




HR360

EGYPT

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11th-13th December 2011 | Cairo, Egypt



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15% Discount valid until the end of September

AGENDA

DAY ONE

11 December 2011



08:30 Registration

09:00 Welcome Remarks by Chairperson

09:15 **Panel Discussion**
SUSTAINABILITY AND HR: HOW HR CAN BE TRANSFORMATIVE IN EGYPT'S TIME OF CHANGE
 More than just a buzzword, sustainability is at the core of long-term business success and excellence and more than any time in history, business managers must come up with a comprehensive engagement policy towards sustainability in order to lead their companies in the right direction. HR plays a significant role in the transformation process by being the guardian to sustainable employee engagement policies.

Join top HR leaders in the debate for transformative change in policies and strategies to build a sustainable future.

Moderated By:

Medhat El Madany, *President*
EGYPTIAN HUMAN RESOURCE MANAGEMENT ASSOCIATION (EHRMA)

10:00 **Panel Discussion**
ETHICAL HR: THE ROLE OF HR IN CORPORATE SUSTAINABILITY

The renewed focus the world over on corporate responsibility towards the 3Ps (People, Planet, Profit) have driven many businesses to challenge their ways of business and how they have been operating.

Join a refreshing discussion on the role of HR in the ethical corporation and share your views on how HR can further enhance corporate sustainability through its programmes and policies.

10:45 Networking Coffee Break

11:15 Breakout into Streams

STREAM SESSIONS

TALENT RECRUITMENT AND RETENTION

11:15 **RECRUITMENT AND RETENTION – HOW TO KEEP HIRE AND KEEP THE BEST!**

12:15 Networking Lunch

13:30 **TALENT MANAGEMENT OF HIGH PERFORMERS**

14:30 **CREATING A WORKPLACE OF CHOICE**

15:30 Networking Coffee Break

16:00 **COPING WITH THE WAR FOR TALENT AND ATTRACTING EMPLOYEES WITH NON-MONETARY INCENTIVES**

17:00 End of Conference Day One

EMPLOYEE ENGAGEMENT

11:15 **KEEPING TRACK OF THE PULSE: MEASURING EMPLOYEE ENGAGEMENT**

12:15 Networking Lunch

13:30 **LEVERAGING ON THE POWER OF THE BRAND TO INSPIRE AND ENGAGE**

14:30 **CONNECTING WITH EMPLOYEES THROUGH TECHNOLOGY**

15:30 Networking Coffee Break

16:00 **THE POWER OF CORPORATE STORY-TELLING**

17:00 End of Conference Day One

LEADERSHIP DEVELOPMENT AND SUCCESSION PLANNING

11:15 **LEADERSHIP DEVELOPMENT AT BRITISH AMERICAN TOBACCO – THE NEXT GENERATION OF LEADERS**

Nihad Wahab, *Human Resources Director*
BRITISH AMERICAN TOBACCO

12:15 Networking Lunch

13:30 **EFFECTIVE COACHING AND MENTORING PROGRAMMES TO NURTURE LEADERS**

Karim Abdullah, *HR Manager, Middle East and Africa, EMEA - Emerging Markets*
COVIDIEN

14:30 **INNOVATIVE AND PRACTICAL APPROACHES TO EVALUATING LEADERSHIP POTENTIAL**

15:30 Networking Coffee Break

16:00 **EXPLORING ASSESSMENT AND DEVELOPMENT TECHNOLOGIES USED IN STRATEGIC LEADERSHIP DEVELOPMENT**

17:00 End of Conference Day One

AGENDA

DAY TWO

12 DECEMBER 2011



08:30 Registration

09:00 Welcome Remarks by Chairperson

Panel Discussion

09:15 **THE TRANSFORMATION OF HR: WHAT IS HR EXCELLENCE?**

Why change? HR as a business function has come a long way and has integrated itself into the fabric of literature predicting business success. A company's HR policies and attitudes can often predict how well a company does in the marketplace and today, many leaders are recognizing the need to inject more resources into their HR function. But what does the ideal HR scenario look like? How does it add to the business and at which point does it balance out?

Join top HR professionals from around Egypt share with you their views on the resources that HR need, how it can help the company, and what an HR excellence feels like.

Panel Discussion

10:00 **HOW HR IN EGYPT LEVERAGES TECHNOLOGY – ENABLER? OR DISTRACTION?**

Technology has changed the way corporations have reached out to customers and consolidated supply chains and work processes. How has HR adapted to technological advances? Is it more of an enabler? Or a distraction?

Join leading HR practitioners from Egypt when they share their experiences with technology and give you their verdict on how to adopt and adapt technology productively and effectively within an organization.

10:45 Networking Coffee Break

11:15 Breakout into Streams

STREAM SESSIONS

CORPORATE CULTURE AND CHANGE MANAGEMENT

11:15 **WHY ENGAGEMENT, CULTURE, AND COMMUNITY MATTER**

Youssef A. Youssef, *HR Manager*
HILTON HOTELS

12:15 Networking Lunch

13:30 **CASE STUDY: CHANGE MANAGEMENT IN EXECUTING ORGANISATIONAL RESTRUCTURING AND HUMAN RESOURCE PLANNING IN A FAMILY OWNED MANUFACTURING ORGANISATION**

Dr. Amr Sadik, *Ex-Group Chief HR Officer*
EL-SEWEDY CABLES

14:30 **CULTURE, INNOVATION, AND CONTINUOUS CHANGE**

15:30 Networking Coffee Break

16:00 **CULTURE—A COMPETITIVE ADVANTAGE THAT'S EVERYONE'S BUSINESS**

17:00 End of Conference

CAPABILITY DEVELOPMENT AND LEARNING

11:15 **REVITALISING THE LEARNING STRATEGY: PEPSICO'S LEARNING AND DEVELOPMENT PROGRAMMES**

Ahmed El Zoghby, *HR Director*
PEPSICO

12:15 Networking Lunch

13:30 **WORKING ON A SHOESTRING BUDGET – KEEPING IT SIMPLE**

14:30 **ORGANISATIONAL READINESS – ADAPTING TRAINING TO A CHANGING ENVIRONMENT**

15:30 Networking Coffee Break

16:00 **LEARNING EFFECTIVENESS – GENERATING BUY-IN FROM EMPLOYEES**

17:00 End of Conference

HUMAN CAPITAL MANAGEMENT & WORKFORCE PLANNING

11:15 **MOVING FROM AN OPERATIONAL TO STRATEGIC FOCUS IN WORKFORCE PLANNING**

12:15 Networking Lunch

13:30 **CREATING A SHARED RESPONSIBILITY FOR WORKFORCE PLANNING: PARTNERING WITH LINE LEADERS AND WITHIN HR**

14:30 **WORKFORCE SEGMENTATION: PRIORITIZING AND INVESTING IN THE RIGHT PEOPLE**

15:30 Networking Coffee Break

16:00 **WORKFORCE ANALYTICS**

17:00 End of Conference



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