



Benefits Communication ... Creative, Tactical Strategies for Design and Engagement Success

May 21, 2019

Join the relaunch of the ISCEBS Tampa Chapter and our upcoming education session, "Benefits Communication ... Creative, Tactical Strategies for Design and Engagement Success" on Tuesday, May 21 at the Centre Club, 123 S West Shore Blvd, 8th Floor in Tampa.

This event is a lunch + discussion about employee benefits communication. Whether it's plan changes or year-round engagement, we will show you how to implement effective communication campaigns fit for any budget. This discussion will also examine a real-life success story on the roll-out of an HDHP.

Learn first-hand tips, tricks and tactics from a successful real-life HDHP implementation at Roper Technologies to year-round communication strategies to keep employees engaged in all aspects of their benefits.

Speakers:

- Paula Krupa, CEBS, Director of Benefits, Roper Technologies
- Rita Harris, VP Senior Consultant Segal Benz

[Register Now](#)

DATE	Tuesday, May 21, 2019
TIME	11:15 a.m. Registration (Lunch at 11:45 a.m.) 12-1 p.m. Presentation
LOCATION	Centre Club 123 S. West Shore Blvd 8th Floor Tampa, FL 33609
COST	\$10 Tampa Chapter Members \$20 Non-Member/Guests

SPEAKERS:

Paula Krupa is the Director of Benefits at Roper Technologies, Inc. in Sarasota, Florida where she is responsible for the overall strategy and management of US employee benefit programs, including health, life, disability and retirement for over 8,000 US employees across 60 companies. She is an internal consultant for the health and welfare benefit offerings for Roper's Canadian entities and serves as a benefit resource for Roper's global companies that cover another 4,000 employees. Paula has over 30 years of experience in the design, implementation, administration (in-house and outsourced), communication, and vendor selection/management of employee benefits plans and has expertise on managing benefit plans during mergers and acquisitions. Her experience covers small companies with as few as 30 employees to companies with 20,000 or more employees.

Paula earned a BS in Economics and Business Administration from Ursinus College and has her ISCEBS and Fellow designations. She is the secretary of the ISCEBS Tampa Chapter and held the same position for the Philadelphia Chapter. Paula is a member of the International Foundation of Employee Benefits Plan where she is a member of the Corporate Board and earned a Certificate in Global Benefits. She is a member of SHRM and has served and continues to serve on Advisory Councils of retirement plan recordkeepers, benefit plan administrators and insurance carriers.

Rita Harris is a VP and senior consultant at Segal Benz, a San Francisco-based communications and marketing agency specializing in employee benefits communication. Rita is a passionate advocate and ambassador of the overall employee experience working with clients to help their people navigate the complexities of health care and retirement planning, career development, onboarding, feedback and coaching—all while attempting to enjoy a rich and rewarding life.

Throughout her career, Rita has often led the charge in communicating the link between health and finances. She is particularly known for her ability to break down complex benefits programs into their essential parts so employees can quickly assess why they should participate and what actions they need to take.

Rita is a frequent contributor to Segal Benz thought leadership, advising employers about communication topics including benefits branding and engagement and physical and financial wellness. Before joining Segal Benz in 2015, Rita was a communication consultant with Hewitt Associates (now Aflac).



This session qualifies for one (1) CEBS Compliance credit.
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