

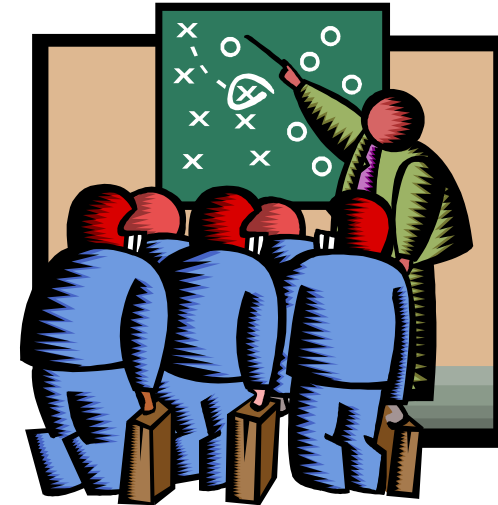


University of Illinois  
 Center for Human Resource Management  
 504 E. Armory Avenue  
 Champaign, IL 61820-6297  
 www.ilir.uiuc.edu/chrm  
 217-333-0981

University of Illinois  
 Center for Human Resource Management

Presents...

## Communication Strategies to Drive Results Fall 2004 CHRM Roundtable



September 23 – 24, 2004

Oak Brook Hills Resort  
 3500 Midwest Road  
 Oak Brook, IL 60523

Communication Strategies to  
 Drive Results

September 23-24, 2004

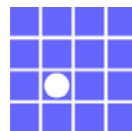
Oak Brook Hills Resort  
 3500 Midwest Road  
 Oak Brook, IL 60523

FOR MORE INFORMATION

Jean Masinas at  
 217-333-0981 or jmas@uiuc.edu

RSVP DEADLINE  
 September 1, 2004

University of Illinois  
 Center for Human Resource Management



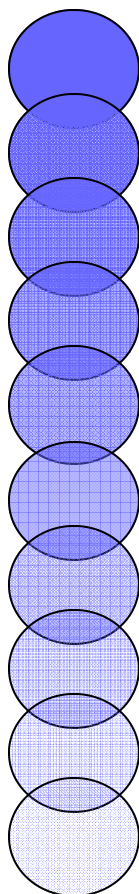
Please join us...for a very special program.

### Communication Strategies to Drive Results

Please join senior executives and academics for our program featuring: Dr. Gail Fairhurst, author of *The Art of Framing: Managing the Language of Leadership* and Jim Houdan, CEO of **Root Learning, Inc.** and a co-founder of the *Learning Map* technology. We will discuss and debate communication strategies for engaging and energizing employees. We will examine HR's vital role in creating and implementing an organization's communication strategy.

September 23-24, 2004 Oak Brook Hills Resort, Oak Brook, IL  
*This program is free for all CHRM partners and special guests.*

### Schedule of Events



#### Thursday, September 23, 2004

- 5:00-5:30 p.m. Introductions
- 5:30-6:30 "The Art of Framing: Why Some Leaders Really Get It, Why Some Really Don't"  
Dr. Gail Fairhurst  
Professor, University of Cincinnati
- 6:30-9:00 Reception and Dinner

#### Friday, September 24, 2004

- 7:30-8:00 a.m. Continental Breakfast
- 8:00-9:00 "How to Integrate Leading and Learning to Execute Strategy"  
Jim Houdan  
CEO, Root Learning, Inc.
- 9:00-10:00 "Using Technologies to Support and Enhance Organizational Knowledge Networks"  
Dr. Nosh Contractor  
Professor, University of Illinois
- 10:00-10:20 Break
- 10:20-11:00 Faculty presentations of completed research
- 11:00-12:00 "HR's Role in Communicating Strategy"  
Partner Panel
- 12:00 Buffet Luncheon

### Registration

#### Three Easy Ways to Register:

- 1) **Call** 217-333-0981
- 2) **Mail** completed registration form to:  
CHRM, University of Illinois  
504 E. Armory  
Champaign, IL 61820
- 3) **Fax** completed registration form to: 217-244-9290

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Name for Name Tag: \_\_\_\_\_

#### Meals will be served at this event so please check the appropriate line/s below:

- Both dinner on Thursday and lunch on Friday \_\_\_\_\_
- Dinner on Thursday, September 23 only \_\_\_\_\_
- Lunch on Friday, September 24 only \_\_\_\_\_
- I will not be able to attend the meals \_\_\_\_\_
- I will need a special vegetarian meal \_\_\_\_\_
- I will need accommodations for Thursday, September 23\* \_\_\_\_\_

\*For hotel reservations, please contact the Oak Brook Hills Resort directly at 630-850-5555. Rooms are held in a block under University of Illinois. The rate is \$129 for single/double occupancy.

**RSVP Deadline is September 1 , 2004**

[www.ilir.uiuc.edu/chrm](http://www.ilir.uiuc.edu/chrm)

