

Managing Millennials Online Academy

An Exclusive Intern Bridge Four-Part Online Academy

February 15 - March 8, 2011



Intern  Bridge

- Join Rachel Reiser, Dean at Babson College, for an informative and research-based live online experience.
- In-Depth And Interactive Professional Development Without Leaving The Office.

About the Academy

For your entry level talent acquisitions to be as competitive as possible, You **NEED** to learn best practices for recruiting, retaining, and integrating the emerging generation within your organization. Dive into a comprehensive and active discussion of millennial highlights and hurdles, based on the work of a long-time college educator and generational researcher.

The Millennial Generation is comprised of individuals born between 1982 and 2002 – the oldest of them have hit the workplace, and hit it hard. They are often characterized by their inclination towards ultra-achievement, hyper-scheduling, excessive parental involvement and attachment, team-orientation, optimism, and a disproportionate orientation towards technology. They are powerful personalities with high expectations for themselves and others, and they are already making their presence known in the organizations in which they work. Organizations are finding themselves adjusting to these new employees in ways that they never have before.

The Millennial Academy examines the psychography of this unique generation, considering prevalent research, how societal influences and educational systems have been contributing to the generational characteristics, and implications for the workplace. Based on in-depth research and interviews with corporate and educational leaders, the Academy provides tools and tactics to effectively understand this generation and capitalize on all that they bring to the workplace.

Rachel I. Reiser, College Dean and Generational Consultant, will provide in-depth analysis of the critical aspects of the Millennial profile and how it fits in the multi-generational workplace. The Academy will also feature interviews with other experts, with a focus on the ways that various organizations have adjusted to the new generation.

The Basics

Registration for the Academy is made on a per-office basis, meaning every staff member of a registered career office will have access to the entire content of the Academy, including the archives. All you need is an internet connection and a conference room where your staff can gather for presentations. Prior to the start of the conference, designated office contacts will receive a digital packet with information about how to access the Online Content Area.

The Online Content Area is an interactive, participant-only website just for Academy attendees. Through this password-protected site, registered career centers will be able to:

- Download specific PDF handouts and additional resources created for each individual presentation.
- Build upon key takeaways from individual sessions by accessing discussion forums.
- Communicate and network with colleagues from across the country with an updated conference attendance roster.

The Online Content Area has everything you need to participate in the Academy and connect with the community in a one-on-one, easy-to-use online space.



Archived Recordings

Need to miss a session? No problem! All employees of a registered organization will have full access to archived recordings of presentations at no additional charge.

Technology Run-Through

You do not need any special computer components to participate in the Academy. In fact, all you need is access to the internet and a phone line. Intern Bridge will host several technology training sessions just to make sure that you have no problems connecting on the day of the program.



Academy Presenter

Rachel I Reiser is the founder and principle of Generationally Speaking; Generationally Speaking provides consultation to companies and other organizations in helping them to consider their work in the age of the Millennial Generation. Rachel is also a Dean for Academic Services at Babson College in Wellesley, MA.

In a career spanning nearly 20 years in higher education, Rachel has held positions at several schools working directly with college students, providing her with the opportunity to experience first-hand the changing characteristics of today's late adolescent and young adult. This, coupled with her own observations, has fostered her professional interest in generational studies.

Rachel has researched, written, and presented extensively on the demographics and psychographics of the Millennial generation, and also serves as a consultant to companies and other organizations in helping them to consider their work in the age of the Millennial Generation. She is the author of the book *Millennials on Board: The Impact of the Rising Generation on the Workplace*, released in January 2010.



Reasons to Participate

► EXPERTISE:

Gain the opportunity to learn firsthand from a leading industry expert and consultant that has strategized Gen-Y solutions for a multitude of large and small organizations, across numerous sectors.

► VALUE:

The opportunity to participate in live content with Rachel Reiser would normally cost at least four times the amount of a single registration. With our online conference, you receive tremendous value by receiving access at an extremely affordable price.

► AFFORDABILITY:

Our site registration policy is pioneering. You only pay for the number of computer connections you make to the conference. Registration is *not* on a per-person basis!

► ARCHIVE:

Need to miss a session for an important meeting or last-minute schedule change? No problem. All participants will receive unlimited access to the session archives with our experts at no additional cost.

► EDUCATION:

Learn new trends and vital information needed to create innovation within your organization.

► NETWORK:

Build your professional network by participating in our exclusive LinkedIn discussion group just for Academy attendees.

► ANSWERS:

Receive immediate feedback to the hurdles and pitfalls your organization is dealing with in relation to Gen-Y.

► FLEXIBILITY:

Miss a session, or simply want to review concepts from a prior session? Review the archives at your convenience. Have a real-time thought, question, or contribution to make? Access the exclusive LinkedIn discussion group 24/7.



► HRCI CREDIT:

For human resources professionals, the online conference has been pre-approved for 6 continuing education credits from the Human Resources Certification Institute.



► FREE COPY OF *MILLENNIALS ON BOARD*:

All participants receive a free copy of *Millennials on Board* by Rachel Reiser - a \$25.00 value!

Who Should Participate

The Academy is designed for business professionals, human resource practitioners, college recruiters, and career services staff, who want to:

- ▶ Interface in an interactive session with colleagues around the issues endemic to Millennials in the workplace.
- ▶ Understand the demography and psychography of the newest wave of younger employees.
- ▶ Identify the highlights and hurdles for the workplace associated with Millennials' unique characteristics.
- ▶ Increase their organization's position in the employment marketplace by learning how to attract and recruit Millennial candidates.
- ▶ Build a comprehensive organizational approach to the professional development and management of a multi-generational workplace.

PARTICIPANTS WILL LEARN HOW TO:

- ▶ Gain valuable data to forge a deeper understanding of the Millennial Generation.
- ▶ Develop strategies for the recruitment of Millennial job candidates.
- ▶ Utilize tools for capitalizing on Millennial strengths, particularly their tech-ability and team-orientation.
- ▶ Consider how to reach Millennial employees and other important Millennial stakeholders.
- ▶ Expand organizational programs for the management and supervision of Millennials, and other generation employee groups.
- ▶ Present useful methods and strategies for supervisors to work effectively with their Millennial employees.
- ▶ Provide out-of-the-ordinary orientation and professional development programming for Millennial employees.
- ▶ Gain tools and tactics for working with the parents of Millennial candidates and employees.
- ▶ Enhance existing evaluation and feedback mechanisms for Millennials.
- ▶ Discuss best practices discovered and discussed by the presenter and by other workshop participants.



Tuesday, February 15, 2011

Session 1 - 2:00pm to 3:30pm EST

TOPIC:

UNDERSTANDING MILLENNIALS AND THEIR CHILDHOODS

- An introduction to the prevailing demographic and psychographics of the generation, including core traits and characteristics.
- A discussion of the research of parental involvement with Gen Y and how to capitalize on this involvement for the recruitment and engagement of Millennial employees.
- Understanding the surge of anxiety and stress-related disorders for this generation.
- What do academic accommodations for learning disabilities mean for the workplace?
- Why do organizations need to be responsive to personal needs and issues?
- Questions and Answers

Tuesday, February 22, 2011

Session 2 - 3:00pm to 4:30pm EST

TOPIC:

MILLENNIALS AND TEAM-ORIENTATION

- A whole session devoted to the team-orientation of the Millennial Generation.
- Constructing an effective onboarding program.
- Structured group-based leadership and professional development programs.
- The utilization of social media to create virtual workplace teaming.
- Mentorship programs to develop skills sets in newer employees.
- “Developmental supervision” as a tool for the enhancement of professional self-efficacy in young employees.
- Questions and Answers

GUEST SPEAKER: MILLENNIAL EXPERT

Tuesday, March 1, 2011

Session 3 - 2:00pm to 3:30pm EST

TOPIC:

MILLENNIALS AND TECHNOLOGY

- How has technology helped and hindered the development of independent and creative thinking skills?
- The “myth of multi-tasking.”
- The impact of technology on the critical skill of communication.
- Opportunity for new efficiencies.
- Impact on older generations already in your workforce – the development of “reverse mentorship” programs.
- Questions and Answers

Tuesday, March 8, 2011

Session 4 - 3:00pm to 4:30pm EST

TOPIC:

MILLENNIALS AND LONG-TERM ENGAGEMENT

- The future of employee evaluation.
- Reward as a tool for employee satisfaction and engagement.
- A discussion of why they are so impactful on the modern workplace.
- Formal coaching programs.
- Tailoring the job to the employee?
- The conscientious consumer as employee.
- Questions and Answers

GUEST SPEAKER: MILLENNIAL EXPERT



PURCHASE
JUST ONE
REGISTRATION
FOR YOUR
ENTIRE OFFICE!

REGISTRATION INFORMATION

MANAGING MILLENNIALS ONLINE ACADEMY is designed to provide the highest level of professional development to as many individuals as possible.

With that in mind, registration for the conference is made on a per-connection basis rather than a per-person basis. The registration cost will cover every individual at a site to participate in the complete conference. **In many cases, you can purchase just one registration for your entire staff!**

To register, purchase the appropriate registration below. The order quantity on the website should be set to the number of separate connections that will require access.

You may request an invoice by clicking “order now” and then “show” on the website beneath the credit card symbols.

We recommend paying for registrations with a credit card whenever possible. Should you have any questions, please do not hesitate to email the dedicated Academy email address at millennials@internbridge.com.

PLEASE VISIT WWW.MILLENNIALEXPERTS.COM TO REGISTER

REGISTRATION INFORMATION	
Ticket Information	Registration Fee Per Office
For-Profit	\$249.00
Not-For-Profit/University/Government Agency	\$229.00