



Human Resource Communications – *From Recruitment Through Retirement*

**feature**

JUNE 2008

### Webinar: How To Communicate Benefits Effectively

**The "Make-or-Break" Factors That Determine How Your Employees *Perceive, Understand and Appreciate* Your Benefits Plan**

**Click Here  
To Register!**

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**One Session Only!**  
**June 26th 2008**  
**2:00 – 3:00 PM EST**  
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Do you often feel that your employees don't understand and appreciate the benefits you provide? If so, there's a good chance you don't have a benefits problem. You have a COMMUNICATIONS problem.

Many employers spend big dollars on benefits but get little return on that investment. They're missing a HUGE opportunity to use their benefits package to engage, educate and motivate existing employees, as well as attract new talent. If you have a fabulous package that's underappreciated, this conference will help you close that gap. If all your company can afford is an average plan, you'll walk away with clear strategies to help you position your offerings in a way that maximizes their impact.

During this audio conference, XL Communications CEO June Mara will show you how to develop effective, strategic employee benefit communications that will help employees understand your program, enhance awareness and help build greater appreciation.

#### **Key questions answered include:**

- What is the significance of a benefits communications strategy, does your company really need one and how do you develop one that works?
- With annual benefits enrollment approaching, and costs going up each year, is there a way to get employees to understand that your company's ability to absorb these additional costs is limited?
- How do you measure how effective your communications have been in helping you achieve your objectives?
- How can your organization use communications to drive participation in more cost-effective options?
- How do you get employees to actually read the benefits information you provide?
- Can you develop effective benefit communications without breaking the bank?
- How can your organization help employees understand the value tax-advantaged plans like Flexible Spending Accounts and 401(k) Savings Plans provide, the importance of long-term savings and increase participation in these plans?

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**About XL Communications Inc.**

XL Communications is the Northeast's premier strategic Human Resource Communications boutique. Since 1985, we've been helping our clients maximize their investment in their employees through engaging, effective and cost-efficient communications strategies.

To discover how XL can help you engage, educate and motivate your employees and enhance your bottom line, visit [www.xlcommunications.com](http://www.xlcommunications.com) or call 203.761.8841.

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