

Benefit Communication *and* Technology Institute

July 15-16, 2024

Hilton Denver City Center | Denver, Colorado

Virtual Option Available

The workplace is shifting;
are you keeping pace?



www.ifebp.org/benefitcomm

International Foundation 
OF EMPLOYEE BENEFIT PLANS

Benefit Communication *and* Technology Institute

July 15-16, 2024

Hilton Denver City Center | Denver, Colorado

Are you connected with your plan participants' needs? The Benefit Communication and Technology Institute will help you dial into the latest requirements, trends and best practices relating to benefit plan communications. Learn about emerging technologies and social media strategies as well as new developments in this space. Take away strategies and proven tactics to help ensure that your plans meet their objectives and your plan participants are engaged.

Who Should Attend

This conference is designed for those who have a role in communicating employee benefits to plan participants in the United States and/or Canada, including:

- Trustees and administrators of multiemployer plans
- Communications consultants and other providers
- Corporate human resources directors and managers
- Public sector benefits managers and administrative staff.

Key Takeaways

- Learn to develop a comprehensive benefits communication strategy.
- Discover how technology can support and enhance your communications.
- Know the key issues and trends impacting the industry.
- Network with other professionals facing similar challenges.
- Engage in productive dialogue and come away with creative ideas and actionable solutions.

Join us in Denver or virtually.

Note your selection when registering at **www.ifebp.org/benefitcomm**.



PROGRAM AT A GLANCE

SUNDAY July 14, 2024		
3:00-5:00 p.m.	Registration and Information	
MONDAY July 15, 2024		
7:45 a.m.-4:30 p.m.	Registration and Information	
7:45-8:30 a.m.	Continental Breakfast	
8:30-9:30 a.m.	Opening Session: The Role of Communications in Creating a Culture of Inclusion and Belonging	
9:40-10:40 a.m.	Using Benefits to Counter the Great Resignation and Quiet Quitting	
10:50-11:50 a.m.	Navigating the Landscape of Mental Health Resources	Promoting the Health and Well-Being of Plan Participants
11:50 a.m.-1:10 p.m.	Lunch	
1:10-2:10 p.m.	The Importance of Branding	
2:20-3:20 p.m.	Onboarding Communications and Accessibility	
3:30-4:30 p.m.	The Impact of AI and Emerging Technologies on Benefits Communications	
TUESDAY July 16, 2024		
7:45 a.m.-4:30 p.m.	Registration and Information	
7:45-8:30 a.m.	Continental Breakfast	
8:30-9:30 a.m.	The Nuts and Bolts of Creating an Online Presence	
9:40-10:40 a.m.	Social Media Dos and Don'ts	
10:50-11:50 a.m.	Cutting Through the Noise of Drug Plan Management	Communicating the Value of Your Retirement Plans
11:50 a.m.-1:10 p.m.	Lunch	
1:10-2:10 p.m.	Balancing Online Security With Usability	
2:20-3:20 p.m.	Fireside Chat: The Evolution of Benefits Communications: Where Are We Now and Where Are We Going?	
3:30-4:30 p.m.	"Speed-Dating" Roundtables	

All times are Mountain time.

Sunday, July 14, 2024

3:00-5:00 p.m.

Registration and Information

Monday, July 15, 2024

7:45 a.m.-4:30 p.m.

Registration and Information

7:45-8:30 a.m.

Continental Breakfast

8:30-9:30 a.m.

Opening Session: The Role of Communications in Creating a Culture of Inclusion and Belonging

High-performing organizations focus on people, process and culture. This session will discuss how to use your communications to build a powerful relationship that will transform your culture.

- Understanding how communications impact your culture
- Identifying the foundation that influences the direction and connection of your communications
- Leadership and communication best practices to support and promote inclusion and belonging

9:30-9:40 a.m.

Break

Register today at
[www.ifebp.org/benefitcomm.](http://www.ifebp.org/benefitcomm)



Monday, July 15, 2024 *(continued)*

9:40-10:40 a.m.

Using Benefits to Counter the Great Resignation and Quiet Quitting

In this session, we'll share insights on how organizations are attracting and retaining employees in the face of the "Great Resignation" and the new "quiet quitting" trend.

Main topics include:

- Value of total rewards
- "Stay" interviews and other ways to retain talent
- Role of flexibility/remote work
- Career pathing and development
- Social responsibility considerations.

10:40-10:50 a.m.

Break

10:50-11:50 a.m. | concurrent sessions

Navigating the Landscape of Mental Health Resources

As the mental health landscape continues to evolve, it's imperative that we focus on awareness and accessibility to support our plan participants. This session will focus on:

- Knowing what's available within and outside of employer-sponsored benefits plans
- Facilitating access and ease of use
- Identifying how to navigate those resources for the best outcomes.

Promoting the Health and Well-Being of Plan Participants

This session will focus on your health benefit programs and messaging so you can better support your plan participants. Topics include:

- Understanding health benefits and EAP resources
- Promoting smart benefits consumerism and health literacy
- Getting back to preventive care
- Tools to address various life events.

11:50 a.m.-1:10 p.m.

Lunch

Monday, July 15, 2024 (continued)

1:10-2:10 p.m.

The Importance of Branding

You can have the most comprehensive benefits package in the world—but if employees or plan participants aren't aware of it or don't understand it, it's a missed opportunity. Through real-life campaign examples and case studies, this session will show how branding your benefits communications can drive awareness and engagement as well as help ensure you get the most from your investment.

2:10-2:20 p.m.

Break

2:20-3:20 p.m.

Onboarding Communications and Accessibility

The onboarding process is a crucial but often overlooked opportunity to communicate benefits to employees and ensure they understand the financial commitment the employer is making. This session will focus on need-to-know information for employers, including:

- Understanding your obligations as an employer/plan sponsor
- Accessibility considerations (e.g., ADA, AODA, language, culture)
- Point-in-time communications for greater impact
- Evaluating and benchmarking your onboarding communications.

3:20-3:30 p.m.

Break

3:30-4:30 p.m.

The Impact of AI and Emerging Technologies on Benefits Communications

Artificial intelligence (AI) may be the latest buzzword, but how is it impacting benefits communications? This session will provide an overview of new tools available to plan sponsors and participants, including:

- Emerging technologies and platforms (e.g., ChatGPT)
- Apps and interactive tools
- Self-service platforms for plan participants.

Tuesday, July 16, 2024

7:45 a.m.-4:30 p.m.

Registration and Information

7:45-8:30 a.m.

Continental Breakfast

8:30-9:30 a.m.

The Nuts and Bolts of Creating an Online Presence

First impressions are important; your website is often your first touchpoint with employees/plan participants. How do you design and curate your online presence to inform, engage and interact with these and other stakeholders? This session will delve into the details of building your online presence, including:

- Internal policies and practices
- Navigation, self-service platforms and ease of use
- Participant tools and the user experience.

9:30-9:40 a.m.

Break

9:40-10:40 a.m.

Social Media Dos and Don'ts

The explosion of social media has given plan sponsors a vast array of tools to engage plan participants. Yet many plan sponsors hesitate to dive into social media because they are mindful of the potential hazards. This session will explore the risks and opportunities of using social media as a benefits communication tool, including:

- Popular platforms and how to choose the best fit for your plan
- Demographics and engagement
- Best practices as well as pitfalls to avoid.

10:40-10:50 a.m.

Break

**Sponsorship
Opportunities Available**

Contact Diane Mahler today!
dianem@ifebp.org | (262) 373-7656

Tuesday, July 16, 2024 *(continued)*

10:50-11:50 a.m. | concurrent sessions

Cutting Through the Noise of Drug Plan Management

Prescription drugs are a key driver of benefits plan costs, so it's important that plan participants know what's covered, what's not and why. Learn how to simplify and clarify key drug plan management concepts for your plan participants to help manage and mitigate plan costs.

Communicating the Value of Your Retirement Plans

This session will focus on your financial and retirement programs and messaging so you can better support your plan participants. Topics include:

- Messaging and engagement
- Importance of financial literacy
- Building a model of education
 - Goals of the plan
 - Planning for the future
- Emerging trends.

11:50 a.m.-1:10 p.m.

Lunch

1:10-2:10 p.m.

Balancing Online Security With Usability

As a plan sponsor, you want to provide an engaging and accessible online experience for your plan participants. But with cyberattacks on the rise, you also need to ensure you're vigilantly safeguarding important information. This session will cover cybersecurity best practices for benefits plans as well as how to communicate related policies and protocols to your employees/plan participants, including:

- Data management and protection
- Accessibility and usability versus safety
- Training and education for key stakeholders.

Tuesday, July 16, 2024 *(continued)*

2:10-2:20 p.m.

Break

2:20-3:20 p.m.

Fireside Chat: The Evolution of Benefits Communications: Where Are We Now and Where Are We Going?

How we communicate has drastically changed over the years—due, in large part, to technological advancements. The rapid pace of change means those charged with communicating benefits need to rethink how they listen to stakeholders, gather data, and plan and execute their communication strategies. This session will focus on:

- Emerging developments and trends
- The role of technology in driving change
- How to stay ahead of the curve.

3:20-3:30 p.m.

Break

3:30-4:30 p.m.

“Speed-Dating” Roundtables

In this session, attendees will pick three topics of interest from a list provided and participate in roundtable discussions (20 minutes per topic). This is a great networking opportunity!

CONNECT

GLOBAL EMPLOYEE BENEFITS &
WORKFORCE STRATEGIES SUMMIT

July 22-24, 2024

Fairmont Chicago, Millennium Park
Chicago, Illinois

Register at www.ifebp.org/CONNECT.



Hotel Information



Hilton Denver City Center Denver, Colorado

The Hilton Denver City Center is a prominent and upscale hotel located in the heart of downtown Denver, Colorado. The hotel features stylish and well-appointed guest rooms and suites, designed to provide comfort and convenience to guests. Additionally, the Hilton Denver City Center offers a range of amenities, including a fitness center, on-site dining options, meeting and event facilities, and a rooftop bar with stunning views of the city skyline and the Rocky Mountains. With its central location and modern amenities, the Hilton Denver City Center provides an excellent base for exploring the Mile High City and enjoying a comfortable stay.

Room rate: US\$219 single/double occupancy

Reservation deadline: June 10, 2024

You will be charged a US\$400 deposit upon registration. Please specify your hotel requirements on your registration form.

Note: Hotel room availability is not guaranteed outside of scheduled program dates.

Please visit our Hotel/Travel tab at www.ifebp.org/benefitcomm to book your hotel reservations online. For hotel questions, contact the Registration Department at (888) 334-3327, option 2, or edreg@ifebp.org.

REGISTRATION

Go to www.ifebp.org/benefitcomm to register.

CONFERENCE REGISTRATION FEES

Attend in person or virtually.

Through June 3, 2024	After June 3, 2024
Member: US\$1,425	Member: US\$1,725
Nonmember: US\$1,645	Nonmember: US\$1,945

Save \$300 when you register before June 3, 2024.

REGISTRATION FOR MAIN CONFERENCE INCLUDES

Continental breakfast | Lunch | Beverage breaks

POLICIES

Cancel and transfer fees are based on registration fee paid: 60+ days before meeting is 10%; 31-59 days before meeting is 25%; within 30 days of meeting is 50%. Hotel deposit is forfeited for cancellations/transfers received within 3 days (5 days for Disney properties) of arrival. Registration fee is forfeited once program commences. For details and the current policy, see www.ifebp.org/policies.

CONTINUING EDUCATION CREDIT

Continuing education (CE) credit for professional licenses and designations MAY be available for attendance at live, in-person sessions. You must request continuing education credit on your program registration at least 60 days prior to the beginning of the program so that the Foundation can seek preapproval from the governing agency.

Note: Requests made for CE credit do not guarantee administration of credit. For further information on continuing education credit, please call (262) 786-6710, option 2.



Educational sessions at this program can qualify for self-reported CEBS compliance credit. Visit www.cebs.org/compliance for additional information.



Benefit Communication *and* Technology Institute

Sessions Include

- The Role of Communications in Creating a Culture of Inclusion and Belonging
- Using Benefits to Counter the Great Resignation and Quiet Quitting
- The Importance of Branding
- Social Media Dos and Don'ts
- Balancing Online Security With Usability



Sponsorship Opportunities Available

Contact Diane Mahler today!
dianem@ifebp.org | (262) 373-7656



15M-524

ED248991



18700 West Bluemound Road
Brookfield, WI 53045

Nonprofit Org.
U.S. POSTAGE PAID
INTERNATIONAL FOUNDATION
OF EMPLOYEE BENEFIT PLANS