

# Talent Management in the 21st Century



## Attracting and retaining the best talent for your organisation

Two-day Conference: 20 – 21 April 2008  
Post - Conference Workshop: 22 April 2008

A two-day conference and workshop designed to help you:

**Identify** new ways to drive workforce engagement

**Overcome** cultural and behavioural barriers

**Develop** and nurture talented young people for the future

**Achieve** best practice processes in:

Performance management

Competency management

Leadership development

Succession planning

Learning and development

Compensation and Benefits

Recruitment & Selection

Career Development

Tools and Technologies

### Expert contributions from:

British Telecom (UK)  
Coca-Cola (Europe)  
NOKIA (UK)  
AUJAN Industries (UAE)  
EMARAT (UAE)  
SONY (Europe)  
British Airways (UK)  
Dubai Institute for Human  
Resource Development (UAE)  
Network Rail (UK)  
Center for Human Development  
(Egypt)  
UNILEVER (UK)

**Post Conference Workshop:**  
22 April 2008

Workshop  
Facilitated by:

Organised by:



Talents Strategic Partner



## Talent Management in the 21<sup>st</sup> Century: Attracting and retaining the best talent for your organisation

To succeed in today's tough business environment, it is vital to ensure you have the best talent to drive your business forward. We all accept how important talent management is to your organisation and how it can contribute to the success of the business. In today's competitive, challenging market, it is vital to ensure that talent management is understood and that everyone accepts that our employees are our most important assets.

Given that engaged employees are more likely to perform, it falls to HR professionals to make the necessary HR investment to ensure you are attracting and retaining the best talent for your organisation, maintaining a diverse workforce, encouraging leadership, engaging employees and devising a comprehensive learning and development approach.

As a delegate you will learn:

- How to attract and retain the very best talent for your business
- To develop a culture where employees have rational and emotional commitment; and where employees can understand the business strategy and their contribution to business performance
- Encourage leadership buy-in and ownership
- Implement successful talent appraisal systems, competency and performance management plans
- Identify the most effective coaching methods
- The most effective and innovative methods for employee engagement
- To improve business performance with the right workforce for your organisation

Highlights include:

- **Interactive panel discussion:** exploring tried and tested methods for coaching employees
- **Coca-Cola:** developing a comprehensive learning and development approach
- **Sony Europe:** taking employee engagement to next levels

Alpha Training's two day conference has been carefully designed to help you achieve these goals. Bringing you 14 successful case studies and interactive sessions, this is the event that will give you the guidance and experiences that you need to ensure you attract and retain the very best talent for your organisation.

**This is an opportunity not to be missed. Get the answers, expertise and networking opportunities by registering today!**

[www.alphatraining.co.uk](http://www.alphatraining.co.uk)



### Alpha Training

**Alpha Training** is a leading provider of professional learning and development programmes and business training courses. We believe in a client - centered approach to development in which all course designs and materials reflect the actual work environment of participants.

Our consultants and trainers will provide you with up – to - date concepts, methods and techniques, which expand your manpower skills and knowledge and promote your business growth.

All our solutions are based around your specific business goals and aim to help you achieve industry-leading performance and profitability through your people.

Talents Strategic Partner



## Day One – Sunday 20 April 2008

08:00	Registration and refreshments		
08:30	Chairman's opening remarks		
08:45	<p><b>Integrating competency management with HR activities for maximum performance</b></p> <ul style="list-style-type: none"> <li>Ensuring staff have the right skills and knowledge to perform effectively</li> <li>Managing and tracking individual skill levels to ensure consistency in productivity</li> <li>Designing and implementing a comprehensive competency-based system</li> </ul>	<p><b>Speaker:</b> <b>Geoff Cripps</b> Vice President, Human Resources, Aujan Industries (UAE)</p> 	
09:30	<p><b>Building and maintaining a proactive HR planning and succession management</b></p> <ul style="list-style-type: none"> <li>Identifying tools and resources to aid in succession management initiatives</li> <li>Providing employees with growth opportunities and challenges</li> </ul>	<p><b>Speaker:</b> <b>Angela Jandu</b> Head of High Performance Culture, BT</p> 	
10:15	<p><b>Engaging your employees for improved business performance</b></p> <ul style="list-style-type: none"> <li>Understanding the concept that 'employees are our most important assets'</li> <li>Demonstrating the business benefits of employee engagement</li> <li>Linking your organisation's business strategies and goals with employee performance</li> </ul>	<p><b>Speaker:</b> <b>Abdulla Sambaig</b> HR Manager, EMARAT (UAE)</p> 	
11:00	Morning coffee break		
11:20	<p><b>Developing a new employer brand for a company that doesn't exist</b></p> <ul style="list-style-type: none"> <li>Building the business case to invest in understanding</li> <li>Investigating what attracts and retains</li> <li>Aligning processes and behaviours of two different companies</li> <li>Building understanding across cultures</li> </ul>	<p><b>Speaker:</b> <b>Peter Bedford</b> Head of Resourcing and Employment, Nokia Siemens Network WSE (UK)</p> 	
12:05	<p><b>Designing and Implementing Competency Assurance Based Systems and Orientation Programs</b></p> <ul style="list-style-type: none"> <li>Designing an effective Competency Assurance Based Systems</li> <li>Ensuring employees are satisfied with performance strategies</li> <li>Maintaining a high-level performance culture through incentive programs</li> </ul>	<p><b>Speaker:</b> <b>Mohammed Naji</b> GASCO's Ex Competence Assurance Coordinator</p>	
12:50	Networking lunch break		
14:00	<p><b>Developing and nurturing talented young people for the future</b></p> <ul style="list-style-type: none"> <li>Helping young people to build strategic career path</li> <li>Establishing an effective learning and development strategy</li> <li>Aligning and Integrating young people values with the national development strategy.</li> </ul>	<p><b>Speaker:</b> <b>Dr Nadir Nada</b> Director, Egyptian Center for Human Development.</p> 	
14:45	<p><b>Implementing and maintaining a successful talent appraisal system.</b></p> <ul style="list-style-type: none"> <li>Establishing an effective talent acquisition strategy</li> <li>Ensuring employees are satisfied with performance strategies</li> <li>Maintaining a high-level performance culture through incentive programs</li> </ul>	<p><b>Speaker:</b> <b>Tony McCarthy</b> Director – People British Airways</p> 	
15:30	Afternoon coffee break		
15:45	Bayt		
16:00	<p><b>PANEL DISCUSSION: Exploring tried and tested methods for coaching employees</b></p> <ul style="list-style-type: none"> <li>This session will bring together experts to discuss best methods for coaching.</li> </ul>	<p><b>Chair: Geoff Cripps</b> Vice President, Human Resources, Aujan Industries (UAE)</p>	
17:00	Chairman's closing remarks		
17:15	Close of day one		

## Day Two – Monday 21 April 2008

<b>08: 30</b>	<b>Chairman's opening remarks</b>		
<b>08:45</b>	<p>■ <b>Developing a comprehensive learning and development approach</b></p> <ul style="list-style-type: none"> <li>▪ Ensuring learning and development objectives are aligned with the overall strategic goals</li> <li>▪ Co-ordinating and developing a strategic development program for all employees</li> <li>▪ Gaining buy-in from managers to ensure a continuous and successful learning and development plan</li> </ul>	<p><b>Speaker:</b> <b>Bernard Kunerth</b> Vice President, Human Resources, Coca-Cola Hellenic</p> 	
<b>09:30</b>	<p>■ <b>Applying the Analytical Hierarchy Process (AHP) Model to your talent management system</b></p> <ul style="list-style-type: none"> <li>▪ What is Analytical Hierarchy Process and how this benefits your organisation</li> <li>▪ Understanding the link between Analytical Hierarchy Process and employee selection</li> <li>▪ Integrating Analytical Hierarchy Process with current systems</li> </ul>	<p><b>Speaker:</b> <b>Dr Mohammed Tikrity</b> Managing Director, Alpha Training</p> 	
<b>10:15</b>	<p>■ <b>Re-energising your organisation - the next level of engagement</b></p> <ul style="list-style-type: none"> <li>▪ Dealing with more intensity, demands and work pressure</li> <li>▪ Sustaining engagement and high performance under increasing pressure</li> <li>▪ How Sony Europe are taking employee engagement to next levels</li> </ul>	<p><b>Speaker:</b> <b>Jane Sparrow</b> Head of Employee Engagement &amp; Communication, Sony</p> 	
<b>11:00</b>	<b>Morning coffee break</b>		
<b>11:30</b>	<p>■ <b>Developing HR Policies that Advance Effective Human Capital Management</b></p> <ul style="list-style-type: none"> <li>▪ Applying effective training and human resource strategies</li> <li>▪ Step-by-step guide to determine successful HR policies to suit your organization</li> <li>▪ Ensuring your workforce adheres to your organization's HR policies</li> </ul>	<p><b>Speaker:</b> <b>Mohammed Jasim Ibrahim</b> Director, Dubai Institute for Human Resource Development (DIHRD)</p> 	PHOTO
<b>12:15</b>	<p>■ <b>Establishing strategies for successful coaching</b></p> <ul style="list-style-type: none"> <li>▪ Identifying and applying the most effective coaching</li> <li>▪ Building staff confidence to work more efficiently</li> <li>▪ Demonstrating the benefits and pitfalls of coaching</li> </ul>	<p><b>Speaker:</b> <b>Bob Hughes</b> Employee Engagement Manager, Network Rail</p> 	
<b>13:00</b>	<b>Networking lunch break</b>		
<b>14:15</b>	<p>■ <b>Motivating employees through empowered career development plans</b></p> <ul style="list-style-type: none"> <li>▪ Helping individuals to build strategic career path</li> <li>▪ Building a roadmap for succession planning</li> <li>▪ Jobs for life: understanding the balance required for a successful career</li> </ul>	<p><b>Speaker:</b> <b>Danny Kalman</b> HR Director Panasonic Europe</p> 	
<b>15:00</b>	<p>■ <b>Building Superior Talent in Unilever</b></p> <ul style="list-style-type: none"> <li>▪ Unilever's challenges in Talent Management in this region.</li> <li>▪ Unilever's practices in Talent Management</li> <li>▪ Graduate development role in building sustainable talent flow</li> </ul>	<p><b>Speaker:</b> <b>Omar Najjar</b> Leadership Development Team Talent Director - Unilever</p> 	
<b>15:45</b>	<b>Afternoon coffee break</b>		
<b>16:00</b>	<b>Panel discussion</b>		
<b>16:45</b>	<b>Sponsors</b>		
<b>17:00</b>	<b>Chairman's closing remarks</b>		
<b>17:15</b>	<b>Close of conference</b>		

## Post - Conference Workshop

22 April 2008, Dubai

### Workshop

Facilitator:

This workshop is designed to help you outline.

By the end of the workshop you will be able to:

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<b>08:30</b>	Registration and refreshments	<b>12:30</b>	Networking lunch break
<b>09:00</b>	Introduction and objectives ▪ ▪ ▪	<b>13:30</b>	Part 2 of the workshop ▪ ▪ ▪
<b>09:45</b>	Introduction to workshop ▪ ▪ ▪	<b>14:30</b>	Afternoon coffee break
<b>10:45</b>	Morning coffee break	<b>14:45</b>	Q & A session
<b>11:00</b>	Part 1 of the workshop ▪ ▪ ▪	<b>15:30</b>	Summary of workshop
		<b>16:00</b>	Close of workshop

## Sponsors

# Registration Form

<b>Please register me (us) in the following:</b>		
<input type="checkbox"/> Conference Only	Talent Management in the 21 <sup>st</sup> Century, 20 - 21 April 2008	\$1950
<input type="checkbox"/> Workshop Only	Post conference workshop, 22 April 2008	\$950
<input type="checkbox"/> Conference & Workshop	Conference and workshop, 20 - 22 April 2008	\$2750

**Register before 22 February 2008 and save 10%. Further 10% discount for Group of 4 or more delegates.**

	Name	Job Title	Email
Nominee 1			
Nominee 2			
Nominee 3			
Nominee 4			
Visa Required?	<input type="checkbox"/> Yes <input type="checkbox"/> No	If Yes, specify date	
Hotel Booking?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Arrival date	

### Program (s) Registered by:

<table border="1"> <tr><td>Title</td><td></td></tr> <tr><td>Name</td><td></td></tr> <tr><td>Company /Organisation</td><td></td></tr> <tr><td>Position</td><td></td></tr> <tr><td>Approving Manager</td><td></td></tr> <tr><td>Address</td><td></td></tr> <tr><td>City</td><td></td></tr> <tr><td>Post/ Zip Code</td><td></td></tr> <tr><td>Country</td><td></td></tr> <tr><td>Email</td><td></td></tr> <tr><td>Phone (Work)</td><td></td></tr> <tr><td>Phone (Mobile)</td><td></td></tr> <tr><td>Fax</td><td></td></tr> </table>	Title		Name		Company /Organisation		Position		Approving Manager		Address		City		Post/ Zip Code		Country		Email		Phone (Work)		Phone (Mobile)		Fax		<h4>How to Register?</h4> <p> <b>By Phone</b> +971 (0) 4 351 6993</p> <p> <b>By Fax</b> +971 (0) 4 351 6994</p> <p> <b>By Email</b> dubai@alphatraining.co.uk</p> <p> <b>By Post</b> Alpha UK Training P O Box 120385, Dubai, UAE</p> <p> <b>Online</b> www.alphatraining.co.uk</p> <p>Register before 22 February 2008 and save 10%. Further 10% discount for Group of 4 or more delegates</p>
Title																											
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### Method of Payment

By Company Cheque     By Bank Transfer     By Bank Draft

*Please Invoice my Company (Official Purchase Order and contact details required) A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.*

*Payment by company cheques or bankers draft must be in UAE Dirhams or US Dollars. Please note that all US cheques and bankers drafts should be drawn on a UAE bank. All payments should be in favour of **Alpha UK Training**.*

**Bank:** Union National Bank, PO Box 981 Dubai, UAE, **Account No:** 800 104 3909

### Cancellation

If a confirmed registration is cancelled more than 7 calendar days prior to the program start date, a substitute participant may be nominated to attend the same program, or a 50% cancellation charge is applied. Full fee will be charged in case the participant is a no-show. Due to unforeseen circumstances, Alpha reserves the right to alter the date, venue and/or speakers.

### Sponsorship Opportunities

We have a range of packages to suit your budget requirements. On-site sponsorship offers excellent value for the promotion of your organisation's services, expertise and products, together of course with the added advantage of full networking opportunities, including workshops, and speaker opportunities.

**Call +971 (0) 4 351 6993 for details**

### Please Note

Delegates are responsible for their own travel and accommodation requirements. However Alpha Training has negotiated special delegate rates for you at selected hotels. These hotels can arrange for your visa as well. Please contact the hotel you wish to stay at. Directly.