The Management of Top Talent at All Levels

2nd Annual Assessing & Developing High Potentials

April 24th – 26th, 2013
Hyatt Regency Atlanta – Atlanta, GA
Competent leadership is crucial for a company’s success. Recent studies indicate that companies with strong leadership are 13 times more likely to outperform their competition, and three times more likely to retain their most talented employees. Are you an A player in the talent game?

With the coming demographic dip in the future-leader talent pool and the pending mass retirement of baby boomers, investing in a hi-po program is essential. HR professionals are increasingly being called on to support their organization’s strategy through well-built career-architecture programs. Pay careful attention to that future-leader pipeline and those in it will be more engaged and well-positioned to direct strategy in the future.

The key challenge for organizations is balancing the need to identify and develop high-potentials with the need to ensure that the rest of the workforce remains motivated and committed to the organizational mission. To do so, a high-potential program must have a formal structure and a transparent selection process that maximizes the potential to identify all future leaders. By formalizing and making the high-potential selection process transparent, organizations will not only maximize their ability to identify, develop and retain their future leaders, but they will reduce the natural tension that occurs in their workforce as those future leaders begin to take on the added responsibilities and higher visibility.

The potential rewards of leadership development are great—as are the challenges. HR management in the area of leadership development can make the difference between an organization that succeeds or fails in the long term. The design of a leadership development initiative should be grounded in succession management, anchored in the organization’s strategy and feasible given the organization’s size and resources.

A study by Bloomberg BusinessWeek and Hay Group found that companies ranked in the top 20 for leadership acumen significantly outperformed the S&P 500 in both the short and long terms. This makes finding, developing, and retaining effective leaders not only a talent management priority but also a business imperative.

The 2nd Assessing & Developing High Potentials conference will feature insightful and practitioner led sessions that will enable learning and leadership development professionals to become a strategic partner to the business in the talent assessment and development process. Learn from the best on: selection and assessment methodologies, developing an organizational culture that sustains and promotes talent development, internal mobility, coaching, mentoring and other accelerated development programs.

Focused Sessions will tackle:
- High Potential program design and implementation
- Aligning High Potential Selection with Organizational Culture and Business Needs
- Partnering with business leaders and line managers in the talent assessment development process
- Multifaceted Mentoring approaches
- Affordable and scalable development practices
- Engaging High Professionals
- Developing Innovation Leaders
Conferece Speakers Include:

- **Bob Bennett**  
  *Vice President of Human Resources & Chief Learning Officer, FedEx Express*

- **Dr. Allan Church**  
  *Vice President Organization Development Global Groups and Executive Assessment & Development, PepsiCo Inc.*

- **Kenneth Randall**  
  *Senior Director Talent & Organization Effectiveness, Banner Health*

- **Tammy D. Martin**  
  *Vice President Talent Management, AT&T Inc.*

- **Dr. Ami Curtis**  
  *Leadership Development Lead, Nestle North America*

- **Kim Einspahr Fleming, Ph.D**  
  *Group Vice President Succession Management, SunTrust Bank*

- **Sandy Lukavsky**  
  *Former Head of Leadership Development, Unilever*

- **John Kolmer**  
  *Manager Global Leadership Development, The Dow Chemical Company*

- **Michael Benson, Ph.D.**  
  *Director Leadership Development, Johnson & Johnson*

- **Lori Van Holmes**  
  *Senior Director Talent Acquisition, Development and Mobility, UnitedHealth Group*

- **Jeanette Harrison-Winters**  
  *Vice President Enterprise Learning & Development, Pitney Bowes*

- **Kevin Rutherford**  
  *Chief Talent Officer, TalentLeap*

- **John Mattone**  
  *President, JohnMattonePartners, Inc.*

- **Libby Anderson**  
  *President, TalentForce Solutions*

- **Ryland L. Harrelson**  
  *Executive Vice President & Chief Human Resource Officer, Total Systems Services, Inc.*

- **Jim Haudan**  
  *Chief Executive Officer, Root, Inc.*

- **Derek Irvine**  
  *Vice President Client Strategy and Consulting, GIBOFORCE*

- **Martha Oxley**  
  *Vice President of Learning and Development, Vistage International*

- **LTG(R) R.L. “Van” VanAntwerp**  
  *Chief of Infrastructure and Executive Development, Flippen Group*

- **Katie Ziemer**  
  *Manager Research & Development, Multi-Health Systems*

- **Dr. Henry (Dick) Thompson**  
  *President & CEO, High Performing Systems*

- **Jim Cooper**  
  *Founder and Principal, Ascendent Leadership*

- **Vicki Swisher**  
  *Senior Director of Intellectual Property Development, Korn/Ferry International*

- **Tim Knezevich**  
  *Vice President Global Talent Management, Equifax Inc.*

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**Event Organizer**

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Main Conference Day 1 – April 24th, 2013

8:00am Registration

8:30am Opening Conference Keynote: The High Potential ‘Garden’

High Potentials are a most sought after commodity, whether it’s on an athletic field or in business, for your chances for success increase with star players. But do we know what constitutes a ‘star’ in your company? Do we know how to find/identify high potentials inside and outside of our organization? Do we recognize the impact that they have on an organization and, consequently, do we know what to do with them when we find them? And finally, do we fully realize the importance of turning every employee into the High Potential he or she can be?

Join Bob Bennett, HR VP and Chief Learning Officer of FedEx Express to take a look at what holistically must be considered and addressed to have an effective High Potential program. With team members in more than 220 countries worldwide, FedEx Express clearly understands the critical role of developing high potentials and “growing” their greatest asset - people.

Bob Bennett, Vice President of Human Resources & Chief Learning Officer, FedEx Express

9:15am Building a Better Talent Mousetrap - Adding rigor to the assessment of high potentials

The war for senior leadership talent and the changing nature of the workforce has made the search for high potentials in organizations a strategic priority. As a result, having a valid and robust framework for assessing future potential can be a competitive advantage. While many organizations have their own internally developed definitions or make use of those readily available from external search firms, experience has shown that most of these focus on only one or two aspects of potential. The purpose of this session is to provide an overview of a comprehensive model grounded in theory and research for measuring high potential talent, and how this approach can be applied in organizations using a multi-tiered assessment process. Opportunities and recommendations for utilizing this framework and for improving existing internal identification processes will also be discussed.

Dr. Allan Church, Vice President Organization Development Global Groups and Executive Assessment & Development, PepsiCo Inc.

10:00am Morning Networking Break

Networking

Network with Faculty and Event Participants including: C-Suite Executives, CHRO, VP HR, SVP HR, COO, CFO, Director, Deputy Directors, Managers and Team Leaders with responsibilities in: Human Resources, Talent Management, Talent Acquisition & Recruitment, Leadership Development, Organizational Development/Effectiveness, Human Capital Strategy, Learning, Talent Development, Executive Coaching, Executive Assessment and Succession Planning.
10:30am **In or Out - Using Assessments to Support Selection and High Potential Identification and Development**

Why do some High Potential leaders excel within developmental programs and when given promotional opportunities, while others flounder and don’t seem to fulfill the lofty expectations their organizations have for them? It all begins with how leaders are identified as High Potential and then carries through to how these leaders are selected into these developmental programs or given these promotional opportunities. Using objective assessments that are directly tied to the behaviors critical for success can support the decision-making process and significantly increase your odds of including/selecting the right leader. What value is there in including/selecting the right leader? Doing so generates a positive ROI for the organization, adds to your brand recognition as an employer of choice, demonstrates the power of succession planning, and increases internal morale and engagement among a multitude of other benefits. In this session we will explore a systematic way of leveraging internal assessment processes to drive the success of High Potential development, as well as on the overall value a structured and integrated assessment strategy can have on the selection, identification, and development of top talent.

*Kenneth Randall, Director Talent & Organization Effectiveness, Banner Health*

11:15am **Changing the Currency - New Ways to Measure the ROI of Leadership Development**

Executive management wants to be assured that investments in organizational leadership development programs positively impact the company’s bottom line business results. Human Capital professionals are expected to present empirical evidence of positive returns on investment, as well as cite tangible outcomes for the efforts given to developing emerging leaders. Thus, the million-dollar question remains, “Is it possible to establish a link between the effectiveness of leadership development with the attainment of established goals and results?”

Based on recent research in alternative methods of leadership development, it is now possible to pinpoint the results of investments in highly specialized HIPO development programs and the successful execution of projects and initiatives by HIPO participants. “Changing the Currency” is the session dedicated to helping you become familiar with the application and results of implementing peer-based development as a definitive leadership development methodology to achieve measurable business results. By attending this session, you will gain new insights to an approach that will justify investment in leadership talent and earn the senior leadership buy-in when you deliver the results of a highly specialized peer-based leadership development approach.

*Martha Oxley, Vice President of Learning and Development, Vistage International*
*Tim Knezevich, Vice President Global Talent Management, Equifax Inc.*

12:00pm **Topic Discussion Lunch**
1:00pm Reviewing Talent – Performance vs. Potential vs. Readiness

It’s a familiar scene during talent assessment time: a manager comes to HR requesting a promotion for his “superstar” who’s “outperformed” everyone else and “is ready for the next level.” You, the talent professional, struggle to help the manager understand that not everyone who is performing well is promotable. Many people (and even entire organizations) confuse performance with potential, and potential with readiness. It can sometimes be tricky to determine where someone falls within these three levels during talent evaluations. If you have a great performer, don’t make the mistake of assuming this person is also a high potential. High potential means more than high performance ratings; it takes the right mix of experience, skills and personal qualities to be considered a potential leader. The same goes for readiness – someone may have all the potential in the world, but if they don’t eventually turn leadership potential into actual leadership capability, they will never be considered “ready” for a leadership role. In this session we will explore the differences and connections between performance, potential and readiness for leadership.

Kim Einspahr Fleming, Ph.D, Group Vice President Succession Management, SunTrust Bank

1:45pm Laying It On The Line – From Line Managers To Talent Managers

At the most successful companies, corporate leaders understand the importance of talent management, and recognize that talent management strategies can help the organization grow and reach its business goals. But, before we can identify creative and exciting ways to develop our high potential employees, first we have to identify who they are! As organizations are becoming more complex, global, and highly matrixed, it is becoming more difficult to ensure we have identified the right individuals. It is our line managers, who know our talent best, who will make or break our talent management processes. Line managers stretch talent or squash it. In this session, we will explore methods and strategies for educating and motivating line managers in the critical process of identifying and developing the talent of tomorrow.

Ami Curtis Ph.D, Leadership Development Lead, Nestle North America

2:30pm Developing Emerging Leaders in the US Army Corps of Engineers

LTG(R) R.L. “Van” VanAntwerp, Chief of Infrastructure and Executive Development for The Flippen Group is also the former Chief of Engineers and Commanding General of the U.S. Army Corps of Engineers. As the 52nd Chief of the U.S. Army Corps of Engineers, Van and his team were responsible for a $45 Billion construction, operation, and maintenance budget and 37,000 employees of every discipline. Hear how the Corps identified and developed the next generation of leaders and managers. General Van will also share how the Flippen Group helped them develop a personalized “TrAction Plan” for the Corps’ Emerging Leaders.

R.L. VanAntwerp, Chief of Infrastructure and Executive Development, Flippen Group

3:15pm Afternoon Networking Break
Main Conference Day 1, continued

3:30pm The New Imperative – Developing Innovation As A Competency

Instilling innovation and creating an environment where employees are encouraged to challenge the status quo is a common aspiration for many companies today. Building peoples’ innovative ability is accomplished in a variety of ways: providing opportunities to learn and grow, operating a platform allowing employees to share and build on ideas, offering challenges for change and opening doors to real world experience. A commitment to innovation competency development must include a shared commitment across the business to create a shared mindset, develop a skill set and provide a tool set. This systemic approach inspires curiosity at all levels and can garner tangible results. Learn how to achieve this new imperative through best practices for creating and leading a culture that supports innovation from UnitedHealth Group, a Fortune 25 company and recent winner of the PDMA Outstanding Corporate Innovator Award.

Lori Van Holmes, Senior Director Talent Acquisition, Development and Mobility, UnitedHealth Group

4:15pm Leadership Development to Effectively Execute Growth and Strategy

This interactive session features Ryland Harrelson, EVP & CHRO, of TSYS (Total System Services, Inc.), one of the world’s largest payment service firms, and Jim Haudan, CEO of Root Inc., a strategy execution consulting company. Jim and Ryland will outline TSYS’s focus on the development of their leadership teams to enhance performance as the organization embarks on a new business strategy. The discussion explores the initial obstacles faced by TSYS and why the company has made it a priority to build the leadership competencies of their high potential team members (current and future leaders) and the methods they are using from skill development to a focus on culture and behaviors to bring the entire leadership structure to alignment around the future state of the organization. The session also includes an interactive exercise on the methods being employed by TSYS that enables the audience to explore 3 high-level disciplines - from understanding the current state and driving future results to personal action planning - and relate them to their own organizations.

Ryland L. Harrelson, Executive Vice President & Chief Human Resource Officer, Total Systems Services, Inc.
Jim Haudan, Chief Executive Officer, Root, Inc.

5:00pm Conference Day 1 Sessions Conclude & Cocktail & Networking Reception

HRCI Approval
This event has been approved for 12.50 Credits. Each Workshop has been approved for 7 credits.

The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute’s criteria to be pre-approved for recertification credit.
8:00am Registration

8:30am Fueling the Leadership Pipeline at J&J

How do you ensure business continuity and growth? Top talent is today’s competitive differentiator that makes the difference between an organization that is thriving and one that is stagnant or declining. Organizations need to define, attract, and develop the right mix of critical talent to support and grow their businesses. To ensure a flow of the right talent for these roles over time, the best practice is for organizations to build talent pipelines. Is your pipeline equipped to lead your company into the future? Through rigorous and consistent assessment and broader definition of development, Michael will share some thinking on how to build a robust, diverse pipeline of talent.

Michael Benson, Director Leadership Development, Johnson & Johnson

9:15am 5 Ways to Use Social Technology to Engage High Potential Employees

Social technologies can help with everything from project collaboration to continuous feedback. But social platforms can also be a technology looking for a solution. The trick is how to best apply them based on your talent objectives. In this interactive session, Derek Irvine of Globoforce, provides insight into key technologies that leading companies are using to engage, motivate and retain top talent.

Derek Irvine, Vice President Client Strategy and Consulting, Globoforce

10:00am Morning Networking Break

10:30am Learning Agility - The X-Factor in Identifying and Developing High Potentials

Leaders of today and tomorrow need to be better than the leaders they replace because the challenges are greater, the speed faster, the competition tougher, and the marketplace increasingly global. In short, the leaders of today and tomorrow must be agile leaders, resourceful in the face of change, and above all, able to learn from experience. People with this ability perform well under first-time, challenging conditions. These people are learning agile.

Join Vicki Swisher, Senior Director of Intellectual Property Development for Korn/Ferry International and author of Becoming an Agile Leader, for a thought-provoking, interactive discussion on how you can ensure that your succession pipeline is filled with high-potential employees ready to deliver growth for your organization in the challenging years ahead. Building on over 20 years of data on which behaviors predict leadership success, Korn/Ferry is the trusted partner top organizations rely on for research–based, experience-tested leadership development and talent management solutions.

In this session you will explore how to:
- Use learning agility as an input for differentiated leadership development and succession planning
- Distinguish between high potentials and high functional/technical professionals
- Develop learning agility through formal development programs and “assignmentology”
- Embed learning agility into the language of organizational leaders

Vicki Swisher, Senior Director of Intellectual Property Development, Korn/Ferry International
11:15am Mentoring - An AT&T Talent Management Practice

A collaborative learning relationship - this definition of mentoring has led AT&T to expand their approach to and understanding of mentoring, ultimately creating a multifaceted and integrated approach that can be leveraged by all of their employees. While mentoring is no doubt an important element of developing high potentials, it is also critical to diversity and inclusion and career development at all levels. Using multiple mentoring methodologies, AT&T accesses, nurtures and replenishes their talent pipeline, while at the same time giving employees a way to expand their own skills and interest areas. During this session, the speaker will discuss the strategy, journey and web-based process they use for mentoring and will provide ideas on how you can do the same. Specific points covered will include: the vision for mentoring at AT&T; examples of how various types of mentoring are used and how mentoring has moved beyond simply a relational benefit; and strategies for implementation. You will explore real-world examples, lessons learned and emerging techniques associated with implementing a modern mentoring program. Moreover, you will leave this session with ideas on how to implement a multifaceted mentoring program in your own organization in order to develop all your talent.

Tammy D. Martin, Vice President Talent Management, AT&T

12:00pm Topic Discussion Lunch

1:00pm Panel Discussion: The Recipe for Developing High Potentials - The Right Blend of Emotional Intelligence and Leadership

Developing high potentials can be a challenge, getting them to recognize that development is needed shouldn’t be. Integrating emotional intelligence, through the use of assessments can help gain their commitment to personal growth by increasing insight and self-awareness. Emotional intelligence skills can be fused with your organizations competencies to help secure the measurable development and ROI you need to sustain high potential programs in your organization. Through the use of real-world examples, a panel of experts will share their best practices for applying emotional intelligence as the building blocks to their work with high potentials across all levels of leadership.

Katie Ziemer, Manager Research & Development, Multi-Health Systems
Dr. Henry (Dick) Thompson, President & CEO, High Performing Systems
Jim Cooper, Founder and Principal, Ascendent Leadership
1:45pm “Life Swap” - Experiential Cross-Cultural Development for High Potentials

Reality TV is filled with shows whose premise is to take someone out of their comfort zone and drop them into a completely different setting. As entertaining as this might be to watch, the experience of surviving, adapting, and succeeding in a different environment can provide unparalleled learning opportunities. In this session, you will learn how Dow created a cross-cultural development experience for select promising talent high potentials around the world. Dow’s CEO International Exchange Program is a partnership with the geographies in developing talent, with the intent of developing cultural acumen, and giving a breadth of experience that will serve the selected high potentials well as they take on more and broader challenges in the future. You’ll hear about the challenges and advantages that this type of experiential learning can provide.

John Kolmer, Manager Leadership Development, The Dow Chemical Company

2:30pm Afternoon Networking Break

3:00pm The Next Level – HIPO Role Transition Management

Recent research at Harvard University has shown that the adjustment period required for new or redeployed managers can be as long as 15-18 months. Businesses can significantly reduce this time by taking steps to help the transition of its new leaders. This can also help to prevent potentially disastrous and costly failures. This session will show you how you can reduce the risk of high potential derailment by building leaders up through the pipeline to HIPO and then giving them the resources they need to make the critical turn into the next level position. Learn how Unilever does this through differentiated development programs that incorporate residential learning, virtual sessions, coaching, mentoring, individual development plans and action learning projects to develop employees throughout their career lifecycles.

Sandy Lukavsky, Former Head of Leadership Development, Unilever

3:45pm Executive HIPO Development - Maintaining Relevance in a Period of Transition

“Everything is changing; nothing stays the same.” This old adage is one that readily applies to most if not all organizations today. When developing high potential executives for even more responsible assignments, coupled with a period of corporate transition, how does a development program maintain its relevance? One program which has accomplished this lofty but essential objective, Strategic Lead, is a custom designed executive level program co-created with a highly respected research university and managed by learning & development for Pitney Bowes’ senior staff. Evidence based evaluation research demonstrated that the program’s objectives were met, while at the same time highlighted the need for additional and ongoing engagement as a community. A powerful case study, which offers broadly applicable key learnings will be a unique view into executive development.

Jeanette Harrison-Winters, Vice President Enterprise Learning & Development, Pitney Bowes

4:30pm Conference Day 2 Sessions Conclude
Post Conference Workshop A - April 26, 2013

8:30am Breakfast

9:00am - 5:00pm Strategy Driven Competency Modeling

Hire the right people. Improve performance. Manage organizational transformation. Accelerate employee development. These objectives often dominate C-Level discussions about what their companies need to do to stay competitive in an ever-changing global business environment.

Competency modeling systems play a key role in understanding and defining the talent that is needed and available, skills deficiencies, and performance requirements. This enables you to match the right person, with the right skills, to the right job who can perform consistently as required. More importantly, competencies enable organizations to integrate strategic HR, workforce, and business plans into one seamless overarching strategy –building a workforce that is capable of meeting strategic business objectives today as well as the future.

Designed for HR executives and professionals, this course provides an orientation to strategy-driven competency management, introduces the tools to successfully implement a CM system, and illustrates validated linkages with talent management functions to align with, and drive, business strategy execution.

What You Will Learn:

- Know the concepts, elements, and benefits of competencies and competency frameworks for business strategy execution.
- Be able to define competency architecture for your organization and develop competency profiles using various methodologies.
- Develop a framework for using competencies to support workforce segmentation and integrated talent management.
- Understand how to develop a comprehensive approach and blueprint for developing competency profiles.
- Learn how to create a comprehensive and cost-effective assessment and selection system to reliably predict on the jobs success and ensure it is defensible.
- Explore the opportunities afforded by a competency management system to drive increased results in performance management, retention, training, career development, replacement planning and succession management

Kevin Rutherford, Chief Talent Officer, TalentLeap

This workshop has been approved for 7 HRCI credits.
Great leaders drive the bottom line, which is why organizations pour money into leadership development. But most companies have no real way to gauge whether their efforts are paying off—much less where they are falling short.

Talent Leadership unlocks the secret of building a world-class leadership identification and development program by using assessment and calibration as foundational tools. Unlike most leadership development efforts that look at “lagging indicators,” such as cost per hire or turnover, this workshop identifies far more important metrics that actually predict operating results: the “leading indicators” of capability, commitment, and alignment with organizational goals.

Packed with research findings, best practices, case studies, proprietary assessments, and more, the workshop explains the key components of exceptional leadership development practices employed by great organizations, including how to:

• Employ assessments to benchmark current and future executive talent
• Use the resulting data to identify leaders with potential based on their capabilities, commitment, and alignment with organizational goals
• Leverage your analysis to target training and coaching where they will have the greatest impact on individual performance and overall operating success

Talent Leadership helps you push past the myopic practices of hiring and promoting technically proficient people who lack the motivation and vision to successfully lead. This workshop is for leaders of HR, talent management, OD/MD professionals, and the vast population of operating managers who are charged with identifying, managing, and developing high potential and emerging leaders.

John Mattone, President, JohnMattonePartners, Inc.

This workshop has been approved for 7 HRCI credits.
Talent Leaders! Time to face some very important realities!

REALITY #1: The best way to assess and develop existing “hi-po” talent is to hire high “hi-po” talent to begin with.
REALITY #2: Turnover is most often due to a poor “fit”. Even “hi-po” talent can fail if they don’t “fit” the culture of the organization.
REALITY #3: Hiring numbers are up, and an exodus of “hi-po” talent is possible. You need a strategy to keep your pipeline open and stay competitive with your recruiting practices.

Now is the time to create a strategy to manage these realities and insure your continued success! This workshop will give you the tools you need to do just that.

This highly interactive session will be packed with easily implemented, practical take-aways and hands-on techniques. Learning objectives include:

- **The competency model of selection as a flexible tool rather than restrictive device**
  Creating a tool that changes with the times rather than limiting potential
- **Defining essential competencies**
  Interfacing culture, skills, behaviors, knowledge
- **Determining competency requirements and indicators**
  Creating a valid and relevant explanation of the actions needed to support the competency
- **The role of attitude and how to assess it**
  The elusive but critical piece – how to determine attitudinal “fit”
- **Preparing questions that fulfill competency expectations**
  Development of meaningful questions
- **Enhancing the interview with questions to understand the “whole” person**
  What competency based questions might not answer
- **Creating a measurement for evaluation**
  Development of a reliable evaluation tool
- **Designing a guide for use in an interview**
  Making it easy to follow the interview pattern
- **Techniques for creating a positive interview experience**
  Candidates are customers – keeping their loyalty
- **The mechanics of an effective interview**
  How all the nuts and bolts fit together
- **Maintaining a good flow in an interview**
  Managing unforeseen circumstances in an interview – and what to do about them
- **After the interview: what to do**
  The interview is over: now what? Determining and doing what should come next

Libby Anderson, President, TalentForce Solutions

This workshop has been approved for 7 HRCI credits.
Conference Details

Pricing Information

Register by | Standard Price
---|---
Full 3 day Conference | $2,295

Registration Information

Fax form to 281-552-8914, Call 888-339-9599 or Email info@the-tma.org

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Venue Information

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Step into our shimmering 22-story hotel atrium lobby and you’ll understand the difference between a hotel and a Hyatt. Our award-winning Hyatt Atlanta hotel places the treasures of the city at your feet. Stroll to top local downtown Atlanta attractions including Peachtree Center Mall, Georgia Aquarium, Georgia World Congress Center, AmericasMart, CNN Center, Phillips Arena and Georgia Dome. Carry on world-class business conferences in 180,000 square feet of versatile Atlanta events space, including our 29,000 square foot ballroom; the largest in the state of Georgia.