



GLOBAL HR TRENDS SUMMIT ISTANBUL

19-20 OCTOBER 2017

— **ISTANBUL, TURKEY** —

ORGANISED BY

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ISTANBUL4

GLOBAL HR TRENDS SUMMIT

19 - 20 OCTOBER 2017

Dear Colleagues,

It is my outmost pleasure to welcome you to the forth edition of the Global HR Trends Summit Istanbul!

For the 4th edition of our Global HR Trends Summit Istanbul, we have assembled an amazing line up of international speakers whose work is changing the global HR world. Through innovative storytelling and cutting edge discussions, they will help you prepare for the upcoming challenges and trends in the ever changing global HR world.

Here is only a small selection of the amazing stories that you will be able to hear:

- How To Create A Proven **Employee Engagement** Strategy Like **Marriott**
- Build Your **Company Culture** Through **Effective Communication** The **Novo Nordisk Way**
- Develop **Engaging Leadership In A VUCA Environment** Through The Example of Carlsberg Group
- **Sustaining A Culture Of Engagement** Like **Facebook**
- **Building Capability** Within The Organization Through The Example of **Marina Homes**

The event will also feature Two Master Classes providing well-proven step-by step guide on cultivating healthy **Culture in Your Company** and a practical guide on **Creating an Aligned Employee Experience**.

Our speakers work and develop HR strategies for some of the world's biggest brands such as: **Coca-Cola, Facebook, Novo Nordisk, REDTAG, Marina Homes, Carlsberg Group, StrategyFocused Group, Heidrick & Struggles Company and Marriott Hotels**. This is your exclusive opportunity to hear how they deal with day to day issues.

The Global HR Trends Summit Istanbul 4 offers the ideal opportunity to exchange HR ideas, stay on top of global trends and make new friends, the event is designed around interaction, a place where everybody can voice their opinion.

Our Global HR Trends Summit Story began in May 2011 and since then we have held annual HR events in 13 different countries including: **Azerbaijan, Qatar, Egypt, Jordan, Croatia, Serbia, Bulgaria, Turkey, Georgia, Israel, Lebanon, Iran, Montenegro and Macedonia**, hosting more than 5000 delegates.

Don't miss this opportunity to learn, experience and network with Global HR Leaders!

I look forward to personally meeting you at the Global HR Summit Istanbul 4 this October!

With kindest regards,

Sanja



Sanja Popovska
Chief Events Director
P World
sanja.popovska@thepworld.com

BENEFITS OF ATTENDING!

1

Spend two days surrounded by **some of the most stimulating and forward-thinking people in the world**

- the instant cure to a creative burnout

2

Our inspirational speakers have worked and developed **Leadership, HR & Business Strategies** for some of the **world's most admired entrepreneurs and corporations**

3

Get smarter. **Discover new ideas and trends** for your sector and leave the event with incredible insights that will improve your business in the future

4

Be exposed to **new ways of approaching your work** and learn from the incredible stories each speaker has to tell

5

The Global HR Summit Istanbul will **inspire and motivate you**, and will provide you with a world-class education in leadership, human resources & strategic development

6

Our interactive discussions will help you get **practical tools and insights** that will help you solve your current and future challenges

7

Get deeper understanding of today's ever changing **Leadership & HR Trends** and find a natural support structure that will help you **stretch your knowledge beyond your limits**

8

The Global HR Summit Istanbul all about building a **creative community** that will provide you with **support, value and opportunity to make things happen**

9

The event is all about **real life conversations** with each other and networking with amazing people

10

This is the forth edition of this event, need we say more?

MEET YOUR NEW HR FRIENDS



MAUD DURAND, Strategic EMEA Sourcer, **FACEBOOK**

Graduated from a Master in HR Management, Maud considers HR a vocation that always inspires her and pushes her to go further and deeper into her ideas. She has recently been working for LinkedIn where she had the chance to help to the creation and the implementation of a scalable Sourcer Model. There Maud re-experiences the importance of Sourcing in the Recruitment function and more than anything, combining the things that she loves: Talent Acquisition, Business Partnership and Strategy. At her current position in Facebook, she is a Strategic Sourcer and Insights Partner, helping business have a better picture of their Talent Landscape and pipeline strategically top-notch people.



ANDRE DE WIT, Former Vice President Learning, **CARLSBERG GROUP**

Andre De Wit until recently served as Vice President Learning and Capability Building for the Carlsberg-group, an internationally Beer-brewing company with 45.000 employees and factories in 40 countries mainly in North, Western & Eastern Europe and Asia. Carlsberg, which has his home base in Copenhagen Denmark, is currently the 3rd biggest beer-brewing company in the world. Previously to joining Carlsberg Andre was the Group Director Learning at Metro A.G, Developer and Facilitator of Cultural Transformation Program at Friesland Campina, CEO MCC Croatia at Metro Cash and Carry and CEO IKEA Iberica.



JYOTHI SANTOSH NAIR, Head of Human Capital Management, **MARINA RETAIL CORPORATION**

Jyothi is the Head of Human Capital Management at Marina Retail Corporation (Marina Home) and involved in Developing and Implementing Human Resources and Talent Development Strategy across the Middle East. She has initiated the Talent Development Department and introduced a structured approach to Training and Development with appropriate Transfer of learning Techniques. Her core area of expertise is capability building, Performance Management and associate engagement program. She has represented her organization in the Benchmarking Club and has received an award for 'best practices'. She has received Chairman's Award for Highest Performance in 2012 and the 'Extra Mile' Award for contribution to business for year 2016-17.



IMRAN AHMAD, Head of Group Engagement, learning & Development, **REDTAG**

Imran Ahmad Heads the Engagement & learning function at BMA international FZE , GCC based Fashion & Food retail group. He partners with CEOs and Business heads to shape People strategy, and create Customer Centricity in the group.

Over the last 20 years, Imran has worked with MNCs in Retail , Manufacturing and Consumer Distribution sectors across GCC in shaping people strategy , creating Human capital as a differentiator and leading Culture transformations. He has unique a insight of the region's HR complexities and demands and a valuable commercial focus .

In his current role, Imran is the steward of organization initiatives and loads Value addition to the Business by ensuring that the Learning Culture engages the employees to develop , collaborate and maximize their contributions and capabilities. . While culture transformation is his top priority , providing thought leadership and fostering Managerial Development is his personal passion.

Imran is an Active Speaker at Various HR conferences and HR Summits globally . He was cited as " 100 most influential Global HR professional" in 2016 and is a recipient of HR Leadership Award 2014 awarded by the World HRD congress .

MEET YOUR NEW HR FRIENDS



SERGIO SNYDER, Area Director of Human Resources Eastern Europe, **MARRIOTT INTERNATIONAL**

Sergio Snyder started his career with Marriott in 1991 as the Director of Services at the Marriott Casamagna Hotel in Mexico. He has held a number of HR roles throughout his tenure: Human Resources Manager at London Marriott Hotel County Hall, Director of Human Resources at London Marriott Hotel Maida Vale Hotel, multi-property Director of Human Resources at Bournemouth and Meon Valley Marriott Hotels and then became Cluster Director of Human Resources for the UK West Cluster. In 2007, he became the Regional Director of Training for Marriott in Continental Europe Region and in December 2009 was promoted to the Director of Training for Europe in Marriott. In April 2011 he took his current assignment as Area Director of Human Resources looking after all the Marriott properties in Eastern Europe covering 15 countries. Sergio's vast HR and training experience in Eastern Europe is a vital asset for Marriott as the company continues to expand its presences in Europe. He is fluent in English and Spanish and is a graduate of Westminster College in London, the London Institute and a member of the Institute of Personnel in the UK (CIPD).



TORBEN PEDERSEN, Business Support, Oral Launch Plant, **NOVO NORDISK**

Torben Pedersen, is currently in charge of the Oral Launch Plant of Novo Nordisk. Previous to this role he was the SVP HR Partner at Novo Nordisk where his main field of work is optimization of the core HR processes leading up to talent recruitment and developing and implementing a new talent management process.



ANIA JAKUBOWSKI Former General Manager Poland and the Baltic, **COCACOLA**

Ania has twenty-five years of experience in senior leadership & general management positions across North America & Europe with leading consumer goods companies: Procter & Gamble, Coca-Cola Hellenic Bottling Company, & The Coca-Cola Company. She serves as a supervisory board member of Bank Millennium SA. Anna has been selected to Chair the 2016 Polish Effie Awards which honour the effectiveness of the marketing communications industry through education & recognition. She is also a Board Member of the Polish-International Advertising Association (IAA) & the Polish- American Chamber of Commerce (AmCham). In 2016, Anna was recognized by Why Story Polska with a Charismatic Woman Business & Social Enterprise Award (www.whystory.pl), for her contributions to the community. She was also recognized in 2011 by The International Alliance for Women with the World of Difference 100 Award (www.tiaw.org) for her contribution to the economic empowerment of women.



RON THOMAS, Managing Director, **STRATEGYFOCUSED GROUP**

Ron Thomas is Managing Director, Strategy Focused Group-MENA, based in Dubai. He is also a senior faculty member and representative of the Human Capital Institute [hci.org] covering the MENA region. He was formerly CEO of Great Place to Work-Gulf countries, also based in Dubai. A former CHRO who was based in Riyadh, Saudi Arabia, he holds certifications from the Human Capital Institute as Global Human Capital Strategist [GHCS], Master Human Capital Strategist (MHCS), Strategic Workforce Planner (SWP). Ron's prior roles included senior HR positions with Xerox HR services, IBM, and Martha Stewart Living. Board memberships include the Harvard Business Review Advisory Council, McKinsey Quarterly Executive Online Panel, and HCIs Expert Advisory Council on Talent Management Strategy. He received the Outstanding Leadership Award for Global HR Excellence at the World Human Resources Development Congress in Mumbai, and was named as one of the 50 Most Talented Global HR Leaders in Asia.

MEET YOUR NEW HR FRIENDS



SEBASTIEN TERRAL, Vice President & Engagement Leader Senn Delaney, **A HEIDRICK & STRUGGLES COMPANY**

A seasoned expert in leading culture transformation and leadership team development, Sébastien Terral (Seo) is a vice president at culture-shaping firm Senn Delaney, a Heidrick & Struggles company, based in Paris. Seb served as head of learning and development at Hertz and Europcar International. He partnered with business divisions in Europe, Asia and the Pacific to provide learning solutions that drive performance among field operation and leadership employees. Seb became a certified facilitator in Senn Delaney's culture-shaping methodology and led a team of 18 who delivered the culture-shaping program to 15,000 employees globally. He was awarded a Global Leadership Award for the implementation of Hertz's culture-shaping program.



TIM ACKERMANN , Head of Talent Acquisition & Experience, **LIDL**

Seasoned and passionate HR and Talent Acquisition expert with over 20 years of experience in various industries and regions at companies such as Deutsche Bank, Microsoft, Swarovski and Zalando. Recently Tim joined Lidl, one of the world's largest grocery retailers, as Global Head Talent Acquisition & Experience to create a unique and frictionless experience for future and existing employees. Outside of the corporate world, Tim taught HR Management at the International School of Management, Munich. Tim is a founding member of Queb e.V. the (German) Association for Quality Employer Branding and actively engaged in the harmonization of the European higher education with fibaa e.V.



SABINE VAN DER MEIJDEN, Global Performance Manager, **ING**

With a Master in Social and Organisational Psychology and experience as a change management consultant driving large scale transformations, Sabine changed last year to the role of Global Performance Manager at ING. Currently ING is rolling out Step Up Performance Management: a new way of working that aims to improve the performance culture of the bank by moving from a retrospective review process to a real-time improvement process. In the roll-out the focus is to not only technically implement the framework, but really create a new performance culture.



SRIRAM RAJAN, Head of OD & Knowledge Academy, **SIG COMBIBLOC OBEIKAN**

Sriram is the Head of OD & Knowledge Academy at SIG Combibloc Obeikan (CBOB) – one of the leading consumer goods & packaging companies globally. Having worked across a range of industries and geographies over the last 16 years, Sriram has taken on a variety of OD & HR roles within the consulting, banking & IT industries with companies like Deloitte, Deutsche Bank & HP. Amongst a range of areas that he has been involved in, he has successfully

Set up and managed the OD function for Companies with 35,000+ employees. Designed OD frameworks to impact Knowledge Shift, Re-branded and structured the campus recruitment function which reduced manpower Costs by 25%.

In his current role at CBOB, Sriram has been instrumental in crafting the OD & the Knowledge Academy strategy. From designing customized & innovative digital learning solutions to implementing frameworks that sustain learning on the job, his current role also focuses on managing and building the talent pipeline for the company across the MEA region. When not at work, Sriram indulges in volunteer work, travel, writing, photography & sports.

DAY ONE

19TH OCTOBER 2017

09.00

Registration and Morning Coffee

10.00

Chairman's Opening Remarks

10.15

Employee Engagement – Cultural Integration And Engagement

Sergio Snyder, Area Director of Human Resources, Eastern Europe, **Marriott Hotels International Limited**

11.00

Effective Communication & Building Culture: Case Study By Novo Nordisk

Torben Pedersen, SVP HR Partner, **Novo Nordisk**

11.30

From Hindsight To Foresight - Don't Just Manage Employee Performance, Predict It.

Sriram Rajan, Head of OD & Knowledge Academy, **SIG Combibloc Obeikan**

12.00

Panel Discussion With Speakers & Delegates

12.30

Networking & Coffee Break

13.00

Creating Engagement In Times Of Disruptions

Imran Ahmad, Head of Group Engagement, learning & Development, **REDTAG**

13.30

Being serious about games: Gamification in recruitment

Tim Ackermann, Head of Talent Acquisition & Experience, **LIDL**

14.00

Panel Discussion With Speakers & Delegates

14.30

Lunch For Speakers And Delegates

15.30

Interactive Workshop: "Healthy Culture, Healthy Performance"

An interactive session exploring how taking care of culture in the organization is key to driving performance.

Sébastien Terral, Vice President & Engagement Leader Senn Delaney, **A Heidrick & Struggles Company**

17.30

End Of Day One

DAY TWO

20TH OCTOBER 2017

09.00 Registration and Morning Coffee

10.00 Chairman's Opening Remarks

10.15 **Leadership: Shining "Light" On The Topic Of "Engagement"**
Ania Jakubowski, Former General Manager, **Coca-Cola**

11.00 **Engaging Leadership In A VUCA Environment**
Andre De Wit, Former Vice President Learning, **Carlsberg Group**

11.30 **Continuous Conversations: From Myth To Reality!**
Sabine van der Meijden, Global Performance Manager, **ING**

12.00 Panel Discussion With Speakers & Delegates

12.30 Networking & Coffee Break

13.00 **The Hacker Way: Sustaining A Culture Of Engagement**
Maud Durand, Strategic EMEA Sourcer, **Facebook**

13.30 **Capability Building Within The Organization**
Jyothi S Nair, Head- Human Capital Management, **Marina Home Interiors**

14.00 Panel Discussion With Speakers & Delegates

14.30 Lunch For Speakers And Delegates

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DAY TWO

20TH OCTOBER 2017

15.30

Interactive Workshop: Creating an Aligned Employee Experience

As a term, customer-centricity became a trending expression when organizations started adopting customer relationship management, due to its frequent use by vendors of CRM software. Today, it encompasses both business processes and cultural mindsets, but also the actual way of doing things within a given company. A customer-centric approach has been proven to add value to a company, as a cultural and branding element but also as a business differentiator. What it translates to is putting customers above everything else and at the heart of every decision. But what about the customer within? What about one of the key resources that ensure a company's competitive advantage over other businesses?

Ron Thomas, Managing Director, **StrategyFocused Group**

17.30

End Of Day Two



INTERESTED IN SPONSORING OR EXHIBITING AT ISTANBUL LEADING HR EVENT?

Over 30 companies have sponsored or exhibited at the Global HR Summit around the world.

At P World we are all about creating unique experiences for our customers. By supporting our event you will be in direct contact with your target market and generate business for your organization.

As a sponsor you will benefit from a dedicated HR campaign in the build up to the event and our unparalleled direct marketing campaign where your solutions are promoted extensively across the region through targeted e-shots, hard copy mailings and our experienced telemarketing team.

At the event itself our job is to personally introduce you to senior buyers, influencers and decision makers through pre-arranged one to one meetings, networking events and keynote speaking opportunities.

We have an experienced and thoroughly professional team here that will ensure we generate real ROI for your company.

For more information on how you can get involved at the Global HR Trends ISTANBUL as an exhibitor or a sponsor, please email Sanja Popovska at sanja.popovska@thepworld.com



WHAT THE GLOBAL BUSINESS ELITE IS SAYING ABOUT OUR HR EVENTS



Serhad Bolukcu
Facebook

" Thank you so much for having me. It was a pleasure and what a great group of speakers you had as well. "



Massimo Sangiovanni
Motorola Solutions

" I enjoyed the conference and networking. "



Karen Carter
Microsoft

" Amazing event! I had a great time and was able to meet some fantastic people. You all do a stellar job. "



Jessica Bennett
Tumblr

" I thought the conference was great! "



Sonja Briffett
Henkel Beauty Care

" Thanks again for a wonderful event! Well organized and great guest speakers "



Madlen Nicolaus
Salesforce

" It was a great experience again and thanks again for the perfect organization. "



Irina Pashina
SAP Marketing

" It's an honor and pleasure to be part of the P. family and I am happy I could contribute to what was an amazing marketing conference! "



Steffen Ruebke
Henkel Beauty Care

" Many thanks also from my side for the great "experience" - it was great to visit such an amazing country, attend such an inspiring seminar and conduct more online/tv interviews per day than ever before. "



Burak Ergenoglu
Sanofi

" It has been a pleasure for me to speak at your very well organized event. Thank you very much for you and the team members for your professionalism and being a good host. "



Dana Kabbani
EMI Music

" I really enjoyed the meeting - everything was organized perfectly, smart and nice speakers, impressive location "