

New ways of working.

# HR DIRECTORS

Business Summit

The Celtic Manor Resort - South Wales

29th & 30th January 2007

The essential event for  
European HR directors

**PROGRAMME**



# HR DIRECTORS



## Business Summit

### The essential event for European HR directors

## New ways of working.

**The way we work is changing fast.** New legislation is coming into force, there is an increasingly aging population and peoples career expectations are evolving. Companies need new strategies if they are going to remain competitive, recruit and nurture talent and create a positive work/life balance. HR Directors have to act fast if they are going to meet these challenges.

This unique event brings together the most innovative HR Directors from across Europe to share their expertise. Hear from the people that are setting new standards in human resources and learn practical strategies to improve the productivity of your workforce.

#### Event features:

- 3 stream conference with in-depth presentations
- Practical case studies looking at the challenges of implementing new strategies, where you can have your questions answered
- Discussion tables, including lively debate and interaction with your peers
- Networking opportunities, including one-to-one meetings and an evening reception
- An exhibition where you can learn about the latest technologies and services that are streamlining HR practices
- Workshops: 360° practical and in-depth workshops from the industry experts, including interactive participation, specialist advice and Q & A sessions

#### Who should attend:

Vice Presidents, Directors and Heads of:

- Human Resources
- Group HR
- Global HR
- Group Strategy
- Recruitment
- Training & Development
- Talent Management
- Group Talent
- Employee Relations
- Organisational Development
- Group Learning
- People & Development

#### Benefits of attending:

- **Analyse** practical strategies that will provide tangible benefits for your business
- **Support** new ways of working and overcome resistance to change
- **Understand** new legislation, and how it will impact your organisation
- **Create** reward and recognition strategies that really work
- **Optimise** your investment in training and development
- **Improve** your organisational effectiveness and engage employees
- **Learn** how you can align your HR and business policies to reduce your costs

#### Pre-arranged one-to-one meetings:

This is a dedicated session which allows you to take up to seven pre-scheduled business meetings with fellow delegates and leading supplier companies.

You will meet with people who you have chosen and who have expressed a strong interest in meeting with you.



Very good networking and practical workshop sessions  
British Red Cross

Lots of ideas to take back to my organisation, very impressed  
BMED

10 out of 10, overwhelmingly excellent, well done  
GAB robins



Call the booking hotline +44 (0)20 7566 4800 or visit [www.hrevent.com](http://www.hrevent.com)

08:00	<b>Summit registration and refreshments</b>		
09:00	<b>Welcome address</b>		
09:10	<b>Opening keynote</b>		
09:40	<b>Intellectual capital</b> <b>What is the best way to pool staff knowledge?</b> <ul style="list-style-type: none"> <li>* Can Communities of Practice (COP) work?</li> </ul>	<b>Legal issues</b> <b>Latest employment legislation</b>	<b>Training and development</b> <b>Helping leaders to improve morale and working practices</b> <ul style="list-style-type: none"> <li>* Positive organisational behaviour</li> <li>* Stay interviews – building on employee's favourite parts of their jobs</li> </ul>
10:10	<b>Workshop 1</b> <b>Absence management</b> <ul style="list-style-type: none"> <li>* Applying a measured approach to managing and monitoring absence</li> </ul>	<b>Workshop 2</b> <b>Transformation and change management</b>	<b>Workshop 3</b> <b>Training</b>
10:50	<b>Morning refreshments</b>		
11:10	<b>Recruitment and retention</b> <b>Overcoming difficulties in recruiting talent</b> <ul style="list-style-type: none"> <li>* How do we get the most from our recruitment budget?</li> <li>* Overcoming the negative perception of working in retail</li> </ul> <small>Nicki Crossland, HR Director, Claire's UK</small>	<b>Legal issues</b> <ul style="list-style-type: none"> <li>* Latest UK and European legislation</li> </ul>	<b>Training and development</b> <b>Case Study: Changing the heart and mindset of employees</b>
11:40	<b>Keynote presentation: The 'GOBER METHOD'<sup>TM</sup> - A proven strategy to improve service, increase sales and motivate your people</b> <small>Mary Gober, Founder, Mary Gober InternationalUK</small>		
12:20	<b>Hosted lunch</b>		
13:40	<b>Increasing HR's responsibilities and function for the company board</b> <ul style="list-style-type: none"> <li>* Profiting from direct linkage with CEO</li> <li>* Should HR manage other functions or parts of the business?</li> <li>* Challenges in breaking new markets and globalisation</li> </ul> <small>Jeffrey Cava, EVP HR and Administration, Wendy's International Inc.</small>		
14:20	<b>Pre-arranged one-to-one meetings</b> <b>A dynamic session enabling you to undertake pre-scheduled meetings tailored to your specific needs</b>		
16:40	<b>Panel Discussion</b> <b>How will immigration and a diversifying workforce alter HR?</b> <ul style="list-style-type: none"> <li>* Controlling and embracing the true diversity of your employees</li> </ul>	<b>Case Study</b> <b>Managing diversity programmes</b>	<b>Case Study</b> <b>Latest technologies and tools</b>
17:20	<b>Closing keynote presentation: Google - Providing the correct company culture and new ways of working</b> <ul style="list-style-type: none"> <li>* Perks, conditions and culture to fulfill and retain staff</li> <li>* How innovation and happy employees leads to bigger profits</li> <li>* Sustaining the Google culture</li> </ul> <small>Liane Hornsey, HR Director, GoogleUK</small>		
17:55	<b>Closing remarks</b>		
18:05	<b>Champagne reception</b>		
19:30	<b>Summit dinner</b>		

08:50	<b>Chairman's opening remarks and summary of Day 1</b>		
09:10	<b>Keynote presentation: How will the demands of CSR policy affect the HR Director?</b>		
	<ul style="list-style-type: none"> <li>Can CSR make your staff more engaged and your company more competitive?</li> </ul>		
09:40	<b>Productivity</b> <b>Developing all your staff</b> <ul style="list-style-type: none"> <li>Getting the best from all employees - not just the traditional 4% of talent</li> <li>Case Study: Implementing discretionary effort</li> </ul>	<b>Social Responsibility</b> <b>Managing social responsibility during company acquisition and turnaround</b> <i>Nadine Jones, HR Director, Baugur Group UK</i>	<b>HR Strategy</b> <b>Can shared services ease the burden for HR?</b>
10:10	<b>Pre-arranged one-to-one meetings</b>		
	A dynamic session enabling you to undertake pre-scheduled meetings tailored to your specific needs		
12:30	<b>Employee Development</b> <b>Improving leadership skills through using psychological techniques</b>	<b>Relations</b> <b>A new agenda for dispute resolution for the 21st century - solving problems in the workplace</b> <ul style="list-style-type: none"> <li>Getting the balance of power right between deregulation and individual rights</li> <li>New workers, new challenges in the workplace</li> </ul> <i>John Taylor, Chief Executive, Acas UK</i>	<b>Case Study</b> <b>Evaluating the strategic benefits of insourcing</b> <ul style="list-style-type: none"> <li>When company strategy changes, can insourcing be valid?</li> <li>What are the drivers and barriers to insourcing?</li> </ul>
13:00	<b>Themed lunch discussions</b>		
14:00	<b>Workshop 4</b> <b>Outsourcing</b>	<b>Workshop 5</b> <b>Transformation and change management</b>	<b>Workshop 6</b> <b>Shared services</b>
14:25	<b>Benefits</b> <b>Reviewing flexible benefits packages</b>	<b>Recruitment and Retention</b> <b>Do companies CSR policies and PR help or hinder recruitment?</b> <ul style="list-style-type: none"> <li>Does a lack of policy effect recruitment?</li> <li>Will retaining staff become more of an issue?</li> </ul>	<b>Outsourcing</b> <b>Case study</b>
15:00	<b>Closing keynote</b>		
15:10	<b>Productivity</b> <b>Change programming and restructuring</b> <ul style="list-style-type: none"> <li>Linking and sharing resources</li> <li>Dealing with outsourcing suppliers when restructuring and implementing change programmes</li> <li>Creating and delivering an effective information and rewards system</li> </ul>	<b>Case Study</b> <b>Performance measurement</b> <ul style="list-style-type: none"> <li>What are the new metrics for measuring HR performance?</li> </ul>	
15:40	<b>Panel discussion: Can we change current attitudes towards flexible working?</b>		
	<ul style="list-style-type: none"> <li>How your organisation can benefit from altered working patterns</li> <li>Will we ever break the 9-5 culture?</li> <li>Mobilising the workforce – both in the UK and globally</li> </ul>		
16:40	<b>Closing remarks</b>		
16:50	<b>Close of summit</b>		