

26-27
MAR

🕒 9:00 AM - 4:30 PM

🏠 2 DAY CONFERENCE

📍 RADISSON BLU HOTEL

🏢 DASMAM BALLROOM

HRDIME

HR DEVELOPMENT MIDDLE EAST CONFERENCE

ORGANIZED BY

VIGOR EVENTS
A subsidiary of Vigor-Enterprise®

CO-ORGANIZER

ALGAN
events



2019

#PROMISE YOURSELF SUCCESS

📱 [SCAN ME]



HUMAN RESOURCES DEVELOPMENT IN THE MIDDLE EAST

K U W A I T 2 0 1 9

CONFERENCE OVERVIEW

After the great success of the HRDME 2018 and its effective results, we are glad to present HRDME 2019.

The 2-day conference is a forward-looking approach to the emerging trends in human capital and the latest innovation in HR practices through keynote speeches, and workshops.

Human Resources Development in the Middle East (HRDME) conference is the one & only dedicated platform in Kuwait that gathers strategic leaders and HR professionals from government, public and private sector organizations together with International HRD speakers, experts, consultants, and firms to share their latest approaches to driving human capital excellence.

> LEARNING OUTCOMES

Through this conference you will catch up with the latest most updated HR practices worldwide, and:

- ✓ **Practice The World Most Updated HR Management Trends**
- ✓ **Take Actual Steps Toward Digitizing Your Process**
- ✓ **Transform The Entrepreneurial Spirit Within The Organization**
- ✓ **Network With International HR Entities While In The Conference**
- ✓ **Meet International HR Gurus, Speakers, Professional Practitioners and Thought Leaders**

> WITH AN EXTENSIVE FOCUS ON

The Future Of Work, Global Trends In Talent, Entrepreneurship Within The Organization, Digital HR Practices, The Intersection Of Technology And Human Resources, Best Practices For Building And Sustaining Employee Advocacy, Interdepartmental Partnerships, Talent Acquisition Practices With Innovative Technology And Data-Driven Recruiting, Human Resources In The Digital Age..

> HRDME 2019 PARTNERS



GARRY TURNER

MCIPD

Garry Turner is an experienced international sales & marketing professional, chartered member of the CIPD and is driven by his deep-rooted purpose to help humanity live a life of determination, free from fear and with the opportunity to learn every day.

He brings his passion to life through focusing on helping awaken the innate brilliance that sits within every individual, leader, and team. He achieves these transformations through a mix of his own Organisational Design approach, The Listening Organisation, his Value Through Vulnerability podcast, a recent FREE Online Summit called 'Have Courage' and through sharing his own personal journey of vulnerability and courage.



OUTLINES



KEYNOTE

Inter-departmental Partnerships

- ✓ The business case for improved cross-functional working (e.g. move to more remote working / network of teams / increases in loneliness / rise in mental health stats etc) and the impact of tech on all of the above
- ✓ What re-inforces silo walls within today's workplace (fear, short-termism, accountability, perceived lack of time etc)
- ✓ An intro to 'ACME X' approach (flipping pyramid) to optimizing inter-dept partnerships
- ✓ The opportunity that sits behind intentional human centred design (share of example company transformation resulting in + 48% sales and + 42% GM with same people and no M&A)



OUTLINES



WORKSHOP

Best Practices For Building And Sustaining Employee Advocacy

- ✓ Why is employee advocacy important in 2019 (talent attraction & retention, rise of social media impact – personal & work e.g. glassdoor etc, rise of portfolio career and desire for purpose working on rise)
- ✓ 3 sprint Hackathon covering 1) what would utopian employee advocacy look & feel like 2) what are the barriers today to that utopian view and 3) design a range of interventions that could help increase employee advocacy
- ✓ Open feedback session where each team shares their ideas/interventions and this will be interlaced with case with practices from my experience/network
- ✓ A call to action – what one thing will you do intend to do following this session to help improve employee advocacy

DR.ABDULMAJEED AL BALUSHI

Regional Managing Partner Middle East – RBL Group

DR.ABDULMAJEED AL BALUSHI has worked on leadership, HR, and organizational transformation and development projects throughout the GCC.

He has significant experience as an internal HR and is well versed in many facets of Human Resources.

He worked in different industries from public to private sectors including Oil & Gas, Infrastructure, Logistics and Shipping, Investment, Mining, to name few.

He is specialized in organization transformation, leadership architecture & HR capability building.



OUTLINES



KEYNOTE

Trends in Executive Compensation/Rewards

In the last 20 years, much has changed in the world of technology; and much has changed in the world of HR. The business partner concept has dramatically evolved (transformed, been disrupted, evolved, or whatever word you choose) from roles and outcomes to a logic of how HR delivers value to employees, organizations, customers, investors, and communities through individual talent (competence, workforce, people), leadership throughout an organization, and organization capabilities (culture, workplace, systems)

- ✓ Dimensions and questions of the business partner logic
- ✓ Disruptions on HR values
- ✓ Disruptions on HR Profession
- ✓ Disruptions on HR Professionals

DR. SILVIA VIANELLO

Director Innovation SPJain, Professor at Hult, Speaker Forbes Top 100 Italian Women and Top Middle East Woman Leader

Dr. Silvia Vianello is the award-winning of the **Top Middle East Woman Leader Award** at the Asian Leadership Awards and got featured in the prestigious Top 100 Forbes Italian Women list 2018. She has written for and been covered by Sloan Management Review, Forbes, India Today, The Wall Street Journal, The National.ae, The Economist, Millionaire, Vanity Fair, Glamour, Elle, and many others. She also wrote many books related to marketing, new technologies, e-commerce, omnichannel and digital transformation. As well as being "on Sky" host for 4 years, and a TV Show related to innovation and technology, called "Smart& APP-The Technology Show".



Dr. Vianello is a world-renowned expert in marketing, technology and future vision who's a regular speaker in corporate and public settings. Such seminars include topics associated with artificial intelligence, robots, blockchain, drones, machine learning, emotional intelligence. As well as some engagements with big organizations like: Intel, HP, Facebook, Google, Microsoft, Lenovo, Crowdfunding week, Wurth, Government events, Top Management Forum, Techdata, Salesforce, Nestle', Netcomm e-commerce forum, Internet Days, Sopra Steria, Engineering SPA, Sisal, Aramex.

She is currently working as a Professor at Hult Business School in addition to the Director of Innovation at SPJain. With a vision to change the businesses' way of thinking, actions, and operation. Dr. Vianello works with leaders and organizations in nearly every industry to help transform the company's culture and create a better working world.

Dr. Vianello is also a well-known Instagram luxury and travel Influencer. Former Managing Director of a consulting company that served fortune 500 companies as a leading provider of marketing disruptive idea using technology for double-digit growth. Former Maserati Marketing Director for 24 countries in Asia, Middle East, Africa, Oceania.



OUTLINES



KEYNOTE HR Trends in the Digital Era

- ✓ How personal branding is evolving with Artificial Intelligence.
- ✓ What are the jobs of the future.
- ✓ Which types of skills candidates should develop.
- ✓ How HR should evolve.
- ✓ What are the new challenges?

PAUL KEIJZER

CEO and Managing Partner - Engage Consulting

Paul strongly believes that he can improve the way people live and work with each other. He does that by helping leadership teams engage with their top talent and the rest of the organization to co-create a future and help transform their organization into high performance businesses. Over the past 25 years, Paul has designed and delivered transformational interventions for more than 50 blue chip organizations in countries across Asia such as Malaysia, Singapore, Korea, Fiji, Sri Lanka, Cambodia, China, Thailand, Vietnam, Hong Kong, Egypt, Korea, U.A.E. and India.



He is the CEO and Managing Partner of Engage Consulting in Malaysia, Pakistan and UAE, which are built around the vision to support organizations by engaging their people and growing their business. A Business Leader in HR with a strong track record in transforming businesses towards a progressive growth path as well as delivering results in dynamic and competitive emerging Asian markets by combining strong business insights with people insights. Paul has a bold HR vision, he is a firm believer that outstanding results can only be achieved through people; engaging people and teams, building commitment by creating a new paradigm between company and employee besides delivering extraordinary results year-after-year.

Prior to founding Engage Consulting, Paul operated for 18 years in the fast-moving consumer goods company Unilever. He has held positions in the Netherlands and the UK. He has also spent 13 years in Asia in senior HR positions of Unilever operations in China, Vietnam and Pakistan.



OUTLINES



WORKSHOP

Gamification Based Assessment Centers

- ✓ The assessment's concepts involve adding game elements through the recruitment and selection process.
- ✓ Increasing the assessment of attractiveness and ease of use, thereby increasing the engagement and motivation of the individuals completing the process.
- ✓ Enhancing performance on tasks, by providing external motivators in the form of game elements.
- ✓ The game elements' application in assessment, offers a cutting-edge way of improving traditional methods and reinventing the candidate's experience.

GEORGE EDWARD MUIR

Founder and CEO of Udal Cuain AB

George is a renowned Futurist, responsible for igniting ideas, discussion on the practical applications of the digital revolution of business and how artificial intelligence will impact our professional lives in the future.

He spent over 25 years in various roles at IKEA, with a long career in technology development across IKEA, which included the digitization of IKEA in Sweden and the establishment of Enterprise Architecture.

He also worked in the business development areas around Digital Workplace, Human Resources and Business Processes. George helped establish both the Digital Workplace Group and Make IKEA a great workplace as process developer of the 'Visualize the Future Workplace' process..



WORKSHOP

The Future of Work



OUTLINES

- ✓ As we move onto the impact of AI on jobs, the implicated skills gap and the impact on organizational change, the initial focus of the workshop is the 5th Industrial Revolution. The workshop describes the history of AI and the future of AI. Ultimately, we raise the question about the future of society and the need for communities.

The Workshop Will Discuss

- ✓ Using Technology to Engage a Distributed Workforce
- ✓ The change in the way we work
- ✓ The readiness of a digitalized business
- ✓ The way that Digitization drives the humanistic approach in the workplace

DR. AMER ALRAWAS

Senior Principal Consultant - RBL Group

Dr. Rawas is a Senior Principal Consultant with the RBL Group. Prior to his current post, he served as the Chief Executive Officer of Tasneea Oil & Gas Technology Group, earlier was the Chief Executive Officer of Oman Telecommunications Company (OmanTel).

Dr. Rawas served in various academic and leadership positions at the Sultan Qaboos University (SQU) the flagship university in Oman. His last assignment was the Dean of Educational Services. Earlier to that he was the Director of the Center for Information System where he led the transformation of the role of ICT in the university.

Dr. Amer Al Rawas is the current Chairman of MELA (Middle East Leadership Academy), a non-government leadership community serving the whole of Middle East providing leadership, training, networking, and inspiring the young leaders across the Middle East.

Dr. Rawas holds a PhD in Computer Science and Artificial Intelligence from the Sussex University, UK, 1997. Although his area of specialization is Software Engineering, his research has expended in scope to cover the role of ICT in Economic Development, Socioeconomic and Demographic Drivers for Economic Growth.



KEYNOTE HRBP 2.0

- ✓ What are the contextual factors shaping HR's business centrality?
- ✓ Whom does HR serve? Who are the "customers" of HR?
- ✓ How can HR help increase employee productivity and experience (well-being)?
- ✓ How can HR build better leadership ?
- ✓ What is the strategy of the HR department?
- ✓ How should the HR department be organized?
- ✓ How should HR design and deliver HR practices?
- ✓ What are the required skills for HR professionals?
- ✓ How can HR use technology to leverage digital information?
- ✓ How do we define HR analytics?
- ✓ How do HR professionals work with each other in HR and with others in their organization?

KATRINA COLLIER

Candidate Engagement Author & Speaker

Katrina Collier helps companies solve the problem of candidate engagement. HR, recruiters and sourcers don't have an issue finding people. They have an issue evoking a response, engaging people and stopping candidates from ghosting. She is the author of *The Robot-Proof Recruiter* and delivers keynotes, inspiring all those involved in the recruitment lifecycle to change their mindset and use a candidate-centric approach.

She is also the founder of multiple Disrupt HR events across the UK, an Ambassador for Retrak Charity, and co-host of *The Social Recruiting Show* pod cast.



KEYNOTE Recruiting In A Google Age

- ✓ The Internet irreversibly changed recruitment, there are now over 4 billion people online that can be accessed by companies. Yet, where initially this made HR and Talent Acquisition's job easier, the transparency that has been created by search engines and the noise of so much data, is now working against companies.
- ✓ In this session, Katrina Collier will show HR Leaders how important their role is in ensuring that their company's recruitment, pre and onboarding is successful.
- ✓ You will leave with key steps to implement to improve their recruitment.

GARETH BULLEN

Practicing Professor of Intrapreneurship

Gareth has over 20 years experience as a Senior Manager and Director within the power and gas industries before moving to help set up a consultancy. Which built an unrivalled reputation in delivering leadership capacity, customer excellence and creative ways of working. Gareth has helped to develop senior leaders across all sectors and has worked with a wide range of clients. He is also an executive coach and mentor, working with board level directors in many private and public organizations. Those including the NHS, Government Office, O2, The Big Lottery and Npower.



Over the years Gareth has been successful in winning numerous national awards with clients for customer excellence, learning as well as development and employee engagement reflecting the level of commitment, passion and expertise he brings to all his work.

Gareth is viewed as a thought leader in the area of the intrapreneurial leader mindset. And now he works globally with organizations regularly giving key note speeches on how businesses can become more intrapreneurial. He is a practicing Professor of Intrapreneurship at the London Centre for Executive Excellence which is part of the London College of International Business Studies, contributing to their global executive programs.



OUTLINES



KEYNOTE

The Future Of Work, Global Trends In Talent

- ✓ In this fast-changing environment building a high energy and innovative organisation becomes essential if they are to survive and thrive. This presentation describes how HR professionals can create a high impact and intrapreneurial culture where they work.
- ✓ **The Presentation will describe how HR professionals can**
 - ✓ Create an intrapreneurial culture
 - ✓ Help Leaders inspire and involve work colleagues
 - ✓ Build a transformational community of the willing, and
 - ✓ Maximise innovation and employee satisfaction

DAVID RIGBY

**International trainer and coach for
Smart Coaching & Training**

David Rigby is a founding director of Smart Coaching & Training. He developed a training practice focusing on Behavioural Preference Profiling and Signature Courses on leadership, diversity, team-building, coaching, personal branding, presentation, communication and customer service. Former UK radio presenter and lifestyle columnist for Al Arabiya News.

He has Mathematics degree from London University and has worked with consultancies such as PWC.



Selected clients: Abu Dhabi Municipality | Abu Dhabi University | Middlesex University Dubai | Skills International Kuwait | Google | ArRiyadh Development Authority | DEWA | ADNOC | Aramco | Kuwait Petroleum | National Electronic Security Authority | Rolaco Jeddah KSA | GlobalFocus Kenya | Baker Tilly Kuwait | Leoron Ghana | Lloyds Bank UK | UK Stock Exchange | Citibank US | ABN AMRO Hong Kong | Nynex US | Volkswagen FS | BT | Danish Stock Exchange | Ernst & Young | Telecom Italia | Shell | Serco.



KEYNOTE Developing Employees in a Digital Age

- ✓ 75% of long-term job success depends upon soft skills only 25% on technical skills. Emotional intelligence is twice as important as technical and cognitive ability in distinguishing top performers from average ones. Focusing on what needs to be developed, and what you might do about it.
- ✓ Communication – exploiting your and others' behavioural communication preferences. Many millennials who would rather die than talk to someone. Build confidence to listen to, build rapport and listen to others.
- ✓ Team work- the ability to work in teams and self organised groups and leading by persuasion, being able to support each other, delivering by results not ego.
- ✓ Presentation Skills – Public speaking in front of an audience, making stills and video for social media, is scary. Constructing presentations and delivering in an engaging way using story telling.
- ✓ Change and adaptability – At the core of adaptability is being flexible and embracing constant change. Managing change. Overcoming fear of failure. Being allowed to make mistake.

LAURA WILKINSON

Head of People at Verv

Laura Wilkinson is the Head of People at Verv, an award-winning start-up driving down carbon emissions and energy bills through the innovative use of AI and blockchain. Laura is CIPD qualified and has 6 years experience working in the HR industry across technology and media companies. She has a huge passion for start-ups and innovative businesses having played a key role at both Shazam and Onfido as they moved from start-up to scale-up phase and revels in creating cohesive environments that people love working in



OUTLINES



KEYNOTE

Balancing Employee Satisfaction and Business Objectives

- ✓ What are the "big picture" business objectives and how do you communicate them with employees whilst driving engagement?
- ✓ How does HR act as the middleman between senior leadership and employees to ensure maximum impact?
- ✓ How can you create big impact with minimum budget?
- ✓ How do you create dynamic and positive feedback loops in different businesses?

THE ORGANIZER

VIGOR

EVENTS

A subsidiary of Vigor-Enterprise®

Vigor-Events is a first-class seminars house for the sophisticated cultural audiences in the Middle East and North Africa region

Beyond the scope of routine event management, Vigor-Events is focused on transforming the concept of seminars and conferences

It brings together the world's most prominent leaders, speakers, and authors from a wide range of fields

The aim is not only to hold discussions, but to hold discussions which develop solutions for the world we live in

REGISTRATION & INQUIRIES

+965 6968 8000

+965 9491 3803

+965 2246-1445

Floor 13, Al-Gas Tower, Ahmad Al-Jaber St., Sharq, Kuwait City, Kuwait.

www.knowledgeclub.com

info@vigorevents.com

KNOWLEDGE CLUB™ 2019

HRDIME

HR DEVELOPMENT MIDDLE EAST CONFERENCE

26-27 MAR

KUWAIT 2019

9:00 AM - 4:30 PM

2 DAY CONFERENCE

RADISSON BLU HOTEL

DASMAN BALLROOM

WHAT'S NEXT >>



16 APR

DR. COREY PHELPS

CRACKED IT!

**How to Solve Business Problems
and Sell the Solutions**

1 DAY Seminar

>>>

- ✓ Fees includes training material + certificate of attendance
- ✓ Replacements and representatives are allowed, however the fees paid are not refundable

For more information www.vigorevents.com



Download Vigor Events App



/knowledgeclub



@knowledgeclub



/vigorevents



/vigorevents



PREPARE

your annual business
calendar and training
budget easily



NETWORK

with different levels
of business communities.



KEEP UP

with new updated
practices.



ENJOY

the KC membership
benefits.