

**General Sessions
Wednesday, July 25, 2012**

7:00am – 7:55am	<i>Registration and Morning Coffee</i>
8:15am – 9:10am	OPENING KEYNOTES (Co-Located with the Employee Health Engagement Congress) <u>The Future and Employer Strategic Planning: Health Reform, Exchanges, Defined Contribution...and Achieving a Competitive Workforce in a Global Economy</u>
9:15am – 10:15am	<u>The Innovation Catalyst in Your Organization: Transformation through Worksite Health, Strong Plan Design and Outcomes-Driven Employee Wellness</u>
10:15am – 10:45am	<i>Networking Break in the Executive Networking Lounge</i> <i>(Co-Located with the Employee Health Engagement Congress)</i>
10:45am – 11:40am	The 7th Annual World Congress Executive Forum on the Business of Employee Wellness & Well-Being <u>New Strategies for the 21st Century: How to Invigorate Your Wellness Program and Identify New Goals and Objectives for the Future</u>
11:45am – 12:30am	<u>The Strategic Priority: CEO's Perspective: Develop Comprehensive Wellness Programs, Meet the Specific Needs of Your Employees, and Produce a Strong ROI</u>
12:30pm – 1:45pm	<i>Luncheon in the Executive Networking Lounge</i> <i>(Co-Located with the Employee Health Engagement Congress)</i>

1:45pm – 2:30pm	<u>Defining Wellness ROI in Your Organization:</u> Increase Government, Corporate and Employee Support, Ensure Consistency, and Establish Solid Measurement Techniques
2:30pm – 3:15pm	<u>Unions, Remote Workers, and the Power of the Mid-Level Manager:</u> Design A Wellness Program That Can Reach the Non-Traditional Employee
3:15pm – 3:45pm	<i>Networking Break in the Executive Networking Lounge (Co-Located with the Employee Health Engagement Congress)</i>
3:45pm – 4:30pm	Market Insight Seminar Leverage Online Web Tools to Target Individuals and Engage Healthy Behaviors
4:35pm – 5:30pm	Closing Keynote (Co-Located with the Employee Health Engagement Congress) Capitalize on the New Frontier of Employees Empowered to Manage Health and Health-Care Purchase Decisions
5:30pm – 6:45pm	<i>Cocktail Reception in the Executive Networking Lounge (Co-Located with the Employee Health Engagement Congress)</i>

General Sessions
Thursday, July 26, 2012

7:30am – 8:25am	<i>Networking Breakfast Roundtables in the Executive Lounge</i> <i>Discussion Table Topics Include: Behavioral Economics, Outcomes-Driven Incentives, Health Reform, New Wellness Program Ideas</i> <i>Want to suggest a table topic? Email Katie.DiPerna@worldcongress.com</i>
8:30am – 9:25am	Opening Keynote (Co-Located with the Employee Health Engagement Congress) <u>The Roadmap to Rewarding Outcomes:</u> Outcomes-Driven Benefit Design and Wellness Incentives to Maximize Engagement
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10:15am	<u>National Policy Update:</u> A Forward Look at Policy Developments in Congress and CDC Aimed at Facilitating Expansion Across the Worksite Wellness Industry
10:15am – 11:00am	<u>The Legal Minefield:</u> How Employers Can Be Innovative With Program Design While Being Aware of and Compliant With Legal Parameters
11:00am – 11:30am	<i>Networking Break in the Executive Networking Lounge (Co-Located with the Employee Health Engagement Congress)</i>
11:30am – 12:30pm	<u>Reaching the “Not Right Now” Individuals:</u> The Next Generation of Behavioral Economics and Health Promotion
12:30pm – 1:30pm	<i>Networking Luncheon in the Executive Networking Lounge (Co-Located with the Employee Health Engagement Congress)</i>
1:30pm – 2:15pm	<u>Hard Data – Bottom-Line Results:</u> Leverage Data Integration to Design Meaningful Initiatives that Drive Engagement and Deliver Hard-Dollar Results
2:15pm- 3:00pm	<u>Getting to Employee Well-Being and Accountability for Health:</u> Strategies to Achieve Sustainable Behavior Change – <i>Includes a Model for “Progress-Driven Incentives”</i>
3:00pm – 3:55pm	Closing Keynote (Co-Located with the Employee Health Engagement Congress)
	<u>Achieve Employee Health Engagement:</u> Behavior Change and Corporate Results through a Transformation to a Culture of Employee Engagement
4:00pm	<i>Closing Remarks and Congress Concludes</i>