THE SPEED OF CHANGE:
Moving from Classic to Technology-Aided Assessment Centers

This year we present a specially-themed Congress—focused on the practical and professional implications of integrating a wide variety of new technologies into traditional assessment center methods.
KEEPING PACE WITH TECHNOLOGY is both our collective and individual challenge. Now in its 38th year, the Congress has witnessed a tidal wave of changes since it first convened in 1973. We can now utilize video to capture behavior and employ remote, specially-trained assessors to evaluate exercises. Advanced algorithms have selectively replaced yesterday’s data integration.

And, with change continuing at a rapid pace, we need to evaluate if, and how, we should integrate all the new technology into our existing assessment center methods. Our response to this necessitates three equally important considerations: how do the new innovations impact the reliability and validity of our methods, how do they relate to current international assessment center guidelines, and do they need to?

In past years, the Congress has been about sharing innovative tools and practices. This year, we are laser-focused on the implications of incorporating many of the new and future technologies and exploring best practices around transitioning from traditional assessment center methods to technology enabled diagnostics.

REGISTER NOW AT WWW.ASSESSMENTCENTERS.ORG

The registration fee for the 38th International Congress on Assessment Center Methods is $875 USD. Register by August 30, 2014 and take advantage of the early registration fee of $675 USD. Groups of two or more from the same organization qualify for the group rate of $675 per person.

Your registration fee will cover the following:

• Session materials and access to all sessions on October 23 & 24.
• Breakfasts, lunches, and breaks on October 23 & 24.
• The opening reception on October 22.
• Congress dinner banquet on October 23.
GENERAL SESSIONS

The Importance of Technology to the Assessment Center Method
William C. Byham, Ph.D., Chairman and CEO, Development Dimensions International (DDI)

Dr. Byham will set the theme for this year’s International Congress with his opening message to attendees. He will describe trends and innovations that have occurred over the last 50 years and discuss the categories of innovations currently being tested, many of which will be elaborated on in sessions throughout the conference. He will particularly focus on the impact of new technologies on the reliability and validity of assessment centers and will also consider privacy and legal issues relative to new technology.

Assessor Perspectives: The Yin and Yang of Technology-Enhanced Assessment Centers—A Panel Discussion

Despite the field’s emphasis on the growing use of technology in evaluation, the impact of technology on assessors has remained relatively unexplored. In this panel discussion, five expert practitioners will discuss how assessment center technology has changed their experiences as assessors in expected and unexpected ways. Attendees will gain an understanding of how technological enhancements in assessment centers impact the role of the assessor—the pros, cons, wins, and possible losses.

Panelists: Stephanie Butler, Ph.D., Assess Systems
Lynn Collins, Ph.D., Fenestra, Inc.
Jessica Oseada, Ph.D., Bank of America
Sandra Schlebusch, LeMaSa (pty) Ltd.
Janis Ward, Ph.D., J.M. Ward Consulting

Using Talent Management Analytics to Turn Data on the Use of New Assessment Center Technology into Actionable Insight at Hertz Corporation
Stella Malsy, Director of Global Assessment Services, Hertz Corporation

Talent management analytics is driving much of the innovation we see today in assessment technology. It was also critical in helping Hertz gauge the impact of its large-scale, high-tech assessment (and subsequent development) research program on leadership behavior, customer scores, and productivity. During this presentation, Stella will discuss Hertz’s overarching strategy for conducting talent management analytics, the program of research conducted on the impact of Hertz’s first-level leadership assessment, and the critical role upfront analytics planning played in mitigating the risks of the research.

The Evolving Role of Technology in Assessment: A Panel Discussion of Leading Practitioners of New Technology

This panel will feature thought leaders on issues related to technology and assessment. Topics covered include what is possible given current web-and computer-based capabilities and research on the use of these innovations; and legal and professional standards that are pertinent when delivering any aspect of the AC over networked computers.

Panelists: Lynn Collins, Ph.D., Fenestra, Inc.
Dan Putka, Ph.D., HumRRO
Doug Reynolds, Ph.D., Development Dimensions International
John Scott, Ph.D., APTMetrics
Panel Chair: Deborah Rupp, Ph.D., Purdue University

2014 Guidelines and Ethical Considerations for Assessment Center Operations

The 2014 International Taskforce on Assessment Center Guidelines will be completing a final draft of the 2014 Guidelines and Ethical Considerations for Assessment Center Operations. It will include coverage of the use of many new Assessment Center technologies. The Guidelines will be distributed to attendees of this year’s International Congress prior to the conference. The Taskforce will present the proposed revisions, allow for comments, and ask for endorsement from the International Congress. Once endorsed, the final document will replace the 2009 version of the Guidelines.

Introducing New Technology into One of the World’s Largest Users of In-House Assessment Centers
Laszlo Reisch, Senior Consultant Employee Development, Siemens

For over two decades, in-house assessments for middle and senior management have played a critical role as part of Siemens’ talent management processes. In this presentation, Laszlo will share the lessons learned from introducing a new, “automated” assessment center methodology into all of their locations, including EU privacy regulations, technical issues, and gaining the acceptance of both internal subject-matter experts, and the Siemens “Workers Council.”

For updates on speakers, presentations, agendas, and what’s new, visit www.assessmentcenters.org
Aggregation of Assessment Center Scores: A Commentary on Recent Perspectives and Implications for the Dimension-Exercise Debate
Dan Putka, Ph.D., Human Resources Research Organization (HumRRO), USA

Assessment Centers are Deficient Predictors of Effective Leadership
Brian Hoffman, Ph.D., University of Georgia, USA

Assessment Center Performance Across Contexts: An Exploratory Investigation of Aggregated Measures of Executive Performance
Jing Jin, Ph.D., Development Dimensions International (DDI), USA

Behavioral Assessment in Junior Commander Selection
Wendy Teo, Ministry of Defence, Singapore

Building a Global Leadership Pipeline for the 21st Century: A MetLife Case Study
Arnold Dhanesar, MetLife, USA, and Amir Morshed, Propel, United Kingdom

Coaching Candidates to Compete in Assessment Centers
Katherine Holt, Ph.D., PeakInsight, LLC, USA

* Comprehensive Assessment as the Foundation for High Potential Validation and Development
Richard Dapra, BTS, Inc., USA, and Maura Bullock, Biogen Idec, USA

* Cross-Cultural Assessment Center Performance Using a Virtual Assessment Center Method
Jing Jin, Ph.D., and Aaron Stehura, Ph.D., Development Dimensions International (DDI), USA

Does the Use of Personality Inventory Cause Bias on Assessment Center Results Because of Social Desirability
Yasin Rofcanin and Levent Sevinc, Assessment Systems, Turkey

* Do Role Plays Need the Human Touch?
Suzanne Tsacoumis, Ph.D., Human Resources Research Organization (HumRRO), USA

* Going Full Automated: A Case Study
Robin McBeth, Bureau of Alcohol, Tobacco, Firearms, and Explosives, and Suzanne Tsacoumis, Ph.D., Human Resources Research Organization (HumRRO), USA

Performance Variation in Assessment Center Simulations
Patrick Smith, Ph.D., PCC, Sweden

Reevaluating Decision Making Within Assessment Centers: Disentangling the Role of Cognitive Ability
Brett Guidry and Deborah Rupp, Ph.D., Purdue University, USA

* Sending a Man to the Moon and New Frontiers: Technology Enhanced Assessment Centers
Lynn Collins, Ph.D., and Sandra Hartog, Ph.D., Fenestra, Inc., USA

Tacit Knowledge Inventory for Managers and Assessment Centers: A Comparison of Results
Anna Baczynska, Ph.D., Kozminski University, Poland

* Traditional and Technological Assessment Centers: Capturing the Same Constructs, Creating the Same Outcomes?
Alyssa Gibbons, Ph.D., Colorado State University, USA

Transparency of Assessment Centers: Lower Criterion-Related Validity but Greater Opportunity to Perform?
Dr. Pia V. Ingold, University of Zurich, Switzerland

* Using Data Mining Techniques to Enhance the Reliability of Assessment Center Scores
Eugene Lurie, ECOPSY Consulting, Russian Federation
THE SPEED OF CHANGE:
MOVING FROM CLASSIC TO TECHNOLOGY-AIDED
ASSESSMENT CENTERS

COMMITTEE CO-CHAIRS
Jeffrey Kudisch, Ph.D.
University of Maryland
David Purdy
Psychological Consultants, Inc.

PLANNING COMMITTEE
Warren Bobrow, Ph.D.
All About Performance, LLC
William C. Byham, Ph.D.
Development Dimensions International (DDI)
Doug Reynolds, Ph.D.
Development Dimensions International (DDI)
Deborah Rupp, Ph.D.
Purdue University
Sandra Schlebusch
LeMaSa (Pty) Ltd.
George C. Thornton, III, Ph.D.
Colorado State University

ASSESSMENT CENTER BASICS
PRE-CONFERENCE WORKSHOP
Wednesday, October 22 | 12:00 – 5:00 PM
Year after year, the pre-conference workshop receives rave reviews. It is intended for those just starting to use assessment center methods, or for HR generalists who would like a basic overview. As a participant, you will receive an introduction to assessment center methodology, review basic guidelines, and discuss best practices. The cost of the pre-conference workshop is $100 USD and includes lunch.

NETWORKING
OPENING RECEPTION
Wednesday, October 22 | 6:00 – 8:00 PM
Start your networking by joining other International Congress attendees for our opening reception. Hors d’oeuvres will be served, and a cash bar will be available. You will also be able to pick up your registration materials at this time.

CONGRESS BANQUET
AN EVENING ON THE POTOMAC
Thursday, October 23 | 6:30 – 9:30 PM
This year, we welcome you aboard for an evening of gourmet dining and majestic water views of Washington, D.C. and Old Town Alexandria. We’ll glide past the Washington Monument, Jefferson and Lincoln Memorials, and Kennedy Center on the Potomac River before turning about in Georgetown for our return voyage to Old Town. Take in the beauty of the centuries-old center of commerce and government from your table, or enjoy the scenery from atop the 3,700 square-foot open upper deck. The dinner cruise is included in your registration fee; guests are welcome at a cost of $125 USD per person.

www.assessmentcenters.org

The Congress is giving a lot of might to develop the assessment centers and how to make people understand assessment centers.

Very nice mix of applied and research topics, everything seemed to flow smoothly...I wanted to attend almost everything.
CONFERENCE VENUE

WESTIN ALEXANDRIA
400 Courthouse Square
Alexandria, Virginia 22314 USA
(703) 253-8600

The 38th International Congress will be held at the Westin Alexandria, five miles from Reagan National Airport and eight miles from Washington, D.C. A block of rooms has been reserved at a rate of $249 per night, single/double occupancy. To secure this rate, reserve your room by August 15; please call the Reservations Department at (866) 837-4210 and identify yourself as part of the International Congress, or visit the Congress website for instructions on how to make your reservations online. Reservations made after August 15 are subject to availability and will revert to the prevailing room rate.

At the Westin Alexandria, you are only moments from all of the boutiques and restaurants of King Street in Old Town Alexandria.

GETTING TO ALEXANDRIA
Alexandria is serviced by three airports with Ronald Reagan Washington National Airport only 10 to 15 minutes away. The Amtrak station is centrally located by the King Street-Old Town Metrorail station.

FOR MORE INFORMATION
For questions about the Congress or registration information, visit www.assessmentcenters.org or contact Kim Lambert at Kimberly.Lambert@ddiworld.com.
EXPLORE ALEXANDRIA

Located along the banks of the Potomac River and just six miles from downtown Washington, D.C., Alexandria’s history is filled with events that helped shape the United States. Once a vital, colonial seaport and the home of America’s first president, Alexandria, today, is home to gourmet dining, boutique shopping, and some of the finest art galleries in the Washington, D.C. area.

Old Town Alexandria is the heart of the city along the Potomac River waterfront. Stroll through the cobblestone streets and explore the city’s rich history.

Torpedo Factory Art Center is located along the Old Town Waterfront, and is filled with artist studios, two art galleries, and shops to purchase hand-crafted arts of all kinds.

Gadsby’s Tavern Museum, established in 1785, was the setting for dancing assemblies, theatrical and musical performances, and meetings of local organizations. Take a moment to journey back to the 18th-century tavern and hotel where famous historical figures and everyday people dined and slept, including George Washington, Thomas Jefferson, and the Marquis de Lafayette.

George Washington Masonic Memorial, patterned after a lighthouse in Alexandria, Egypt, displays a 17-foot bronze statue of George Washington and an impressive collection of Washington artifacts.

Lyceum, Alexandria’s History Museum is an 1839 Greek Revival building which now serves as the city’s history museum. Exhibitions tell the story of Alexandria, once one of the busiest ports in America.

Mount Vernon is the beautiful riverside estate of George and Martha Washington and includes the mansion, outbuildings, tomb, and working farm.

Gunston Hall Plantation is a 1755 Georgian-style mansion and home of George Mason, author of the Virginia Declaration of Rights and a framer of the U.S. Constitution.

Woodlawn Plantation and Popo-Leighey House is the historic home (given as a wedding present by President George Washington) of Martha Washington’s granddaughter.

For a complete listing of activities, restaurants, and shopping, visit www.visitalexandriava.com.

OPTIONAL ACTIVITY

GEORGE WASHINGTON’S MOUNT VERNON
OCTOBER 22, 2014 | 9:00 AM — 1:00 PM

Take a step back in time and visit Mount Vernon—the estate of George Washington, first president of the United States. Situated along the Potomac River, this nearly 50-acre plantation invites you to stroll through the grounds and tour the mansion, Washington’s tomb, and more than a dozen original structures. The estate also includes a working blacksmith shop and a demonstration farm. More than 25 theaters and galleries tell the story of George Washington’s life. Included in the cost is admission to Mt. Vernon and roundtrip transportation. (Cost $50)
38th International Congress on Assessment Center Methods

[ REGISTER NOW ] AT WWW.ASSESSMENTCENTERS.ORG