



CaseStudy

AOL at The HR Forum: Identifying new best practices for tougher times



One-on-One Meetings



Group Meetings



Conference

Times are tough, and budgets are tight. But, in AOL's HR organization, one investment is more important than ever: participation in The Human Resources Forum. That's why, this year, not one but *three* of AOL's top-level HR executives have made plans to attend.

"I'll be back again," says Debbie Pollock Berry, AOL's Vice President, Human Resources, "and our Vice President of Talent Management and Senior Vice President for Diversity and Inclusion will be coming, too. We find huge value in The Forum, and we have for all five years I've been at AOL."

THE BEST SOURCE FOR BEST PRACTICES
"Every year," says Berry, "we attend The Forum to identify best practices that other companies are implementing around people strategies: to network with our colleagues and our competitors, and to understand what the best vendors have to offer. Additionally, it's a great avenue to stay current with current trends and development."

"All year long," Berry says, "it becomes easy to lose focus on what actually works. The HR Forum helps us overcome that. The structure of the HR Forum provides the right environment for us to focus, without the distractions of an office environment. Here, we can interact with prospective vendors who give us information we can think about right now—and have a real use for later. It's a phenomenal concept."

TALENT MANAGEMENT, FROM START TO FINISH

AOL has repeatedly identified techniques at The Forum that it subsequently implemented for the first time – as well as refinements to strategies it was already using. "For instance, we discovered better ways to become more proactive in attracting talent, and to communicate with potential candidates we're not ready to hire but remain quite interested in.

"We also gained new insight into what it takes to retain employees today – which is fundamentally different than it was several years ago. In particular, we identified better non-financial ways to recognize and reward employees" – something that's even more important when cash is scarce.

DEBBIE POLLOCK BERRY
Vice President, Human Resources, AOL

"We find huge value in The Forum, and we have for all five years I've been at AOL... I tell my colleagues who haven't yet attended: 'you simply will be amazed at what you learn here.'"

Continued on Page 2

Richmond Events, Inc. 48 West 38th Street, 6th Floor, New York, NY 10018
T 212.651.8700 F 212.651.8701 www.hrforum.com





Mealtime Meetings

“Two years ago, we were restructuring around the HR Transformation model – empowering our client groups to use technology to initiate their own promotions and equity adjustments, and to hold themselves accountable for those decisions. We found it invaluable to come to The Forum and learn how others were doing the same thing – and to get their reactions when we shared what we were doing.”



Networking

AOL also met GOEBase at The Forum, and decided to deploy the company’s tools to help its own HR team implement more effective performance management throughout the business.

OPTIMIZING HR FOR TODAY’S ECONOMICS – AND TODAY’S POLITICS

In today’s economic environment, AOL’s business and HR challenges have changed – but the opportunity to address them at The Forum hasn’t.



Conference

“Talent management -- in particular, retention and engagement -- are top of mind for us this year. While we don’t anticipate a lot of hiring, it will be critical for us to retain our good employees and keep them fully engaged. What’s more, for the roles we do need to fill, we want to ensure that our selection processes are up to the challenge of selecting the very best people from the talent pool in today’s labor market. Also, given that we’re not hiring very many full-timers, what are some creative alternatives for hiring? This April, we’ll be looking for best practices in all these areas.”

Berry pointed out one final reason The HR Forum will be especially valuable this year. By April, Berry expects that the Obama’s administration’s new workplace policies will be clearer – and that The Forum will offer essential insights into the HR implications of these policy shifts.

“Over and over again, I tell my colleagues who haven’t yet attended: ‘you simply will be amazed at what you learn here.’”

The Human Resources Forum is the premier event connecting senior HR executives at leading U.S. companies with the world’s leading suppliers of HR products and services. Senior HR executives who meet stringent qualification standards are invited to participate in a strategic conference program tailored to address their most urgent business challenges. They spend two days and three nights networking with senior-level colleagues in a luxurious, distraction-free environment. These senior executives also meet one-on-one with the suppliers of their choice, enabling them to access and rapidly evaluate the field’s highest value solutions.

To learn more about participating as a delegate, please contact BRIELLE POPE at 212.651.8713 or bpope@richmondevents.com