

4th Annual



IBB
International

Talent & Career Development Conference 2013

1st & 2nd October

DWTC, Dubai

EXCLUSIVE BUSINESS CASES

THINK TANKS

PANEL DISCUSSIONS

ROUND TABLES

WORKSHOPS and more...

Sponsors, Media & PR Partners:



- Talent & Organizational Development
- Talent Acquisition ● Nationalization
- Employer Branding
- Engagement & Retention ● L&D
- Performance & Rewards ● Talent Assessment
- Succession Planning ● ROI & more..

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Introduction: Your Future Starts TODAY!

Globally, organisations cite improving leadership “bench strength” as one of their most pressing issues when it comes to talent management. **In the Middle East** this is particularly pronounced as the company’s main concern is to attract and retain top talent while addressing workforce nationalisation requirements.

As the challenges and responsibilities of talent leaders have shifted, the need to refocus and realign talent management processes has come to the forefront. While addressing these central issues, the Talent and Career Development Conference 2013 will build upon specific regional and global talent & career issues and will outline proven approaches to the development of a comprehensive Talent & Career Development platform that reflects your organization’s vision and realities of the regional market.



The BIG Question is: Do YOU believe that your staff is your biggest asset?

Then work towards it...widen and strengthen your core principles, business discipline and successfully align strategies in HR from root level to meet your methodology.

How you can link your **talent, career and organizational development to your business objectives** and **address your competency shortages** and stay ahead of the game?

What are the proven solutions to your most pressing issues in **succession planning, leadership and organisational capability** as well as the latest trends in **L&D, employee engagement and retention, HR Social Media**?

How do you link and drive **high performance, total rewards** and how do you measure **ROI**?

Do you have ANY or ALL of the above questions? Then come to Dubai and benchmark with and learn from senior thinkers and practitioners from the HR community. Join your peers to: **BUILD industry contacts, LEARN and EXCHANGE** new ideas, solutions for all your talent challenges through:

Think Tanks – Thought Leader Debates – Master Workshops - Round Table discussions – Panel Discussions – Open Forum - Q&A sessions – Gala Networking Reception

Which will result in you: **IMAGINING –DISCOVERING –DESIGNING - IMPLEMENTING and DEVELOPING** yourself your HR & people management strategies and taking it to a whole new and effective level .

Why attend this event?

By attending IBB and HRTE’s 4th Annual Talent and Career Development Conference 2013 in Dubai, you will **receive the Best Answers, Tools and Tricks to these High Impact Strategic Movements as well as gain cutting edge Latest Thinking with a Practical and Interactive Focus.**

Within 2 days you will be fully updated on how to successfully establish and develop the comprehensive Talent and Career Development model in your organization, and drive further the competitive advantage of your company.

Day 1, Tuesday 1st October 2013

8.45 – Registration and Welcome Coffee

9.15 Opening remarks from The Chair: AbdulMuttalib Al Hashimi, Emiratisation expert, Managing Director of Next Level Emiratisation consultancy, blogger 'UAEtopia'

9.30 Focus: *Career Management*

Career Management – Key Component of Talent Development and Employee Engagement

- What is career management and why is it so important today?
- How do you ensure your organisation has sufficient talent to meet its global talent needs?
- Examples of the challenges and successes to global talent development and career management from international organisations

Stacey Reynolds, Managing Director, 10Eighty. Former HR Director, Growth Regions for AMEC, University Lecturer and speaker

10.10 Focus: *Nationalization*

Excellence in Nationalization- A business priority

- Bridging the gap between government's vision for nationalization and employers understanding
- The background – Main Challenges of nationalization
- Role of educational institutions

AbdulMuttalib Al Hashimi, Emiratisation expert, Managing Director of Next Level Emiratisation consultancy, blogger 'UAEtopia'

10.50 *Morning Networking Coffee break*

11.20 Panel Discussion Focus: *Leadership Development*

Leading the Growth: Developing Future Leaders Prepared For Opportunity And Uncertainty

- Staying ahead the game- leadership strategies that align to and anticipate business dynamics
- Need for speed: tools and techniques for accelerated leadership potential
- Creating a development ecosystem that balances experience with education and exposure by a mix of self and corporate sponsored development

David Al Ashhab, Regional Head of HR for Northern Gulf, Levant , Oman and Egypt at Standard Chartered Bank

With Chairman and invited Day 1 Speakers

12.00 *Meeting Accelerator – 20 New Contacts in 20 Minutes*

This unique facilitated session will give you the opportunity to shake hands with your peers from organizations from different sectors and region. Bring a lot of New Business cards.

12.20 Focus: *Employer Branding*

Possibilities at PepsiCo

- Creating a strong Employee Value Proposition
- Employer Brand activation, externally as well as internally

Ida Pretorius, Senior Director Talent Acquisition, PepsiCo Asia Middle East & Africa

13.00 **Networking Lunch**

14.00 **Case study** followed by **Thought Leader Discussion:**

Bridging the Gender Gap Management

**Generation Y Talent
- The New Generation**

- **Attracting and Engaging Women professionals**
- - o *(The discussion will be based upon:*
- *Female population ratio is 49.8% compared to male population.*
- *Number of female graduates from universities are 86%*
- *Do Courses offered and undertaken match the market need?*
- *Very few in technical, ICT or GenNext sectors)*

Zack Abdi, Managing Director, Provectus, UAE

14.40 Focus: **ROI**
ROI Challenge

- How to justify L &D expenses and make the most out of tight budget and scarce resources
- Demonstrating the direct impact of L&D on business performance
- Proving needs instead of results

Aisha M. Al Shareef, Director Talent & Organisational Development Group Human Capital, Dubai Holding

15.30 **Afternoon Networking Coffee Break**

16.00 Focus: **Succession Planning**
A Dynamic and Structured Approach to Succession Planning

- Creating the right succession plan for your organization's work environment
- Distinguishing succession planning from pipeline planning
- How to implement effective change management processes

Jeanne-Marie Bowman, Group Head of Talent, Al Futtaim

16.40 Focus: **Employee Engagement**

How Investing in Employee Welfare Increased Engagement: A Qatar Museums Authority Case Study

- Paying people for what they do is no longer enough to guarantee they are psychologically connected to your business.
- HR leaders are constantly looking at innovative ways to reward and recognize their people to maximize engagement and retention.
- A new rising trend also looks at the well-being of employees, work-life balance and their link to productivity and engagement.

Sharoq Al Malki, Chief Human Capital Officer, Qatar Museum Authority

17.30 **Conclusion and End of Day 1 by the Chaiman**

Day 2, Wednesday 2nd October 2013

9.15 **Opening remarks from The Chair of Day 2: Martin Jalili, Chairman, Dubai Human Resources Forum, Managing Director, The People Partnership,**

9.30 **Aligning Career and Organizational Development to Business Strategy**

- Understanding the connection between organizational capability & business strategy – interlinking the two to drive growth
- How to raise the level of capability across the board as part of business strategy
- How to develop new talent capabilities as proactive, faster and flexible response during times of change

Martin Jalili, Chairperson, Dubai Human Resources Forum

10.10: **Short presentation followed by group exercise**

Focus: **Talent Development & Assessment**

Accelerating the Development of High Potentials – The Needs and Challenges for Leaders and Organizations

- What are your organization's current and future Talent demands?
- How do you react to your strategic talent demands ahead of time?
- Using Assessments to Drive Talent Decisions
- Successful approaches to accelerating the development of high potential individuals

Amanda White, Managing Director, Innovative HR Solutions

11.00 **Morning Networking Coffee break**

11.30 Focus: **Selecting Talent**

Using performance management data to improve assessment effectiveness

Philip Davies, Director – UK, Propel International

12.10 Focus: **Emiratization**

Kamraan Siddiqui, Head of Workforce Development, ENDP, and Essa Al Mulla, KHDA

12.50 **Networking Lunch Break**

14.00 Focus: 15 Minute Power Presentation - **Image Supremacy of New Age Education**
The next mega trends and which way are we headed?

Naseem Javed, distinguished author and founder of the Image Supremacy Movement

14.15 Focus: **Employer Branding**

The power of Employer Branding: How Organizations can benefit from a strong employer branding and its impact on employee engagement

Samir Mardini, Head of Talent Practice - Middle East & North Africa at Aon Hewitt

15.00 **Round Table Discussion** Focus: **Global Perspective: Game Changer in Talent management**
Talent Management by 2020 - McKinsey Predicts The War For Talent Will Go Nuts By 2020

- Shortage of Skilled Labor
- The Battle for BrainPower
- The growing pressure for HR to transform and add value to the organization – What are the factors to shape HR's future role?

Panelists include – Khaled Al Maskari, Head of Learning and Development, Tourism Development & Investment Company (TDIC), invited speakers of Day 2 and audience

15.30 **Q&A- Conclusion and End of Day 2 by the Chairman**

SPEAKER Biographies

(in alphabetical order)



AbdulMuttalib Al Hashimi

Emiratisation expert, Managing Director of Next Level Emiratisation consultancy, blogger 'UAEtopia'



Abdulmuttalib (Talib) Al Hashimi is a UAE national entrepreneur, Managing Director and founder of Dubai based Emiratisation consultancy Next Level. He founded the company in 2006 and through his work has helped several organisations in the UAE on their Emiratisation, Human Resources needs. He has been instrumental in advising senior

Recruitment and

managers on issues related to most effective ways to attract Emiratis, building a strong employer brand, engaging their local audiences and cultural integration in the workplace.

Talib's pursuit has been to identify critical issues that face a minority local workforce and establish progressive and relevant frameworks and solutions to address these issues, hoping that his work on Emiratisation could serve as blueprint for other similar environments. Some of the examples for his work are: The Emiratisation Reinvented spectrum, The Emiratisation redefined concept, The Tranzeet Lounge for cultural integration in the workplace.

Abdulmuttalib continues to play an active role in society as he is a regular speaker in conferences, workshops and universities delivering a series of motivational speeches titled "10 Lessons I learned in 2009". He is also a member of the advisory board for AIESEC, the International youth leadership organisation. He is a columnist through his articles 'The Tranzeet Lounge', he contributes with regular blog posts in site: UAEtopia and is currently working on his first book."



Aisha M. Al Shareef

Director Talent & Organisational Development Group Human Capital Dubai Holding



Aisha is at Dubai Holding as an Executive Director of Talent and Organisation Development; her main responsibilities: Talent Development, Succession Planning implementation for the top 25 in the group and Board training. Previously, she was with HSBC Dubai and was sent to HSBC Management Campus in London. Later she joined The Executive Office of

H.H Sheikh Mohammed Bin Rashid Al Maktoum where her main achievement is Development of

Mohammed bin Rashid Foundation, managing the leadership development programmes, handling almost 90 UAE National participants and ensuring the deliverable of their Leadership capabilities, also managing the Dubai Opening Study visit (DO) for all the Leadership Programs and also the US Delegation visit in March 09 (90 CEO/VP from Seattle).

Aisha holds a Master degree in Project Management from British University in Dubai.



Amanda White

Managing Director, Innovative HR Solutions



Amanda is the MD of Innovative HR Solutions. She has been working in the Gulf since 2008 across UAE, Kingdom of Saudi Arabia and Qatar. Her engagements: design, implementation and leading workshops in the areas of corporate governance, performance mgmt, succession planning and leadership development with organisations in sectors as diverse as aviation, professional services, government, hospitality, retail,

engineering and agriculture.

Previously, Amanda established her own recruitment, training and consulting business in the UK, France and Germany. In 2004 she sold the company to NYC Stock Listed, RR Donnelley & Sons and was appointed, Managing Director for Business Process Outsourcing Services in Europe. Amanda managed large-scale outsourcing opportunities; configuring organisation

design of client operations, putting in place the communication and knowledge transfer processes and managing over 500 people across UK, France, Germany and Russia with 'offshore' operations in India Poland and Sri Lanka.

Amanda has formerly held positions on the Executive Committee of the Recruitment and Employment Confederation (UK) Georgetown University USA and ESADE, Spain.



David Al Ashhab
Head of Human Resources for Northern Gulf, Levant, Oman and Egypt,
Standard Chartered Bank



David Al Ashhab is currently the Head of HR for Northern Gulf, Levant, Oman and Egypt for Standard Chartered Bank based in Bahrain. David is responsible for leading the HR function in 8 countries across Middle East. David creates and delivers People

strategies and agendas in his region to sustain business results.

Previously he was the Head HR in Pharma International company (PIC) with a responsibility for local talent mgmt, performance mgmt and employee development, developing a comprehensive organizational development initiative that enables PIC to attract, develop and engage the best employees.

David is a Regional HR Generalist with over 15 years of HR experience with commercial focus and the ability to deliver at strategic and operational/ Service Delivery levels, areas of focus and expertise are Performance Mgmt, Talent Mgmt, Employee Relations, Mergers and Acquisitions and with all aspects of employee Engagement, and with capacity (competency) frameworks.

David has demonstrated excellent leadership and project mgmt capability having operated in a variety of different sectors (Travel and Tourism, Pharmaceuticals and Financial institutions) and countries.



Ida Pretorius,
Senior Director Talent Acquisition, PepsiCo Asia Middle East & Africa



Ida has 25 years professional experience in Organization Development, Change Management, Leadership Development and Talent Management. She was previously based in South

Africa where she worked in the Utilities industry prior to joining PepsiCo 15 years ago.

Currently Ida is leading Talent Acquisition for PepsiCo's AMEA Sector with key markets including India, China, the entire Middle East, Southeast Asia and Australia. She is responsible for driving PepsiCo's competitive advancement through appropriate strategies to attract, advance and retain talent across the Sector. This includes creating a talent pipeline, deploying talent internally, and activating PepsiCo's Employer Brand Possibilities.

Ida received the PepsiCo Chairman's Award for Diverse Frontline Management Capability and the PepsiCo HR Excellence Award for Employer Brand activation.



Jeanne-Marie Bowman,
Group Head of Talent, Al Futtaim



A senior HR leader with more than 20 years of internal consulting experience across several industries in multinational corporations. Jean Marie has worked internationally and led global teams focusing on talent mgmt, organization development/design, transformational change and executive

development.

Currently Jean Marie is the Group Head of Talent of Al Futtaim, (one of the most respected fast-growing corporations in the Gulf Region. It operates on behalf of over 40 prominent global companies including automotive, retail and technology brands, dominating many market segments in the UAE.).

Jean Marie is responsible for advising and partnering with business leaders and HR to drive talent mgmt, selection, development & localization strategies and tools. Responsibilities include: performance mgmt, succession planning, talent assessment & coaching, recruitment, training & development, organizational change. A key advisor to Senior Leadership and Head of HR.

Previously she held roles of Global Talent Mgt of Dell, Director HR Strategy and Talent Management of Freescale, Director Leadership, Learning and Performance of Motorola.

Her educational background includes MBA in International Management from Mc Gill University, and MA in Organizational Psychology.



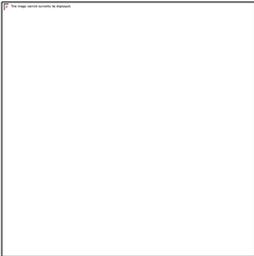
Jon Mears,
Global Talent Acquisition Leader, IBM



Jons' Global Role is focused on evolving IBM's talent acquisition capabilities in over 140 countries world wide. Jon has 16 years of recruitment experience across 5 continents.

His key competencies: design and growth of corporate recruitment teams, motivation and engagement of high performing resources, functional leadership in cross cultural and geographical environments, advisory SME on corporate recruitment covering employment brand/marketing, sourcing & selection, execution and process optimisation.

Jon designed and grew IBM's Middle East and Africa recruitment organisation to support talent acquisition and deployment in 28 countries, growing from 9 countries in a 3 year period. Driving improvements in recruitment capability, strategy and hiring attainment in new and emerging markets to increase IBM's ability to source and acquire key growth skills in all market places.



Khaled Al Maskari,
Head of Learning and Development, Tourism Development & Investment Company (TDIC)

Al Maskari has a background in Electrical Engineering from Southern Illinois University, Carbondale, USA.



He has extensive experience in the oil and gas sector and worked as a Team Leader (HR

/ Training and Development) in ADCO, based in Abu Dhabi. He has also experience in organizational development, providing consultancy support and training.

He is currently working in Tourism Development & Investment Company (TDIC) as Head of Learning and Development. He was Awarded the " Best Emirati Book Award of the year 2011 " at Sharjah International Book Fair and Awarded " the author of the year " from Webpreneur Academy based in Dubai in 2011.



Martin Jalili, Chairman, Dubai Human Resources Forum,
Managing Director of The People Partnership ,



Jaliliis a highly experienced facilitator, coach and trainer with 30 years experience working with multi-cultural organisations in Europe and the Middle East.

For 9 years Martin was the GM–Training & Manpower Development in Al-Futtaim Group. He was the Director HR for the Strategic Development Group at Dubai Government's Department of Economic Development and was a member of the Steering Group setting up Dubai Bank.

Martin specialises in training and HR Consultancy assignments, leadership and mgmt development programmes, performance mgmt. He also guided a number of organisations towards excellence by deploying the Dubai Quality Award and the Dubai Human Development Models.

He has led training and consultancy for a number of international, regional and local organisations including ABN AMRO Bank, National Bank of Dubai, Commercial Bank of Dubai, Sharjah Islamic Bank, Banque Saudi Fransi, Mashreqbank, Arab

Bank, Emirates Institute for Banking and Financial Studies, Department of Economic Development in Dubai, Dubai Chamber of Commerce and Industry, Al Tayer Group, Tetrapak, Microsoft, Acer Middle East.

He graduated from the University of London and later MBA in Export Management and International Business from the City University Business School.

Within the community Martin is the chairman of the Dubai Human Resources Forum and supports the Dubai Human Development programme at the Department of Economic Development. He is chairman of an Advisory Committee for the Higher Colleges of Technology and serves on the Advisory Board for the British University in Dubai.



Naseem Javed
www.imagesupremacy.com
www.abcnamebank.com
www.presidentsinsights.com

Naseem Javed, a corporate philosopher and founder of the image supremacy movement is a world recognized authority on global cyber trends, naming complexities impacting business performance. www.imagesupremacy.com His new work on Image Supremacy educational program is designed to teach innovative performance and bring large scale education in selected markets of GCC. He is founder of ABC Namebank, a world-class speaker, syndicated columnist and author of several books.

Naseem has led teams and personally created the name identities; TELUS, CELESTICA, INTRIA, GENNUM, VINCOR, DUPLIUM, AGRICORE, POLLARA, TRANZUM, INTEQNA and ZARLINK and worked with IBM, General Motors, Texaco, Honeywell, Bell Canada, KPMG, Bell South, RBH, GENTRA, CENTERPOST, OMNI-TV, Royal Bank, Sasktel, Johnson & Johnson, Air Canada, Radio Shack, Merck, BBDO, Petro Canada, ROGERS and COMPORIUM and hundreds more.



Philip Davies,
Director – UK, Propel International



For the last twenty years Philip has worked as a Talent Leader for companies including TMP Worldwide, Hudson and Penna. He has also set up two successful businesses of his own.

As a business owner, line manager and project leader, Philip has gained experience at the “sharp end” and he knows what it takes to achieve profitable success for the companies he has owned and worked for. An engaging speaker, Philip specialises in advising organisations on Talent Management strategy and hands-on leadership, by example, of major initiatives and projects. He is now working with Propel's expanding client base with a particular focus on UK and Europe.



Samir Mardini
Head of Talent Practice, Middle East and North Africa, Aon Hewitt



Samir Mardini is Aon Hewitt's Head of Talent Practice in the Middle East and North Africa, a role he has held for the past five years at the company. With over 15 years of HR experience, Samir specializes in employee engagement, performance management, organization

structuring, talent management, HR diagnostics and employer branding. Samir is currently managing the Best Employer study in the Middle East to identify the best companies that are implementing the best HR practices in the region. Prior to joining Aon Hewitt, Samir was HR Manager for Middle East and Asia Pacific with Baker Hughes, and has held roles at IBM Consulting and PwC Consulting. Samir holds a Masters Degree in Business Administration from Notre Dame University, Lebanon and is fluent in Arabic, English and French.



Sharoq Al Malki
Chief Human Capital Officer at Qatar Museum Authority



Ms. Sharoq Al-Malki is the Chief Human Capital Officer at Qatar Museum Authority. She holds a Master's degree in Social Policy and Administration from the reputed University of Nottingham, UK. Currently she is a Doctor of Philosophy candidate in Business Administration, Specialization: Industrial/Organizational Psychology from the US. Ms. Al-Malki is a specialist in change management,

performance management, employee engagement, and talent management. In her capacity with the HR and Administration Departments, she has regularly commenced policies conducive to the best interests of employees and the organization. Ms. Al-Malki is a proven leader with an exceptional ability to transform policies into corporate programs and organizational initiatives.

In 2011, Ms. Al-Malki was the winner of Qatar Businesswomen Award 2011, for the category of Future Goals and Financial Performance. In 2012, Ms. Al-Malki has been selected as a member of the Golden Key International Honour Society which is the world's largest honour society recognizing and encouraging scholastic achievement and excellence from all academic disciplines. As a result of Ms Al Malki's effort, the Human Capital Division at QMA was ISO certified in quality management. She was also honored by granted awards at many other international functions. Her strong performance's record qualified her to be the "HR Professional of the Year 2013" at the 5th Annual MENA HR Excellence Awards among other competitors of HR experts.



Stacey Reynolds
Managing Director, 10Eighty. Former HR Director Growth Regions, AMEC, University Lecturer, speaker



Stacey is a global HR Director with over 25+ years' experience in HR and Operations management experience. She is now the

Managing Director for 10Eighty, a coaching, career and talent management consultancy. Previous to this she held the role of HR director – Growth regions for AMEC, a UK FTSE 100 business operating in the oil and gas

sector, where she was based in Abu Dhabi. In the region she has also worked as the Regional HR Director for Halcrow, an engineering consultancy who are now part of the US based firm CH2M Hill. Other roles have been as HR Director for Balfour Beatty Rail and Operations Director for The Royal Bank of Scotland.

Recently Stacey has undertaken research across 17 major multinational organisations to understand the challenges they have and the strategies they have implemented to develop sufficient global leaders to meet their growth objectives the learnings from which she will share with us at the conference.



Zack Abdi
Managing Director, Provectus Middle East, Ex Head National Development, Qatar Gas Operating Company



Zack is managing a group of 16 companies with activities include EPMS, rewarding program, renewable energy, CSR training, and policy adviser of World Green Citizen.

Zack is a GCC representative reporting program for ICT and Genex. As head of National Development for Qatar Gas

Operating Company, he was responsible for Quality Qatarization process to Career Development to Succession Planning for all national candidates in all positions. Responsible for developing competencies, monitoring, salary increments, counseling, succession planning of over 92 Graduates candidates and 109 trainees in 112 job positions. Zack worked for ADGAS as Career Dev Advisor for all positions. Certified in Competency Assurance Management System he introduced Terminal Performance Objective approach in developing Competency Frameworks. He also worked for Saudi Aramco for 25 years in various job assignments. He is a regular speaker for nationalization program. Zack is the chairman for the CSR Group for Dubai Quality Group.

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leaders.

Propel is a global cooperative of talent management experts providing innovative consulting, product and training solutions to organisations worldwide. They train managers in the world's best known brand globally on interviewing and assessment skills and they help North America's largest insurance company to select their future

Propel's Middle East business has grown exponentially within three years and they now partner with several of the region's leading organisations on their talent management programmes. Their global footprint gives them one of the largest pools of qualified, accredited associate consultants in existence today.



redlemons consulting provides small and medium size companies and individually owned companies with outsourced marketing services. From developing an organisation's corporate strategy, defining, leveraging or repositioning their brand, to generating targeted campaigns, **redlemons** helps businesses manage today's evolving and changing market scene by offering seamless integration of all the marketing functions. Whether companies are looking for additional help on a project or require the resources of an entire marketing team, we tune our services to the company's specific needs.

Our purpose is to support small, ambitious companies market themselves successfully. Our services include, but are not limited to, Marketing Strategy & Planning; Social Media Strategy Development; Communications; Conferences & Exhibitions Planning, Market Research. www.redlemonsconsulting.com



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Need employees? Laimoon offers a FREE job posting service to companies in the UAE, Saudi Arabia and Qatar. Attract employee talent from across the whole region at no cost. recruiters.laimoon.com

Need training for your employees? Laimoon can connect you with multiple training providers at one time. Save time and effort by sending us your training needs and we'll source proposals from trainers who can help you. bobbi@laimoon.com



John McGrann MBA ACMA CGMA AIMC John is an expert in the delivery of high performance social media marketing. He has consulted to leading multinationals and public sector organisations in Europe, Asia and the USA. He is now based in Dubai and Cyprus in the Middle East.

He is the CEO of Drive Social Media based in Dubai and Cyprus. They offer social media marketing services in: Strategy - Training - Support

John is very excited about managing 2 new social media solutions for business: Social WiFi generates likes and followers from real customers; and. custom designed client-owned social networks.

Key Findings of the EMEA HR Directors Summit 2012 edition

On **April 26 & 27th 2012**, HR leaders from around EMEA participated and deliberated at the **EMEA HR Directors Summit** in Barcelona on the theme “*The Future of Strategic HR*”.

The **EMEA HR Directors** annual summit is one of the industry’s leading event for senior HR executives with unparalleled workshops featuring experts who shared business and organizing strategies, and guest speakers from leading organizations who educated and inspired attendees.

In these two days of the event, participants from various countries inside and outside EMEA (UK, Belgium, Germany, Austria, Spain, Russia, Switzerland, Ukraine, Hungary, Denmark, France, Sweden, Netherlands, South Africa, Slovenia, Turkey, Bahrain, Serbia Montenegro, Czech Republic, Ireland, Italy, USA, Poland, Portugal etc) leveraged their professional organizing skills and networking with fellow organizers. Exhibitors were on hand at the Organizing Exposition, demonstrating the latest products and services within the area of human resources.

With a speaking faculty that included HR executives from companies such as NATO, Bekaert, Hudson, BT, Staples, Regus, RBS, UBS, American Express, Adidas, CIPD, IMD, National Bank of Hungary, Moscow Higher School of Economics, LinkedIn, Global English, a wide range of issues were addressed, such as facing global challenges and sharing a vision on the future of the HR.

“Creating an environment where knowledge workers can reach a high level of effectiveness will be one of the key challenges for management in the 21st century. The Summit has clearly shown that the Human Resource leaders across Europe are conscious about the need to shift the focus from Human Resources to people in order to liberate the latent knowledge and creativity in organizations” observed Richard Straub from EFMD, this year’s conference Chair.

The HR summit witnessed the Keynote addressed by Marc Timmerman, Executive Director for Talent Management at Hudson, sharing with the audience the visionary future of HR. ‘While people are still restoring from the ‘Economic Battle Fatigue’ and getting ready to play the ‘Talent Crunch’, it is evident the future should move beyond this superficial impression. On the short term the key focus for organizations lies with People, Profit, and Planet’.

The summit was a huge success and many important topics regarding human resources were presented in front of a large audience. The summit participants discussed the influences of the HR world. While HR does have a seat at the table, it still seems to constantly question its power and impact. What does HR actually contribute to the table? Should HR stop questioning its internal image, just get to business and truly be a business partner within the increasingly challenged organization?



The Summit participants also noticed the need to re-establish the emotional, economical, social identity of the human being and agreed on the urging need to rename Human Resources to Human Relations, changing their Employee Charter into a People Charter. “HR is entering an age of Dadaism, evolving from the function of personnel administration by providing legal compliance in the short term to the role of talent management by means of guaranteeing engagement, focusing more on longer term, values, giving more autonomy and responsibility to people”.

Other key focus points were increasing and securing the future Talent Pool and employer branding. What should be the new effective employer value proposition? How can the organization re-invent its employers brand and have a multi-faceted appeal to a large audience? We may already start by listening to the voices of the Talent, creating an atmosphere at the top that offers protection and space for error, creating opportunities for Baby Boomers and understanding Generation Y. Deliver to its promises and walking the talk is the key to good leadership and employer value proposition. “Flexibility and Sincerity are the key words for future success, which should be the main thread through the leadership mindset, HR systems, flex careers, diversity leading to engagement and good reputation”, dixit Timmerman.

The HR Directors Summit 2013 aimed at Business Leaders to improve performance

Following the grand success of the HR Directors Summit held in Barcelona in April 2012 the 2013 EMEA Human Resources Directors Summit assembled International Senior Executives from various company sectors from all over the world to share the top practices and solutions to overcome the emerging trends and challenges, to take advantage of the leading opportunities and support the business of the future. A group of 85 top HR Professionals from various sectors attended this in June ,Barcelona.

Key Topics addressed:

- Global Trends and business needs influencing effecting the role of HR
- Innovation in Talent Attraction, Acquisition, and Identification: New solutions in Recruitment, RPO....
- Talent Management and Succession planning
- Executive Leadership: fostering entrepreneurship
- Matrix organization
- Employer Brand: HR as Marketeers
- Social Media as an HR Tool
- Diversity and inclusion: Economical case and Best practice
- Enables of employee Engagement and Retention
- Emerging Markets – the global future
- Creating a sustainable value
- Compensation & Benefits Strategy: making a difference for the bottom line

Special features that sprung up through our Interactive Think Tanks :

Some of the HOT Topics challenged were :

- The pivotal role of HR in International Mergers, Acquisitions & Outsourcing projects
- Recruitment 2.0, attracting Generation Y
- Emerging Markets: work culture
- Employer Value Proposition and Employer Branding
- Fostering international leadership collaboration
- Global HR Strategy: Upgrading Global Talent pipeline
- Innovation & Leadership

HRTruevents were the 1st to launch Think Tanks in Spain in an HR event, as per a local Spanish press release in November 2011 !



This Key event feature included intense round table discussions & workshop not only challenging speakers but brought about a highly creative, effective & innovative solutions for all participants at the Summits making each attendee virtually like a speaker themselves !