

Strategy Institute presents...

7th Annual

PEOPLE ANALYTICS

Virtual Summit

December
7th - 8th, 2021

Drive organizational performance and enhance employee retention with the power of people analytics

Meet + Network + Learn From:



Trent Burner
Vice President,
Research, Society
for Human Resource
Management
SHRM



Peter Yu
Vice President,
People Science
Goldman Sachs



Tony Bennett
Executive Director,
HR Analytics &
Planning
**Alberta Health
Services**



Angela White
Senior Director,
Equity, Diversity
and Inclusion
**Maple Leaf Sports
& Entertainment
Partnership (MLSE)**



Heather Colquhoun
Vice President, Talent
Aecon Group Inc.



Daniel Ivezaj
Vice President,
HR Programs and
Workforce Analytics
XPO Logistics Inc.

Fast-Track **Your Success** to:

- Navigating the post-pandemic world of work
- Understanding what motivates employees today to improve retention and counter 'The Great Resignation'
- Developing metrics to measure performance, productivity and organizational effectiveness in a hybrid work model
- Using people analytics to position your organization as an employer of choice
- Building the right team to start your people analytics journey
- Leveraging people analytics as a crisis management tool
- Advancing the HR profession and your organization to prepare for the Future of Work

7th Annual

PEOPLE ANALYTICS

Virtual Summit

Transform your people analytics program to improve executive decisions and become an employer of choice!

Welcome to the 7th Annual People Analytics Summit — one of the longest-running and most established people analytics events in North America. This conference attracts leaders from across a variety of industries to help you enhance your organization's performance in the new world of work with advanced people analytics practices. These leaders are eager to share how they used workforce data to prosper during the pandemic and improve employee experience & retention.

This summit champions HR innovation in a complex post-COVID world. It has been carefully designed to provide you with:

- The **latest tools** and **tactics** you need to transform how you measure employee experience and engagement in order to boost organizational performance.
- **Practical case studies** to help solve the most challenging issues in people analytics.
- Access to the **top HR data disruptors** who are proud owners of change and passionate about sharing their expertise.
- Exciting networking opportunities with **250+** like-minded industry peers.

Secure your spot today to ensure you stay ahead of your competitors and remain a leader within your market.

We look forward to seeing you at this important event!

Hear from North American organizations with the most advanced people analytics programs, including:



New This Year!

- Use People Analytics to Address the Impact of COVID-19 on your Organization and Counter 'The Great Resignation'
- Master How to Manage a Hybrid Work Environment and Improve Productivity
- Solidify your Approach to Measuring Performance in the New World of Work
- Stories from the Front Lines: Utilizing People Analytics as a Crisis Management Tool
- Transform your People Analytics Program with Lessons Learned from Canada's Public Broadcaster

Event In Numbers

250+
HR Decision-Makers



40+
Top People
Analytics Speakers



10+
Hours of
Networking



Register online at PeopleAnalyticsCanada.com

Take Away 10 Solutions to Your Top Challenges:

1. Prosper in the New World of Work: Develop metrics for employee performance and productivity in a hybrid work model.
2. Increase Employee Retention: Analyze HR data to discover what motivates employees in the post-pandemic work environment.
3. Demonstrate the ROI of your People Analytics Program: Support executive decision-making with HR analytics to enhance organizational performance.
4. Build a Solid Foundation for your People Analytics Program: Improve data consistency and quality across your organization by building a data dictionary.
5. Move Beyond HR Reporting into a Consulting Role with Top Management: Leverage people analytics to provide actionable insights and inform business strategies.
6. Avoid Unintentional Bias in Hiring and Promotion Decisions: Dive deep into the algorithms embedded in advanced HR software.
7. Discover and Develop the Talent Already within your Organization: Create a 'hot talent' pool and stop competitors from stealing your top performers.
8. Strengthen your Diversity, Equity and Inclusion Policy: Design metrics tailored to your organization and benefit from a broader range of ideas.
9. Improve your Organization's Agility to Respond to New Situations: Discover how people analytics enabled the healthcare sector to respond quickly during COVID-19.
10. Launch a Top-Tier People Analytics Program: Identify and acquire the expertise you need by building a powerhouse team.

Register Today!

Don't miss this opportunity to stay on top of critical developments in HR innovation. Take away people analytics strategies that will have a lasting impact on the success of your business!

Save your spot now and get access to North America's top resource for innovative, transformative and practical information on people analytics.



1-866-298-9343 x 200



registrations@strategyinstitute.com



PeopleAnalyticsCanada.com

Past Attendees Include:

Canadian Tire Bank | Newfoundland Labrador Liquor Corporation
| University of Toronto | Cornell University | Holt Renfrew | RBC
| IBM | TD Bank | Shopify | Hydro-Quebec | WestJet | Caisse de
Depot et Placement du Quebec | OMERS | Loblaw Inc. | CBC |
Magna International | Bank of Canada | Domtar

Start the Conversation Before the Summit!



Share your thoughts by tweeting and following
#PAVIRTUAL2021



Engage in discussions about people analytics
and interact with your peers via our LinkedIn
page **The Future of Human Resources**

Who You Will Meet...

HR Professionals and People Analytics Specialists

CHRO / CEO / VP / Directors / Managers / Heads of; HR Analytics / Metrics / Data / Performance / Workforce Analytics / Employee Engagement / People Operations / Talent Management & Succession Planning, People and Culture / People Analytics / Employee Diversity / Workplace Culture

- Make HR a strategic partner through people analytics in your overall human resources strategy
- Develop a culture of data and establish buy-in
- Improve your workforce planning to mitigate long-term risks
- Drive employee engagement and productivity

Software Solutions Provider

Recruiting Software & Analytics / Analytics Software / Employee Engagement & Development Software / Employee Surveys, Polling and Feedback / HR Operations Software / Pre-employment & Psychometric Testing / Machine Learning & AI

- Showcase your firm's HR analytics solutions
- Network with HR decision-makers and hear first-hand from people analytics leaders on what they need so you can adapt your solutions to better serve their needs
- Promote your products to delegates who prioritize HR analytics

HR Consultants & Advisors

VP/Directors, Business Development / Marketing / Product Development / Sales and Account Managers

- Network with HR decision-makers
- Promote your services to delegates who prioritize HR analytics
- Source intelligence to help your clients

Register today by calling **1 866 298 9343 x 200**

Speakers



Trent Burner

*Vice President, Research,
Society for Human
Resource Management*

SHRM



Levent Arabaci

*Chief Transformation
Officer (CTrO) Global
Operations, GM*

Hitachi



Tony Bennett

*Executive Director, HR
Analytics & Planning*

Alberta Health Services



Bret Swango

*Vice President, Head
of Workforce Analytics,
Americas*

Colliers International



Heather Colquhoun

Vice President, Talent
Aeon Group Inc.



Daniel Ivezaj

*Vice President, HR
Programs and
Workforce Analytics*

XPO Logistics Inc.



Jennifer Guitard

*Director, HR Analytics,
Systems & Information
Management*

**Government of
Nova Scotia**



**Prof. Dr. Lisa
Giermindi**

*Professor of Leadership
and HR Management,
FHS St. Gallen*

**University of Applied
Sciences, Switzerland**



Roxanne Lacro

Head of People Analytics
Cloudflare



Angela White

*Senior Director, Equity,
Diversity and Inclusion*

**Maple Leaf Sports
& Entertainment
Partnership (MLSE)**



Michael Moon

*Director, Global Talent
Development Technology
& HR Analytics*

Align Technology



Selena Hood

*Director, Human
Resources, People
and Culture*

**Canadian
Broadcasting
Corporation (CBC)**

Register online at **PeopleAnalyticsCanada.com**

Speakers



Javier Cuervo

*Managing Director, Data
Enablement & Human
Insights*

ATB Financial



Michaela McBean

*Senior Director,
Organizational
Effectiveness*

Payments Canada



Brenda Kowske

*Director, Talent Analytics &
Workforce Planning*

Boston Scientific



Chris Lovato

*Director of Human
Capital Insights*

Medtronic



Humdan Yarkhan

*Manager, Labour &
Employee Relations*

**Sunnybrook Health
Sciences Centre**



Cheryl Kern

*Vice President, Diversity,
Equity and Inclusion*

MillerKnoll



Trancy Xiong-Morel

*Head of Talent and
Organizational Effectiveness*

Gore Mutual



Peter Yu

*Vice President,
People Science*

Goldman Sachs



**Dr. Linda Croll
Howell**

*Sr. Director, Employee
Experience*

Cornell University



Lauren Wegman

*Director and Global
Head of People Analytics*

Twitter



Ryan Appotive

*Director, Strategy &
Planning, North America
Data & Analytics Centre
of Excellence*

BMO Financial Group

Register today by calling **1 866 298 9343 x 200**

Connect with Top People Analytics Experts from Leading North American Organizations

Find answers to your biggest challenges!

KEY AGENDA SESSIONS

Strategies, Best Practices and Ideas to Move Your People Analytics Program Forward!

- 1. Use People Analytics to Address the Impact of COVID-19 on your Organization and Counter 'The Great Resignation'**
Boost your post-pandemic rate of retention.
- 2. Solidify your Approach to Measuring Performance in the New World of Work**
Support employees and managers with metrics for measuring performance and productivity in the new hybrid work model.
- 3. Stories from the Front Lines: Utilizing People Analytics as a Crisis Management Tool**
Never waste a crisis: Seize this moment to improve your organization's agility.
- 4. Advance the HR Profession with People Analytics in Preparation for the Future of Work**
Transform HR practices to create consistency across industries and leverage people analytics to maximize your business success.
- 5. How to Use People Analytics to Create your Own 'Hot Talent' Pool**
Identify the talent in your organization before the competition does.

EVENT SPONSORSHIP OPPORTUNITIES

Make sure your company isn't left out of the conversation! Showcase your technology and strategic planning expertise to key decision-makers focused on transforming their people analytics programs.

TOP 5 REASONS TO SPONSOR

1. Generate Leads
2. Showcase Your Solutions
3. Maximize Brand Visibility
4. Utilize Real-Time Data
5. Simplify Your Experience

**Limited sponsorship packages are available.*



Don't miss this opportunity!

To learn more, contact Mitch Davis at: mitch@strategyinstitute.com

Pricing & Registration

[Register Now](#)

**3 EASY WAYS
TO REGISTER**



Call
1-866-298-9343 ext. 200



Email
registrations@strategyinstitute.com



Register Online
PeopleAnalyticsCanada.com

FULL VIRTUAL ACCESS

\$595

VENDORS & SUPPLIERS ACCESS

\$1,299

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Your access includes:

- Full-access to virtual conference including all keynotes.
- Interactive sessions and panel discussions.
- Delegates will have full access to message boards, private messaging, interactive polls, expo hall and networking opportunities.
- Content will be available on-demand for 3 months post event.

QUESTIONS?

Email us Today



Registration fee: Subject to 13% HST. The Regular investment includes luncheon, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to Strategy Institute Inc.

Early Bird special: Expires on October 31th, 2021. Cannot be used with group discount.

Group Discount: A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates MUST register at the same time. The total discount per delegate (including applicable group discounts, etc.) MUST not exceed 25% of the regular conference costs.

Cancellations: Must be received in writing by November 24th, 2021. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

Admission Policy: Strategy Institute reserves the right to restrict entry to the conference to any individual. Any such person requested to leave the summit virtual platform shall do so immediately upon request, whether previously issued their access credentials permitting entry. There is no refund payable with respect to anyone refused entry. Any information obtained at the conference cannot be relied upon for any particular set of circumstances, cannot be taken as professional advice or opinion. Attendees must consult with the appropriate professional before acting in response to information obtained at the conference.

Register today by calling **1 866 298 9343 x 200**