

## Globoforce Webinar to Explore the Favorable Impact HR Initiatives Can Have on Employee Engagement and Company Culture during a Recession

*Industry Experts Ann Bares, Jon Ingham and Derek Irvine to Discuss Utilizing Recognition, Compensation and Human Capital Management as a Catalyst for Positive Culture Change*

**SOUTHBOROUGH, MASS., and DUBLIN, IRELAND – May 11, 2009** – Globoforce, the world's leading provider of global strategic on-demand employee recognition solutions, today announced that it will host a webinar titled 'Ask the Experts: Using Recognition, Compensation and Human Capital Management as a Catalyst for Positive Change in a Recession.' The free webinar will be held on **Thursday, May 14, 2009, at 11:30 a.m. EST**. To register for the webinar, [click here](#).

**Derek Irvine**, Head of Global Strategy at Globoforce, joined by **Ann Bares** and **Jon Ingham**, will explain how a strategic and coordinated employee recognition, compensation and human capital management initiative can positively impact a company's employee engagement, productivity and retention efforts during a recession, and further serve as a catalyst for global organizational culture change.

Ms. Bares is the managing partner of Altura Consulting Group. She has more than 20 years of experience consulting with organizations in the areas of compensation and performance management. An independent consultant and author of *Strategic Human Capital Management: Creating Value through People*, Mr. Ingham is a prolific blogger who speaks regularly at conferences and workshops and has lectured on strategic management, change management and human resources in the U.K., Russia and Croatia.

The webinar has been designed to provide human resource and business leaders of FORTUNE 500 and Global 2000 companies with an educational and informational forum to gain better insight into industry best practices and techniques that can be applied to their efforts to realize their organization's global strategic recognition ambition and help achieve their performance and change management initiatives.

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/>.

### 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, Procter & Gamble, Quintiles and Thomson Reuters, reflects the importance of recognizing and engaging the workforce in the 21st century. For more information, log on to <http://www.globoforce.com> or visit the Company's blog at <http://globoforce.blogspot.com/>. Globoforce can also be found on [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).

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