

THE POWER OF PARTNERSHIPS

We are living in a world of talentism. Successful business leaders and forward thinking governments recognize that talent mobility is a key solution to today's growing talent shortage. They also know that mobility fuels economic growth and drives innovation.

We are also living in a time where advances in technology are changing employee expectations and social attitudes. And, in a time where cost containment must be balanced with the needs of employees and their families.

To address these challenges, mobility professionals must demonstrate leadership to leverage the strategic value of mobility. They need all of the tools at their disposal to remain ahead of the significant change that is disrupting traditional business models and shaping the world of mobility. Collaboration is a key to achieving success.

The 2017 CERC national conference, The Power of Partnerships, will address these challenges and showcase how effective partnerships can support the successful deployment of talent.

Throughout the conference, we'll explore partnerships between employers and government in shaping contemporary policy and regulations that facilitate more efficient and predictable frameworks for mobility; partnerships between mobility managers and business units; partnerships between employers and assignees that build engagement and achieve

"IN AN ECONOMY DRIVEN BY INNOVATION, KNOWLEDGE AND CULTURE, MONEY FOLLOWS TALENT."

Financial Times, July 2016

business goals; and partnerships between corporations, assignees and service partners to ensure the delivery of quality service within cost expectations.

For the past 35 years CERC has been forging partnerships across the relocation industry in Canada and beyond.

Featuring in depth case studies and interactive workshops, this conference will deliver the strategies and solutions needed to manage the complex world of mobility.

Hear from world-class speakers, thought leaders and industry experts on a wide range of topics. Delegates will have opportunities to network and actively participate in extensive discussions with other mobility professionals; to collaborate in solving challenging mobility problems and; to learn more about the latest mobility trends and services from leading supplier partners during the conference trade show.

From our keynote speakers and plenary sessions, to the information packed seminars and workshops, there are boundless learning opportunities. Join together with mobility professionals from across North America and beyond to uncover new mobility solutions, exchange ideas and grow your networks.

"77% OF CEOS WORRY THAT SKILLS SHORTAGES COULD IMPAIR THEIR COMPANY'S GROWTH."

PwC Global CEO Survey 2017

"UNPRECEDENTED SKILLS SHORTAGES ARE THE NO. 1 CONSTRAINT ON ECONOMIC ACTIVITY. THE LIMITS ON IMMIGRATION WILL MERELY EXACERBATE THE PROBLEM."

David Rosenberg, chief economist at Gluskin Sheff + Associates

Exhibitors

Our Trade Expo profiles some of the most innovative products and services from CERC member companies. It is a great opportunity to discuss new ideas and solutions with service providers.

• Atlas Canada • Atlific Hotels and Resorts • Bristol Global Mobility • BGRS • Cartus • Cigna • Crown World Mobility • EuRA Relocation • Group Mortgage Plan (GMP) • IHG-InterContinental Hotels Group • KPMG Law LLP • L. Hansen's Forwarding • LIV Extended Stay • Pomeroy Lodging • PwC/PwC Law LLP • RELONAT • SIRVA Worldwide Relocation and Moving • Snowbirds Auto Connection Ltd • TFG Global Insurance • TheMIGroup • TransferEASE Relocation Inc • TSYCCO • United Van Lines • Veranova Properties • Weichert Relocation Resources Inc • XN Worldwide Insurance

Keynotes



"I'm thrilled to be speaking for this passionate, proud group. The stresses of relocating are hard on a family and a trusted and loyal advisor means the world"

Jody Urquhart



"In 2017 having the right skillset and diversity is the key to business, as are partnerships."

Nikolas Badminton



"I am excited to share practical, proven approaches that will enable industry providers to take their game to the next level!"

Hugues Gibeault

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Conference Planning Committee

Chair:

Neil Anderson
Stantec

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Members:

Katherine Bouchard
Weichert Workforce Mobility
Canada ULC

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In Kind

Armstrong Moving
ConferenceDirect

Stephen Cryne
CERC



Lynn Fiorini
WelcomeHome Relocations Inc.



Register

Telephone: 1 866 357 2372

E-mail: confreg@cerc.ca

Website: www.cerc.ca

Roy Phelps
QMM

Hollyanne Healey
PCL Constructors Inc.



We invite you to register before June 30th

CERC Member \$995 + HST

Non-Member \$1,420 + HST

Ankur Makanji
Agrium Inc.

Silver Sponsors



After June 30th Standard Registration:

CERC Member \$1,215 + HST

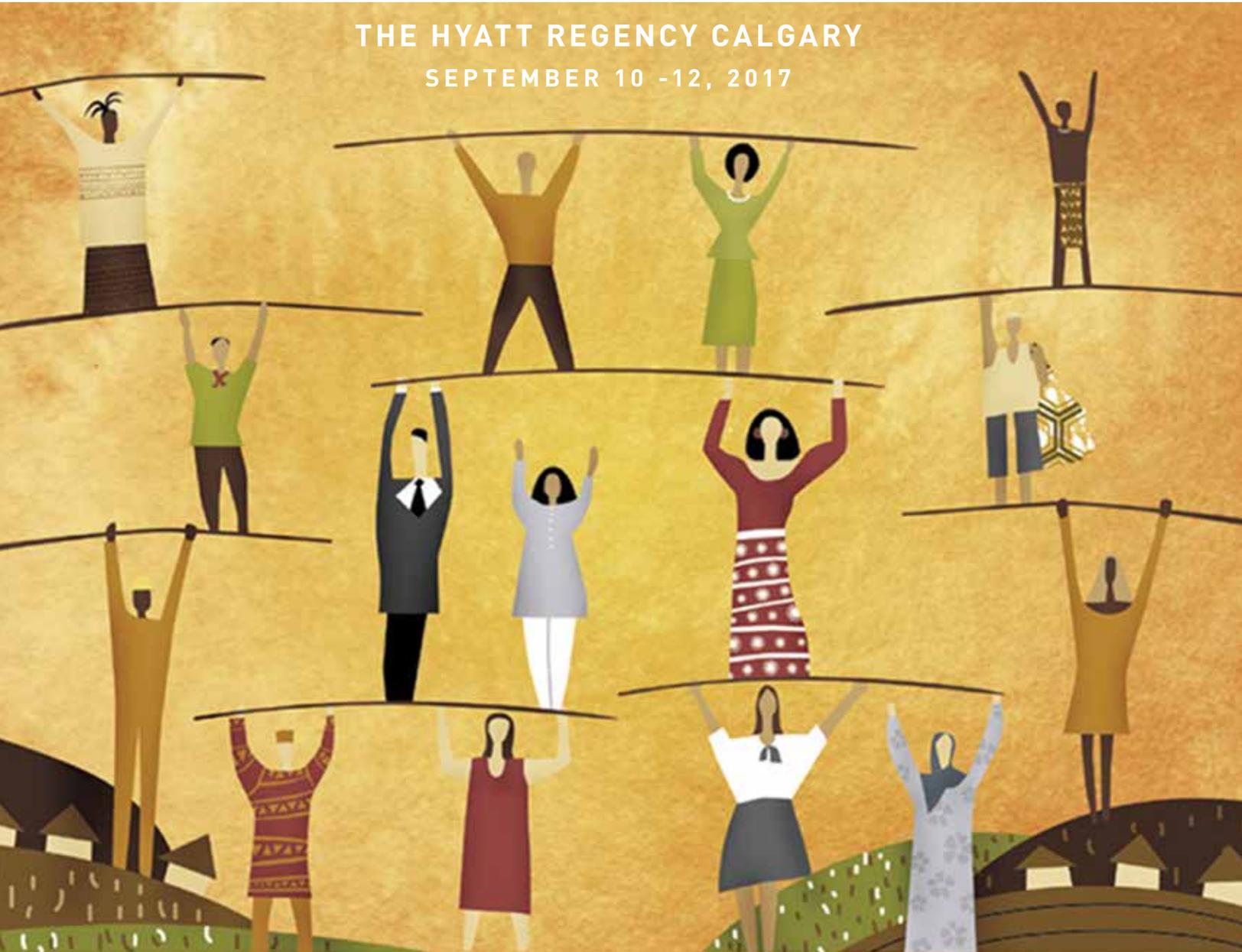
Non-Member \$1,640 + HST



**INFO ON OPTIONAL ACTIVITIES
AT WWW.CERC.CA**

CERC 2017: THE POWER OF PARTNERSHIPS

THE HYATT REGENCY CALGARY
SEPTEMBER 10 -12, 2017



Schedule-at a-glance

SUNDAY SEPTEMBER 10

9:00 – 12:00
Optional Pre-Conference Workshop

12:00
Registration Opens

6:00 – 9:00
Welcome Reception & Exhibits

MONDAY SEPTEMBER 11

7:30 – 8:30
Breakfast

8:00 – 9:30
Welcome & Opening Keynote
Speaker

9:30 – 10:30
Trade Expo & Refreshment Break

10:30 – 12:00
Corporate and Supplier Roundtables

12:00 – 2:00
Lunch & Trade Expo (last chance!)

2:15 – 3:30
Concurrent Sessions

3:30 – 3:45
Refreshment Break

3:45 – 5:00
Concurrent Sessions

6:00 – 9:00
Networking Night

TUESDAY SEPTEMBER 12

7:30 – 8:30
Breakfast

8:30 – 10:30
Plenary Session

10:30 – 10:45
Refreshment Break

10:45 – 12:00
Concurrent Sessions

12:00 – 2:00
General Meeting & Awards

2:15 – 3:30
Concurrent Sessions

3:30 – 3:45
Refreshment Break

3:45 – 5:00
Closing Keynote Speaker

6:00 – 6:30
Cocktails/ Cash Bar

6:30 – 9:30
Closing Gala Dinner
& CERC Awards

Monday, September 11

7:30 - 8:30

Breakfast and Welcome Address

8:30 - 9:30

Keynote Address: The workplace of 2030: Be future-ready

Nikolas Badminton - Futurist

The world is evolving at warp speed, and for Canada to compete globally its companies need to have a multi-skilled and diverse workforce. Business leaders also need to have their fingers on the pulse of change. Nikolas will explore the scope of disruption taking place in our workplaces and how that disruption is driving the need for access to key skills.

- How the world is evolving with the rise of exponential technologies and new business models (on-demand labour, sharing economy, cross-border collaboration)
- Trends and dynamics in the global talent and job market
- The changing employment landscape
- Changes in the demand for skills as Canada evolves and the impact across all major industry sectors
- Tools and methods that help partners to ideate, collaborate, and do business more effectively

10:30 – 12:00

Corporate Roundtable (Corporate delegates only)

Join the discussions with your corporate peers and colleagues in an interactive session that will tackle some of your tough mobility challenges. Always the highlight of the conference, this is an excellent opportunity to share your talent mobility management experience, learn new and proven strategies and network with your peers.

Service Roundtable

(Service delegates only)

Developing High Performance Relationships

Hugues Gibeault, CEO and co-founder of Optimé International

Strong relationships are at the heart of every successful organization. Collaborative, mutually beneficial interactions with internal and external stakeholders are critical for success. This workshop will enable participants to develop outstanding relationships with customers, colleagues and others to achieve unprecedented, sustained levels of customer loyalty and profitability for your organization. Participants will:

- Learn and apply proven, highly practical techniques to build interpersonal communication skills
- Develop a new understanding of how to add value to internal and external relationships in your organization
- Identify and apply exemplary practices and superior experiences in relationship building
- Learn to understand, respect and appreciate individual diversity

2:00 – 3:30

Canada is Open for Business: The New Global Skills Strategy

Janet Bomza, & Rebecca Norton PwC Law LLP; Nancy Timmons, Intergraph Canada Ltd. Government Representative TBC

Earlier this year, the Canadian government implemented the Global Skills Strategy, which is intended to facilitate and expedite the entry of high skilled workers to Canada to stimulate innovation and investment. This diverse panel will explore the intricacies of the Global Skills Strategy, provide insights from its initial months of operation, and offer suggestions on how Canadian businesses can utilize this Strategy to its full potential.

Gain more knowledge about the Global Skills Strategy and how it can assist your organization to access international talent, including:

- The work permit exemption for short term work
- The dedicated service channel
- The two week service standard
- The Global Talent Stream of the TFWP

Sunday, September 10

9:00 – 12:00

Relocation 101

Optional pre-conference workshop. A separate fee applies.

New to relocation? Get the tools you need to successfully manage

workforce mobility: *Tricia Cochran, Crown World Mobility; Lisa Hulet and Cindy Mulhall, SIRVA Worldwide Relocation and Moving*

Relocation 101 is an interactive workshop which provides an excellent introduction to the field of corporate relocation management. During this fast-paced session you'll gain practical strategies and solutions to manage a relocation program. The workshop will include a review of the essential components of an effective relocation policy. You'll learn how to customize a relocation policy that meets the needs of your organization and transferees. Then, work through actual case studies to reinforce your knowledge of the concepts presented during the workshop.



PROVING RETURN ON INVESTMENT WILL BECOME CRUCIAL



Build a Better Program: Driving Stakeholder Engagement

Jennifer Connell, *Weichert Workforce Mobility*; Hollyanne Healey, *PCL Constructors Inc.*; Ankur Makanji, *Agrium Inc.*

To maintain a best-in-class mobility program and manage complex talent requirements, today's successful organizations are driving stakeholder engagement. In this highly interactive panel discussion, we'll examine the factors that drive stakeholder engagement and how companies incorporate the voice of internal customers throughout the policy development process. Hear how leading companies have transformed their mobility programs and created a culture of mobility through:

- Using continuous feedback to increase employee satisfaction rates; ensure policy compliance; reduce costs and; increase employee retention
- Incorporating stakeholder input throughout each stage of the policy development process
- Increasing stakeholder engagement to drive efficiencies in other areas of business operations

Mobility Transformation: Aligning Mobility Programs and Policies to Support Business Growth and Talent Objectives

Taryn Kramer, *SIRVA Worldwide Relocation and Moving*; Steve White *PwC*

The deployment of talent is key to business growth and the organization's talent strategy. To support these objectives and achieve success, mobility must shift from a purely operational mindset to one that includes business partnering and advisory services. The impact of this transformation will also lead to greater alignment of service delivery models and policies.

This session will explore:

- How organizational priorities impact the way in which the mobility function operates
- How to identify the opportunities for the mobility function to (re)brand as a key business partner
- Ways in which the mobility service delivery model and policy framework can provide support to the organization and business units to achieve strategic objectives

3:45 – 5:00

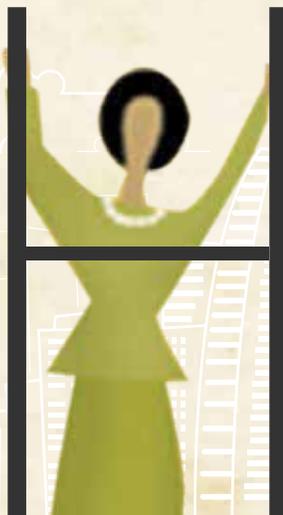
Trump, Trudeau and Your Mobile Workforce

Brooke Chernoff, *Stantec*; Stephanie Lipstein and Charlene Quincey, *KPMG Law LLP*; Canada Border Services Agency Representative

Recent changes to immigration programs in both Canada and the U.S. have impacted cross border mobility. In this interactive panel, our speakers will share their experiences and advice to help you manage your cross border mobility programs effectively.

Participants will learn about:

- Strategies that mobility professionals can employ to manage business travelers and avoid delays at ports of entry
- Expected changes in the adjudication of NAFTA petitions, and a closer look at how adjudication varies between ports of entry
- Options for employing non-Canadian and U.S. citizens in Canada and the U.S. including alternative options and strategies in light of stricter regulations
- Structuring and adapting mobility programs to ensure compliance and reduce delays



Welcome to the New Normal

Claire Hart, *Nexen Energy*; Lisa Hulet, *SIRVA Worldwide Relocation and Moving*; Melodie Jones, *Nova Chemicals*; Charlene Kiszczak, *Repsol*

The "new normal" is a combination of disruption and change, and it's driving a seismic shift in relocation program management. With expected growth in assignee levels, and changing demands of assignees, mobility professionals are seeking solutions to meet budget requirements and support talent mobility management programs.

Relocation policy is one area where quality and cost can be improved, but changes must be carefully analyzed to avoid a negative impact on cost, efficiency and assignee satisfaction.

Learn how some of Canada's leading corporations are adapting to these new realities, including:

- Policy areas that offer the opportunity to meet business needs without negatively impacting the assignee experience
- Developing effective policies that incorporate future trends
- How to implement changes, monitor results, and adapt changes as required

Digging Deeper into Mobility Research and Global Trends

Stephen Cryne, *CERC*; Romayne Dillner, *AIReS*; Gail Reinhart, *TheMIGroup*

In 2017 CERC undertook two major research projects. One project examined the attitudes of 12,000 working men and women in 19 countries around the globe to understand more fully the incentives that encourage employees to consider moving for employment purposes. The second project examined trends in relocation policies of organizations that have operations in Canada.

This session will outline the findings of both studies and identify where disconnects exist between what motivates employees to move, against the benefits and supports provided by employers.

Tuesday September 12

8:30 – 10:30 Plenary Session

Building Partnerships

Neil Anderson, *Stantec*; Taryn Kramer, *SIRVA Worldwide Relocation and Moving*; Mirela Marin, *Manulife*; Bob Rosing, *Dwellworks LLC*; Ellie Sullivan, *Weichert Workforce Mobility*; Barry Schellenberg, *Atlas Canada*; Moderator: Stephen Cryne, *CERC*

Join in this lively discussion as mobility executives and industry leaders exchange key ideas about the real challenges of mobility management and how partnerships and greater collaboration at all levels can improve outcomes and drive business success. Discussions will also include topics covered during Monday's Corporate Roundtable Session.

10:45 – 12:00

Implementing an Effective Business Traveler Policy in the Face of Constant Change

Kim Miller, *Fluor Canada Ltd.*; Inderpal Palmier *CN*; Gabriela Ramo, *KPMG LLP*; Georgina Tollstam, *KPMG LLP*

Deploying talent in today's fast-moving, borderless economy, while remaining compliant, is complex and challenging for mobility and HR professionals. Greater scrutiny by tax and immigration authorities, and an increased focus on employer compliance, has made the dynamic world of global mobility for short-term business travelers even more challenging. This interactive session will feature corporate case studies to illustrate the tax and immigration challenges including:

Continued

THERE IS CONSENSUS THAT THE VOLUME OF WORKERS IS EXPECTED TO KEEP CLIMBING;

89% OF ORGANIZATIONS PLAN TO INCREASE MOBILE WORKERS IN NEXT TWO YEARS.

- Canada's tax withholding rules for companies sending business travelers to Canada
- Immigration rules affecting cross-border travelers
- Tips and best practices for developing and implementing effective business traveler compliance policies and processes

Maximizing Transferee Engagement: How Mobility Drives Engagement and Your Bottom Line

Lorne Rubis, ATB Financial; Ellie Sullivan, Weichert Workforce Mobility

An engaged workforce is a competitive advantage, and according to Gallup, companies with top quartile engagement rates average 22 per cent higher profitability! These companies also enjoy lower employee attrition, absenteeism and fewer safety incidents. While mobility can accelerate engagement, it is often difficult to sustain high levels of engagement among transferees, given the unique stressors and changes they experience. In this case study we'll explore the award winning people culture at ATB Financial and investigate how mobility is used to stimulate employee engagement.

Learn how to:

- Collaborate with Talent Management and drive best practices in your mobility programs
- Increase engagement of your assignees
- Improve the ROI of your relocation budget

2:15 – 3:30

The ideal database for Mobility Management

Etienne Brodeur, Independent Consultant; Joe Genautis, BGRS

Efficient mobility management depends on the availability of data that is shared by many stakeholders involved in mobility. Is it just a dream to have ONE repository for the relevant information required to run a mobility program? Data analytics is a current trend of what mobility teams say they want, but it is important to assess the current status of data analytics and what we expect to achieve.

Key areas to be covered include:

- How can data be collected between multiple data sources
- What are the challenges for collecting, storing and sharing data
- What are the ultimate ROI objectives in analyzing data (financial stewardship, employee satisfaction and more)

Diversity and Inclusiveness in Global Mobility

Dario Kosarac, Canada Pension Plan Investment Board; Laura Levenson, Weichert Workforce Mobility; Holly MacFarlane, Chevron

Diversity and inclusiveness policies are key selling points in attracting talent. They are equally important, and often overlooked, when deploying talent. Research confirms that family related issues are one of the leading causes of assignment failure. This session will explore all aspects of the modern mobile family – from same sex couples to non-married partners, and families whose members have cognitive and/or physical disabilities.

Panelists will share their experiences with recruitment and retention of assignees; embracing inclusiveness and; how obstacles have been satisfactorily addressed.

Learn more about:

- Creating global assignment policies that foster diversity and inclusiveness
- Addressing the challenges of assignees and/or accompanying family members with cognitive and/or physical disabilities
- Supporting LGBTs in the globally mobile workforce

Integrating Intercultural Development Trends in the Mobility Mix

Albert Elliott, Ambrose University; Don Rutherford, Culture Connect

As international commerce expands, the need for intercultural competence is key to achieving organizational and expatriate success. Accomplishing an organization's objectives in a win-win way, when others have different values and communication styles, stretches the most agile leader.

Learn how culture can be your friend – through cultural understanding and skill development, each member of the global mobility team can optimize their effectiveness. In this highly interactive session, gain a deeper understanding of:

- The cross-cultural challenges in global mobility, including bridging common cultural misunderstandings
- How integrated quality support services impact the expatriate and business outcomes
- The concept of culture beyond nationality to include generation, gender and profession
- The latest adult learning methods to develop intercultural skills

Relocating your International "C Suite" Executive

Shelley Billinghamurst, Hire Value Inc.; Brenda Chute, Global Relocation Solutions Inc.; Claus Thornberg, Cenovus; Deborah Ursulan, Parkland Fuel Corporation

How does the relocation of an international "C Suite" relocation, differ from relocating other senior executives? Are you doing all you can to recruit the "best of the best" for your organization? Does your candidate have all the information needed to make the decision to join your organization? How will a highly confidential hire be handled before the start date? What are the family issues and challenges to be overcome?

These are just some of the issues our panel will explore. Join a lively discussion offering perspectives from the transferring employee, the corporation and service partners.

3:45-5:00

This Would Be Funny... If It Wasn't Happening to Me! How to Navigate the Future with Enthusiasm & Vigor

Jody Urquhart

Internationally acclaimed motivational speaker

Sometimes life just gets in the way. Do you ever think, "Why can't things just go the way I want for a change?" or "Why can't people just leave me alone?" In this hilarious and provocative presentation learn how to get in front of a constantly evolving future and proactively drive change and build partnerships.

Evolution in work today is fierce and constant. Our challenges may be new, but the values on which our success depends, are not. Courage, innovation, collaboration, hard work, determination and nurturing trusted partnerships is still the quiet force of progress. In the midst of uncertainty, strengthening partnerships paves the way to innovation.

Join us for this compelling, engaging and hilarious talk that will show you the future is the present, and evolution is not optional.

Millennials

74% SAY THE MOST PREFERRED TIME TO WORK ABROAD = FIRST SIX YEARS OF A CAREER

Women

FEMALE ASSIGNEES "STILL HOVERING AT LESS THAN 20%"

Diversity in General

DEFINITION OF SPOUSE AND FAMILY = MORE COMPLICATED, BOTH SOCIALLY AND LEGALLY