



CATAPULT
EMPLOYERS ASSOCIATION

HR CONFERENCE

THE FUTURE WORKPLACE • 2024

Agenda

April 11-12, 2024
Greensboro, NC

(866) 440-0302 | letscatapult.org

Catapult's 2024 HR Conference: The Future Workplace

April 11-12, 2024 | Koury Convention Center | Greensboro, NC



About

The annual HR Conference organized by Catapult Employers Association is one of the most highly anticipated events in the Southeast. This year, the two-day conference will be held both in-person and online and will cover a wide range of HR trends and forward-thinking topics. Some of the topics include exploring the rising impact and influence of AI, the future of employee engagement and wellbeing, and more. The event boasts an **impressive keynote speaker lineup**, including internationally recognized thought leader and author Seth Mattison and Kris Boesch, CEO and Founder of Choose People, who was featured on TEDxMileHighTalk. **This future-forward event will leave a lasting impact on all attendees and partners.**

“Catapult's conference is among the best I've attended.”

- Karen Fishel
Executive HR Director | Furnitureland South

Attendees by Title

- President/CEO
- Vice President
- HR Director
- HR Manager
- HR Assistant
- Other C-Suite

Attendees by Industry

- Manufacturing
- IT/Technology
- Education
- Insurance/Finance
- Medical Services
- Business/Civic Associations
- Restaurant
- Pharmaceuticals
- Construction
- & More

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Speaker Lineup | Day 1

April 11, 2024



Seth Mattison
CEO | FutureSight Labs

Navigating What's Next: Insights for the Future of Work

As we enter a new era of work, leaders are making big bets on what's next for their industry, the future before us, and the world at large. Rooted in the research and bolstered by time helping high-performing leaders through moments of transformation, Seth Mattison will share insights on the biggest trends impacting the state of work today. Armed with actionable insights and practical tools, participants will be primed to lead their teams and organizations as they intentionally shape the future.

About Seth Mattison

With his finger on the pulse of the changing nature of work and leadership, Seth Mattison is an internationally recognized thought leader, author, and top-rated keynote speaker who blends storytelling from his own personal experience working with category-leading brands, such as Mastercard, Johnson & Johnson, IBM, The Dallas Cowboys, and PepsiCo.



Kris Boesch
CEO | Choose People

Social Super Glue: How to Create a Thriving Workplace Culture

In this highly interactive and energized exchange, Kris Boesch weaves valuable content, enlightening stories, and tangible tools to support you in creating a thriving workplace culture. Kris brings cultural savviness to the future of work and unveils the secret ingredient to the secret sauce of creating joy at work.

About Kris Boesch

Kris Boesch is the CEO and Founder of Choose People. A thought leader in the workplace culture space known for her expertise on "How to Create Emotional Intimacy in the Workplace," a taste of which can be seen in her TEDxMileHigh Talk, and her book and workbook "Culture Works: How to Create Happiness in the Workplace." Kris has been featured as a workplace culture expert in Inc., Entrepreneur and Forbes and was named one of the top 100 Leadership Speakers by Inc.

Breakout Sessions

Elevating the Employee Experience: Moments That Matter

Virtual

In-Person

Growing Your Own Talent Amid Changing Demographics Panel

In-Person

Leading Through Change

In-Person

What is Generative AI & Why Should HR Care?

Virtual

In-Person

Inclusion Balancing Act

In-Person

Top 10 Employee Benefits Trends for 2024

In-Person

Talent Scarcity: How to Hire & Retain Workers in a Talent Shortage

Virtual

In-Person

Transforming the Workplace: Doing More With Less

In-Person

Doubling Down on Developing People Managers

In-Person

Speaker Lineup | Day 2

April 12, 2024

CEO



Meridith Powell
CEO | MotionFirst

THRIVE: Turning Uncertainty to Competitive Advantage

In this high-energy, power-packed session, Business Growth Strategist Meridith Elliott Powell shares the innovative strategies you need to master disruption, redefine strategic growth, and develop a future strategy and future-focused mindset designed to turn uncertainty into competitive advantage. In this program, Meridith walks you through the steps you need to strategically move forward, proactively prepare for disruptions, stand out from the competition, and dominate your marketplace.

About Meridith Powell

Her latest book, "THRIVE: Turning Uncertainty To Competitive Advantage," has cracked the code on the greatest challenges facing business today. Through her work as a Hall of Fame keynote speaker, award-winning author, and business growth strategist, Meridith is able to help companies and leaders learn to develop talent, drive sales, and strategically manage change and uncertainty. Her work has been featured in Forbes, FastCompany, Inc. Magazine, among others.

CEO



Dr. Melissa Furman
CEO | Career Potential, LLC

Leading for Today and Tomorrow

Organizations are experiencing historical levels of diversity, change, and disruption, and as a result, leaders need to evaluate their abilities, preferences, and mindsets. In this engaging and interactive session, Dr. Melissa Furman will provide recommendations and strategies to develop relevant leadership skills such as self-awareness, emotional intelligence, adaptability, and decision making.

About Dr. Melissa Furman

Dr. Melissa Furman has a rich academic background in business, counseling, and psychology, and her true passion lies within workforce, leadership, and professional development. This passion led her to launch Career Potential, a speaking, consulting, training, and coaching organization. Melissa combines her credentials, 20 years of leadership experience, and witty personality for a unique style that drives genuine connections with her audiences and clients.

Breakout Sessions

How to Retain and Engage World-Class Employees

In-Person

SUCCESSION REDEFINED

CEO

Virtual

In-Person

Shaping and Maintaining Organizational Culture in a Hybrid World

In-Person

CEO's Candid Guide for Driving Your P&L

CEO

Virtual

In-Person

Top Legal Issues Surrounding Workers and the Workplace

In-Person

Designing and Maintaining Competitive Total Rewards

In-Person

Pricing & Opportunities

Pricing

In-Person | Koury Convention Center | Greensboro, NC

- Catapult Members - \$599
- Non-members - \$649

Virtual

- Catapult Members - \$549
- Non-members - \$599

Lunch included with registration.

Hotel Information

Sheraton Greensboro
3121 West Gate City Blvd.
Greensboro, NC 27407

Discounted rates available from Wednesday, April 10, to Friday, April 12, 2024.

[Reserve Your Room](#) >>

Special Offer

Register for our conference and receive an extra invitation to extend to your CEO to attend the second day for free.

Day two features a tailored track of sessions dedicated to addressing executive pain points and empowering future-minded leaders.

Email events@letscatapult.org after registering to redeem.

[Register Today](#) >>