



# 2019 Sponsorship Prospectus

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## Overview

Harrisburg University of Science and Technology is partnering with the Commonwealth of Pennsylvania and Human Resources Professionals of Central Pennsylvania to present the inaugural *OneHR: The Future Starts with Us* conference. This one-day conference will feature industry leaders discussing the latest trends, topics, resources and tools for human resources professionals in both the commonwealth and private sector. Whether new to the field or a seasoned HR pro, OneHR Conference has something for everyone.

Topics will include:

- Hiring trends
- Making the most of technology
- Coping with rapidly changing workplaces
- Emerging issues in human resources

Attendees can select from a wide range of session topics based on their interests. There will also be opportunities to network with peers and exhibitors.

Learn more about what's trending and what's on the horizon for the field of human resources.

March 5, 2019

8:00 am – 4:00 pm

Harrisburg University of Science and Technology

326 Market Street

Harrisburg, PA 17101

<http://summits.harrisburgu.edu/OneHR/>

## Agenda

Time	Topic	Speaker
8:30 – 8:45	<b>Welcome</b>	<b>Kelly Powell Logan</b> , Vice President for Strategic Workforce Development and University Centers, Harrisburg University of Science and Technology <b>Eric Darr</b> , President, Harrisburg University of Science and Technology
8:45 – 9:00 am	<b>Opening Remarks</b>	<b>V. Reid Walsh</b> , Executive Deputy Secretary, Office of Administration and Deputy Secretary for Human Resources and Management Commonwealth of Pennsylvania
9:00 – 9:45 am	<b>Opening Keynote: Lead at Every Level</b>	<b>John Forsythe</b> , Managing Director, Deloitte
9:45 – 10:00 am	<i>Networking Break</i>	
10:00 – 10:45 am	Session 1	
	<b>Hot Topics in Commonwealth Employee Relations</b>	<b>Jay Gasdaska</b> , Director, Office of Employee Relations and Workforce Support, Office of Administration, Commonwealth of Pennsylvania
	<b>Getting the Most Out of NEOGOV for Talent Acquisition</b>	<b>Beth Fleek</b> , Implementation Consultant NEOGOV
	<b>Recruiting Public and Private Sector Talent in the Modern Era</b>	<b>Jay Carlile</b> , General Manager LinkedIn
	<b>Using Analytics to Change the Workforce</b>	<b>Jon Lemon</b> , Strategic Solutions Specialist SAS
	<b>Virtual Reality in HR</b>	<b>Charles Palmer</b> , Executive Director, Center for Advanced Entertainment and Learning Technologies, Harrisburg University of Science and Technology
10:45 – 11:15 am	<i>Networking Break</i>	
11:15 am – 12:00 pm	Session 2	
	<b>Current LGBTQ Issues and Best Practices</b>	<b>Titus Tyler</b> , Co-Vice Chair, PA LGBTQ Commission
	<b>The Hidden Features of Microsoft's Office 365</b>	<b>Christopher Sweetland</b> , Customer Success Manager Microsoft
	<b>Student Panel Discussion: Expectations of the Next Generation of Employees</b>	
	<b>The Future of Work</b>	<b>Jennifer Dowd</b> , Senior Manager, Public Sector Marketing Kronos
12:00 – 12:45 pm	<i>Lunch</i>	
12:45 – 1:30 pm	Session 3	
	<b>Social Media and the First Amendment Rights in the Public Sector</b>	<b>Jay Gasdaska</b> , Director, Office of Employee Relations and Workforce Support, Office of Administration, Commonwealth of Pennsylvania <b>Jane Baldo</b> , Appeals Manager, Bureau of Employee Relations, Office of Administration, Commonwealth of Pennsylvania
	<b>Exploring Intelligent Technologies in the Workplace</b>	<b>Eric Neumann</b> , Senior Manager, Accenture Strategy
	<b>PA and NEOGOV Hiring Trends Report</b>	<b>Tracey Virtue</b> , Vice President of Customer Success
	<b>Creating the Workforce of Tomorrow: Are you bold enough to use the data and take the lead?</b>	<b>Geoff Rothermel</b> , Managing Director, Deloitte
	<b>Using Insights to Attract, Develop, and Retain Talent</b>	<b>Samir Raza</b> , Enterprise Analytics, North America Lead, Accenture
1:30 – 2:00 pm	<i>Networking Break</i>	

2:00 – 2:45 pm	Session 4	
	<b>The Value of HR Technology (SuccessFactors)</b>	<b>Julia Wagner</b> , Vice President, SAP HR Strategy & Value Advisory
	<b>Successful Disability Hiring – From Recruiting to Retention</b>	<b>Ralph Roach</b> , MS, CRC, LPC, Business Services and Outreach Division Chief, Office of Vocational Rehabilitation, Commonwealth of Pennsylvania
	<b>Future proofing your workforce? Inside the minds of 1,200 global HR executives</b>	<b>Brad Obuchowski</b> , Director, People & Change, KPMG <b>Karla Baumler</b> , Manager, People & Change
2:45 – 3:00 pm	<i>Break</i>	
3:00 – 3:45 pm	<b>Closing Keynote: Succeeding in a Changing Workplace</b>	<b>Felix Verdigets</b> , Managing Director, People & Change, KPMG <b>Thomas (Tommy) Miceli</b> , Manager, People & Change, KPMG
3:45 – 4:00 pm	Commonwealth of Pennsylvania Employee Recognition **	
4:00 pm	Reception (by invitation only)	

### Track Key

Today's Workplace Issues
Technology & Tools
Recruit to Hire
The Future of HR
What's Trending

### Target Audience

We anticipate that 500 human resource professionals from the public and private sector will attend the inaugural conference. Attendees will span the continuum of human resources professionals – from entry-level staff to the Commonwealth of Pennsylvania's senior leadership.

## Sponsorship Levels & Benefits

	<b>Titanium</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Lunch</b>	<b>AFTER HOURS Reception</b>
<b>Cost</b>	\$7,500	\$5,000	\$4,000	\$3,000	\$1,000	\$500	\$1,500
<b>Pre-Event Marketing*</b>							
<b>Logo included in attendee marketing emails</b>	Large	Medium	Small				
<b>Logo and link on conference website</b>	Large	Medium	Small	Small	Small		
<b>Ability to issue a conference press release</b>	X	X	X	X	X	X	X
<b>Conference Presence</b>							
<b>Booth size</b>	2 8' tables Premiere location	8' table Premiere location	8' table	8' table	n/a	n/a	n/a
<b>Electrical</b>	Guaranteed	Guaranteed	Guaranteed	As available	n/a	n/a	n/a
<b>Conference Access</b>							
<b>Full conference pass</b>	5	3	2	1	1	0	0
<b>Booth staff pass</b>	4	3	2	2	n/a	n/a	n/a
<b>After Hours (reception) pass</b>	5	3	2	1	1	0	2

	Titanium	Platinum	Gold	Silver	Bronze	Lunch	AFTER HOURS Reception
<b>On-Site Marketing</b>							
<b>Advertisement in conference program</b>	DBL page	Single full pg	$\frac{3}{4}$ page	$\frac{1}{2}$ page	$\frac{1}{4}$ page		
<b>Recognition at opening keynote</b>	X						
<b>Recognition on conference slide decks</b>	X	X					
<b>Logo on conference signage</b>	Large	Medium	Medium	Small	Small	Small	Small
<b>Logo on lunch signage</b>						X	
<b>Logo on reception signage</b>							X
<b>Ability to introduce a seminar speaker</b>	X						
<b>Recognition at After Hours reception</b>	X						X
<b>Post Conference Marketing</b>							
<b>Promotion on social media outlets post events</b>	X	X					
<b>Mention in post event thank you emails</b>	X	X					

*\*Recognition is dependent upon receiving sponsorship prior to materials being created.*

## Deadline

In order to be included in the printed materials at the conference, we must receive your sponsorship commitment by **Monday, February 11.**

## Contact

To sponsor the OneHR Conference, or for more information, contact Julie Goolsby at [JGoolsby@HarrisburgU.edu](mailto:JGoolsby@HarrisburgU.edu).