Manufacturer & Business ASSOCIATION
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HR CONFERENCE

A MANUFACTURER & BUSINESS ASSOCIATION PREMIER EVENT

WEDNESDAY, NOVEMBER 8 ■ (8 A.M. - 4 P.M.) ■ BAYFRONT CONVENTION CENTER, ERIE

KEYNOTE SPEAKER: ANDREW TARVIN

Founder & CEO of Humor That Works, a leadership development company that teaches professionals how to use humor to achieve better business results. In addition to being a best-selling author, consultant, TEDx Speaker, pun tweeter and the world's first humor engineer (a job title he clearly made up). Tarvin's been featured in more than 50 publications, including *The Wall Street Journal*, *Forbes*, and *FastCompany* – and his TEDx talk on the skill of humor has been viewed more than 13 million times, only half of which were his mother. Learn more at https://youtu.be/Ic5Ul2vd6Mw

THE MISSING SKILL:

Why humor is the secret to success and happiness at work.

The current way of working isn't actually working. **Eighty-three percent of Americans are stressed out at work and 55 percent are unsatisfied with their jobs.** The impact? Close to a trillion dollars in lost productivity and increased costs. Add in the stress and uncertainty of these unprecedented times, and people are stressed out, disengaged, and more zombie-like than ever.

The good news is that **there is a missing skill for work they don't teach you in business school: humor**. When people are laughing, they're learning, and when you can infuse best business practices with smart levity and fun, team members are more productive, less stressed, and work doesn't feel like so much work. Backed by research, case studies, and real-world examples, you'll see that what gets fun, gets done.

In this **entertaining and engaging program**, you'll reverse-engineer the skill of humor to shift mindsets, unlock potential, and adopt the evidence-based tools, skills and solutions you need to make humor an extraordinary foundation for business and life. Ready to give your team what they need to skyrocket productivity AND have a better life? **Come discover the "missing skill" at work.** *Click here to register!*

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