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Elizabeth Borton, President
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Previous Speaking Engagements

“Why Storytelling Should Be A Key HR Competency”

April 2015 — Cincinnati HR Collaborative Conference

“Monday Morning Quarterback -- How to Analyze your 2015 Annual Enrollment and Prepare for 2016

December 2014: Webinar — Health Action Council Members

“Health Care Reform and the Impact on Communications”

February 2014: Group meeting — Public Relations Society of America

“Forget Show and Tell, HR Needs to Segment and Sell!”

December 2013: Special event — Cincinnati Disrupt HR

“The State of Healthcare Reform”

December 2013: Group meeting — Columbus Chapter, International Society of Certified Employee Benefit Specialists

“Integrus’ 5 year Strategy to Shift Culture and Benefits”

September 2013: National conference — International Society of Certified Employee Benefit Specialists

“The Role of Communication in Benefit Programs”

September 2013: Benefits Fundamentals Course — Cincinnati chapter, International Society of Certified Employee Benefit Specialists

“Benefits Communications Made Simple”

December 2012: Group meeting — Northeast Ohio Chapter, International Society of Certified Employee Benefit Specialists

“How Living on a Boat Made Me a Better HR Communicator”

October 2012: Group meeting — Miami Valley HR Association (SHRM)

“The Role of Communications in Benefit Programs”

September 2012: Benefits Fundamentals Course — Cincinnati chapter, International Society of Certified Employee Benefit Specialists

“7 Communication Tips to Engage and Retain Employees”

August 2012: State conference — Indiana Society of HR Management (SHRM)

“Benefits Communications Made Simple – 3 techniques and 3 case studies prove you can cut through clutter to get results”

July 2012: Group meeting — Northern Kentucky Society of HR Management (SHRM)



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"Driving Participant Behavior"

June 2012: Regional conference, Benefit Communication and Technology Institute —
International Foundation of Employee Benefit Professionals

"Questions Are The Answer"

June 2012: Webinar — Health Action Council

"How Living On A Boat Made Me A Better HR Communicator"

April 2012: Regional conference — Cincinnati HR Collaborative

"Benefits Communications Made Simple — 3 techniques and 3 case studies prove you can cut through clutter to get results."

March 2012: Group meeting — Columbus chapter, International Association of Certified Employee Benefit Specialists

"How Living On A Boat Made Me A Better HR Communicator"

February 2012: Group meeting — Springfield chapter, Society of HR Management (SHRM)

"Total Rewards Process and How to Communicate It"

January 2012: Group meeting — Compensation & Benefits Professionals of Indiana and IndySHRM

"Glatfelter's CSI: Real Food, The Truth Behind Obesity"

October 2011: National conference — International Society of Certified Employee Benefit Specialists

"Assembling a Smokin' Hot Communications Rock Band"

September 2011: State conference — Ohio Society of HR Management (SHRM)

"4 Easy Ways 2 Start Using Social Media 4 Benefits and Wellness"

September 2011: Special event "Care About Your Care — Cincinnati Health Collaborative and Employers' Health Alliance

"The Role of Communications in Benefit Programs"

September 2011: Benefits Fundamentals Course — Cincinnati chapter, International Society of Certified Employee Benefit Specialists

"Making Wellness Social"

May 2011: Webinar — Employers' Health Alliance of Ohio and Pennsylvania

"Creating Successful Benefit Campaigns"

March 2011: Group meeting — Greater Cincinnati Comp & Benefits Association and International Society of Certified Employee Benefit Specialists



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"Our Dirty Little Secret: A show-and-sell of how to use creative marketing techniques to promote your employee benefits without breaking the bank."

November 2010: Group Meeting – Miami Valley HR Association (SHRM)

"The Role of Communications in Benefit Programs"

September 2010: Benefits Fundamentals Course — Cincinnati chapter, International Society of Certified Employee Benefit Specialists

"Communications Made Simple"

July 2010: Webinar – Employers' Health Alliance of Ohio and Pennsylvania

"Penny-wise Communications...Big Dollar Results"

March 2010: Regional conference — 401(k)/Profit Sharing Council of America

"The Communications Juggling Act"

September 2009: National conference— 401(k)/Profit Sharing Council of America

"Writing an Effective SPD"

November 2008: Webinar — International Society of Certified Employee Benefit Specialists

"Reliance and Compliance – Creating Effective SPDs"

September 2008: National conference — International Society of Certified Employee Benefit Specialists

"HR Branding – Marketing to Employees"

September 2007: National conference — International Society of Certified Employee Benefit Specialists

"Introduction to Employee Communications" presented to conference attendees

"Advising Clients on Communication Strategies" presented to summit attendees

September 2006: National conference — EBN Benefits Forum & Expo

"Selling Benefits – Marketing as a Communications Strategy"

September 2005: National conference — EBN Benefits Forum & Expo

"HR & Technology: Developing Online Communications for Corporate Human Resources"

September 2001: National conference — EBN Benefits Forum & Expo