

# CASE STUDIES

in

# WORKPLACE HEALTH

## Driving Engagement and Performance

EXCLUSIVE EVENT For  
Sr. HR Executives



CEO Roundtable | Award-Winning Case Studies | Enhance Peak Performance  
Be Employer of Choice | Achieve Competitive Advantage | Create Value

Tuesday, August 23<sup>rd</sup> and Wednesday, August 24<sup>th</sup>, 2011 | Old Mill Inn & Spa | Toronto, Ontario

### Source insights and best practices from 18 innovative organizations:

- |                                   |  |                                    |
|-----------------------------------|--|------------------------------------|
| 1. Campbell Company of Canada     | 7. Eddie Bauer                               | 13. Regional Municipality of York  |
| 2. L.L. Bean                      | 8. Gallup                                    | 14. Green Mountain Coffee Roasters |
| 3. The Dow Chemical Company       | 9. Emera / Nova Scotia Power                 | 15. Co-op Atlantic                 |
| 4. HP Advanced Solutions          | 10. Regional Municipality of Waterloo        | 16. Gateway Technical College      |
| 5. Novartis Pharmaceutical Canada | 11. Miles Kimball Company                    | 17. Town of Conception Bay South   |
| 6. University of Michigan         | 12. Vanderbilt University and Medical Center | 18. Trillium Health Centre         |

### Hear from these leaders:



**K. Gregory Smith,**  
*Vice President - Human Resources,*  
**Campbell Company of Canada**



**Karen Tully,**  
*Global Health Services Leader,*  
**The Dow Chemical Company** (Michigan)



**Greg Conner,**  
*Vice President of Human Resources & Communications,*  
**HP Advanced Solutions** (Victoria)



**Penny Smiley,**  
*Commissioner, HR,*  
**Region of Waterloo**



**Dr. Warren Shepell,**  
*President,*  
**EAP Specialist Inc.**

### Hear from industry leaders and take away 12 practical strategies to:

1. **Benchmark** against award-winning case studies
2. **Drive** peak performance and productivity
3. **Link** wellbeing to bottom line and achieve growth
4. **Develop** and execute your wellness roadmap
5. **Strengthen** organizational performance
6. **Keep** your aging workforce productive and healthy
7. **Measure** the impact of your wellness efforts
8. **Create** a psychologically healthy workplace
9. **Reduce** costs with innovative and sustainable programs
10. **Boost** employee efficiency, morale and job satisfaction
11. **Inspire** a culture of health to build loyalty
12. **Be** the employer of choice

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[www.workplace-wellness.ca](http://www.workplace-wellness.ca)

# Enhance Engagement, Drive Performance, and Create Value

Hear from award-winning and innovative case studies. The leaders who are transforming North American workplaces will show you how to pave the way to create value and strengthen your organizational performance!



## Canada's only case study-driven

conference for **senior HR executives** is your key to unlocking your organization's potential. Meet and learn from key leaders who will discuss their strategies in designing, implementing, and measuring the results of their celebrated wellness initiatives.

### Source insights and best practices from 18 innovative organizations:

1. Campbell Company of Canada
2. L.L. Bean
3. The Dow Chemical Company
4. HP Advanced Solutions
5. Novartis Pharmaceutical Canada
6. University of Michigan
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14. Green Mountain Coffee Roasters
15. Co-op Atlantic
16. Gateway Technical College
17. Town of Conception Bay South
18. Trillium Health Centre

Emulate their success. Learn from their challenges to save time and money. Establish your organization as the next leader! This conference only comes around once a year.

**Register now, as this event is sure to sell out!**

## You too can transform your business culture, value, and performance.

The success of your employees and the organization is in your hands. Make the wise investment in your human capital and see how innovative HR policies will lead to peak employee and corporate performance.

**Your first step: This conference!**

### Hear from industry leaders and take away 12 practical strategies to:

1. **Benchmark** against award-winning case studies
2. **Drive** peak performance and productivity
3. **Link** wellbeing to bottom line and achieve growth
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### Take away 7 **ADDITIONAL** benefits from this exclusive event:

1. EXCLUSIVE CEO and HR executive panel
2. NINE award-winning case studies
3. TWO EXCLUSIVE pilot studies
4. Q & A after each session – get your answer on the spot
5. Structured networking times
6. Face-to-face interaction
7. Take away presentation materials

Take this opportunity to see how your colleagues are doing; share your experiences and exchange ideas and strategies! If you want to meet with your peers in the field and form valuable alliances, this is your best opportunity this year.

## Register Today – Space Is Limited and Sure To Sell Out

Don't miss your chance to participate in these critical discussions and to network with leaders in HR, wellness, employee services, compensation and benefits, and health and safety. Register for our limited spaces by calling 1-866-298-9343 or emailing [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com) today.

Benefit from award-winning and innovative case studies.

## Attend this high-level summit specifically designed for:

### Private Sector: Large, Medium, and Small Companies

Human Resources | Health & Wellness | CEO | President | Employee Relations | Compensation & Benefits | Occupational Health | Organizational Development

- **Drive** organizational performance and growth
- **Motivate** employees to contribute to business success
- **Maximize** the ROI of your wellness programs
- **Improve** your corporate image through workplace health
- **Reduce** costs, stress and absenteeism
- **Execute** your vision and overcome barriers to implementation

### Public Sector: Federal and Provincial Agencies; Municipalities; Universities & Schools; Healthcare Organizations, Utilities

Human Resources | Health & Wellness | Employee Services | Compensation & Benefits | Chief Physician | Occupational & Workplace Health | Policy

- **Benchmark** the impact of your health initiatives
- **Improve** job satisfaction, safety, energy, and productivity
- **Strengthen** employee quality of life, personal resilience and morale
- **Reduce** costs, stress and absenteeism

### Wellness Consultants and Service Providers; Employee Assistance Program Suppliers; Benefits and Human Resources Consultants; Health Technology Vendors; Private Healthcare Providers

Business Development and Marketing | Strategy & Consulting | Group Benefits

- **Get on** the shortlist when decision-makers are considering their options
- **Showcase** your firm's solutions to a select audience of senior decision-makers
- **Build** relationships face-to-face
- **Learn** what clients are looking for and meet their needs

### Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available. To learn more, contact **Arielle Munshaw** at 1-866-298-9343 x 275, or email [arielle@strategyinstitute.com](mailto:arielle@strategyinstitute.com).

### **Don't take our word for it!** *This is what your peers had to say about our HR conferences:*

"Excellent ideas on recruitment + retention and how to partner + integrate more efficiently with HR strategies + policies for full staffing success."  
*Suraya Viegas, Regional Recruitment Consultant, Jacques Whitford Limited*

"Excellent presentations – guest speakers have expertise that was helpful for me to take back to our organization for considerations & implementation."  
*Malcolm Watt, Assistant Director, Human Resources, Grant MacEwan College*

"I absolutely loved this conference. I learned so much and am planning to keep in touch with many of those I have met here."  
*Cindy Scott, Partner, Lewis Companies Inc.*



# Attend for **FREE**

Send 3 delegates and the 4th attends for FREE

**Bring your team and benefit from special pricing: Develop strategies to build, implement and sustain successful wellness initiatives!**

Ensure all members and staff of your organization understand the latest developments in corporate wellness by sending your team to this conference. Take this opportunity to develop a shared vision with them. Send your entire team and increase the potential success of your employee and organizational performance.

# DAY 1

TUESDAY  
August 23<sup>rd</sup>, 2011

7:45 AM Registration Opens and Continental Breakfast

8:30 AM Opening Remarks from the Chair



**Laura Lee-Blake,**  
Senior Director, Human Resources,  
Campbell Company of Canada

8:45 AM **Case Study: Campbell**

## Build Employee Loyalty and Reduce Costs by Establishing a Culture of Health

A wellness culture at work helps employees build self-confidence and develop forward-looking attitudes. Leaders today understand that organizational culture directly impacts their business results. Uncover their secrets and learn how to:

- Create a healthy workplace through strategic approaches
- Provide incentives for your employees to adopt a culture of health
- Develop commitments from the senior executive level to build success

*Discover strategies to cultivate a culture of health to reduce your costs and build your employee loyalty.*



**Laura Lee-Blake,**  
Senior Director, Human Resources,  
Campbell Company of Canada

9:30 AM **Case Study: The Dow Chemical Company**

## Develop Your Business Competitive Advantage by Creating and Implementing Effective Wellness Strategies

Dow Chemical's 52,000 employees worldwide are its greatest asset and source of competitive advantage. Employee health is a strategic priority for Dow, and the company has successfully implemented the Prevention element of Dow's official Health Strategy across 160 countries. Come to this session and hear how you can emulate their success through:

- Developing business competitive advantage by taking care of your people
- Creating formal wellness strategies to drive health and financial outcomes
- Establishing key internal partnerships and infrastructures to implement your strategies

*Create and implement wellness strategies to develop your business competitive advantage.*



**Karen Tully,**  
Global Health Services Leader,  
The Dow Chemical Company (Michigan)

10:15 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees.

10:45 AM **Pilot Study: L. L. Bean**

## Improve the Health of Your Aging Workforce to Ensure Future Success of Your Organization

The average age of an employee at L.L. Bean is 48, yet the company has kept its healthcare costs well below that of the Maine State average for many years. What are the critical components to their success? Listen to the past key success factors and take away exclusive information from a new pilot study on improving the health of an aging workforce.

- Communicate with employees to drive participation
- Identify and address health risks of an aging workforce
- Gain first-hand data collected from a recent pilot program

*Address the health challenges of an aging workforce to ensure your organizational success.*

**Stephanie Harvie,**  
Wellness Project Manager,  
L.L. Bean (Maine)

11:30 AM **Industry Expert: EAP Evaluations**

## Maximize Mental Health Benefits to Employees and Minimize Costs Through Assessment of Your EAP and EAP Provider

Organizations implement Employee Assistance Programs to help employees and boost productivity. However, is your EAP truly effective? Are your employees receiving the mental health care that was promised? Is your mental health care being diluted and overcharged? Come to this exclusive session and listen to the founder of the EAP industry on how you can:

- Improve employee mental health, satisfaction, morale and productivity through effective EAPs
- Reduce your EAP costs while providing the most suitable benefits to your employees
- Put the brakes on elevating disability numbers and disability costs

*Maximize the return on your EAP investment through a critical and professional evaluation.*



**Dr. Warren Shepell,**  
President,  
EAP Specialist Inc.

12:15 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

## Driving Performance: Wellness Strategy as a Business Advantage

An organization's capacity to succeed depends largely on the wellbeing of its people. Wellness should be regarded as a part of an organization's competitive advantage to drive performance. This panel will cover the amazing stories of wellness initiatives and how they have impacted businesses.

- Attract and retain exceptional employees
- Reduce organizational conflicts and increase employee productivity
- Control costs and reduce absenteeism

*Capitalize on workplace health programs to improve your corporate performance.*



**Leo LeBlanc,**  
Vice President, Human Resources and Corporate Affairs,  
**Co-op Atlantic** (Moncton)



**Kathy Brooks,**  
Vice President, Human Resources,  
**Green Mountain Coffee Roasters** (Vermont)



**Tarina Wagschal,**  
Manager of Organizational Development and Training,  
**Novartis Pharmaceutical Canada Inc.** (Quebec)

**Rebecca Smith,**  
Director Case Management Services,  
**Medavie Blue Cross**

## How to Create Successful Programs Within Large Corporations by Addressing Diverse Employee Health Needs

The Region of Waterloo has a wide variety of job roles ranging from paramedics and transit workers to office staff. Addressing the different health concerns is a vital part of Waterloo's successful wellness program. Learn how you can:

- Customize programs to meet the diverse health risks of your employees
- Engage employees in customizing wellness initiatives to meet their needs and values
- Design and implement a wide variety of initiatives

*Customize wellness initiatives to address diverse health needs and enhance your talent management.*



**Penny Smiley,**  
Commissioner, Human Resources,  
**Regional Municipality of Waterloo**

Interact with conference speakers and fellow attendees.

## Achieving Better Outcomes Through Improving the Health and Productivity of Your Workforce

With many options to choose from when implementing a wellness program for your workforce, it is imperative to have the tools necessary to make the right choices. Through this session you will learn:

- Current stats and trends regarding chronic health conditions
- How to determine the health of your workforce
- Strategies to consider to support better outcomes

*Source insights regarding the value of creating targeted wellness programs*



**Chris MacDonald,**  
Assistant Vice President, Health Management Services,  
**Manulife Financial**

## How Lifestyle Competency Profiles of a Multigenerational Workforce Affect Employee Wellness and Corporate Growth

The current workforce consists of the Baby Boomers, Gen Xers and Gen Yers, who differ significantly in their lifestyle competencies. Understanding these differences and how incorporating them into your HR functions can effectively improve employee wellness and drive organizational growth. Understand:

- The effects of employee lifestyles on workplace health and organizational growth
- How lifestyle competencies differ across demographic groups
- The latest data gathered from a pilot study at the university

*Improve your employee health and drive your organizational growth through employee lifestyle competencies.*



**Dr. Dexter Shurney, MD, MPH, MBA,**  
Chief Medical Director, Employee Health Plan HR-Benefits,  
Assistant Professor, Division of Public Health and Internal Medicine,  
**Vanderbilt University and Medical Center** (Nashville)

Conference Adjourns to Day Two

## Evening Social Activities

Network with industry leaders and stakeholders while enjoying some of the best Toronto has to offer. Start by joining fellow delegates and speakers for complimentary appetizers.



# DAY 2

WEDNESDAY  
August 24<sup>th</sup>, 2011

7:45 AM Registration Opens and Continental Breakfast

8:30 AM Opening Remarks from the Chair



**Greg Conner,**  
*Vice President of Human Resources & Communications,*  
**HP Advanced Solutions** (Victoria)

8:45 AM **CEO Roundtable Exclusive**

## Leading by Example: Making a Difference Through Workplace Health

Successful wellness initiatives start from the top of the organization. Hear remarkable stories from organizational leaders to learn the results achieved. Examine the dynamics behind senior level support and develop your own success.

- Understand why executives implement wellness programs
- Measure the right indicators to drive business performance
- Gain senior management support and create successful programs for your organization

*Hear success stories from C-level's point of view to boost your organizational performance.*



**Janet Davidson,**  
*President & CEO,*  
**Trillium Health Centre**



**Woodrow French,**  
*Mayor,*  
**Town of Conception Bay South** (Newfoundland)



**Bryan Albrecht,**  
*President,*  
**Gateway Technical College** (Wisconsin)

9:30 AM **Case Study: Miles Kimball Company**

## Establish and Refine Benchmarks to Improve Your Wellness ROI

Miles Kimball Company has been very successful in tracking their wellness returns and benchmarking the numbers. The results provide an effective framework to improving productivity, reducing worker's compensation costs and aiding recruitment.

- Establish metrics and benchmarks
- Measure the ROI: dollar returns vs. quality returns
- Assess effectiveness of your program

*Implement effective benchmarks to emulate success and improve your performance.*



**Susan Boettcher,**  
*HR Manager,*  
**Miles Kimball Company** (Wisconsin)

10:15 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees.

10:45 AM **Industry Expert: 2012 Trends in Recognition**

## Recognition Trend Model: Continuing the Positive Momentum of Engagement

In order to stay ahead of the economic upturn and ensure companies continue to maintain an engaged workforce, it is crucial to be aware of the trends in rewards and recognition to continue the positive momentum in 2011 and beyond. This interactive session will walk attendees through the Recognition Trend Model, which focuses on utilizing rhythm and technology to support the top three trends in recognition. You will learn how to:

- Understand recognition's importance and where it is headed
- Identify and address these trends within your organization
- Stay ahead of the trends and utilize these tools to drive employee engagement

*Learn and stay up to date on the trends in rewards and recognition that drive employee engagement.*



**Rob Catalano,**  
*Senior Director of Marketing,*  
**I Love Rewards Inc.**

11:30 AM **Case Study: Emera / Nova Scotia Power Inc.**

## Maximize the Return of Your Health Investments by Developing Sustainable Wellness Initiatives

Corporate wellness initiatives can be relatively easy to start but hard to maintain. Organizations need to understand the obstacles and how to overcome them. Nova Scotia Power, with over 2,000 employees, developed a unique wellness model that has been highly successful for the past 10 years.

- Explore top challenges to sustain wellness programs and identify solutions
- Develop unique relationships between employees, union, management, human resources and health teams
- Reassess, reclaim and reinvigorate your program

*Create sustainable programs to maximize your wellness ROI.*



**Barbara Meens Thistle,**  
*General Manager, Human Resources, Procurement, and Real Estate,*  
**Emera / Nova Scotia Power** (Halifax)

12:15 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM **Case Study: HP Advanced Solutions**

## How to Boost Your Employee Engagement and Productivity by Cultivating a Psychologically Healthy Workplace

HP Advanced Solutions has won numerous awards for its wellness programs. Its employee engagement levels measured by survey results have constantly scored at the top. What are their secrets? Join this session and learn how you can:

- Build an engaged workforce
- Listen to employees to understand their needs and values
- Assess your outcomes

*Learn strategies to create a highly engaged workplace for your organization.*



**Greg Conner,**  
Vice President of Human Resources & Communications,  
HP Advanced Solutions (Victoria)

2:15 PM **Case Study: Eddie Bauer**

## How to Integrate Wellness into Your Business to Create an Engaged and Healthy Workforce

Wellness is the new buzz word – but what does it really mean to you? Eddie Bauer has spent the last three years focused on turning around its culture, improving employee engagement, and getting its employees outside and active. The company was named one of the Best Places To Work by Outside magazine in 2010 – in part due to the unique vision for what wellness meant for Eddie Bauer. Learn how to:

- Align wellness programs to business strategies both internally and externally
- Engage diverse employees by making wellness meaningful to each individual
- Enhance wellness culture by linking employee rewards with health

*Discover strategies to integrate wellness into your business functions to engage your employees.*



**Sarah Redgrave,**  
Director: OD, Communication & Benefits,  
Eddie Bauer (Seattle)

3:00 PM **Mid-Afternoon Networking Break**

Interact with conference speakers and fellow attendees.

3:30 PM **Case Study: University of Michigan**

## How to Model Best Practices and Create Strategic Plans for Your Wellness Initiatives

Effective wellness programs start with goals to strategically utilize resources in achieving its objectives. University of Michigan, with its 40,000 faculty and staff, has effectively modeled best practices and strategically implemented successful programs to achieve success. Emulate their accomplishments by:

- Identifying core elements for success
- Mapping out strategies in a multi-year plan
- Measuring the impacts of these strategies

*Discover the power of strategic planning to improve your wellness programs and enhance your performance.*



**Karen Schmidt,**  
Associate Director of Project Management and Strategy Execution,  
University of Michigan (Michigan)

4:15 PM **Case Study: Gallup**

## Link Wellbeing Strategies to Business Results and Achieve Peak Performance

Effective corporate wellness programs reduce costs and increase employee productivity. Hear the success at Gallup to learn how you can incorporate health and wellbeing into your business functions.

- Drive business results by developing happier employees
- Reduce business operational costs
- Increase productivity through employee engagement

*Implement effective health programs to achieve peak corporate performance in your organization.*



**Tom Nolan,**  
Senior Managing Consultant,  
Gallup (Chicago)

5:00 PM

Conference Adjourns



### OLD MILL INN & SPA

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This small inn has limited rooms available – and they will sell out! Call before **July 24th** to book at our exclusive rate of **\$199/night** by mentioning "**Strategy Institute.**"

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# WORKPLACE HEALTH

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EXCLUSIVE EVENT For Sr. HR Executives



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ATTENTION MAILROOM: If undeliverable to addressee, please forward to: VP/Director of Human Resources, Compensation & Benefits, Wellness, Employee Services and/or Occupational Health



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	Regular Investment	<input type="checkbox"/> \$1,295 <input type="checkbox"/> \$1,495

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DELEGATE NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

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**Regular Investment: \$1495** (plus 13% HST)  
 This registration fee includes luncheon, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company check, VISA, MasterCard, or American Express. Please make checks payable to the Strategy Institute Inc. and write the registrant's name on the face of the check.

**Group Discount:**  
 A Group Discount is offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

**Cancellations:**  
 Cancellations must be received in writing by Tuesday, August 9th, 2011. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

**Conference Code: 111014**

MULTIPLE ORDERS PLEASE PHOTOCOPY

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