

Employee Engagement in the Mobile Age (On-Demand Webinar & Presentation)

Webinar Overview

Companies are losing hundreds of billions of dollars every year due to a lack of employee engagement. With Millennials expected to comprise 75% of the workforce by 2025, they are demanding that their employers provide them with the tools they need to be productive and engaged. However, a recent study conducted by theEMPLOYEEapp of over 300 communications professionals shows that current employee engagement tactics are just not getting the job done. The webinar takes a deeper look into these survey results and see how they stack up against real world examples presented by fellow communications professionals.

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Speakers



**Charles Alfaro, Boehringer
Ingelheim**

Developing successful communications starts with understanding

a company's vision, direction and goals. During the past 30 years Charles Alfaro has specialized in the development of strategic, creative and authentic communications, designed to increase the visibility and reputation of companies, brands and executives. He has had success in different industries, including consumer, health care, business-to-business and sports. Charles has led communication teams and worked with CEOs and senior executives at such major companies as Roche, Cadbury Schweppes and Boehringer Ingelheim. His background includes experience in nearly every facet of communications, including: corporate PR, focusing on reputation management and crisis communications; launch campaigns, media relations and PR programs for a number of well known brands, such as Tamiflu®, Xenical®, Dr Pepper®, Snapple®, Trident®, Dentyne®, POWERade®, vitaminwater® and smartwater®; executive communications; as well as internal and employee communications, and change management.



Kandiss Bigler, Meridian Healthcare Partners

Kandiss Bigler is Director of Communications, Lean Six Sigma for Meridian Healthcare Partners, the management consulting firm for Kern Medical Center. In her current role, Kandiss manages the day to day internal communication between leadership, employees and physicians. Kandiss is also responsible for coordinating marketing campaigns for the hospital and sits on the Hospital Authority Communication Subcommittee which is currently going through a rebranding effort. Prior to Meridian Healthcare Partners, Kandiss began

her career in healthcare as a Project Manager at Managed Care Systems, where she was working directly with Blue Shield on the implementation of the Trio product in Kern County. Kandiss relocated from San Diego where she was Director of Communications for Southwest Value Partners, a real estate investment firm in San Diego. Kandiss is green belt certified in Lean Six Sigma and has a Masters in Kinesiology from CSU, Fresno and an MBA from San Diego State.

✘ **Jeff Corbin, APPrise Mobile**

As a public and investor relations consultant for the past 15 years, Jeff Corbin is pioneering the use of technology in the communications industry as the founder of APPrise Mobile, a business-to-business/enterprise native app platform that includes theEMPLOYEEapp®, for internal communications; theIRapp®, for public companies; theCOMMSapp™, for external communications; and theCONFERENCEapp™, for investor, analyst and other conference and event communications. Jeff also serves as the CEO of KCSA Strategic Communications, and has consulted with hundreds of private organizations as well as NASDAQ and NYSE listed companies. Through this experience, he understands how organizations communicate with their targeted audiences, how these audiences consume information as well as the importance of technology to facilitate the direct connection between a company and its audience. Jeff holds a bachelor's degree from Cornell University and a law degree from the Benjamin N. Cardozo School of Law. You can follow and connect with Jeff on Twitter @jcorbinIR.



Johanna Danaher, Pfizer Inc.

Johanna Danaher, a native New Yorker received her B.A. in Zoology and an interdisciplinary concentration in Public Relations from the University of Maine, Orono, ME, in 1995. Johanna has been a member of the Talent and Organizational Performance team at Pfizer for over 15 years and has worked in a variety of talent functions including university relations, full-cycle recruiting, employment branding, project management, strategy integration, and employee communications. Currently Johanna is leading efforts to create and deliver *simple, intuitive, and reliable* solutions to effectively communicate information on Pfizer's people and talent processes. Her work focuses on increasing alignment of communications across talent platforms and initiatives, streamlining communications processes, and improving access to Talent information to more effectively meet end-user information needs. She is accountable for developing and continually improving Pfizer's internal Talent Portal as the destination of learning for colleagues, managers and senior leaders.

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