

NCHRA Strategic HR Metrics & Analytics Conference

The Northern California HR Association's eighth annual Strategic HR Metrics & Analytics Conference will be held in the Bay Area on in Spring of 2015. We expect 100-150 HR professionals with an average of 10 years of experience in attendance. You are invited to submit a presentation proposal. Your complete presentation proposal is due no later than December 15, 2014.

The Conference targets HR professionals and leaders seeking to improve their skills and to garner analytic tools and frameworks to help them plan, propose, implement, assess, and communicate the impact of people-related programs and practices. The invited presentations address innovative, yet practical, concepts and examples that can be of immediate use to attendees. It is essential that presentations will include actionable tools and resources, and that application by attendees **not** depend on proprietary information, products or consulting services.

Presentations can involve any area of HR (staffing, compensation & benefits, organizational change, HRIS, engagement, succession, performance management, etc.) and any analytics approach (scorecarding, benchmarking, ROI, impact analysis, predictive modeling, performance measurement, etc.). Our goal is to present a variety of non-traditional applications and approaches, and to have attendees leave saying "I never thought of that!" Priority will be given to practitioners who are able to present case studies of projects and lessons-learned (including failures) from their own workplace.

Presentations are 60 minutes in length with an additional 15 minutes for Q&A. The most successful presentations include a highly interactive component, in the form of a short lab, exercise, or workshop component. If you are a practitioner who has not presented this material before, we are prepared to work with you on structuring your presentation and the interactive component.

If you have suggestions, questions, or just ideas you would like to toss around, please contact the conference chair, Steve McElfresh at SteveM@HRFutures.net, or 408.605.1870.

Your proposal should include all of the following, and must be sent to Conference@HRFutures.net, received no later than December 14, 2014. It should include:

- Title
- Compelling program description (100 words or less)
- Four to six key learning objectives
- Specific resources that will be provided to attendees
- Your background/bio
- Date and audience of similar presentations by presenter
- Contact information including email, phone and best times to call

Please note that the conference budget does not allow for payment of honorarium or travel expense.

Thank you,

Steve McElfresh, PhD
408.605.1870