



HR West 2018 Conference Prepares HR Professionals for “What’s Next” in 2018 on Sexual Harassment, Leadership and More

Popular 3-day HR professional development conference offers over 80 concurrent cec sessions, three unique keynotes, exceptional sponsors and vendor exhibitors.

SAN FRANCISCO, CALIFORNIA, UNITED STATES, February 28, 2018 /EINPresswire.com/ -- [HR West](#) 2018, the popular human resources conference, is where HR professionals go to find out “What’s Next.” The conference has been convening annually now for thirty-four years in the San Francisco Bay Area—the most innovative place on earth and home to the world’s leading-edge companies. Practicing HR in the Bay Area requires skills beyond the ordinary and HR West is an event beyond the ordinary: three phenomenal days of learning, networking, and inspiration.

This year’s conference is expected to be the largest in history and now, more than ever, HR professionals are flocking to sessions such as “Top 10 ‘Hot Spots’ in California Employment Law” to discuss how to better equip their organizations with training and procedures to address sexual harassment in the workplace.

HR West is produced by [Next Concept HR Association \(NCHRA\)](#), the second-largest HR association in the country, serving a community of over 30,000 HR professionals. Originally known as Northern California Human Resources Association, NCHRA’s membership voted to disaffiliate from the Society of Human Resource Management (SHRM) and formally change its name as of January 1, 2018. NCHRA has embraced its new name to reflect the organization’s expanded audience and service offering, and its keen focus on the needs of modern HR professionals. On the heels of its name change, the association will have a surprise reveal for conference attendees on Monday, March 5th.

Leading up to the conference, NCHRA conducted pulse surveys of its members about sexual harassment in the workplace using [Waggl](#), a real-time employee feedback platform that delivers actionable insights. Of the nearly one thousand people who participated, 89% agreed with this statement: “I anticipate that preventing sexual harassment will become a greater concern of company leadership in 2018, given the recent wave of high-profile cases in the news.” The responses were aligned across various demographics including age, gender, and job function. A full 94% agreed that sexual harassment will become a greater priority in the coming year. The historical significance of this year and these movements sets us up for an HR conference that can’t be missed.

“The human resources landscape has changed dramatically since NCHRA was first established in 1960 (in San Francisco), and we intend to evolve with it by becoming more scalable and addressing the changing needs of our members,” said Greg Morton, CEO of NCHRA. “Increasingly our base transcends the traditional boundaries of physical space and time – we now have members in twenty-three states and several countries, most of whom have 24/7 responsibilities to their respective organizations. Recognizing that the professional association model from the 1960s hasn’t kept pace with the needs of these professionals, we intend to expand our offering to span the entire continuum of what our members need, from traditional networking events to online services and support. To achieve the optimal value proposition, we are looking to partner with like-minded organizations

whether they be other member associations or service provider organizations.”

NCHRA’s HR West provides the chance for today’s modern HR leaders to understand and learn more about the challenges of globalization as it scatters a worldwide workforce. Modern “people managers” come to HR West to learn how to stay prepared to keep up with the latest hi-tech boom and react to ever-evolving definitions of work—including the #MeToo and #TimesUp movements in today’s organizations.

At HR West, HR professionals can discover techniques for increasing efficiencies around preventing and dealing with harassment, as well as other important issues and intricate areas of workforce management. No other event of this kind gathers this kind of HR talent, and this level of expertise, ready to meet the new demands of today’s new HR role in very small to very large organizations.

In addition to over 80 concurrent continuing education sessions, some 80 exhibitors will also offer high-quality HR products and solutions to HR West 2018 attendees and speakers. The unique setup of HR West provides a low-pressure setting for seeking out the right partnerships. Rather than isolating exhibitors in a faraway expo hall, HR West exhibitors are located throughout the venue - making it easy to stop by for a casual conversation.

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