-being on absence, performance and/or safety
- Looking beyond self-reported measures of productivity and engagement (e.g., RFID technology)

The Built Environment

- Office design and its effects on health and well-being, productivity, engagement or performance
- Integrating physical activity into daily work life

On-site Services

- As a strategy to improve employee productivity
- Their role in the overall mental health strategy
- Proving the value of different services (e.g., clinics, coaching, mindfulness training, marriage counseling, financial services, daycare, etc.).

Time Away and Flexible Work Policies

- Linkage between progressive leave policies and talent management
- Best practices in managing performance and well-being for a virtual workforce
- Strategies to minimize work-related stress and work-life conflict
- Linkages between workplace flexibilities, health, safety and performance
- Innovative return-to-work practices

Supporting the Future Workforce

- Benefits and programs to support diversity and inclusion of all genders, races and ethnicities
- Approaches to designing well-being programs and benefits for multiple generations
- Innovative supports and services for parents and other caregivers
- The impact of technology on employee well-being

Innovations in Employee Engagement beyond Incentives

- Role of management
- Data and personalization
- Behavioral economics
- Time off for well-being program participation

Achieving Positive Mental Health

- Reducing stigma
- Promoting happiness
- Addressing stress and resiliency
- Increasing access to care
- Sleep
- EAPs