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2020 WORKFORCE RECRUITMENT FOR UTILITIES

May 14-15, 2020
EUCI Conference Center
Plaza Tower One Conference Center
Denver, CO



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EUCI is authorized by IACET to offer 1.0 CEUs for this course

At the date of this posting, IACET is approved by the Society for Human Resources Management (SHRM) for continuing education.

OVERVIEW

There's a talent crisis on the horizon in the energy sector. The 2019 Global Energy Talent Index report shows 62% of respondents believe a talent crisis will hit the sector within the next 5 years. 32% say it's already here. Over half of the energy workforce will retire in the next seven years, taking with them decades of institutional knowledge.

While millennials will make up 75% of the workforce by 2025, the energy and utilities industry is facing a deficit in labor with each skills. In a PwC study, 70% of power and utilities leaders said they were focused on recruiting or retaining talent for digital. Many sectors of energy are feeling this deficit - in oil and gas, new technology and digitization are changing traditional roles and causing a demand for digitally specialized employees. Workforce trends show the urgent need for utility leadership to transfer knowledge from retiring workers to current workers and to attract new talent with cutting-edge skill sets.

The stability and growth of the energy and utilities sector will depend on whether companies can appeal to the next generation of innovative talent.

This day-and-a-half intensive course will bring together a cross-functional team of experts to help utility and energy leaders integrate the needs of people, technology upgrades, and the requirements for successful enterprises. Learn how to build a culture of innovation and inclusion that will help attract high performing talent that will bring new opportunities and technology for better profitability.

LEARNING OUTCOMES

This course will provide attendees an opportunity to:

- Learn how to successfully attract and retain top talent
- Explore the real costs of employee turnover
- Discuss strategies for defining a culture shift within your organization
- Identify how to assess your organization's current culture vs. worker expectations
- Explore new ways of defining employee value
- Demonstrate best practices for creating momentum towards modernizing the industry for all talent
- Learn how to be proactive in bridging the generational gap within the workforce so that critical knowledge is retained

WHO SHOULD ATTEND

- Human Resources Executives
- Organizational Development VPs
- Talent Acquisition Managers
- Recruiters
- Training Managers
- Communications Executives
- Marketing & Branding Executives
- CIOs/CTOs

AGENDA

THURSDAY, MAY 14, 2020

- 7:30 – 8:00am** **Registration and Continental Breakfast**
- 8:00 – 10:00 am** **Utility Workforce Reality Check: Current vs. Future Needs**
There are urgent priorities for utility leadership: attracting new talent with digital skill sets, transferring organizational knowledge, and successfully navigating cultural shifts. During this session you will learn to quantify the current state of your workplace and to identify your future needs and challenges.
- 10:00 – 10:30 am** **Networking Break**
- 10:30 am – 12:00 pm** **The Real Costs of Employee Turnover**
The stability and growth of the energy and utilities sector will depend on whether companies can appeal to the next generation of innovative talent. Companies face risk from the loss of institutional knowledge as older workers retire and must re-brand their companies and upgrade business practices to appeal to the millennial worker. This session will delve into the real costs of turnover and how to best mitigate risk and build an organization set up for profitability in the future.
- 12:00 – 1:30 pm** **Group Luncheon**
- 1:30 – 3:00 pm** **Cultural Shift**
Learn how to compare your current culture to the expectations of today's increasingly younger workforce and define strategies to implement steps toward a more forward-leaning workplace.
- 3:00 – 3:30 pm** **Networking Break**
- 3:30 – 5:00 pm** **Sourcing Talent for the Utility Workforce of the Future**
Industry experts share success stories, communication strategies, technological tools, and best practices for recruiting digitally specialized employees.
- 5:00 pm** **Day 1 Adjourns**

FRIDAY, MAY 15, 2020

- 7:30 – 8:00 am** **Continental Breakfast**
- 8:00 – 10:00 am** **Knowledge Transfer: Bridge the Generational Divide to Retain Critical Insights**
Over half of the energy workforce will retire in the next seven years, taking with them decades of institutional knowledge. This session will describe best practices used to shrink the generational gap within the energy workforce, and strategic ways to manage the transfer of critical knowledge from retiring workers to newer hires.
- 10:00 – 10:30 am** **Networking Break**
- 10:30 am – 12:00 pm** **Communicating Your Employer Value and Brand**
Industry colleagues and workforce experts will discuss how to define your company's value proposition. Learn how to utilize branding and social media to connect job candidates to your organization's mission.
- 12:00 pm** **Course Adjourns**

INSTRUCTORS



John D. McDonald

IEEE Life Fellow; CIGRE Distinguished Member; Smart Grid Business Development Leader, Senior Fellow, Grid Solutions, GE Renewable Energy

John D. McDonald, P.E., is Director, Technical Strategy and Policy Development for GE Energy's Digital Energy business. John has 37 years of experience in the electric utility industry. John joined GE in 2008 as General Manager, Marketing for GE Energy's Transmission and Distribution (now Digital Energy) business. In 2010, John accepted his current role of Director, Technical Strategy and Policy Development where he is responsible for setting and driving the vision that integrates GE's standards participation, and Digital Energy's industry organization participation, thought leadership activities, regulatory/policy participation, education programs, and product/systems development into comprehensive solutions for customers. He is a sought-after industry leader, technical expert, educator, and speaker.



Denise Owusu

Energy & Utilities Consultant, West Monroe

Denise is an Experienced Consultant with West Monroe Partners in the Energy & Utilities practice. She has a diverse background in energy, having worked in oil & gas, nuclear, and renewable energy industries throughout her career. She also possesses a background in technology innovation management, which has enabled her to lead complex, multi-disciplinary teams aimed at positively shaping our energy future.



Travis Guidry

Manager, Talent Sourcing, Entergy

Travis Guidry is the Manager of Talent Attraction for Entergy, an \$11B power utility company headquartered in New Orleans, Louisiana with nearly 14,000 employees in a service territory spanning Louisiana, Mississippi, Arkansas and Texas. He and his team are responsible for Entergy's external efforts to attract world class talent into the company with a concentrated focus on military/veteran, diversity and campus recruitment. Prior to his time at Entergy, Travis spent more than a decade in New York building a career in global Talent Management, Talent Acquisition and Employer Branding leadership at Heidrick and Struggles, Alico, BNP Paribas, Heineken, and Nasdaq. In his spare time, Travis enjoys gospel singing, working on interior design projects and caring for his vintage automobile collection. A French-speaking Cajun through and through, Travis was born and raised on the bayou in south Louisiana and earned his B.S. in Psychology from Louisiana State University in 1999.

Senior Representative

American Water

INSTRUCTIONAL METHODS

Case Studies, Panel Discussions and PowerPoint presentations will be used in the program.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for a minimum of four hours to be eligible for any continuing education credit.

IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

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EVENT LOCATION



Plaza Tower One Conference Center

6400 S Fiddlers Green Cir. Greenwood Village, CO 80111

The EUCI conference center is conveniently located adjacent to the Arapahoe at Village Center Light Rail Station, allowing easy access to and from DIA, Downtown, and Local Area Attractions. EUCI will validate parking at the Plaza Tower One Conference Center.

NEARBY HOTELS

Each of these hotels offers a complimentary shuttle to and from the EUCI conference center.

Hyatt Regency Denver Tech (2.8 miles away)

7800 E. Tufts Ave. Denver, CO 80237
303-779-1234

Special EUCI Room Rate: \$179.00 or lowest available rate

To access EUCI room rate visit

denvertechcenter.regency.hyatt.com

Click "Book Now", then click "Special Rates",

Click "Corporate or Group Code" and enter **CR102338**

You may also call central reservation at **1-800-233-1234** and give them the corporate code of **CR102338**

Springhill Suites DTC (0.3 miles away)

7900 East Peakview Ave., Greenwood Village, CO 80111
303-721-3321

Wingate by Wyndham (0.3 miles away)

8000 E. Peakview Ave., Greenwood Village, CO 80111
303-626-2641

Hyatt Place DTC (2.1 miles away)

8300 E. Crescent Pkwy, Greenwood Village, CO 80111
303-804-7000

Denver Marriott Tech Center (3.1 miles away)

4900 S. Syracuse St., Denver, CO 80237
303-779-1100

REGISTER 3, SEND THE 4TH FREE

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register@pmaconference.com

EVENT LOCATION

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6400 S Fiddlers Green Cir.
Greenwood Village, CO 80111

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2020 WORKFORCE RECRUITMENT FOR UTILITIES COURSE

MAY 14-15, 2020 : US \$1395

EARLY BIRD on or before APRIL 24, 2020, 2020: US \$1195

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CREDIT CARD INFORMATION

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Billing City

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OR Enclosed is a check for \$ _____ to cover _____ registrations.

Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before April 17, 2020 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices. EUCI reserves the right to alter this program without prior notice.