

# HR Annual Conference: Driving



**Start Date: 8/12/2015 7:30 AM**

**End Date: 8/12/2015 12:30 PM**

**DRIVING ORGANIZATIONAL CULTURE:** Leading Company Expectations through Branding, Coaching, and Communication The 2015 Annual HR Conference will focus on defining company culture and setting expectations. We will discuss how to reinforce core values by focusing on: Branding your organization to internal and external customers Coaching employees on how to emanate and demonstrate core company values Communicating core company values and expectations

This is a half day event hosted by GVCSHRM! This conference has been approved for 3.25 Professional Development Credits (PDCs) by the Society of Human Resource Management and 3.25 Business (Strategic) Credits by the HR Certification Institute. This year we offer you: 20 Local company exhibits with free information An exciting keynote speaker and 3 breakout sessions - you pick what you learn! Professional networking with HR professionals, business owners/leaders, and Rochester area professionals Raffles, prizes, and more! When: Wednesday, August 12th, 2015 - 7:30 am to 12:30 pm Where:

RIT, Center for Integrated Manufacturing Studies (CIMS)/Louise Slaughter - Building 78, 1 Lomb Memorial Drive, Rochester, NY 14623 Parking: Free Parking in LOT T adjacent to the CIMS Building AGENDA (subject to change)

7:30 - 8:00 am

Registration,  
Breakfast, & Professional Networking

8:00 - 8:15 am

Conference Opening &  
Welcome

8:15 - 9:15 am

Legislative Update

9:15 - 9:30 am

Break & Networking

9:30 – 10:45 am Keynote Speaker - Beth Sears

10:45 - 11:00 am

Break & Networking 11:00am - 12:pm Concurrent Breakout Sessions Branding - Candace Walters, President, HR Works, Inc. Coaching - Luis Martinez, Executive Coach Communication - Natalie Anderson, Principal, CommuniCare Partners, LLC

12:00 pm - 12:30 pm

Prizes/Raffles & Conference Close