

Istanbul - 22nd & 23rd February 2012
Istanbul Convention & Exhibition Centre (ICEC)



3rd Mastering HR

Summit 2012

Invest Less Learn More Best Practices in HR Management 2012

The role of Human Resources is changing as fast as technology and the global marketplace. Historically, the HR department was viewed as administrative overhead. HR processed payroll, handled benefits administration, kept personnel files and other records, managed the hiring process, and provided other administrative support to the business. Those times have changed. The positive result of these changes is that HR professionals have the opportunity to play a more strategic role in the business. The challenge for HR managers is to keep up to date with the latest HR innovations—technological, legal, and otherwise. The **3rd Mastering HR Summit 2012** will discuss the best practices in HR management, in other words how HR managers can anticipate and address some of the most challenging HR issues this year. The event will give you the information you need to know about these current HR challenges and how to most effectively manage them in your workplace.

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Why Attend | 3rd Mastering HR 2012

Hear from experts actively working in the industry for corporates;

- Employing close to 1 million people.
- Operating in more than 250 countries.
- Presented in 6 continents.
- With 191€ billion in revenue (2010).

The event will focus on the most current topics in the HR industry such as:

- Inclusive Talent Management as an Enabler of Business Turnaround
- How Connecting Performance Management & Talent is going to help you?
- New perspectives for very experienced persons (VEPs)
- Working With an HR Strategy To Ensure Employee Retention & Effective Performance
- Managing Talent from Different Cultures with a Global Model
- How to connect HR investments to the firm's bottom line
- HR Transformation and engagement - Business case
- TQM Tools for Employee Empowerment
- Motivation and benefit systems and their impact on performance - a critical view
- How to set the strategic agenda for Human Resources

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Special Guests

Partners

Chairperson:

Rengin Onay

Human Resources Director, Turkey Business Unit and Eurasia & Africa Group Office
The Coca-Cola Company

Rengin Onay started her career in 1986 at The Shell Company of Turkey Limited and with increasing responsibilities worked in various roles in Human Resources for nine years. In 1995 she was promoted to the Public Relations Manager position and held the role until the end of 1998.

Onay joined Eurasia Division of The Coca-Cola Company in 1999 which consisted of nine countries, Turkey and Caucasus and Central Asian Republics, as its Training and Development Manager. In late 2000 she was assigned to the HR Manager role of Turkey Region. She then assumed Eurasia Division Human Resources Director role which then became a 36 country operation in 2002 and held this role until 2007.

In April 2007, she joined Vodafone Turkey as its HR Director. In parallel she also assumed Chairman Vodafone Turkey responsibility. She played a significant role in organisational transformation and in the U-turn of company's performance. Re-joining to The Coca-Cola Company in October 2010, she currently holds HR Director role for Turkey Business Unit and Eurasia & Africa Group Office that consists of 92 country operations.

She is a board member of Coca-Cola Hayata Artı Foundation, Private Sector Volunteerism Association and is a founding board member of Common Purpose Turkey. She is a graduate of Marmara University Faculty of English Language and Literature and holds certificate diploma from Kingston Business School in Personnel Management. Rengin Onay is married and has two children.

Opening Speech:

Stevens J Sainte-Rose

Group HR Director, Eurasia & Africa Group Office
The Coca-Cola Company

Stevens J Sainte-Rose has more than 17 years of proven experience (including global) in developing, leading and delivering human resources strategy plans in various multi-billion dollar, multi-national organizations. A proven track record of building strategic business partnerships and influence at all levels of an organization.

Areas of expertise include:

- Developing high performing, high impact HR teams focused on exceeding against business results.
- Driving organizational performance while improving employee engagement and increasing talent development.
- Leading culture change through talent management programs to include: organizational effectiveness, talent acquisition, talent development, succession planning, and rewards/ incentive programs.
- Directing HR functional expertise to include: employee relations, labor relations, compensation, benefits, HR policies and procedures and Affirmative Action policies.
- MA, Organizational Dynamics; BS, Industrial & Labor Relations

Keynote Speaker:

Yusuf Azoz

CEO

Kariyer.net

After getting his B.S. degree in Electrical Engineering from Bogazici University, Yusuf Azoz completed his M.S. degree in Electrical Engineering at The Pennsylvania State University. Starting his business life in the USA, he worked for four years as senior consultant at Telcordia Technologies, formerly Bell Labs.

After returning to Turkey in 2001, he held various positions at Turkcell Value Added Services, finally serving as the Division Head of Consumer Services, responsible of product marketing of Turkcell's consumer value added services, including messaging, mobile internet, music and entertainment services. During this period he witnessed the evolution of internet and mobile technologies, undertaking innovative projects in both fields.

Since 2007, Yusuf Azoz is the CEO of Kariyer.net, Turkey's biggest online recruitment platform with a database of 14.5 million resumes and 34 thousand recruiting companies, serving with 11 regional offices around the country.

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Keynote Speakers:

Pieter Haen

Is President of the European Association for People Management (EAPM) & Secretary General of the World Federation of People Management Associations WFPMA. He was for 5 years Vice President of the Dutch Association for Personnel Management and Organizational Development (NVP). Pieter Haen studied labor law and international law at Tilburg University in the Netherlands.

Phil Read

Based in London, UK, I currently have regional HR responsibility for EMEA Regional Consumer Banking (EMEA RCB) across 10 countries in the region with approx. 7,200 employees. EMEA Regional Consumer Banking provides traditional banking and Citi-branded card services to retail customers and small to mid-size businesses, primarily in Central and Eastern Europe, the Middle East and Africa. The countries in which EMEA RCB has the largest presence are Poland, Turkey, Russia and the United Arab Emirates. Prior to moving to London Florin worked as; Deputy General Manager, Citibank Romania 2006 - 2009 Cluster HR Head Romania and Bulgaria, 2008-2009 Country HR Officer, Citibank Romania, 2002 - 2008

Toygan Pulat

After she had her B.S degree in Industrial Engineering at Middle East Technical University, Pulat had her MBA at Bilkent University. Having worked as Project Engineer for Philip Morris and SAP Consultant for I-BIMSA, Pulat participated in a doctorate programme at McMaster University in Canada where she worked as Research Assistant in the department of HRM for some time. Pulat assumed diverse responsibilities in HRD at Eli Lilly & Company. In 2003, she was nominated to the position of Vice President in charge of HR at Carlsberg Turkey. In this company, she respectively worked as HR Vice President in charge of South-eastern Europe and Hong Kong based Asia-Pacific regions. Pulat has been working as HR Director for Vodafone Turkey since October 2010.

Gayle Gao

Ms. Gao is taking the role of Regional HR Vice President, Asia and Australia for Beiersdorf AG. Prior to this position she has held senior HR executive positions in prominent multi-national companies, Reckitt Benckiser, HP, and P&G. She is recognized as an expert of change management and people development. Ms. Gao also served as invited speaker for APEC (Asia-Pacific Economic Cooperation) conference in 2010, leading the topic on talent development in multi-national companies in China. Ms. Gao receives her bachelor's degree in Economics from Peking University, and Master of Public Administration degree from Harvard Kennedy School.

Beate Heller

is Head Executive Development at Swisscom, Berne in Switzerland. She has more than 15 years' experience with executive education and specialized in leadership & talent development in Finance Industry in Switzerland and in international consulting. Beate holds a PhD in French & English literature at Heidelberg University, and a diploma of organizational psychology at INSEAD in Fontainebleau. She writes articles on development (and its limits) of talents & leaders and works as a coach and mentor for executives and high professional women. Besides her professional interest, Beate works with actors and musicians in Zurich to help hidden potential unfold on stage.

Anastasi Iskander

Anastasi Iskander worked with key local and global clients in the areas of Organization Structuring, Employee Start Up Management/Mobilization, Corporate Governance Frameworks, Job Evaluation, Broad Based Reward and Long Term Incentive Strategy Design as well as Manpower Management. Anastasi's experience is diverse with emphasis in reviewing complex multi jurisdiction total reward structures and assessing organizational human capital processes. Anastasi is GBI's Director of HR & Corporate Planning. Anastasi has experience in designing and recommending differentiated bespoke Reward Strategies and HR online systems and tools.

Pieter Haen, **EAPM - WFPMA**
Past President, Secretary General

Phil Read, **Tetra Pak**
Vice President HR Packaging Solutions.

Toygan Pulat, **Vodafone**
Human Resources Director

Chairperson:

Rengin Onay
Human Resources Director, Eurasia
& Africa Group Office
The Coca-Cola Company



Gayle Gao, **Beiersdorf AG**
Regional VP HR, Asia & Australia

Beate Heller, **Swisscom**
Head Group Talent Management

Anastasi Iskander, **GBI**
Director of HR & Corporate Planning



Christian Carlsson, **Papyrus Group**
Senior Vice President Human Resources

Yesim Aksu, **Ericsson**
Senior Vice President, HR & Organization
Region Middle East & North East Africa

Opening Speech:

Stevens J Sainte-Rose
Group Human Resources Director, Eurasia
& Africa Group Office
The Coca-Cola Company



Martin Lexa, **Medtronic**
Vice President HR Europe & Central Asia

Florin Petrescu, **Citi Bank**
Senior Vice President HR
EMEA consumer

Christian Carlsson

Christian Carlsson is the SVP HR at Papyrus Group, a leading European paper and facility supply merchant. Christian is overseeing the strategic HR agenda for the 22 countries and its 2700 employees. Prior to joining Papyrus Group, Christian Carlsson has held leading HR positions within two global organizations Volvo Car Corporation and AP-Möller Maersk including assignments as Head of Global HR operations, Regional HR Director and Compensation and Benefits Mgr. Special attention has been paid to projects within the area of Compensation and Benefit and Performance Management processes.

Yesim Aksu

ACK Group was the first company where Ms. Arkis entered to the business world in 1997. Here, she served in HR & Administration Department as the HR Manager following by a Human Resources Specialist role in Siemens-Simko. For the two years between 2000 and 2002, as a Human Resources Specialist she was responsible for process development in training, performance management and career planning projects in Pamukbank. In 2005, Mrs. Arkis was appointed Executive Vice President responsible for HR in T-System Enterprise AG. Through this period, she took roles in Top Management in Istanbul, Frankfurt and Budapest. In September 2007, she started in Ericsson as the Executive Vice President, Human Resources & Organization of Turkey and Israel Market Unit and as effective of April, 2010 she runs the Vice President position responsible for Region Middle East comprising of Middle East, Kingdom of Saudi Arabia, Northern East Africa & Turkey.

Martin Lexa

Martin Lexa leads since 2008 Human Resources for Medtronic within the Western Europe & Canada region. Martin joined Medtronic in March 2007 as HR Director for Neuromodulation and Diabetes in Western Europe. Martin brings to the role over 19 years of experience in human resources organizations. Prior to joining Medtronic, he held a series of assignments at Bristol-Meyers Squibb as HR leader for Germany, Austria & Switzerland and the Emerging Markets. Earlier in his career, Martin gained extensive HR knowledge, focusing on Compensation & Benefits, at the Commerzbank and Dresdner Bank. In 1992, Martin graduated from University of Augsburg with a Masters Degree in Economics and Social Science.

Florin Petrescu

Based in London, UK, I currently have regional HR responsibility for EMEA Regional Consumer Banking (EMEA RCB) across 10 countries in the region with approx. 7,200 employees. EMEA Regional Consumer Banking provides traditional banking and Citi-branded card services to retail customers and small to mid-size businesses, primarily in Central and Eastern Europe, the Middle East and Africa. The countries in which EMEA RCB has the largest presence are Poland, Turkey, Russia and the United Arab Emirates. Prior to moving to London Florin worked as; Deputy General Manager, Citibank Romania 2006 - 2009 Cluster HR Head Romania and Bulgaria, 2008-2009 Country HR Officer, Citibank Romania, 2002 - 2008

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Yusuf Azoz

After getting his B.S. degree in Electrical Engineering from Bogazici University, Yusuf Azoz completed his M.S. degree in Electrical Engineering at The Pennsylvania State University. Starting his business life in the USA, he worked for four years as senior consultant at Telcordia Technologies, formerly Bell Labs. After returning to Turkey in 2001, he held various positions at Turkcell Value Added Services, finally serving as the Division Head of Consumer Services, responsible of product marketing of Turkcell's consumer value added services, including messaging, mobile internet, music and entertainment services. During this period he witnessed the evolution of internet and mobile technologies, undertaking innovative projects in both fields. Since 2007, Yusuf Azoz is the CEO of Kariyer.net, Turkey's biggest online recruitment platform with a database of 14.5 million resumes and 34 thousand recruiting companies, serving with 11 regional offices around the country.

Rakesh Seth

Rakesh Seth is HR professional with over two and half decade of experience with sound blend of practice and academics. He is currently VP Group HR with Fedders Lloyd Group. Prior to this assignment, he was Corporate VP - Human Resources with LNJ Bhilwara, and Everest Industries (ACC Group). He had also been Head of HR with Thapar Group, (English India Clays) TATA Group, (Hi-tech Drilling) Anand Group, (Gabriel & Purolator) and Shriram Group (Shriram Honda). He also had a stint with FORE School of Management. During his tenure with above companies he has worked around areas of integrating HR into Business, Learning and Development, Selecting and developing a leadership Pipeline, Performance measurements, implementing robust HR processes, Work motivation and organisation behaviour & development

Jörg Petzold, PhD.

Senior HR Manager with extensive experience and a track record of success in Czech Republic, Ukraine and Austria in international organizations, in HR management, Learning and Development Management Change Management, Performance and Talent Management, Coaching & Mentoring, Recruitment and Staff management, Employee and Reward Management, Leadership Development. Jörg is the Managing Director of the Central European Management Academy since January 2011. Before that he worked as the Head of Division Academy at TÜV SÜD CZECH between 2009 and 2010.

Gopalan Uppiliappan

HR professional with an Engineering Degree & a Management Degree from premier institute Offering more than 12 years of rich experience in heading People Management Operations & contribute to the firm's strategic and operational goals by the provision of effective HR; Presently associated with Zawawi Trading Co. (Part of OMZEST Group - A Diversified Leading Business Conglomerate headquartered in Muscat - Oman) as GM - Business Support (HR, Admin, IT, & HR Projects). Mr. Gopalan is an active speaker in various international events anchored by ARTDO and IFTDO. His paper on TQM - A Behavioural Change was selected by the JURY team of Asia Pacific HR Congress as the best theme for the year 2004.

Terence Perrin

Terence started his HR career as an HR Business Partner in the charity/voluntary sector before leading graduate recruitment for the UK's National Audit Office. He then took a specialist recruitment role with Watson Wyatt before moving to manage graduate and MBA recruitment for the investment bank Dresdner Kleinwort Wasserstein (DrKW.) Terence also worked at KPMG as Head of Recruitment & Resourcing. In 2004 he joined JP Morgan to manage campus & experienced hire resourcing for the Private Banking & Investment Management functions in EMEA (Europe, Middle East & Africa.) He now focuses on recruitment across Europe for investment bank BNP Paribas.

Stéphane Vanderveken

Stéphane joined EPSO on 1 June 2011 as Adviser to the Director. He was previously the managing director of the European Training Institute in Brussels where he was involved in training & coaching activities in the field of recruitment. He also worked for many years in different roles for MSF Belgium where he gained experience of implementing a system of Assessment Centre. He is graduated in Psychology at the University of Louvain (Belgium) and holds a Master in International Politics. Stéphane is Belgian and has spent substantial periods of his working life abroad in countries such as Italy, Albania, Kosovo, the Congo & Armenia. He is registered psychologist in Belgium.

Yusuf Azoz, **Kariyer.net**
CEO

Rakesh Seth, **Lloyd Group**
Senior Vice President - Group HR

Jörg Petzold, **TÜV SÜD**
Former Head of Division Academy

Recruitment Session Sponsored by



Gopalan Uppiliappan, **Mercedes-Benz**
GM - Business Support

Terence Perrin, **BNP Paribas**
Head of UK & European Campus Recruitment

Stephane Vanderveken, **EPSO**
Adviser to the Director



Yesim Ozyurtcu, **Pfizer**
Senior Director Emerging Markets Europe
Human Resources MOS

Utku İlik, **Eczacıbaşı Holding**
HR Director, Corporate Human Resources

Berna Boragan, **Abdi İbrahim Pharma**
Huma Resources Manager

Yiğit Oğuz Duman, **TAV Airports Holding**
Human Resources Director

Yesim Ozyurtcu

After she graduated from American Robert College, got her Bachelor's degree in Economics from Bogazici University in 1985 and Master degree in Personnel Management and Industrial Relations from Istanbul University. After she had joined Pfizer Turkey in 1985 she was appointed as an HR manager in 1991 and HR Director in 1994. Between the years of 1994 and 2009 she was responsible for Pharmaceutical, Manufacturing and Animal Health Businesses total of 1500 employees as the HR director. The responsibility included all activities concerning Organizational Development, Recruitment, Performance Management, Training and Development, Career Planning, Succession Planning, Compensation & Benefits, Industrial Relations, Personnel Management & Administration, Fleet Management, Site & Employee Security, and Utilities Management. Lastly she worked as the Senior HR Director, Emerging Markets Europe at Pfizer; Responsible for all in country HR operations of 20 Emerging Market Countries in Europe, including Russia, Turkey, Poland, Czech Republic, Hungary, Romania, Slovakia, CauCAR Region, Ukraine, Serbia, Bulgaria and others.

Utku İlik

Utku İlik is the Human Resources Director of the Eczacıbaşı Group, which is a prominent Turkish industrial group with a combined net turnover of \$ 3 billion, 38 companies and more than 8,500 employees. Eczacıbaşı's core sectors are pharmaceuticals, building products and consumer products. The Group is also active in finance, information technology and welding technology. Utku graduated from Bilkent University as an Electrical & Electronics Engineer in 1992, after the graduation he joined Koç Group, which is a leading business group in Turkey, as a Management Trainee. While he was working there, he completed his MBA degree in Bosphorus University in 1996. After the military service, he joined Eczacıbaşı Group Corporate HR as an HR Specialist and he became an HR Manager in 2001 and HR Director in 2007. He's an active member of "The Conference Board HR Executives Council" since 2008.

Yiğit Oğuz Duman

is appointed as the Human Resources Director, TAV Airports Holding Co. as of October, 2011. Graduated from the department of Industrial Engineering, Boğazici University in 1996 and received his MBA degree from Koç University in 2001. Duman began his professional career at Kibar Holding Co. in 1995. He assumed responsibilities for change management, human resources management, industrial relations, quality assurance practices, labor law projects of Kibar Holding Co. which has operations in various sectors as foreign trade, automotive, metal and food. He has also worked as the Human Resources Manager at Assan Aluminium and Human Resources and Administrative Affairs Director at Kibar Holding Co. In 2008, he has joined Turkcell Superonline. He undertook responsibilities in Human Resources, Purchasing and Administrative Affairs and Customer Experience Management, while serving as the Business Support Assistant General Manager and Customer Experience Management Assistant General Manager at Turkcell Superonline. In 1995, Duman has joined People Management Association of Turkey (PERYON) which is the greatest NGO in Turkey in terms of HR Management, has become a board member in 2001 and has fulfilled various managerial positions since then. Duman served as the President of PERYON between 2005 and 2010, in which he currently serves as the Assistant General Manager.

Berna Boragan

Has a Bachelor's degree in Sociology from Bogazici University in 1996 and has a Master degree in Social Psychology from the department of Psychology of the same university. In January 2001, she joined to Koç Group and worked as the Human Resources Supervisor in Birmot Inc. until 2005. In this process, she gave consultancy support to some of the Koç subsidiaries by taking an active role in recruitment and placement, job analysis, job evaluation and employee satisfaction projects that were conducted in both the company and in the Group companies. In May 2006, she established Trio Human Resources Consulting Company in order to share her experiences on HR and to contribute to sector on her own behalf. Since 2008, she has been working as HR Manager in Abdi İbrahim Pharmaceuticals and she is responsible for organizational development and 'Performance Culture' project which is one of the priority projects of Abdi İbrahim. Married and has one son.


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Day One

Wednesday 22nd Feb

08:30	Registrations and Morning Coffee	12:50	Challenges & Opportunities in Recruitment.
09:00	Opening Remarks from the Chairperson Rengin Onay, The Coca-Cola Company HR Director, Eurasia & Africa Group Office		Yusuf Azoz, Kariyer.net CEO 
09:10	Opening Speech Stevens J Sainte-Rose, The Coca-Cola Company Group HR Director, Eurasia & Africa Group Office	13:10	Lunch
09:30	Time to Act. HR Certainties in Uncertain Times 1. Summary: For HR managers there are no positive forecasts at the moment, only negative statistical facts. HR managers can and must face this challenge & find the best possible responses. 2. Abstract. Which priorities and measures are HR managers applying to prepare their organizations for the future. After the crisis years 2009 and 2010, HR managers are clearly focusing on long-term and forward-looking topics. The issues that HR managers feel are decisive for the present and the future are strategic in nature & of long-term importance: talent management, leadership development, strategic workforce planning, and the transforming HR into a strategic partner, show strong need for action. Four megatrends of decisive importance for future HR strategy are demographics, diversity, social networks, and globalization. Identifying and developing tomorrow's future leaders today is key. Diversity management can create diverse advantages HR will be without borders and can enable Human Resources to prevail in a globalized world. Pieter Haen, EAPM, WFPMA Past President, Secretary General	14:10	The re-launch of "old hands" Demographic changes force business and society to change our mindset about motivation and development of VEPs. This is why we think about initiatives on: <ul style="list-style-type: none">• How to motivate VEPs for their further career• How to develop our VEPs' creativity and innovative thinking• How to use our VEPs' experience sensibly• How to re-define career• How to set signals for diversity and equal opportunity Beata Heller, Swisscom Head Executive Development
10:10	Along with the fast global expansion of multi-national companies, regional HR and country HR started playing more active role in the whole organization. Cross continental HR cooperation mainly reflects in 4 areas: 1. The relationship between Corporate HR team and local HR team is getting more interactive; 2. Instead of only playing a follower role, regional HR or country HR started playing leading/pilot role in certain HR practice areas. Demand from emerging market could become a catalyst for promoting HR reform in corporate. 3. Cross-continental talent swap/exchange or junior manager assignment becomes a remarkable approach in talent development in multi-national companies. Meanwhile, people and knowledge exchange among global HR teams became a trend; 4. Mutual support and cooperation among HR teams enhanced whole organization as well as strengthened HR voice in the organization. Gayle Gao, Beiersdorf AG Regional VP HR, Asia & Australia	14:50	"Talent Management as an Enabler of Meeting Business Priorities" <ul style="list-style-type: none">• Defining the demand on the needed talent based on strategic business priorities• Identifying, assessing and developing talent to define the talent supply• Matching the talent demand and supply to propel the organizational capacity to achieving strategic business objectives Yesim Aksu, Ericsson Senior Vice President, Human Resources & Organization Region MENA
10:50	Networking Coffee Break	15:30	Networking Coffee Break
11:10	Performance Management, case study of Papyrus Group introducing one corporate process, key learning's from development of concept to implementation Case Study A candid review and sharing of leanings of the key phases of the PPMp (Papyrus Performance Management process) project <ul style="list-style-type: none">• Background and reasons for change• Concept development• Anchoring and commitment processes• Implementation• HR IT support• Conclusion Christian Carlsson, Papyrus Group Senior Vice President Human Resources	15:50	Global graduates into global leaders Among the questions addressed by the researchers in a series of in-depth interviews with graduate recruitment professionals from major employers involved in the recruitment and selection of global graduates were: <ol style="list-style-type: none">1. What are the considerations in recruiting graduates into professional roles in leading high value sectors?2. What are the experiences of recruiting graduates into multinational companies?3. What does a global graduate look like: what high level skills, knowledge and personal characteristics are expected of a new global graduate?4. What are the benefits of employing global graduates?5. How can global graduates be developed? Terence Perrin, BNP Paribas Head of UK Recruitment & European Campus Recruitment
11:50	Panel Discussion The changing look of reward and the HR function within the Middle East Anastasi Iskander, Gulf Bridge International Director Human Resources & Corporate Planning How Connecting Performance Management And Talent is going to help you? Berna Boragan, Abdi Ibrahim Pharmaceuticals Human Resources Manager	16:30	TQM Tools for Employee Empowerment Case Study Employee empowerment is a key feature of corporate culture and figures strongly in its shared values, but without specific tools to put 'values' into practice, there is the risk that these values will lose their intrinsic value to the company and become redundant. <ul style="list-style-type: none">• Knowledge Sharing Initiative• Employee Suggestion Scheme (ESS) Gopalan Uppiliappan, Mercedes-Benz General Manager - Business Support
		17:10	Performance Management & Talent Management...Are they the same thing? <ul style="list-style-type: none">• Why we use Performance Management• Talent Management_Building the Future• Is it possible to merge these two processes? Yiğit Oğuz Duman, TAV Airports Holding co. Human Resources Director
		17:50	End of first day

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Day Two

Thursday 23rd Feb

08:30 Registrations and Morning Coffee

09:00 Human Resources & Strategy: Filling in the Missing Links

- Business Strategy: Dare to play a role
- Translation: Turn business strategy into people and organisational plans
- Execution: The art of partnering with Business Leaders
- Capabilities: HR and the Cobblers children

Phil Read , Tetra Pak
VP Human Resources, Packaging Solutions & Cluster Coordination

09:40 Being Employer Of Choice

- Pfizer HR Vision
- Talent Cycle
- Attracting Talent & Recruitment Strategy
- Recruitment Tools
- Best Practice Example: 1st virtual career platform in Europe

Yesim Ozyurtcu, Pfizer
Senior Director Emerging Markets Europe, HR MOS

10:20 Diversity & Inclusion - a journey in cultural change

- How objectives matters to measure success
- Who owes it - Senior Leadership or HR?
- How does success look like?

Martin Lexa, Medtronic
Vice President Human Resources Europe & Canada

11:00 Networking Coffee Break

11:20 HR Transformation And Engagement

- Motivation and benefit systems and their impact on performance a critical view
- How to increase employees performance and results by supporting the motivation and avoiding demotivation
- Killer factors, which destroy motivation and performance
- How to develop motivation and commitment by developing a motivational culture

Jörg Petzold, PhD., TÜV SÜD
Former Head of Division Academy

12:00 Career Paths and Leadership Transitions in a Global Organization

- Motivation and benefit systems and their impact on performance a critical view
- Case study: Career Path to Country CEO roles
- Facilitating Leadership Transitions: Enablers/ facilitators that accelerated the transition

Florin Petrescu, Citi Bank
Senior Vice President Human Resources EMEA Consumer

12:40 Lunch

14:00 An Integrated Talent Management Approach

- How "Talent Management" is defined, make sure everyone understand the same, get the buy-in
- How it's connected to all HR processes, create the big picture
- Transformation from "my opinion" culture to "our opinion" culture in selection/differentiating/segmenting the talent, develop a shared "talent culture"
- Bringing your work from "meeting rooms" to the real world, communicate what you do

Utku İlik, Eczacıbaşı Holding
Human Resources Director Corporate Human Resources

14:40 Inclusive Talent Management as an Enabler of Business Turnaround in VF Turkey

Vodafone Turkey has gone through a significant U-turn with an increase in the revenue market share from 18.6 to 28.3 in 2,5 years, enabled by around 30% YoY revenue increase for six quarters consecutively. The journey of the U-turn started after a long-lasting market share and revenue decline, which had shadowed the equity of the Vodafone brand as an Employer of Choice. One of the key enablers of the U-turn success has been an exceptionally diligent and focused talent management process that has been pursued against the challenge of the damage around the employer brand equity in the local market. The biggest lever of the success has been the cultural shift around how the organization worships talent as well as how much it raises the bar to identify and calibrate and then take risk to appoint the talent to stretched roles for the acceleration of their growth.

Vodafone Turkey has vitalized an inclusive talent management culture, where all the people managers are involved in the talent identification/ mapping process as well the succession planning discussions. The organization welcomes talent management as an integral part of the line management accountability, well sponsored by top management. Human resources team never positions itself as the owner or the controller of the process, but merely the consultant and coach of an end-to-end seamless execution. The game changer that has enabled the shift was the inclusive approach to the talent process that boosted the ownership and dedication of the top and mid-level management across the board.

Toygan Pulat , Vodafone
Human Resources Director

15:20 Networking Coffee Break

15:40 Assessment center and standardization of the assessors in the European Personnel Selection Office

- Dealing with high turn over of assessors
- Permanent versus non permanent assessors
- Training and supervision of the assessors
- Challenges to come

Stéphane Vanderveken, European Personnel Selection Office
Adviser to the Director

16:20 From Strategy to Practice – Leadership Pipeline Development – An Evolutionary Process

- Globally business environment is volatile and turbulent. Companies are desperately looking for profitable growth within a short span of time.
- Today's businesses compete as much as of their intellectual capital as on their financial capital.
- Leadership pipeline is a critical business process that provides organizations with a sustainable supply of quality leaders (at all levels) to meet the challenges of today and tomorrow.
- Challenge is how to merge – as setting up business goals is revolutionary process and nurturing leadership is an evolutionary process. Therefore the single most critical determinant of a company's future is the depth and quality of its leadership.

Rakesh Seth, Fedders Lloyd Corporation Ltd.
Senior Vice President - Group HR

17:00 HR Transformation And Engagement

- Engagement .. Journey , destination.. or just a fashion
- What engagement means when crisis hit!
- How to transform engagement into the core of the business
- Why having motivated employees is a critical component to the business management concept
- How to build a high performance culture & reward achievements to ensure a robust workforce

Case Study

Hanan Darwish, Schneider Electric
Human Resources Vice President Country Partner France

17:40 Closing Remarks by the Chairperson

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Delegate Contract:

To complete your registration
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Credit Card Details:

Card Type	<input type="checkbox"/> Visa	<input type="checkbox"/> Master Card	<input type="checkbox"/> A. Express
Card Billing Address			
Exp. Date		C V V Code	
Credit Card Number			
Card Holder Name			
Card Holder Signature			

Bank Transfer:

Tatra Banka a.s. Hodžovo námestie 3 | 811 06 Bratislava
Slovenská republika
S.W.I.F.T. code : TATRSK BX
Account Name: North West Business s.r.o
IBAN: AK 96 1100 0000 0026 2818 4676

Registration Fee & Packages

VAT Included	Before Dec 15, 2011	Before Jan 31, 2012	Before Feb 15, 2012
1 Delegate	599€ <input type="checkbox"/>	749€ <input type="checkbox"/>	849€ <input type="checkbox"/>
2-4 Delegates	549€ <input type="checkbox"/>	699€ <input type="checkbox"/>	799€ <input type="checkbox"/>
5-9 Delegates	510€ <input type="checkbox"/>	649€ <input type="checkbox"/>	749€ <input type="checkbox"/>
Public Sector	499€ <input type="checkbox"/>	599€ <input type="checkbox"/>	699€ <input type="checkbox"/>
Solution Providers	899€ <input type="checkbox"/>	999€ <input type="checkbox"/>	1199€ <input type="checkbox"/>
Students	350€ <input type="checkbox"/>	350€ <input type="checkbox"/>	350€ <input type="checkbox"/>

Local Companies January Promotion: 2 Delegates 1120€
3 Delegates 1498€

Full Delegate package Including: (valid on specific destinations & Subject to availability)

3 nights accommodation (5 Stars hotel) + round trip flight ticket 1199€

3 nights accommodation (4 Stars hotel) + round trip flight ticket 1099€

Comments:

Terms & Conditions:

1. Registration fee includes program materials, food and refreshments. This fee does not include travel, hotel accommodation or transfers.

2. Once a completed registration form has been received by fax or by email, full payment is required within 5 working days from receiving the invoice. A receipt will be issued following the payment. 5% credit card handling fee will be added to the total amount of registration. (for registrations done by credit card)

3. Cancellations & Substitutions: All cancellations must be received in writing by email. Upon receipt of payment, substitutions of delegates can be made at any time before the meeting at no further cost. If cancellations received 45 days or more from the event date the client is entitled to 85% refund. (Refunds are issued as a Credit Note to be used on future events organized by North West Business). Cancellations received less than 45 days before the event date will result in a 100% cancellation fee (A credit note with the amount would be issued if justified reasons for cancellation exist)

4. Whilst all reasonable care and effort has been made, North West Business reserves the right to alter the program content, speakers, timing, venue or location without notice. If for any reason (including, but not limited to force majeure events) North West Business decides to cancel, postpone or merge this event with another event, North West Business is not responsible for covering hotel, airfare or other expenses incurred by clients. No Refunds or part-refunds will be made. The event fee will not be refunded, but can be credited to any future event.

5. Copyright & Intellectual Property: North West Business materials in relation to this event are expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.

6. Governing law: This registration is a legally binding agreement. This agreement shall be governed and construed in accordance with the law of the Slovak Republic and the parties submit to the exclusive jurisdiction of the Slovak Courts. However North West Business is entitled to waive this right and submit to the jurisdiction of the courts in which the client's office is located.

7. Client information is kept on North West Business company database and used to keep clients informed of other related North West Business products & services which may be of interest.

Name:			
Signature:		Date:	