

# STRATEGIC & TECHNOLOGY SUMMIT



DIAMOND HOTEL <LIBRA ROOM>, MANILA, PHILIPPINES

21 - 22 SEPTEMBER 2011

## STRATEGICALLY RELEVANT; BUSINESS CRITICAL

Hear From Leading HR Professionals Including:



Socorro Y. Torilla-Suarez  
HR Leader, Philippines Area  
and Global Delivery  
IBM in the Philippines  
IBM



Ms. Blesilda Junio Ambat  
Head of HR, Global Shared  
Services Center  
ERICSSON



Jonalyn Fernandez  
Country HR Manager  
NOKIA SIEMENS  
NETWORK



Jose Enrique A. Jimenez, Jr.  
Head of Human Resources,  
Global Finance Services  
JOHNSON & JOHNSON



Edna A. Gatchalian  
Vice President and  
Group HR Head  
ePLDT



Arthur Florentin  
Vice President and  
Conference Chair  
PMAP



Marilou G. Erni  
General Manager  
PETRON FOUNDATION .INC



Hans R. Monetengro, M.A.  
Country Manager  
NORTHGATE ARINSO



IMELDA H. CENTENO  
SVP in HR and Organization  
Development  
UNITED LABORATORIES, INC.



Manuel Garcia-Ramos  
Philippines Business Development  
Director  
SILKROAD TECHNOLOGY



Roy Del Rosario  
Global Consulting Director  
NITYO INFOTECH



Jaime M. Nasol  
Senior Vice President & Head,  
Cash Management Services Division  
BDO



Ana Maria (Penny) Bongato  
Executive Director,  
Talent Development Business  
BPAP



Bruce Crumley  
Director, Enterprise Solutions  
PEOPLE DYNAMICS INC.



Janet Lee Jodloman  
Senior Training Manager, Corporate  
training and special projects  
TELEDEVELOPMENT  
SERVICES INC



Valdimir Manuel  
SVP  
INTERNATIONAL  
INSTITUTE  
LEARNING INC

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*Are you at the helm of propelling HR towards strategic significance in the boardroom?*

*Can you balance between your company's long term strategic goals and your HR talent management and succession planning policies?*

*Have you achieved technical and operational excellence with your current staff to gain competitive advantage over your rivals?*

*Are you facing similar challenges to the questions posed above?*

**THE REST OF THE HR COMMUNITY CERTAINLY DOES.**



**DON'T MISS EXCITING CASE STUDIES FROM COMPANIES INCLUDING**



The Strategic HR and Technology Summit 2011 will be the ultimate gathering of strategic HR professionals and will be hosted in Manila, Philippines on the 21 – 22 September 2011. Join leading professionals and HR practitioners from around the region as they share insights and ideas on bringing HR to the next level and help you benchmark key practices and ideas that you can implement in your workplace.

This conference will play host to the industry's most respected leaders of HR as they:

- Review practical solutions from world leading companies that will help you extract maximum value from your HR Organisation
- Reveal effective Talent management strategies to improve efficiency in employee management
- Show how they successfully implement strategic HR in a fast moving marketplace
- Deliver understanding on the latest Technologies and how to make it work best for your business

"It was a real pleasure! Really enjoyed the event very much and got new insights into the relevant Talent Management topic."

- Silke Knapp, HR CoE Talent and Leadership, Deutsche Bank AG

"Learning has been tremendous and the conference was professionally organized. I look forward to supporting you in next year's Congress."

- Omar Alattas, Strategic Human Capital Adviser

## WHO SHOULD ATTEND?

- C-Level Executives (CEO/CFO/CIO/CTO/CPO)
- General Managers / Managing Directors
- Directors, Managers and Heads of
  - o Human Resources
  - o Training
  - o Recruitment
  - o Compensation and Benefits
  - o Leadership Development
- Business Development Executives





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## AGENDA

DAY ONE | CONFERENCE | 21 SEPTEMBER 2011

08:30 Registration

09:15 Opening remarks

09:30 **BRINGING HR TO THE BOARDROOM:  
LEVERAGING STRATEGIC HR TO ADD TO  
THE BOTTOM-LINE**

- How do you take HR to the boardroom to make strategically relevant decisions?
- How HR professionals prepare to meet the strategic vision and direction of the company with progressive policies and communication channels?
- Getting the boss involved: How HR professionals engage business owners and general managers on making HR decisions from the very beginning of strategy?

Jonalyn Fernandez, *Country HR Manager,*  
**NOKIA SIEMENS NETWORK**

10:15 **THE NEW PARADIGM FOR HR SUSTAINABILITY  
AND THE TRIPLE BOTTOM LINE**

The renewed focus the world over on corporate responsibility towards the 3Ps (People, Planet, Profit) have driven many businesses to challenges 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

Marilou G. Erni, General Manager  
**PETRON FOUNDATION, INC**

11:00 Networking Coffee Break

11:30 **HR IN THE NEW WORLD**

As our environment continually and dynamically evolved, we suddenly realize we are now operating in a completely different business landscape. There are four forces that \ brought about this change: the emerging Asian Markets, rapid technological developments, Shifting Societal Values and our natural environment.

Therefore, HR professionals to take on the initiative and drive the change process by equipping people with the required capabilities.

Arthur Florentin, Vice President and Conference Chair  
**PMAP**

12:15 **ATTRACT, HIRE, ENGAGE: LEVERAGING  
TECHNOLOGY AND SOCIAL MEDIA IN FINDING  
THE RIGHT TALENT AND ENGAGING WITH  
THEM TO FULL PRODUCTIVITY**

- A strategic definition of social media in HR and its role in the long term success of an organization
- Defining and managing consistency in the development and enhancement of productivity for the success of an organization

Manuel Garcia-Ramos  
Philippines Business development Director  
**SILKROAD TECHNOLOGY**

12:45 Networking Lunch

14:15 **HOW HR LEVERAGES TECHNOLOGY - ENABLER  
OR DISTRACTION?**

- Case study in HRIS
- Leveraging HR technology to improve current payroll service system
- Pros and Cons to outsourcing your HR function

Hans .R Monetengro, M.A. Country Manager  
**NORTHGATE ARINSO**

15:00 **ADVANCED ASSESSMENTS IN DRIVING  
SUSTAINABLE BUSINESS SUCCESS THROUGH  
PERFORMANCE MODELING/BENCHMARKING  
AND 360 PERFORMANCE REVIEWS**

Bruce Crumley, Director, Enterprise Solutions  
**PEOPLE DYNAMICS INC**

15:30 Networking Coffee Break

16:00 **LEADERSHIP COMPETENCIES NECESSARY TO  
ACHIEVE A SUCCESSION PLAN CENTERED  
ORGANIZATIONAL FRAME WORK**

Janet Jodloman, Senior Training Manager  
**TELEDEVELOPMENT**

16:30 **Workshop A**

**DEVELOPING A ROADMAP FOR SEAMLESS  
TRANSITIONING TO A STRATEGIC HR  
PLATFORM**

Ms Imelda H. Centeno, SVP in HR  
**UNITED LABORATORIES, INC**

17:30 End of Conference Day One





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## AGENDA

DAY TWO | CONFERENCE | 22 SEPTEMBER 2011

09:00	<p><b>HR SHARED SERVICES AND OUTSOURCING: FURTHERING HR'S STRATEGIC BUSINESS VALUE</b> HR Shared Services has entered an era of increased relevance as a strategic asset to an organization because of the numerous benefits it can provide including reduced costs, improved quality of services, and most importantly, the ability to free up time for the HR specialist. This allows the specialists time to focus on strategic actions that will yield the greatest benefit to the company's bottom line.</p> <p>Ma. Blesilda Juinio Ambat, <i>Head of HR Global Shared Service Center</i>, <b>ERICSSON</b></p>	11:45	<p><b>CULTURE- A COMPETITIVE ADVANTAGE THAT'S EVERYONES'S BUSINESS</b></p> <ul style="list-style-type: none"> <li>• Evaluating the impact of corporate culture and values</li> <li>• Maintaining corporate culture and values throughout an organization</li> <li>• Realizing engagement with stakeholders through HR policies and actions</li> </ul> <p>Jose Enrique A. Jimenez, JR., <i>Head of Human Resources, Global Finance Services</i>, <b>JOHNSON &amp; JOHNSON</b></p>
09:30	<p><b>THE ART OF PURSUING EXCELLENCE: THE ROLE OF HR IN ORGANISATIONAL EXCELLENCE</b></p> <ul style="list-style-type: none"> <li>• Defining organizational excellence</li> <li>• Applying organizational excellence tools to achieve HR transformation and excellence in service delivery</li> <li>• Maintaining excellence and continuous improvement</li> </ul> <p>Socorro Y. Tuvilla- Suarez, <i>HR Leader, Philippines Area and Global Delivery IBM in the Philippines</i>. <b>IBM</b></p>	12:30	<p>Networking Lunch</p>
10:00	<p><b>NEXT GENERATION HR SHARED SERVICES IN THE REGION</b></p> <ul style="list-style-type: none"> <li>• What is the current trend for the HR services in the region</li> <li>• Key consideration in establishing your HR outsourcing strategy-Pros and Cons of selecting single provider or multi sourcing approach.</li> <li>• Regional variation in the development and use of HR Shared Services</li> <li>• Creating the next Generation HR Shared Services</li> </ul> <p>Roy Del Rosario, <i>Global Consulting Director</i> <b>NITYO INFOTECH</b></p>	14:00	<p><b>CHANGE MANAGEMENT IN EXECUTING ORGANISATIONAL RESTRUCTURING AND HUMAN RESOURCE PLANNING</b></p> <ul style="list-style-type: none"> <li>• Managing changes within an organization through HR</li> <li>• Merging cultures and shaping corporate attitude through trying times</li> <li>• Communicating and implementing business-wide changes and getting buy-in from stakeholders and internal management</li> </ul> <p>Edna A. Gatchalian, <i>Group HR Head</i>, <b>ePLDT</b></p>
10:30	<p>Networking Coffee Break</p>	14:30	<p><b>HOW HR LEVERAGES TECHNOLOGY – ENABLER? OR DISTRACTION?</b> Join interesting showcases on experiences with technology and how you can adopt and adapt technology productively and effectively within your organization. <i>HR Technology Showcase</i></p> <ul style="list-style-type: none"> <li>o HCM SOFTWARE-Northgate Airinso&lt;euHReka&gt;</li> <li>o CLOUD COMPUTING - Netsuite</li> <li>o PAY ROLL TECHNOLOGY</li> </ul>
11:00	<p><b>THE FUTURE OF HR SHARED SERVICES AND OUTSOURCING: ASSESSING THE GLOBAL TRENDS IN HR SHARED SERVICES AND OUTSOURCING AND ITS IMPACT</b></p> <ul style="list-style-type: none"> <li>• A decade of development: How HR transformation has evolved and how HR SS and OS fits into the new realities</li> <li>• Opportunities and challenges for the HRSS&amp;OS markets</li> <li>• The future of HRSS&amp;OS: What to expect?</li> </ul> <p>Moderator: Vladimir Manuel, SVP in <b>INTERNATIONAL INSTITUTE LEARNING, INC.</b></p> <p>Penny Bongato, <i>Excutive Director Talent Development</i>, <b>BPAP</b></p>	15:30	<p>Closing Remarks Penny S. Bongato, <i>FPM. Executive Director for Talent Development</i>, <b>BPAP</b></p>
		15:45	<p><b>Workshop B</b></p> <p><b>MAKING COMPENSATION &amp; BENEFIT EFFECTIVE IN RETAINING AND ATTRACTING TALENTS IN SHARED SERVICES CENTRES</b> Roy Del Rosario, <i>Global Consulting Director</i> <b>NITYO INFOTECH</b></p>
		16:30	<p>End of Conference</p>





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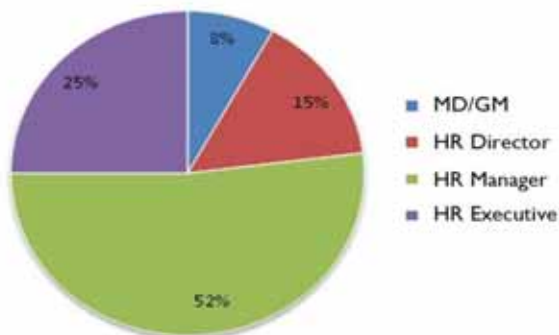
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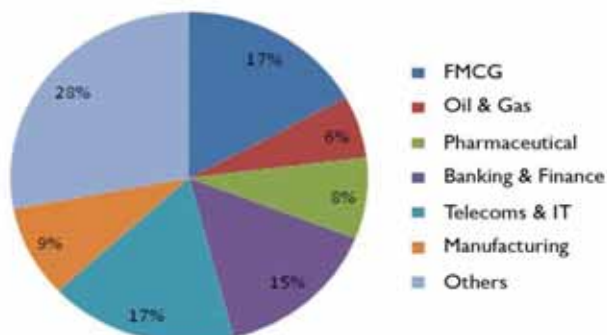
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## EXPECTATIONS

### SENIORITY BREAKDOWN



### INDUSTRY BREAKDOWN



## SUPPORTING ORGANISATION



Business Processing Association of the Philippines (BPA/P), a private-sector led organization representing sectors of IT-enabled services industry in the country, serves as the one-stop information and advocacy gateway for the country's key IT-enabled services sectors of Contact Centers, Business Process Outsourcing, Medical & Legal Transcription, Software Applications, Development and Maintenance, Animation, Engineering Services and other allied support services.

BPA/P, a merger of the former Contact Federation Philippines and Outsource Philippines, was formed July 14, 2004 to solidify our efforts in promoting the Philippines as a destination of choice for business process outsourcers. Our aim is to serve our members and the country by helping to establish the Philippines as a recognized worldwide leader in the ITES/BPO industry and to ensure the industry's continued growth and competitiveness. We work with our members in representing the industry's needs in areas such as offshore marketing, education and training, security and privacy, legislation and public policy, among others.

The various sectors of IT-enabled services industry under BPA/P are:

- Application Development and Maintenance
- Animation, Graphics and Web
- Business Process Outsourcing
- Contact Center Services
- Engineering and CAD
- Transcription Services

Join us in 2011 for more intense case studies, enhanced networking opportunities, and more interactive discussion and sharing!



### SENIOR LEVEL PANEL

Get to know the Country Managers and top HR directors of companies in Philippines and the region and intimately dig insights into how they manage the PEOPLE business.

### EXHIBITIONS & BUSINESS MATCHING

Take advantage of the vast networking potential of our Summit. Registered delegates get exclusive access to the HR exhibitions and business matching sessions, which you'd get to meet over 20 service providers and over 100 unique companies.



### HR TECHNOLOGY, SHARED SERVICES & OUTSOURCING DISCUSSIONS

Leverage on the expertise of various solution-providers and carefully pick the best from the array of solutions available.

Dialogue with international and local service providers and tap into like-minded peers through very lively roundtable debates.

### FEATURED CASE STUDIES

The essential benchmarking opportunity in HR this year, get to meet HR top practitioners from across the region from companies highlighted as the most preferred employers by peers.



### NETWORKING

Exchange business cards and establish first contact with fellow professionals in a fast-paced session of quick introductions.

Bring plenty of business cards.

### VENUE: PHILIPPINES

The BPO industry in the Philippines has grown 46% annually since 2006 and is now a multi-billion dollar industry that is the 2nd largest in the world! Tap into enormous opportunities and growth!



