



For Immediate Release

April 8, 2014

## **‘VISIONARY’ NILOFER MERCHANT AND ASTRONAUT CHRIS HADFIELD AMONG HEADLINE SPEAKERS**

***Human Resources Conference & Tradeshow - Vancouver – April 15 & 16***

**Vancouver, BC** – More than 1,000 human resources professionals from all over British Columbia and Yukon will gather at the Human Resources Management Association (HRMA) conference on Tuesday, April 15<sup>th</sup> and Wednesday, April 16<sup>th</sup> at Vancouver Convention Centre West.

In keeping with the conference theme ‘Change Starts Here,’ the HRMA will be presenting an exciting line up of internationally-acclaimed thought and change leaders. A limited number of **tickets for these four key plenary presentations** will be available to the public for purchase through [Tickets Tonight](#).

### **KEYNOTE SPEAKERS**

#### ***Shawn Achor - THE HAPPINESS ADVANTAGE: The Seven Principles of Positive Psychology that***



***Fuel Success and Performance at Work*** - Some will say that successful people are happy because they are successful. Harvard researcher Shawn Achor would argue the opposite: successful people are successful because they are happy. Shawn taught the course ‘Positive Psychology’, Harvard University’s most popular class, Shawn Achor draws on his own research of the twelve years he spent living, researching, and lecturing at Harvard to include one of the largest studies of happiness and potential at Harvard. Using stories and case studies from his work with thousands of Fortune 500 executives in 42 countries, Shawn explains how we can reprogram our brains to become more positive in order to gain a competitive edge at work. Shawn is the author of New York Times best-selling books *The Happiness Advantage* and *Before Happiness*. He is featured in PBS’s *The Happiness Advantage with Shawn Achor* special and his presentation at TEDx Bloomington in 2011 is popular on You Tube. **(Presentation: Tuesday, April 15th, 8:30 a.m.)**

#### ***Nilofer Merchant*** – Described as nothing less than ‘a visionary’ by CNBC, Nilofer Merchant has personally



launched more than 100 products, netting \$18 billion in sales. She’s worked for major companies like Apple and Autodesk, and start-ups in the early days of the web. Logitech, Symantec, HP, Yahoo, VMWare, and many others have turned to her guidance to develop new product strategies, enter new markets, defend against competitors and optimize revenues. Her ideas are shaping the future of many organizations. “The future is not created. The future is co-created” is the central thesis in her first book *The New How: Creating Business Solutions Through Collaborative Strategy*. Her second book, *11 Rules for Creating Value in the #SocialEra*, was released in the Fall of 2012, by Harvard Business Press. It was chosen by Fast Company as one of the Best Business Books of 2012. In 2013, Thinkers 50 shortlisted her as a ‘Future Thinker’ one should pay attention to, and was named the #1 person most likely to influence the future of management. **(Presentation: Tuesday, April 15th, 3:45 a.m.)**

(more)

**Dave Ulrich** – Among his many honours, Dave Ulrich has been ranked by *HR Magazine* as the most influential international thought leader in HR. Over 25 years, Dave and his colleagues have done six waves of data collection to identify the competencies required for HR professionals to be effective and deliver business results. In their 2012 round of research, they collected data from more than 20,000 individuals around the world and found six competencies HR professionals must master to be seen as personally effective and to drive business outcomes. In his plenary address, Dave will review his findings and suggest implications for how HR professionals can demonstrate these six competencies and create the right HR department. **(Presentation: Wednesday, April 16th, 8:30 a.m.)**



**Chris Hadfield – The Sky is Not the Limit** – In his passionate and illuminating talks, Colonel Chris Hadfield imparts the lessons he’s learned throughout his remarkable career in the fields of leadership, teamwork, collaboration, science and technology, and motivates audiences to achieve dreams higher than the clouds. Called “the most famous astronaut since Neil Armstrong,” Chris Hadfield has become a worldwide sensation, harnessing the power of social media to make outer space accessible to millions and infusing a sense of wonder into the collective consciousness not felt since man first walked on the moon. Hadfield launched into space on December 19, 2012 and took command of the ISS in March, 2013. A heavily decorated astronaut, engineer, and pilot, Hadfield’s many awards include receiving the Order of Ontario, the Meritorious Service Cross, and the NASA Exceptional Service Medal. **(Presentation: Wednesday, April 16th, 3:30 a.m.)**



### **FREE ADMISSION TO THE CONFERENCE’S TRADESHOW – ONE DAY ONLY – APRIL 15TH**

Businesspeople and the general public are invited to the opening day of the **HRMA Tradeshow**, also at Vancouver Convention Centre West during the conference. This is **Western Canada’s largest human resources tradeshow, with more than 100 exhibitors**. Open 9:30 a.m. to 6 p.m.

For more information and a download of our full program for HRMA’s 52nd Annual Conference & Tradeshow, please visit [www.bchrma.org/conference](http://www.bchrma.org/conference).

### **About HRMA**

The BC-based Human Resources Management Association is a non-profit organization dedicated to advancing professional people practices through professional development opportunities such as conference, workshops, symposiums, mentorship and volunteer programs. The association provides leadership to more than 5,500 members and 3,000 affiliates that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia and Yukon. [www.bchrma.org](http://www.bchrma.org)

-30-

Media contact:

Trevor Pancoust

604-646-3567

[tpancoust@pacegroup.com](mailto:tpancoust@pacegroup.com)