

Symbolist HQ to be Site for 6th HRevolution “Unconference” for Cutting Edge HR Practitioners

Launched from an idea and a tweet, HRevolution quickly became the HR conference other HR conferences wanted to be like. Driven by attendee desires not sponsorship dollars HRevolution provides new thinking and off-the-wall sessions setting the foundation for future HR leaders. And it is coming to Grapevine, Texas on November 8, 2014.

Symbolist headquarters at 1090 Texan Trail in Grapevine will be the site of the 6th HRevolution event this coming November 8th.

100 attendees (**limited** to be sure true connections occur) will gather to again push the edges of HR and begin crafting the future of the workplace. **“We started in Louisville, KY in 2009,”** says Trish McFarlane, VP of Human Resource Practice/ Principal Analyst for Brandon Hall Group, and one of HRevolution founders, **“Then it was just 50 of us united by the idea that even a small number of connected and motivated people can make a difference.”** That one “unconference” set the stage for another in Chicago, and then another in Atlanta - and then two more in Las Vegas just prior to the HRTech conference in 2012 and 2013.

According to Matt Stollak, Ph.D.,SPHR, Associate Professor of Business Administration at St. Norbert College, **“HRevolution has always found a way to be different than other conferences and different that its own previous conferences. Our goal is to provide a unique experience each time an attendee shows up.”** Billed as an “unconference,” the content it driven by attendee demands and the format can be somewhat different. **“In 2013 we had a session called ‘HR Improv,’”** said Stollak. **“It featured random presenters and random topics. You don’t see that at most other HR conferences. Rarely do they like to give the attendees that much control of the message. We’re a bit braver I think.”**

The entire conference is only one day long with multiple tracks and multiple topics running concurrently. According to past attendees the biggest problem with HRevolution is that there is TOO MUCH good content that you can’t see it all. For 2014, HRevolution is continuing its history of content excellence with sessions by such HR luminaries as Jason Seiden, Bill Boorman, William Tincup, and Franny Oxford.

Symbolist was chosen as the site for the 2014 conference not only because the company fits with the HRevolution message – doing things different – doing them better – but because Paul Hebert, Symbolist VP Solutions Design has led sessions for the first three HRevolution conferences. **“It was a natural fit for HRevolution and the Symbolist brands,”** said Steve Boese, HRevolution planner and the Co-Chair of HRTech Conference, **“Paul has continually supported the HR community and HRevolution. When they opened up their headquarters to us for the 2014 conference, we couldn’t wait to say yes!”**

Tickets to the event are limited to 100 attendees. According to co-founder Ben Eubanks, HR Analyst with the Brandon Hall Group, **“Limiting the attendees is difficult. We’d like to have**

as many people there as we can but we have to balance that with quality connections and conversations.” The first 70 tickets were sold in the first 72 hours the tickets went on sale and only 30 remain. Eubanks cautioned, **“Now that we’ve narrowed down the topics and contributors I’m sure the final 30 tickets will go quickly.”**

Tickets can be ordered online at: <https://www.eventbrite.com/e/hrevolution-2014-tickets-11017392317>

About HRevolution

HRevolution is a ground-breaking event in content, format, and delivery of ideas that are key to the practice of human resources. HRevolution is not a typical conference – attracting 100 of the brightest and most innovative leaders in the industry the main purpose is to grow professional and personal networks. Other benefits include:

- Fully participatory sessions
- Opportunity for participants to bring work issues to debate and discuss
- Workable solutions you can take home to your organization
- Increased reach- since HRevolution is fully integrated with social platforms, you will be reaching hundreds of thousands of professionals

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About Symbolist

Symbolist creates emotional connections between brands and people by linking today’s technology to the enduring symbols of success and rewards specific to each company’s unique personality and value set. We do this by helping engage your employees, your channel partners and your consumers, with expertly designed incentive, recognition and reward initiatives. Our unique way of creating these programs creates a sustainable personal connection to the people that drive your business success.

Through Symbolist programs companies engage their people and build their brand – at an emotional level.

Symbolist helps companies **create a place where people want to be.**

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