# GEO's 2019 Americas Regional Conference

## Agenda by Time

### Monday, 21 October 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am</td>
<td>Morning Walking and Jogging Tour <em>(optional, pre-registration required)</em></td>
<td>Foot Bridge to Beach</td>
</tr>
<tr>
<td>8:00am</td>
<td><strong>Global Share Plans Basics Bootcamp Breakfast and Check-In</strong></td>
<td>Fountain Room East</td>
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<tr>
<td>8:45am</td>
<td><strong>Introduction to Global Share Plans</strong></td>
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<tr>
<td>9:45am</td>
<td><strong>Securities Laws &amp; Compliance</strong></td>
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<tr>
<td>10:45am</td>
<td><strong>Overview of Share Plan Taxation</strong></td>
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<tr>
<td>11:00am</td>
<td><strong>Basic Accounting &amp; Reporting</strong></td>
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<tr>
<td>12:00pm</td>
<td><strong>Private Networking Luncheon</strong></td>
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<tr>
<td>1:45pm</td>
<td><strong>Introduction to Mobility</strong></td>
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<tr>
<td>2:30pm</td>
<td><strong>Introduction to Executive Compensation</strong></td>
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<tr>
<td>3:15pm</td>
<td><strong>Afternoon Break</strong></td>
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<tr>
<td>3:30pm</td>
<td><strong>Data Privacy</strong></td>
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<tr>
<td>4:15pm</td>
<td><strong>Excel Essentials for Global Share Plan Practitioners</strong></td>
<td>Working lab session; attendees bring their laptops; sample data and case studies will be provided.</td>
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<tr>
<td>8:00am</td>
<td><strong>Issuer Roundtable and Luncheon</strong> <em>(open to all Issuers)</em></td>
<td>Vista Ballroom</td>
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<tr>
<td>8:30am</td>
<td>Registration &amp; Information Desk Open</td>
<td>Grand Ballroom Foyer</td>
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<tr>
<td>10:30am</td>
<td><strong>Issuer Roundtable and Luncheon</strong> <em>(open to all Issuers)</em></td>
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<tr>
<td>12:30pm</td>
<td><strong>Room Transition</strong></td>
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### Monday, 21 October 2019 (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:45pm — 1:00pm</td>
<td><strong>Opening Remarks</strong></td>
<td>Grand Ballroom</td>
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<tr>
<td>1:00pm — 2:00pm</td>
<td><strong>Keynote I—Breaking the Sound Barrier - Lessons Learned in Building Shazam</strong></td>
<td>Grand Ballroom</td>
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<tr>
<td>2:00pm — 2:30pm</td>
<td><strong>Networking Break - PAWS for a Networking Therapy Break</strong></td>
<td>Grand Ballroom Foyer</td>
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</tbody>
</table>
| 2:30pm — 3:30pm | **Breakout Series I**  
1.1 Insider Risk and Cyber Security **LEGAL, REGULATORY & COMPLIANCE**
Salon A  
1.2 Catch the Equity Automation Wave! **PROGRAM MANAGEMENT**
Salon B  
1.3 Saying “I Do” to Equity and Mobility Integration **TAX**
Catalina  
1.4 Strengthen Your Bond with Your Employees. It's More Than Equity Awards. **COMMUNICATIONS**
Shoreline  
1.5 Strategic Equity Compensation on the Fly **EXECUTIVE COMPENSATION**
Salon C  
1.6 How to Grow Your Professional Success by Clearly Defining Your Personal Branding **COMMUNICATIONS**
Driftwood |
| 3:30pm — 3:45pm | **Room Transition**                                                  |                        |
Monday, 21 October 2019 (continued)

3:45pm — 4:45pm **Breakout Series II**

2.1 The Equity View! DESIGN, STRATEGY & TRENDS
Salon A

2.2 Practices and Trends in Executive Compensation: The What, the How, and the Why EXECUTIVE COMPENSATION
Salon B

2.3 The Care and Feeding of a Unicorn—Preparing for an IPO PROGRAM MANAGEMENT
Salon C

2.4 Maneuver Through Your Audit ACCOUNTING
Catalina

2.5 Wake Me up Before You Go Go Go-Live: Effective Global Change Management Communication COMMUNICATIONS
Shoreline

5:30pm — 7:30pm **Opening Networking Reception**

*This event is open to guests of registered attendees for an additional fee, please register your guests (guest fee applies).*

Grand Ballroom

7:30pm — Dinner on Your Own or Optional Vendor Events

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Tuesday, 22 October 2019

7:30am — 8:30am Morning Walking and Jogging Tour *(optional, pre-registration required)*

Foot Bridge to Beach

8:30am — 5:00pm Registration & Information Desk Open

Grand Ballroom Foyer

8:30am — 9:00am **Breakfast**

Grand Ballroom
### Tuesday, 22 October 2019 (continued)

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:00am — 9:15am</td>
<td><strong>Day Two Welcome Remarks</strong></td>
<td>Grand Ballroom</td>
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<tr>
<td>9:15am — 10:15am</td>
<td><strong>Keynote II—Bridging the Gap—Generational Perceptions and Interests in Equity Compensation</strong></td>
<td>Grand Ballroom</td>
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<tr>
<td>10:15am — 10:45am</td>
<td>Networking Break</td>
<td>Grand Ballroom</td>
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<tr>
<td>10:45am — 11:45am</td>
<td><strong>Breakout Series III</strong></td>
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<tr>
<td>3.1</td>
<td>3.1 Performance Equity—Surfing in Rough Waters</td>
<td>Salon A</td>
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<tr>
<td>3.2</td>
<td>3.2 Some Like It Hot! The Hottest Topics in Equity Compensation</td>
<td>Salon B</td>
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<tr>
<td>3.3</td>
<td>3.3 To Have and to Hold, from This Day Forward... A Complete Guide to Holding Period Strategies</td>
<td>Catalina</td>
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<tr>
<td>3.4</td>
<td>3.4 Top Equity Accounting and Administration Challenges Demystified</td>
<td>Driftwood</td>
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<td>3.5</td>
<td>3.5 GDPR and You: What It Is and What You Need to Do!</td>
<td>Salon C</td>
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<tr>
<td>3.6</td>
<td>3.6 Learning from Coworkers: Peer Effects on Individual Investment Decisions</td>
<td>Shoreline</td>
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<tr>
<td>11:45am — 12:45pm</td>
<td>Lunch</td>
<td>Grand Ballroom</td>
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Tuesday, 22 October 2019 (continued)

12:45pm — 1:45pm Breakout Series IV

4.1 Tides of Performance Awards DESIGN, STRATEGY & TRENDS
Catalina

4.2 Top Trends in Equity Compensation—a View from Main Street
PROGRAM MANAGEMENT
Shoreline

4.3 Stoked About Heavy Waves of Engagement Analytics in Surf City
COMMUNICATIONS
Salon A

4.4 How Not to Get Dizzy When You Spin PROGRAM MANAGEMENT
Salon B

4.5 Global Equity Insights Survey 2019 DESIGN, STRATEGY & TRENDS
Driftwood

4.6 Mobility Taxation Gotchas TAX
Salon C

1:45pm — 2:00pm Room Transition
Tuesday, 22 October 2019 (continued)

2:00pm — 3:00pm **Breakout Series V**

5.1 Executive Compensation and Corporate Governance Hot Buttons  
**EXECUTIVE COMPENSATION**  
Salon A

5.2 What to Expect When You're Expecting—Mergers, Acquisitions, Tender Offers  
**PROGRAM MANAGEMENT**  
Driftwood

5.3 Using Data Analytics, Dashboards, and Data Visualization to Tell Your Equity Plan Story  
**ACCOUNTING**  
Catalina

5.4 More Countries, More Problems: Five High-impact Changes to Make to Your Stock Administration Processes!  
**PROGRAM MANAGEMENT**  
Shoreline

5.5 Let’s Get Engaged! An Employee Engagement Love Story  
**COMMUNICATIONS**  
Salon B

5.6 The Moonshot: The Rise of Truly Long-Term Performance Equity and Retention Grants  
**EXECUTIVE COMPENSATION**  
Salon C

3:00pm — 3:30pm **Networking Break**  
Grand Ballroom
Tuesday, 22 October 2019 (continued)

3:30pm — 4:30pm **Breakout Series VI**

6.1 Executive Compensation in the Cannabis Industry: Silicon Valley on Steroids (Or on Something) **EXECUTIVE COMPENSATION**
Salon A

6.2 Staying Ahead of the Curve: Let's Play GEO Jeopardy **PROGRAM MANAGEMENT**
Salon B

6.3 Cracking the Code: Adapting Equity Practices Based on Employee Selling Behavior **DESIGN, STRATEGY & TRENDS**
Salon C

6.4 From “Ordinary” to “Extraordinary”: Solving Your Participant Communications Challenges **COMMUNICATIONS**
Catalina

6.5 Pitfalls and Learnings from Mobility Automation **PROGRAM MANAGEMENT**
Shoreline

5:00pm — 6:00pm **Sunset Sushi Happy Hour**

*This event is open to guests of registered attendees for an additional fee, please register your guests (guest fee applies).*
California Courtyard

6:00pm — Dinner on Your Own or Optional Vendor Events
## Wednesday, 23 October 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00am — 9:00am</td>
<td>Morning Walking and Jogging Tour <em>(optional, pre-registration required)</em>&lt;br&gt;Foot Bridge to Beach</td>
</tr>
<tr>
<td>9:00am — 2:30pm</td>
<td>Registration &amp; Information Desk Open&lt;br&gt;Grand Ballroom Foyer</td>
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<tr>
<td>9:00am — 9:45am</td>
<td>Breakfast&lt;br&gt;Grand Ballroom</td>
</tr>
<tr>
<td>9:45am — 10:45am</td>
<td><strong>Breakout Series VII</strong>&lt;br&gt;7.1 The True Cost of a Stock Purchase Plan&lt;br&gt;Program Management&lt;br&gt;Catalina&lt;br&gt;7.2 Trends in Financial Wellness Programs&lt;br&gt;Communications&lt;br&gt;Salon A&lt;br&gt;7.3 Work Smarter Not Harder: How to Get the Most out of Your External Advisors&lt;br&gt;Legal, Regulatory &amp; Compliance&lt;br&gt;Salon B&lt;br&gt;7.4 Creating Value for Stakeholders: The Key to Success&lt;br&gt;Communications&lt;br&gt;Salon C&lt;br&gt;7.5 What in the World?...Destination ESPP&lt;br&gt;Program Management&lt;br&gt;Shoreline</td>
</tr>
<tr>
<td>10:45am — 11:30am</td>
<td>Room Transition</td>
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</tbody>
</table>
Wednesday, 23 October 2019 (continued)

11:30am — 12:30pm **Breakout Series VIII**

- **8.2 Surfin' Safari: Catch a Communication Wave with the Marketing Experts** COMMUNICATIONS
  Salon A
- **8.3 Equity Choice—Choose Your Own Compensation Adventure** PROGRAM MANAGEMENT
  Salon B
- **8.4 The Future of Work: Digital Readiness and the Administration of Global Equity Plans** PROGRAM MANAGEMENT
  Salon C

12:30pm — 12:45pm **Room Transition**

12:45 — 2:30pm **Keynote III and Lunch—Power Networking: Key Strategies for Making Your "Net" Work For You** BUSINESS INTELLIGENCE
  Grand Ballroom
Keynote Addresses

**Keynote I—Breaking the Sound Barrier - Lessons Learned in Building Shazam**

BUSINESS INTELLIGENCE

In 1999, before smartphones, apps, and digital voice assistants, Chris Barton came up with the idea for people to identify songs by using their phone. But turning this idea into a commercial product was exceptionally difficult. Overcoming seemingly insurmountable challenges, Chris and his co-founders created what some said was impossible. Join us for this engaging keynote to hear the story of Shazam’s journey, from product concept to its multimillion-dollar sale to Apple. Attendees will experience first-hand the struggles and the rewards of this incredible journey, along with insights into Shazam’s compensation philosophy and their early use of equity to compensate employees and align their efforts with the business strategy. You won’t want to miss this engaging talk as Chris shares what it takes to bring an original idea to market when everyone says it is impossible.

*Chris Barton, Shazam (US)*

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III

**Keynote II—Bridging the Gap—Generational Perceptions and Interests in Equity Compensation**

BUSINESS INTELLIGENCE

Research conducted by Rutgers University demonstrates that equity ownership continues to attract attention for its potential to improve strategic and financial outcomes for companies, employees and the economy in general. Further, this research has shown that improvements in employee attitudes and behaviors are the primary drivers of firm performance. With today’s organizations having a highly diverse and multi-generational workforce, understanding their perceptions and interests in equity compensation is key. Join Dr. Bill Castellano of Rutgers University and Marc McDonough, CFP® of Morgan Stanley at Work as they discuss this new research that assesses how Boomers, Gen X, and Gen Y respond to their companies' equity compensation programs. This discussion will demonstrate the importance for companies to rethink how they structure their equity and financial wellness programs, and approach employee communications. It will also provide actionable steps you can use to engage with your multi-generational workforces.

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Keynote III—Power Networking: Key Strategies For Making Your "Net" Work for You

BUSINESS INTELLIGENCE

Today more than ever, business relationships are both developed and strengthened during unstructured social settings. Even the most polished professionals, however, commit social faux pas without realizing it. Rather than letting that happen to you, learn the eight top tips for enhancing your networking savvy. You will learn the strategies for "making your ‘net’ work for you” by becoming a master-mingler. The topics that will be addressed will include the importance of a mental agenda, the four words to use in the first 12 words you speak, the one-to-three rule when approaching others and how to jump start a conversation. You also will learn how to get on others’ neurolinguistic wavelengths, the way to tactfully disengage from a group, where to stand in a room when there is no one to approach and the power of follow-up. Get ready to enhance your mingling savvy through this entertaining and informative keynote.

Ann Marie Sabath, At Ease, Inc. (US)

CPE Credit: 1.0
Field of Study: Personal Development
Level: I, II, III
Overview of Share Plan Taxation
Mark Miller, Deloitte Tax LLP (US)

Basic Accounting & Reporting
Ryan Ross, Aon Rewards Solutions (US)
Jessica Vinsand, SAP (US)

Introduction to Mobility
Matthew Connor, trivago N.V (DE)
Jewon Wee, Independent Stock Plan Advisors LLC (US)

Introduction to Executive Compensation
Steven Hall, Jr., Steven Hall & Partners (US)
Sandra Sussman, FGE, SAP (US)

Data Privacy
Jennifer George, PwC (US)
Hamish Wallace, MinterEllison (AU)

Excel Essentials for Global Share Plan Practitioners
Working lab session; attendees bring their laptops; sample data and case studies will be provided.
Ben Ramos, Charles Schwab (US)
Debbie Tsoi-A-Sue, Global Equity Organization (US)
Jessica Vinsand, SAP (US)

Breakout Series I
1.1 Insider Risk and Cyber Security
LEGAL, REGULATORY & COMPLIANCE
This topic remains a focus for issuers, insiders, the SEC, and institutional investors. Legal risks and liabilities are growing. Companies need to evaluate whether they have the right expertise, budget, board oversight, management, insider trading policies, and disclosure controls in place. This panel of experts includes an experienced securities lawyer, and the Head of Cybersecurity at Morgan Stanley Wealth Management, who spent 15 years at the National Security Agency (NSA). They will explore and share with you their insights on current trends and threats.

Michael Andresino, Arent Fox LLP (US)
Rachel Wilson, Morgan Stanley (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: II, III

1.2 Catch the Equity Automation Wave!

PROGRAM MANAGEMENT

Surf with experienced surfers in share administration, global taxation, mobility, and the most important surfer — the corporate issuer from HR set-up, grant to tax settlement, and then to Payroll and Finance. Join the discussion on how HR and Payroll APIs ("super surfer") interface with a cloud service provider and how commercial interfaces with tax providers, drive automation to new surfer heights. Bring your surfboard and catch the equity automation wave!

Leann Balbona, FGE, KPMG LLP (US)
Diederik Blanken, Walmart, Inc. (US)
Rose Hoffman, PayPal Holdings, Inc. (US)
Mark Mitchell, E*TRADE Financial Corporate Services, Inc. (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: I, II, III

1.3 Saying “I Do” to Equity and Mobility Integration

TAX

When signing up for this conference, did you know that you’d be attending a marriage counseling session? Are your mobility and equity programs looking to take the next step in their relationship? While working to attain cross-border equity compliance for mobility programs, companies face many challenges while pursuing an integrated approach to mobility and equity. Join this panel of subject-matter professionals as they examine the progression from non-compliance to establishing an end-to-end compliance model. The session will review different approaches based on where a company falls on the maturity model and discuss best practices for companies of various sizes and with varying budgets. Marriage is not easy, and integrating your mobility and equity programs is not either. We will close the discussion with how an integrated approach can result in a better experience for both the employer and the employee. Attend this session to learn how you too can have a happy marriage between equity and mobility!
1.4 Strengthen Your Bond with Your Employees. It's More Than Equity Awards.

COMMUNICATIONS

We know from our research* that employees who understand and value their equity awards, and consider them as part of their overall financial life, are more satisfied with their employer and more engaged at work. To help them get there, you can provide employees with access to education, digital financial tools and, most importantly, human advice. This is becoming increasingly important as the workplace of the future is fast evolving and diversifying. More women and unconventional families are entering the workforce, and millennials have already become the largest segment. Employees of this new normal are more concerned about the specific needs of their financial future and are looking for help at a more accelerated pace. Attend this session and learn how to empower your employees to contextualize their equity awards as part of their overall financial life, regardless of income, assets or age, and start building loyalty with the workforce of the future today. This is the time to become their partner for life.


Nupur Bahal, UBS (US)
Meghan Dakan, UBS (US)
Anissa Kelley, Encompass Health Corporation (US)
Amber Taylorson, Green Dot Corporation (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: I, II, III

1.5 Strategic Equity Compensation on the Fly

EXECUTIVE COMPENSATION

Join other equity compensation experts in solving a real-world compensation scenario! Today’s world of global equity is faster and more strategic than ever before. Every issue can be approached from multiple angles and effective solutions seldom look the same for similar companies. In this unique presentation and interactive session, attendees will be presented with a use-case based on a real-world company. Given the needs and restrictions of the use case, groups of attendees will design their recommended solution. The session will conclude with a brief review of each recommendation and a review of the actual solution utilized presented by a representative from the real company. We operate in a world where there are
many "right" answers to each question. Learn how other professionals navigate this process and leave with a better understanding of techniques you can use to be even better in the future.

Dan Walter, FGE, Futuresense (US)
Sueling Wong, BlackLine, Inc. (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III

1.6 How to Grow Your Professional Success by Clearly Defining Your Personal Branding

COMMUNICATIONS

In the age of networking and the internet, defining a clear, credible and powerful brand is a must if you want to stand out and be memorable. Whether your goal is to advance at your current position, grow your career opportunities, or be seen as a leader or expert, proactively creating a powerful personal brand is your ticket to success. Learn from branding expert Krista Neher how you can build a powerful personal brand based on the same principles used by P&G and other leading brand marketers. Neher will show you how to apply these same principles to your personal brand to make it credible, believable and connect emotionally. Next, you’ll discover how to turn your brand into a mission that attracts people to join you. Finally, discover how to grow your visibility to attract opportunities to you and establish yourself as a powerful, credible professional. Participants will walk away with actionable ideas that they can start to implement immediately.

Krista Neher, Women in Equity by Morgan Stanley (US)

CPE Credit: 1.0
Field of Study: Personal Development
Level: I, II, III

Breakout Series II

2.1 The Equity View!

DESIGN, STRATEGY & TRENDS

Join this lively foursome as they share their advice on best and emerging practices in equity compensation as well as deliver thoughts and insights on issues that lie ahead, including the following:

- Where’s the “L” in LTI gone – are shorter vesting periods here to stay and what does that mean? Could short-term thinking drive "target-value" equity programs, where the award is tweaked to maintain (guarantee?) a target value?
• What’s it take for stock compensation arrangements to graduate to the big leagues of retirement savings and financial wellness?
• How’s the gig economy impacting share plans?
• How can companies drive benefit awareness and engagement in a millennial environment?
• What’s the appropriate use of data analytics in decision making?

But the fun doesn’t stop there—throughout the program, the ladies will welcome various industry celebrities to join the chat fest. Known for their freewheeling style, these hosts are often called upon to help tackle tricky problems, source elusive data, and debate the pros and cons of various equity practices. Here’s your chance to be part of our “live studio audience” with a front row seat. Catch us live at GEO’s Americas Conference this fall!

Emily Cervino, FGE, Fidelity (US)
Robyn Shutak, Computershare (US)
Elizabeth Stoudt, Infinite Equity (US)
Sandra Sussman, FGE, SAP (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III

2.2 Practices and Trends in Executive Compensation: The What, the How, and the Why
EXECUTIVE COMPENSATION

The executive compensation landscape continues to evolve. The numbers that come standard with each proxy have become just one in a long list of features that tell a complex story of competing forces and constituencies. It’s increasingly more important for executive compensation professionals to understand current compensation practices that prevail among their peers, the factors that drive decisions, and how best-in-class executive compensation functions operate. Come hear from industry experts as they share content to help you gain clarity on the main executive pay trends seen in recent years, along with the drivers and reasoning behind these observed practices. They will provide a look at results from the 2019 CAP Long Term Incentives Survey and review highlights from the bi-annual Equity Methods Executive Compensation Decision Support Survey, which address these questions. In addition the panelists will touch on trends in usage of performance-based LTI in recent years and then step beyond to explore the big picture issues impacting executive pay today. How do leading companies make executive compensation and proxy disclosure decisions? What does the future hold for the way proxy disclosures are created and presented? How are companies evaluating internal pay equity, diversity, and inclusion issues? Join us as we explore these and other questions of vital interest to leaders in executive compensation.

Shaun Bisman, Compensation Advisory Partners (US)
Wells Miller, Choate, Hall & Stewart LLP (US)
Nathan O’Connor, Equity Methods (US)
Thomas Paleka, Gallagher (US)

CPE Credit: 1.0
2.3 The Care and Feeding of a Unicorn—Preparing for an IPO

PROGRAM MANAGEMENT

More and more companies are choosing to stay private longer. By the time an IPO is considered, these multi-billion dollar companies are large, global, and mature. Preparing your company for an IPO requires the stock plan department to take a leading role. This panel of professionals have experienced hundreds of IPO's and will share best practices, a high-level time line and recommendations from the perspective of stock plan administration, the transfer agent, and the compensation design perspective. With two issuers from unicorn companies (Lyft and Slack), the traditional IPO model and the newer direct offering model will be reviewed.

Josh McGinn, AST (US)
Laura Reis, Slack (US)
Carine Schneider, FGE, AST Private Company Solutions (US)
Lamont Walker, Lyft Inc. (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: I, II, III

2.4 Maneuver Through Your Audit

ACCOUNTING

Keep your equity compensation program audit-ready all year long! Our accounting experts will give you a step-by-step plan for organizing your documentation and suggest other actions you can take now to avoid a crunch at year-end. Join this session of experts for key takeaways on audit preparedness!

Don Gillotti, Certent (US)
Grant Peterson, PwC (US)
Denise Scoville-Glackin, Resources Global Professionals (US)

CPE Credit: 1.0
Field of Study: Accounting
Level: I, II, III

2.5 Wake Me up Before You Go Go Go-Live: Effective Global Change Management Communication

COMMUNICATIONS

The implementation of a new service provider can be a complex and challenging change for participants to understand, especially globally. Successful Go-Lives are hinged on the partnership between multi-
functional teams and partners to execute a dynamic “Go Live” campaign. This discussion will explore a variety of client communication and management strategies with respect to the changes associated with implementing a new service provider. A launch should do more than just communicate the change. Our panelists will examine best practices in launching participant experience-focused campaigns instead of an administrative focus. Leave this session with great ideas for your next “Go-Live” event!

Lenka Haase, Deloitte (US)
Adie Leung, FGE, Citi (HK)
Juliette McKay, Genpact (US)
Sean Trotman, Deloitte (US)

CPE Credit: 1.0
Field of Study: Communications and Marketing
Level: I, II, III

Breakout Series III

3.1 Performance Equity—Surfing in Rough Waters

EXECUTIVE COMPENSATION

Volatility in the financial markets looms ahead which makes the goal-setting process of popular performance equity programs even more challenging. Rewards professionals will need to face this challenge using increased discipline to set rigorous and objective targets that can be quantified through probability. Should they use the long board or the short board? Using the same financial modeling approaches to assess TSR performance programs, considerations in designing your performance equity program and navigating rough waters with comfort will be illustrated.

Terry Adamson, FGE, Consultant (US)
Jun Frank, ISS Corporation (US)
Bonnie Rumbold, Sallie Mae (US)
Lou Taormina, Frederic W. Cook & Co., Inc. (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: II, III

3.2 Some Like It Hot! The Hottest Topics in Equity Compensation

PROGRAM MANAGEMENT

With so much going on in the equity landscape today, it is hard to pick just one topic for a presentation. You won’t want to miss this rapid-fire session for an overview on some of today’s hottest equity compensation topics. The lineup includes the newest trends in employee communications, determining if choice plans are a good thing, how long employees really hold shares from equity awards, evaluating data privacy compliance after GDPR, the inner secrets of participants and what they really think about equity
awards, trying to predict the impact of Brexit on share plans, and so much more. Join this insightful and educational session on topics that are sure to cross your desk.

Alice Chung, PayPal, Inc. (US)
Barbara Klementz, Baker McKenzie LLP (US)
Matt MacDougall, Fidelity Stock Plan Services (US)
Louise Sutton, Unilever (US)
Vicky Trees, ResMed (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III

3.3 To Have and to Hold, from This Day Forward... A Complete Guide to Holding Period Strategies

DESIGN, STRATEGY & TRENDS

As shareholders look for incentive plans to pay out over a longer timeframe, this session will discuss holding periods and the shareholding guidelines that companies are expected to apply, whether this be in the context of an IPO, or more generally for their executive population. Governance regimes that are driving change will be covered and the panelists will walk you through the legal and tax issues arising – notably in the US and UK - and hear how companies are looking to enforce these holding periods in practice.

Christine Crawford, MasterCard (US)
Robert Jennings, Deloitte LLP (UK)
Andrew Shapiro, Epstein Becker Green (US)
Sandy Shurin, Deloitte Tax LLP (US)

CPE Credit: 1.0
Field of Study: Business Law
Level: I, II, III

3.4 Top Equity Accounting and Administration Challenges Demystified

ACCOUNTING

Let's face it: accounting for, administering of, equity compensation plans can be quite a challenge. Join this session to explore four of the most common and tricky accounting and administration issues that many companies are grappling with in 2019. Covered will be financial reporting for your ESPP, how to deal with complex retirement eligibility provisions in your awards, the state of the art on tax mobility practices, and common but tricky performance award issues. Don't be afraid - you don't need to be a CPA to attend this session; we will translate everything into plain English so you can get a firm grasp of the issues and walk away with solutions to some equity challenges.
3.5 GDPR and You: What It Is and What You Need to Do!

LEGAL, REGULATORY & COMPLIANCE

The General Data Protection Regulation ("GDPR") came into force in May 2018 and many companies either do not understand how this applies to their global employee stock plans or what actions they should be taking. This panel is intended to break it down for you! This Regulation applies to all entities that "touch" any personal data related to individuals in the European Economic Area - including any data related to employees' stock plan participation. Come listen to an experienced service provider who works with hundreds of companies offering global stock plans and an industry leader in the stock plan administrator/broker space. The panel will discuss what exactly GDPR regulates, how it applies to global stock plans and what all companies need to do to comply with the GDPR.

Sharon Bauer, E*TRADE Financial Corporate Services, Inc. (US)
Jennifer George, PwC (US)
Scott Hodes, Twitter, Inc. (US)

CPE Credit: 1.0
Field of Study: Business Law
Level: II, III

3.6 Learning from Coworkers: Peer Effects on Individual Investment Decisions

COMMUNICATIONS

Using unique data on employee stock purchase plans (ESPPs), the influence of networks on investment decisions is measured. Comparing employees within a firm during the same election window with metro-area fixed effects, the findings are that the local choices of coworkers in the firm's ESPP exert a significant influence on employees' own decisions to participate and trade. Moreover, the results suggest that the presence of high information employees magnifies the effects of peer networks. Given participation in an ESPP is value-maximizing, the overall analysis suggests the potential of networks and targeted investor education to improve financial decision-making. Join this fascinating research session on how peer-to-peer communication impacts individual investment decisions!

Adie Leung, FGE, Citi (HK)
Paige Ouimet, Kenan-Flagler Business School, University of North Carolina at Chapel Hill (US)
Geoffrey Tate, Robert H. Smith School of Business, University of Maryland (US)
Breakout Series IV

4.1 Tides of Performance Awards

DESIGN, STRATEGY & TRENDS

For many issuers, performance-based awards are an integral part of executive and management-level equity compensation plans. Firm-wide or individual targets directly align pay and performance, which makes them popular with shareholders and proxy advisors; however, they pose their own set of challenges in design, administration, and education. In this session, the panelists will address corporate culture and how performance-based equity awards fit into yours, as well as why performance awards make sense for your culture. In addition, the discussion will focus on design and peer group metrics, vest schedules, along with mechanics, such as minimum and maximum payouts. The size of awards, and challenges with approval, education, administration, and dividend equivalents will be touched on as well. Join this session for an informative look at performance-based awards!

Christopher Guzman, Darden (US)
Allison McBride, International Paper Company (US)
Keirstin Wright, Morgan Stanley (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: II, III

4.2 Top Trends in Equity Compensation—a View from Main Street

PROGRAM MANAGEMENT

There are many trends occurring at the moment, such as in reporting there is a growing trend toward data visualization. Additionally, robust reporting is now required throughout the lifecycle of plans from attrition rates to ESPP dispositions to tax localization costs. The panelists will also focus on communication and education and what is trending in these areas. They will take a look at what they are seeing for next year, as well as what to expect in the future. Attend this session for an exciting look at the latest trends in equity compensation!

John Bagdonas, Global Shares (US)
Matthew Connor, trivago N.V (DE)
Galahad Dong, Simpson Strong-Tie Co., Inc. (US)
Kathleen Martell, Ball Corporation (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
4.3 Stoked About Heavy Waves of Engagement Analytics in Surf City

COMMUNICATIONS

Measuring the success of communication and education campaigns has never been more important. Are we impacting participant perceived value of equity programs? Are we impacting participant behavior and satisfaction? This session will dig into what we know, what we don’t and how we’re going to get where we need to be. Can you dig it? We’ll look at: Designing video communication that keeps your participants engaged, effectively communicating the value of your equity program, and measuring the impact on participant behavior once an education campaign has been deployed, as well as other metrics you should be looking at and how spot surveying could be the game changer we’ve been looking for. Surf’s up, baby!

Ashley Crowner, Aon Rewards Solutions (US)
John Hammond, Aon Rewards Solutions (US)
Elena Petrou, Aviva plc (US)
Amy Wheeler, Aspen Technology, Inc. (US)

CPE Credit: 1.0
Field of Study: Communications and Marketing
Level: I, II, III

4.4 How Not to Get Dizzy When You Spin

PROGRAM MANAGEMENT

Hear Alcon’s story of their 2019 spin from Novartis and how you can avoid dizzying traps that we ran into while putting in place brand new equity plans. Learn how you can make the change as smooth as possible for your employees while complying with corporate governance requirements, securities, foreign exchange and tax rules around the globe. Alcon implemented several equity plans in 73 countries! The panel will engage directly with the audience to answer specific questions and provide examples of how roadblocks could have been avoided. Attend this session for key takeaways to a successful spin-off!

JT Ho, Orrick, Herrington & Sutcliffe (US)
Carla Rupp, Alcon (US)
Parmjit Sandhu, KPMG (US)
Beverly Stookey, Alcon (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: II, III
4.5 Global Equity Insights Survey 2019

The Global Equity Insights Survey (GEIS) is the foremost worldwide assessment of current market practice and trends in equity compensation globally. This year’s study will address the use of equity on a global level as a long-term incentive and broad-based tool, as well as important topics such as plan types and design. The study also covers deep insights into the communication and administration of equity plans and the impact of regulatory changes on both. Our expert panel will come equipped to share how the study findings over the years should influence your human resources and equity compensation strategies right now and into the future. Join us as we share the major results from this year’s survey as well as take a look at the evolution of findings since the study’s inception.

Danyle Anderson, Global Equity Organization (US)
Sheila Frierson, Computershare (US)
Mitan Patel, Fidelity (UK)
Sandra Sussman, FGE, SAP (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III

4.6 Mobility Taxation Gotchas

So you think you’ve got mobile employee equity taxation figured out? Are you sure...? Step beyond the basics with this panel discussion on the mobile employee gotchas that can catch the unwary practitioner by surprise. This team of seasoned experts will discuss some of the common, but sometimes surprising issues they have encountered after sourcing solutions for mobile employee equity taxation, along with practical recommendations on how to manage them. Discussion topics will include tax equalization, tax qualified plans, major countries with unusual or surprising sourcing rules, pre-grant vesting commencement, payroll functional requirements, and more. If you deal with mobility, you won’t want to miss this session!

Nancy Kobs, Twitter, Inc. (US)
Mark Miller, Deloitte Tax LLP (US)
Anne Stearns, Nike (US)

CPE Credit: 1.0
Field of Study: Taxes
Level: II, III
Breakout Series V

5.1 Executive Compensation and Corporate Governance Hot Buttons

EXECUTIVE COMPENSATION

Join us for this insightful discussion with a top-level proxy advisor on hot-button issues including CEO pay ratio disclosures, recent tax law changes, and increased investor opposition to say-on-pay (SOP) proposals. Learn how and why investors and proxy advisors are intensifying their focus on director pay and board diversity. All of this means advisory firm policies are changing the landscape of executive compensation – attend this session and find out how it may impact you and your company’s global share plan policies.

Edward Hauder, Exequity, LLP (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III

5.2 What to Expect When You're Expecting—Mergers, Acquisitions, Tender Offers

PROGRAM MANAGEMENT

Most global equity plan administrators are ready for anything that comes their way, but there are four words that will usually stop them in their tracks: Merger, Acquisition, Tender Offer. With more companies than ever being merged or acquired there is a greater need to know how to prepare yourself for any of these events. More companies are also staying private longer and are looking for ways to provide their employees with liquidity to their private market holdings through tender offers. For most, either of these may be something new, and while they sounds scary, join these panelists as they help you get prepared. Come learn from this panel of experts on what to expect when you’re expecting a Merger, Acquisition, or Tender Offer.

Eric Deen, Certent (US)
Michael Mauro, Certent (US)
Karen Needham, FGE, Oyster Pond Assoc./Wave Life Sciences (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: I, II, III
5.3 Using Data Analytics, Dashboards, and Data Visualization to Tell Your Equity Plan Story

ACCOUNTING

Companies continue to invest in data visualization platforms to empower their management teams to make better decisions using data visualization. Within the equity arena, there is a growing trend to regularly extract high-quality employee demographic, grant, expense, and tax information from highly controlled equity record keeping platforms into a data visualization tool set to create powerful visual dashboards that can tell a meaningful story. Join this experienced group of panelists as they discuss how data analytics, and particularly data visualization is helping improve their approach to equity challenges. Expect each of them to show how they utilize visual representations to identify operational issues, communicate important monthly business reports, and generally how they “tell a story” using visualization techniques. One of the biggest gains in data visualization tools is that they help simplify the messaging of complex issues to senior leadership, which will be a focus of the presentation as well. Come away with tools you can use to tell your story!

Matthew McKittrick, Moss Adams LLP (US)
Marco Paniagua, Oracle (US)
Scott Sander, Amazon (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III

5.4 More Countries, More Problems: Five High-impact Changes to Make to Your Stock Administration Processes!

PROGRAM MANAGEMENT

Learn what you need to focus on to move the needle the most in optimizing your global stock plan operation. Key takeaways include the most common areas of stock plan administration where your efforts bear the most fruit. You will leave this session equipped to streamline your multinational operation in areas such as data integrity, corporate and participant tax application, payroll operations, mobility, and process optimization.

Nadine Franczyk, Amyris, Inc. (US)
Stephanie Greenwald, Qualcomm (US)
Dustin Lewis, Deloitte Tax LLP (US)
Aaron Oberg, E*TRADE Financial Corporate Services, Inc. (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: I, II, III
5.5 Let’s Get Engaged! An Employee Engagement Love Story

COMMUNICATIONS

For many couples, engagement is the first step in an exciting journey toward marriage. Surprisingly, much of that journey can be a model for engaging your employees with their equity plans. Brainstorming, planning, budgeting, and executing are required in abundance, both for getting down the aisle and for getting (and keeping!) your employees engaged. We all know that effective communication is key to any lasting relationship. But, beyond communication, how do you keep the relationship alive? Join our panel of equity compensation veterans to find out what the most important factors are in ensuring the engagement sticks, that successful communications charm your employees, and how to make the most of something borrowed, something blue, something old, and something new. Speakers will share their contrasting experiences driven by their different company goals, culture, and budgets. Best practices and trends based on experiences working with companies of all types from across the industry will also be shared. Join us to learn how different paths of global share plan communications can all lead to successful relationships.

Emily Cervino, FGE, Fidelity (US)
Kelley Garrett, Amazon.com (US)
Lydia Terrill, FGE, Vocera Communications, Inc. (US)
Billy Vitense, Starbucks Coffee Company (US)

CPE Credit: 1.0
Field of Study: Communications and Marketing
Level: I, II, III

5.6 The Moonshot: The Rise of Truly Long-Term Performance Equity and Retention Grants

DESIGN, STRATEGY & TRENDS

Over the last two years, more and more companies have explored special retention grants for executives, that can yield very large payouts, though they are aligned with significant outperformance over a truly long period of time. But why? Is this the future of performance equity? Do these types of retention awards actually make sense? Join this panel of experts as they discuss why companies are contemplating such grants and how effective they can actually be. Explore how a company would go about designing an award that would align pay and performance and accomplish the goals of the organization. This session will also touch on the approval and implementation process of such a grant without significant proxy advisor or investor pushback. With this session, you’ll be prepared for when your company wants to explore a “moonshot” style plan for the executives.

Blake Eisenberg, Aon Rewards Solutions (US)
Lisa McCue, Sempra Energy (US)
Ilene Milne, Adobe (US)
Ryan Ross, Aon Rewards Solutions (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
6.1 Executive Compensation in the Cannabis Industry: Silicon Valley on Steroids (Or on Something)

EXECUTIVE COMPENSATION

Executive and equity compensation in the cannabis sector has received little attention. The spotty adoption of legalization in the US combined with continued Federal treatment as a drug on par with heroin has caused business professionals - and banks - to stay away from the topic. But some extreme innovation is happening and many predict cannabis (fully legal in several countries) will be the next dot-com boom but this time with revenue and profit. These companies are being extremely creative (surprised?) in executive and equity compensation design and will likely ignore scrutiny of institutional investors and proxy advisers - their shares will be a "must buy" for serious investors and the implications for employee compensation and ownership are significant. This session provides a summary of current practices with the heavy IPO activity and focal point in Canada. Global equity professionals should be paying attention.

Fred Whittlesey, Compensation Venture Group, SPC (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III

6.2 Staying Ahead of the Curve: Let's Play GEO Jeopardy

PROGRAM MANAGEMENT

Join this lively and interactive session on the hottest global share plan topics today! This experienced panel will share their secrets on how they are handling certain corporate opportunities, challenges, and topics that cross their desks daily and how they are staying ahead of the curve on these matters in this unique session format. Audience “contestants” will direct this session by selecting their topic choices through live session interaction /game show style—allowing you to hear more about the topics that are important to you! Topic choices presented will include focus areas across Executive Compensation, Equity Administration, Corporate Tax, Finance, IT and Automation, and HR Transformation. Looking for a session option to break the norm and have some fun? Attend GEO Jeopardy for a unique, energetic and interactive discussion!

Leann Balbona, FGE, KPMG LLP (US)
Kathi Greene, Phillips 66 (US)
Denise Ledbetter, MINDBODY (US)
Margie Molesso, Walmart, Inc. (US)

CPE Credit: 1.0
6.3 Cracking the Code: Adapting Equity Practices Based on Employee Selling Behavior

DESIGN, STRATEGY & TRENDS

What employees do with vested RSUs has long been a mystery to most companies. The reality is, companies have very little insight into how selling behavior is linked to plan type and demographic variances. Join this session and feel like Inspector Clouseau as we explore how the value of the payout impacts selling behavior, what impact age has, if tenure and location make a difference, and more. Learn how companies can integrate these findings for more impactful equity strategies.

Sandi Antonini, Avery Dennison (US)
Erin Madison, Broadcom Corporation (US)
Deidre Salisbury, Infinite Equity (US)
Caron Strop, Fidelity Stock Plan Services (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II

6.4 From “Ordinary” to “Extraordinary”: Solving Your Participant Communications Challenges

COMMUNICATIONS

Conventional ways often lead to conventional results—if you want to achieve different (better) results with your participant communications, you’ll need to think about new ways of communicating/ways to communicate differently. This session will cast a critical eye on the old and examine the opportunities for “different” with your participant communications. Panelists will provide examples and exchange ideas on the very best ways to get your participants’ attention immediately from communicating change, to nurturing culture; from improving awareness to driving behavioral shifts, this session has it all and will guide organizations of all shapes, sizes, and sectors to boost the impact of their internal communications. Leave with new ideas you’re excited about!

Paula Glen, California Water Service Company (US)
Frewoin Kidanemariam, Zendesk (US)
Jessica Laddon, Computershare (US)
Laura Motel, Computershare Communications Service (US)

CPE Credit: 1.0
Field of Study: Communications and Marketing
Level: I, II, III
6.5 Pitfalls and Learnings from Mobility Automation

PROGRAM MANAGEMENT

Faster turnarounds and increased transparency have become today’s norm. Evolutions in technology such as automation, artificial intelligence, and analytics are increasingly leveraged to address these business drivers. The environment is ever-changing, and the pace of change is placing unique demands on companies as they try to keep up. The shift from T+3 to T+2 in the equity administration world and the FASB changes allowing for easier use of the highest marginal rate has pushed more and more companies to implement automation in their equity systems in an effort to achieve more efficiencies and greater compliance. This process, while relatively easy for domestic employees is far more challenging for mobile employees. Join this panel as they discuss and take questions on what they have learned from moving to automation (not just in the equity world but also more broadly for compensation) and share with you both their triumphs and pitfalls to avoid when implementing automation. Listen to the panel as they provide color commentary on the issues they came across with data and how they overcame the challenges (and still are today). For many mobility projects that require automation, there are many systems which are involved. The panel will provide insights into the systems they have involved in their automation, systems they wished they had included, and obstacles they faced during implementation.

Carolina Ellerker, Google Inc (US)
Gemma Ludwig, PwC (US)
Josh McGinn, AST (US)
Timothy Stansel, PwC (US)
Debbie Yee, Visa Inc. (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: II, III

Breakout Series VII

7.1 The True Cost of a Stock Purchase Plan

PROGRAM MANAGEMENT

The decision to offer an ESPP is a lot like buying a car. Not only must you consider the upfront costs, you should also consider what features you want, what it will take to maintain, and generally keep it running into the future. Like a vehicle, ESPP’s have outright and annual costs, but it’s not always immediately clear what those are and compensation expenses are only part of those costs. Determining what it will cost to own and operate you own ESPP can be a little tricky, but it may not be as much as you think—and the tax benefits may just offset much of that cost. Meet the true cost of an ESPP!

Denise Ledbetter, MINDBODY (US)
Ken Puritz, Computershare (US)
Elizabeth Stoudt, Infinite Equity (US)
7.2 Trends in Financial Wellness Programs

COMMUNICATIONS

Financial stress among employees is a key contributor to reduced productivity, lower effectiveness and higher attrition. Studies have shown that 53% of employees are stressed about their finances, 54% of all employees plan to postpone retirement and 48% of employees are distracted by their finances at work. This panel of experts will share their experiences in helping employees benefit from Financial Wellness programs. Join us for key takeaways you can implement at your firm!

Krystal Barker Buissereth, Morgan Stanley (US)
Wendy Jennings, FGE, Cisco Systems, Inc (US)

CPE Credit: 1.0
Field of Study: Specialized Knowledge
Level: I, II, III

7.3 Work Smarter Not Harder: How to Get the Most out of Your External Advisors

LEGAL, REGULATORY & COMPLIANCE

With most in-house stock teams being overworked and under-resourced, it is more critical than ever to work intelligently and that is especially true when dealing with global equity compliance. Please join our experienced panelists from Dropbox and Google as they share their insider tips for how to best utilize your outside advisors to ensure that you aren’t just globally compliant, but that you achieve such compliance in an efficient and sustainable manner. From managing budgets, to helping you convert complex legal and tax advice into action with your other service providers, this session will provide you with concrete steps you can implement to give you peace of mind with respect to your global compliance efforts. These panelists will share practical tips and tricks and discuss real-world examples of what works best no matter the size of your budget or your stock team. Finally, the panelists will share some of the creative solutions they implemented with their plan administrators or other service providers to address global equity compliance requirements.

Jennifer Kirk, Baker McKenzie (US)
Lindsay Minnis, Baker McKenzie (US)
L. Dianne Robinson, Google Inc (US)
Magali Salomon, Dropbox, Inc. (US)

CPE Credit: 1.0
Field of Study: Communications and Marketing
Level: I, II, III
7.4 Creating Value for Stakeholders: The Key to Success

COMMUNICATIONS

How do senior compensation experts gain influence in their firm or in the global share plan industry? Through small group activities led by experienced industry leaders, you will learn how to identify your stakeholders, establish successful communication channels, and build supportive relationships that can help further your career. Learn how to develop your own action plan so you can participate in decision-making processes. Come hear how you too can get a seat at the table!

Kelly Geerts, E*TRADE Financial Corporate Services, Inc. (US)
Dennis Lanham, Leavey School of Business (US)
Carine Schneider, FGE, AST Private Company Solutions (US)
Jessica Vinsand, SAP (US)

CPE Credit: 1.0
Field of Study: Personal Development
Level: I, II, III

7.5 What in the World?...Destination ESPP

PROGRAM MANAGEMENT

Employee stock purchase plans ("ESPPs") will be addressed including various plan design and administrative considerations associated with offering a global ESPP to employees. Trends and compliance challenges associated with offering an ESPP internationally will be discussed as well as the benefits of offering a 423 qualified plan vs. a non-qualified plan or plan component in certain locations. Domestic ESPP plan administration will be a foundational element of the session and attendees will engage in a "Where's Waldo" trivia component where panelists will describe specific participant scenarios and challenge the audience to identify where the ESPP participant is located based on the description provided.

Join us for this interactive session on global ESPP!

Pam Jackson, DocuSign (US)
Frewoini Kidanemariam, Zendesk (US)
Ben Ramos, Charles Schwab (US)
Stacie Sands, Charles Schwab (US)
Lamont Walker, Lyft Inc. (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III
8.2 Surfin' Safari: Catch a Communication Wave with the Marketing Experts

COMMUNICATIONS

Join us for a thought-provoking discussion with marketing experts from Kimberly-Clark Corporation and Shareworks by Morgan Stanley to show you how you can apply marketing concepts to your global share plan communications and participant experience. We'll also discuss how to include your share plans in your global HR marketing strategy and as part of your employee value proposition. By the end of this session, you'll be California dreamin' about how you can apply these creative approaches to your company's global share plans.

Frans Mahieu, Kimberly-Clark Corporation (US)
Nicole Sloane, Kimberly-Clark Corporation (US)
James Thomas, Shareworks/Morgan Stanley (CA)

CPE Credit: 1.0
Field of Study: Communications and Marketing
Level: I, II, III

8.3 Equity Choice—Choose Your Own Compensation Adventure

PROGRAM MANAGEMENT

Issuers, administrators, and tax/regulatory compliance professionals will discuss equity choice as it pertains to allowing recipients to choose their own mix of equity compensation. For this session, assume that the mix will be restricted stock, options, or a combination. The issuers will discuss their experience with equity choice. In addition, the panel will discuss all relevant parts of the process surrounding choice from the election process to communications, to differences in tax liability and expense and disclosure differences, along with trading windows and use of pre-approval or trading plans. Come see what you need to know about equity choice!

John Bagdonas, Global Shares (US)
Andrew Gewirtz, KPMG (US)
Salina Sotelo-Esparza, Genentech (US)
Barbara Waters, FGE, Aetna (US)

CPE Credit: 1.0
Field of Study: Personnel / Human Resources
Level: I, II, III
8.4 The Future of Work: Digital Readiness and the Administration of Global Equity Plans

PROGRAM MANAGEMENT

Across all sectors, organizations are seeking out new technologies to drive strategy and efficiencies. We will explore machine learning and analytics now commonly used across organizational enterprises through the lens of equity plan administration and how all fit in to the future of work: What is the future of work and what is digital readiness? What could digital readiness mean for your equity function? Attend this session to hear sample case study examples examining the use of robotics, artificial intelligence, and the TOP 10 of what to know about pursuing the path of digital readiness.

*Kelly Guterl, EY (US)*

**CPE Credit: 1.0**
Field of Study: Personnel / Human Resources
Level: I, II, III