



**TOP SECRET**

AFFILIATE OF  
**SHRM**<sup>®</sup>  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

# HR CHANGE AGENT TRAINING

MISSION: OBTAIN MARKETING TACTICS TO MAXIMIZE  
MEMBERSHIP RECRUITMENT AND ENGAGEMENT

YOUR PRESENCE IS REQUESTED AT THE  
2019 PA SHRM VOLUNTEER LEADERSHIP CONFERENCE



KEYNOTE SPEAKER  
INSPIRATIONAL  
COMEDIAN  
JUDSON LAIPPLY

SATURDAY, AUGUST 3RD, 2019

8:00 AM TO 4:00 PM

COMFORT SUITES, DOWNTOWN CARLISLE  
(ROOM BLOCK NOW AVAILABLE AT HOTEL)

MURDER MYSTERY DINNER RECEPTION  
FRIDAY EVENING, AUGUST 2ND, 2019  
6:00 PM TO 8:30 PM  
featuring OTTER PRODUCTIONS

FOR MORE DETAILS AND TO REGISTER  
GO TO: [WWW.PASHRM.ORG](http://WWW.PASHRM.ORG)



REGISTRATION CLOSING ON JULY 22, 2019

# HERE ARE YOUR TASKS, IF YOU CHOOSE TO ACCEPT YOUR MISSION.

7:30-8:00		Registration
8:00-8:15		Opening Remarks
8:15-9:30		Opening Keynote by Judson Laipply
9:45-9:55		Find Your (Secret) Change Agent Identity
9:55-10:55		The Secret Weapon of HR Change Agents
10:55-11:35		The Marketing Tactic Every HR Change Agent Needs
11:35-12:20		Using Assets to Gather Intelligence & Improve Your Operation
12:20-2:00		Lunch & SHRM Update
2:10-2:55		What to Do if Your Mission is Compromised
3:05-3:45		Mission Ready: Taking it Back to the Chapter
3:45-4:00		Closing Remarks

## AGENT JUDSON LAIPPLY



KEYNOTE SPEAKER

The world's first YouTube Celebrity, Inspirational Comedian™ and keynote speaker, Judson Laipply has been educating and entertaining audiences all over the world. His shows are funny and reverent, inspiring and comical, casual and poignant, and audiences are left feeling energized and inspired. Judson is a performer and speaker whose practical take home messages resonate with a wide range of audiences around the globe. Whether it's serving as an Emcee, being an opening keynote, performing a full Comedy show, presenting a half or full day training, or many of the other various things he does, you can bet that Judson will bring the energy, education, excitement, and engagement.

## AGENT CLAUDIA PENNINGTON



THE TRAINER

Claudia Pennington is CEO of DIY Marketing, a marketing consulting and training firm based in Lancaster, PA that teaches small business owners and entrepreneurs how to make sound financial decisions that generate a demonstrable return on investment for their marketing dollars. An analytics and SEO guru with more than a decade of experience, she leads a team that provides end-to-end support for organizations in the creation and execution of lead-generating marketing campaigns.

