



HR Outsourcing Forum Fall 2023 Meeting

Wednesday, November 8, 2023

12:30 – 2:15 p.m. EST | **Member Introductions – HROF Members Only**

2:30 – 5 p.m. EST | **Market Update**

Michael Hager, Senior Vice President, Alterity

The Market Update, led by Mike Hager, addresses the latest news about providers and highlights important events and emerging trends in the HR, Benefits and Payroll administration services market. This session helps members stay abreast of issues that could impact their service delivery.

Thursday, November 9, 2023

10 – 11:30 a.m. EST | **Exploring Artificial Intelligence (AI) and Hyper Personalization**

Sony Sung-Chu, Head of Science and Innovation, Businessolver

Sara Vidoni, VP, Product Solutions, Businessolver

Delve into the world of AI and hyper-personalization with this expert-led session. During this deep dive, we will provide you the tools and resources to help you distinguish between chatbots and AI, provide insights into how AI is being leveraged across the benefits administration landscape, and emphasize the essential role of privacy controls in doing it right. Personalization and evolving technology like ChatGPT are changing the ways that businesses operate, provide service, and reach their employees. This session will help you analyze how and why AI and personalization can support your goals and help you create business outcomes.

2 – 3:30 p.m. EST | **SECURE 2.0 – Continued**

*Elizabeth Allen, CEBS, VP and Counsel, Benefits Compliance and Plan Document Operations
Legal and Compliance, NFP*

The SECURE 2.0 Act is about to hit its one-year anniversary. Join Beth Allen for a discussion of the provisions that are currently effective and the ones that are on the horizon. She'll also review the IRS guidance that we've received to date and provide some compliance tips on implementation.

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