

FOR IMMEDIATE RELEASE

Acquire Critical Skills to Implement & Measure Successful Employee Engagement Campaigns in the Recovering Economy

Singapore, October 8, 2009 – Employee engagement communications are as relevant to firms on the path to recovery as they are when firms are in the midst of structural change or retrenchments. Employers tend to focus heavily on employee communications around a redundancy programme but do not pay as much attention on the remaining workforce, either at the time of the retrenchment programme or, just as importantly, as the company looks to recover and move forward.

Pacific Conferences is organising a 1-day Workshop on **“Internal Communications & Employee Engagement”** on **1 December 2009 in Singapore** and **3 December 2009 in Hong Kong** to equip Communications and HR professionals with vital strategies for re-engaging with staff, many of whom are expected to do more with less as companies grapple with new business realities.

The workshop will be led by **Rachel Catanach, General Manager, SVP & Partner at Fleishman-Hillard Hong Kong** and **Chris Plowman, Regional Director – Asia Pacific at Bernard Hodes Group**.

Both workshop leaders will delve into what the **“corporate culture crunch”** is and how it has affected internal communications in Asian organisations. Chris said of the current environment, “Amidst the economic downturn, employer brands have come under attack. Reorganisations, restructuring, and in some cases, retrenchments, have had major impact on employee motivation and morale, not to mention the image of the company as an employer. Now, as businesses begin to recover and look to move forward towards achieving new strategic objectives and business growth, employees are being asked to be more productive, often with fewer resources. This creates an environment where effective employee engagement communications are critical, and I mean more than just an email circulated from the CEO’s office.”

Adding on, Rachel shared, “One of the biggest challenges companies face when communicating with employees is being able to articulate to employees what a company’s vision or strategic direction means to them in terms of what they do every day. Getting a high level of employee engagement requires consistent and relevant dialogue with employees that makes them want to wear the company t-shirt, not just receive it.”

Rachel and Chris will address challenges in today’s environment and identify new opportunities to drive effective employee engagement. They will provide delegates with an overview of employee engagement principles and international best practices in this area. They will also analyse various engagement tools that are appropriate for different situations and show how to measure the effectiveness of internal communications campaigns.



Additionally, delegates will be able to glean techniques and tips on establishing a real dialogue with employees and supporting senior management in their change programmes.

Illustrated with relevant case studies of **HSBC, GSK and Microsoft**, and examples from the **financial and manufacturing sectors** as well as a **China employee induction project for a global entertainment company**, approaches for motivating staff and empowering them as strategic change agents to be well-positioned for the economy's path to recovery will be examined.

Rachel is responsible for people development, cultivating existing client relationships and securing new business in Fleishman-Hillard. She has counselled CEOs, prepared internal communications strategies and advised senior clients for companies like Goldman Sachs JBWere, Shell, Bank of America, Nike and the HKSAR Government. Chris has over 20 years of experience in building and implementing global employer branding and employee communications in Asia Pacific, and he and his team have worked with clients like American Express, Cathay Pacific, FedEx, Intel, McDonald's, Motorola, Nokia, Philips and Walt Disney.

The interactive workshop will demonstrate how a formal process and creative thinking can be applied to internal communications programmes that employ a range of communications tools through a variety of channels, to reach and engage employees and to help rebuild employer brands from the inside out.

Workshop Details can be found below:

Title: **Internal Communications & Employee Engagement**
Date: **1 December 2009 (Singapore), 3 December (Hong Kong)**
Time: **9 am – 5 pm**
Venue: **Holiday Inn Atrium (Singapore), The Excelsior (Hong Kong)**

For more information, please visit <http://www.conferences.com.sg/S1357-IBC3-20P-D.pdf>, or contact Ms. Lorraine Tiang at +65 6372 2201 or email lorraine@conferences.com.sg

About Pacific Conferences

Pacific Conferences specialises in organising business conferences aimed at providing interactive, insightful information and analysis about issues facing businesses in Asia-Pacific. Our conferences are developed through thorough research and a deep understanding of the critical concerns facing industry professionals. They are addressed by experts and leaders who have deep knowledge and practical experiences in their respective areas.

More information may be found at www.conferences.com.sg

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