

How to Communicate Tough Messages in Tough Times

Today's economic and business climate is difficult and is likely to be so for some time. To adapt to this new reality, organizations are changing the way they do business. They're altering their organizational structure, reducing staff and/or budgets, and making significant changes to pay and benefits. In these circumstances, keeping your workforce motivated, engaged and contributing constructively means knowing how to clearly, honestly and effectively communicate difficult messages around these key change issues. This program will use case studies to interactively delve into the elements and actions needed for you to cut through the daily information clutter to reach your audiences, influence their thinking and change their behavior.

Sponsored by



Speaker

Andrew Kaplan, Senior Consultant, Sibson Consulting, A Division of Segal

Mr. Kaplan is a senior consultant in Sibson's communications practice. He provides strategic counsel to clients on a wide range of employee communications issues and develops content for a broad array of media channels. Mr. Kaplan has nearly 20 years of consulting experience in the development and management of employee-focused communications strategy, tactics and message creation. His consulting approach emphasizes the importance of using audience research, such as surveys and focus groups, to gather the information needed to create targeted messages and content that raise awareness, influence thinking and change behavior. Mr. Kaplan received a B.A. degree in psychology from Stony Brook University (Stony Brook, N.Y.) and an M.A. degree in industrial/organizational psychology from the University of New Haven. His speaking engagements have included addresses to the New England Employee Benefits Council, the International Foundation of Employee Benefit Plans and the Association of Benefits Administrators (ABA). Mr. Kaplan has also published an article in ABA's quarterly newsletter.

Date

February 24, 2010 (Wednesday)

Time

8:00-8:30 a.m.—Registration and Breakfast
8:30-10:00 a.m.—Program

Location

Park Avenue Club

184 Park Avenue
Florham Park, NJ 07932
(973) 301-8233
www.parkavenueclub.com

Cost

\$10 Members
\$30 Nonmembers
Please try to register in advance so we can ensure enough seating!

R.S.V.P.

By February 17, 2010 (Wednesday)

To the Northern New Jersey Chapter Information Center by e-mail to nnj_iscebs@yahoo.com. Registrants are also encouraged to e-mail any questions on the presentation topic ahead of time.

Register by Mail

Make check payable and mail to:

Northern New Jersey Chapter—ISCEBS

c/o Mary Takagi, CEBS
Sun Chemical Corporation
35 Waterview Blvd.
Parsippany, NJ 07054-1200
(973) 404-6111

Cash or checks are also accepted at the door. Cancellations made by February 19, 2010 are entitled to a 100% refund. Cancellations made thereafter will be subject to full registration charge.

Register by PayPal

Registrations and payments are also accepted via PayPal. To use PayPal, click on the link on our chapter Web site: www.iscebs.org/nnj

Questions

Sean O'Donnell, CEBS
sean.odonnell@cytec.com or
(973) 357-3417

Tax ID #22-3207142

How to Communicate Tough Messages in Tough Times

February 24, 2010

Cost—

\$10 Members
\$30 Nonmembers

Make check payable and mail with completed form to:
Northern New Jersey Chapter—ISCEBS

c/o Mary Takagi, CEBS
Sun Chemical Corporation
35 Waterview Blvd.
Parsippany, NJ 07054-1200

Registrations and payments are now accepted via PayPal, click on the link on our chapter Web site:
www.iscebs.org/nnj

R.S.V.P. by February 17, 2010

Registration Form

Feel free to share this announcement with others interested in benefits.
PLEASE PRINT.



Northern
New Jersey
Chapter

Name _____

Company _____

Address _____

City/State/ZIP _____

Telephone _____

Fax _____

E-Mail _____

Amount enclosed: \$10 Member

\$30 Nonmember/Guest

