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## Agenda

### November 21 – Performance Management

Time	Activity	Presenters
9:00 a.m.	Check in and breakfast	
9:15 a.m.	Welcome and Introduction	Sheryl Helsdon-Baker
9:20 a.m.	Keynote	Scott Evans Edelman
10:20	Q&A	
10:30 a.m.	Networking and Roundtable	
11:00 – 11:30 a.m.	Lunch	

**Host:** Samsung, [2050 Derry Road West, Mississauga](#)

**HR CPD: HR Forum attendees earn one (1) CPD credit per hour**

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## Reflecting on What's Most Important Amidst a Changing Performance Management Landscape

Increasing business demands and the pace of change affecting today's workplaces are putting more pressure than ever on employees regardless of performance level. At the same time, the battle to retain and recruit talent has never been more intense. As debate persists on the best tools and processes for ensuring optimal employee performance, hear one leader's perspective on how to motivate, and get the most out of, employees.



## **Scott Evans**

### **General Manager, Edelman Toronto**

Scott Evans is responsible for the strategic direction, growth and management of Edelman Toronto, the largest of Edelman's five Canadian offices. Prior to his role as General Manager, Scott was Co-Deputy General Manager of Edelman Toronto and National Sector Leader, Health. Over more than 20-years in an agency setting, he has developed, orchestrated and led communications programs for a broad range of clients in the consumer, consumer health, pharmaceutical, and biotech industries, as well as in the not-for-profit and public sectors.

Since becoming General Manager two years ago, Scott has played a pivotal role in Edelman Toronto's transition towards a communications marketing firm, integrating new specialties that elevate the overall capability and quality of strategic thinking and creative product. In the past year, the Toronto office was awarded IABC Toronto's Ovation Award for Large Agency of the Year and CPRS Toronto's ACE Award for Best Campaign of the Year. He has been instrumental in driving the office's employee engagement efforts and sits on Edelman's global Citizenship Advisory Committee.

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