



Ideas At Work:

Functional Conference

The Opportunity

Annually, Human Resources professionals in this company gather together for a 2-day conference. We were asked to set the agenda and tone for the meeting, get participants involved, handle the planning logistics, and identify and create the desired learning environment.

The Ideas

We looked for ways to allow the participants to share ideas, build relationships, and to develop a common focus for the next year. The idea was to build in as much interactivity as possible and turnover control of the experience to the attendees.

The Results

- For the first time, a number of breakout sessions were offered and attendees could pick the topics that best met their needs and interests.
- In comparison to all previous years, the event received the highest evaluation scores to date.
- An event focused on individual learning and personal take-aways.
- Each participant identified at least 3 things they would do or do differently as a result of their experience at the conference.

The conference format has been repeated in subsequent years.