

## **GLOBOFORCE WEBINAR: TURN MOMENTS INTO MEMORIES WITH STRATEGIC EMPLOYEE RECOGNITION**

*Panelists to Highlight Fairmont Hotels & Resorts' Employee Recognition Story and its Unique Challenge of Recognizing a Largely Offline Workforce*

Globoforce to Discuss Critical Importance of Recognition during Recession

**Southborough, MA and Dublin, Ireland – January 26, 2009** – **Globoforce**, the world's leading provider of global strategic on-demand **employee recognition solutions**, today announced that it will host a free webinar with Fairmont Hotels & Resorts called 'Turn Moments into Memories with Strategic Employee Recognition' on **Thursday, January 29, 2009, at 11:30 a.m. EST**. To register for the webinar, [click here](#).

**Derek Irvine**, Vice President of Global Strategy, Globoforce, and **Kyla Deveraux**, Manager, Learning and Development, Fairmont Hotels & Resorts, will discuss how Fairmont has:

Used strategic recognition to encourage, recognize and reward outstanding Fairmont employees who deliver on the company mission and brand promise;

Elevated Fairmont's status to third place out of the 50 best providers of customer service according to J.D Power & Associates and *BusinessWeek* magazine;

Overcome challenges faced on the road to achieving global strategic recognition, including the very unique challenge of recognizing a largely offline global workforce comprised of 30,000 people in 12 countries around the world.

Irvine will also discuss how a strategic employee recognition program can be a key tool for global organizations during this current economic downturn to rescue employee morale and productivity, realize cost savings on a company's recognition investment, and gain competitive advantage in the marketplace.

**James K. Harter, Ph.D.**, Chief Scientist for Gallup's workplace management practice who studies workers' commitment to jobs, was quoted in a recent Wall Street Journal article on the critical role employee recognition plays during tough economic times: "It helps people to be resilient. Businesses right now...they're trying to survive. And to survive you've got to have some psychological resilience. You've got to have employees who are positive despite the negative situations around them...I would argue that recognition is even more important in times like this."

A recording of the webinar will be available free of charge following the event on the Globoforce Web site and can be requested by visiting <http://www.globoforce.com/corporate/eng/innovation-center/webinars/>.

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### **About Globoforce**

Founded in 1999 and co-headquartered in Southborough, Massachusetts and Dublin, Ireland, Globoforce is the world's leading provider of global strategic employee recognition solutions for Global 2000 companies. Named a 2008 Inc. 500 company, Globoforce delivers an innovative, easy-to-use, on-demand software solution that engages employees across the globe, transforming the way enterprises motivate their workforce. Globoforce's blue-chip customer base, which includes Avnet, Biogen Idec, Dow Chemical, Global Crossing, Fairmont Hotels & Resorts, Intel, Intuit, Nortel, Procter & Gamble and Thomson Reuters, reflects the importance of recognizing and engaging the workforce in the 21st century. For more information, <http://www.globoforce.com> or visit the Company's blog at <http://globoforce.blogspot.com>.

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