



WORKFORCE STRATEGY 2017 SESSION APPLICATION

The National Business Group on Health (Business Group) is seeking session proposals for its annual fall conference, Workforce Strategy 2017. As a conference presenter, you will reach an audience of 500+ influential corporate decision makers. If you have a compelling story or groundbreaking research to share, then the Fall Conference is for you.

How to Apply:

Session Applications will be reviewed on a rolling basis beginning January 9, 2017.

The deadline for applications is February 10, 2017 at 5:30 p.m. ET.

1. Read the session proposal form on page 4. Clearly print or type all of the required information.
2. If you are applying for a sponsored session, you will receive a session sponsorship agreement (at a later date) if your proposal is selected.
3. Session applications will be reviewed on a rolling basis beginning January 9, 2017. The deadline for applications is February 10, 2017 at 5:30 p.m. ET.
4. Return your completed application form to Stacey Beacher at workforceconference@businessgrouphealth.org

Fall Conference Session Comparison		
Session Type	Breakout Session	Main Stage Session
Fee	Sponsored and non-sponsored sessions available	
Application Window	December 1, 2016 - February 10, 2017 Applications will be reviewed on a rolling basis beginning January 9, 2017. All applicants will be notified about proposal acceptance on March 15, 2017 .	
# of Sessions Available	Up to 12	Up to 5
Review Process	The Business Group review committee will review proposals and make selections.	
Session Length	Up to 60 minutes	50-60 minutes
Concurrent Session Block	Yes, scheduled in one block of 3-4 sessions.	No, only agenda item scheduled during presentation time.
Session Size	Small 50-80 attendees per session	Large 350-450 attendees per session

Session Selection Criteria

The Business Group completes an extensive review of each session application. Sessions are selected based on the criteria below. These criteria are listed in order of importance and reflect audience feedback from our conferences and events.

1. **Employer Presence**

Speaker Limit: 3 panelists and 1 moderator

Number of Employers: At least one employer panelist (panelist must have an inward-facing, HR, benefits or employee-focused role within their organization to qualify as an employer). The Business Group will also consider proposals that include academic experts who add depth and valuable research to the proposed session.

Preference will be given to proposals that feature large, well-known organizations ($\geq 10,000$ employees). The Fall Conference audience finds speakers from Fortune 500 companies and comparable, privately held companies of greatest relevance. Speakers and case studies from public employers and universities, as well as health care organizations, may also be proposed. *In the interest of building the most robust and useful sessions possible, the Business Group may combine multiple proposals into one session or suggest additional employer speakers to augment a session.*

2. **Content**

The most successful sessions have a mix of innovative ideas and in-depth, actionable solutions with measurable outcomes. Successful applications will have the following attributes (not listed in order of importance):

- a. *Topic Relevance* – The session topic should correspond to at least one of the presentation topics on page 3.
- b. *Actionable Solutions* – Solutions should be actionable for a large employer.
- c. *Measurable Outcomes* – Having measurable outcomes will significantly contribute to session success. There should be at least 6 months of data for new solutions/pilot studies and 2 years of data for most others.
- d. *Timely* – Preference will be given to sessions with recent outcomes data.
- e. *Original* – Preference will be given to proposed sessions that have not previously been presented at Business Group or other conferences and events.

3. **Uniqueness:** Business Group conferences strive for a diverse selection of topics and session formats that will appeal to a large audience. In many instances, the Business Group receives multiple session applications for similar topics. In these instances, the Business Group will prioritize based on the criteria above. *The Business Group also encourages new or innovative ways to present material. While there will be limitations due to space and technology constraints, the Business Group is open to suggestions from prospective presenters on the session format and length.*

4. **Rolling Review Process:** Applications will be reviewed on a rolling basis beginning January 9, 2017. Submitting an application early will not increase chances of selection. Likewise, submissions closer to the February 3 deadline will not be penalized with decreased odds of selection.

Session Parameters

1. Proposed academic experts should be recognized experts within their field and hold a position within a center of education (university, college or academic institute).
2. Proposals may suggest multiple employer speakers from the same company; however, they must represent two different divisions responsible for implementing or managing the program discussed during the session.
3. A Business Group staff member will serve as the session introducer, providing opening and closing comments and managing Q&A unless other arrangements are made.
4. Suppliers are prohibited from advertising their products and services during conference presentations. Suppliers may participate as session panelists only if they will be providing data support or subject matter expertise.
5. Session slides must be submitted for Business Group review by **August 25, 2017**.
6. Slides must contain speaker notes to allow the Business Group review committee to fully assess the presentation's content.

Presentation Topics

Choose at least one of the topics below for your session proposal.

Innovations in employee engagement – Discussions of the levers used, beyond incentives, including:

- Role of management
- Workspace design
- Data and personalization
- Behavioral economics
- Time off for well-being program participation

Well-being as a workforce strategy

- Well-being as a recruitment and retention tool
- Improving and maintaining well-being to increase productivity
- Solutions for dispersing well-being tools and resources across the organization

Linking employee well-being to business outcomes

- Proving value to the C-Suite: Connecting well-being to changes in key performance indicators that matter to C-level leadership
- Assessing the impact of well-being on absence, performance and/or safety
- Looking beyond self-reported measures of productivity and engagement (e.g., RFID technology)

Breaking down barriers to achieve positive mental health – specifically:

- Reducing stigma
- Promoting happiness
- Addressing stress and resiliency
- Increasing access to care
- Maintaining and improving caregiver productivity

Community involvement

- Incorporating volunteerism into the health and well-being strategy
- Working within the local community to improve and promote a healthy environment

Using corporate culture to advance the well-being agenda

- Process of creating cultural change
- Scaling culture

Work environments and employee performance

- Office layout and its effects on productivity, engagement, performance and social connectedness
- Integrating physical activity into daily work life
- Lessons learned from flexible work arrangements (e.g., teleworking, unassigned desk space)

On-site services

- As a strategy to improve employee productivity
- Their role in the overall mental health strategy
- Proving the value of different services (e.g., clinics, coaching, mindfulness training, marriage counseling, financial services, daycare, etc.)

Absence and leave management

- Importance of PTO utilization and strategies for improving utilization in your workforce

Taking startups for a test drive: Results from pilot programs

- Financial security
- Weight management
- Chronic condition management
- Emotional and behavioral health
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Workforce Strategy 2017

Session Application

Deadline: Friday, February 10, 2017 at 5:30 p.m. ET

Return forms to Stacey Beacher, workforceconference@businessgrouphealth.org

Fax: 202.628.9244, ATTN: Stacey Beacher

I. Presentation Information

Proposed Title:

Topic: (List at least one topic from page 3 that applies to this session.)

Proposed Format:

Session Length:

II. Session Information (Select Breakout and Main-Stage if you want to be considered for both.)

Select a session to present:

- Breakout Session** (sponsored and non-sponsored sessions available)
- Main-Stage Session** (sponsored and non-sponsored sessions available)

Select which type of session(s) you would like to be considered for (select all that apply):

- Complimentary** (no fee)
- Sponsored** (requires a sponsorship fee)

1. *Number of presenters: Maximum of three (3). Sessions must include at least one (1) employer.*

Speaker #1:

Speaker #2:

Speaker #3:

Moderator (Optional):

Please note that in the interest of building the most robust and useful sessions possible, the Business Group may combine multiple proposals into one session or suggest additional employer speakers to augment a session.

III. Description of Proposed Session

Please describe your session here. Review the **session selection criteria** on page 2 and tailor your description below to explain how your session will meet these standards (2,500 characters or less). If your proposed session includes an academic expert, please include any relevant video clips or manuscripts that showcase his or her expertise related to the topic.