

XYBOOM Conference

Five Generations. One Future.

Media Contact: Tammy Tsang
778.558.3835 | press@xyboom.com



Generational Workplace Culture Clash Exacerbating Gen Y Under/Unemployment? XYBOOM Seeks Solutions to Ease Workplace Tensions via Intergenerational Collaboration

Vancouver, BC – May 13, 2013 – As baby boomers start to retire and Generations X and Y take a stronger hold in the workforce, experts foresee a significant culture clash. Surveys have shown that the majority of organizations are not ready for this cultural shift, anticipating a significant overhaul in internal structures of companies when it does happen. On May 28th, 2013, the XYBOOM Conference seeks to address such generational issues by providing the space for generations, employers and employees, to share perspectives and experiences from the workplace. XYBOOM challenges participants to address how the workplace is changing and create solutions together to ease related tensions through innovative, participatory processes.

The conference includes live case study story telling from diverse, experienced individuals from all 3 generations and expert panelists, including the following:

- **Iglika Ivanova**, Economist & Researcher of Canadian Centre for Policy Alternatives – how Canadian labour market trends affect the generations
- **Lynell Anderson**, Senior Family Policy Researcher of UBC, Gen Squeeze – expert on socio-economic trends affecting those aged 45 and under
- **Val Litwin**, VP of Franchise Operations, Nurse Next Door – creating a desirable, award-winning work culture that retains
- **Paulina Lipska**, YWiB - Gen Y and Recruiting

These individuals will be integral to illuminating how today's socio economic conditions are affecting each generation and sharing expertise on resulting recruiting, retention and succession planning challenges.

Heather Hay, Executive Director of the Thrive Project and 2013 XYBOOM panelist says, “this topic is the number 1 critical topic in the workplace today. We have to take the time to speak to each other and communicate, in order to understand each other better.”

The XYBOOM conference is sponsored in part by the Thrive Project, which is part of BC's Non-Profit Sector Labour Market Partnership Program (LMP) in affiliation with the Vancouver Foundation. Tapping into the large population of under/unemployed young and underrepresented people is an intentional facet of the Thrive Project. This second annual conference is hosted by the XYBOOM Intergenerational Organization, and will be held on May 28th, 2013 from 9am-5pm at the Roundhouse Community Centre. This not-for-profit event includes over 15 live case studies, interactive panel discussion and a collaborative action space. Registration can be found at www.xyboom.com/registration.

Contact Tammy Tsang at 778.558.3825 at or email press@xyboom.com for further details.

Please visit www.xyboom.com for more information on the conference.

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