

CEE HR Conference 2009

25th March 2009
Hotel Ambassador Zlata Husa
Prague, Czech Republic

Developing corporate performance through superior HR management

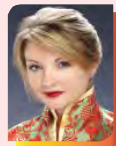


A unique opportunity to gain invaluable insight into a dynamic market-place

Some of the speakers include:



Mr András Lipcsei,
Managing Director
Dr Pendl & Dr Piswanger



Ms Erica Briody
Vice President
KENEXA



Ms Dianne Lowther
Director
Brilliant Minds Ltd.



Ms Vera Budway-Štrobach
Program Manager,
Corporate Culture & Diversity
Česká Spořitelna



Dr Nigel Newman
HR Consultant
Edward DeBono
Foundation



Mr Vaclav Baloun
Executive Partner
Baloun, JC and Rosehill



Mr Simon Haben
Head of Leadership
Development
Royal Mail



Mr David Liddle
Founder and Director
Total Conflict Management
(TCM)



Ms Alison Esse
Director of Marketing
The Storytellers



Mr Birger Husted
Partner
UniqueConsult



Mr Blake Wittman
Country Manager
Czech Republic & Slovakia
SpenglerFox

Mr Bruce Morton
Co-Founder
E3 Unlimited

Mr Jakub Vopelak
Senior Consultant
Touchdown Czech Republic

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EastEuro Link
Entry to New Markets

For further information or to book online please visit

www.easteurolink.co.uk

OR call the Registration Hotline +44 (0) 207 275 8020

In today's tough financial climate, competition can be fierce in the world of corporate business. One essential way of maintaining and evolving a competitive edge is through the successful procurement and development of your human resources.

Globally, talent is increasingly becoming the crucial determinant of business success, and nowhere is this more apparent than in the highly competitive Central and Eastern European region.

Companies in Central and Eastern Europe face several key HR challenges over the coming years, with the ability to manage talent of all demographics the most prominent of these. It is expected that globally there will be a shortage of suitable workers within many corporate structures and so employing the right people for the right positions in long term capacities will become an overwhelming priority.

Here at EastEuro Link we recognise the importance of superior HR management within your business, and have designed an event that offers a unique and essential insight into this most critical aspect of corporate management.

Our inaugural EastEuro Link CEE HR Conference is the key forum for industry professionals and will serve as a platform to display ideas, research, case studies and make use of the many networking opportunities available at this uniquely focused event.

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Key areas of interest to be addressed:

- Understanding the past, the present and the future of HR in the CEE Region
- Talent Management: Finding and managing the right people in CEE
- Talent retention: Keeping hold of your most valuable assets
- Outsourcing and global talent procurement
- Handling labour shortages and skill gaps
- Understanding demographics: Managing an aging workforce
- Rising wage and salary issues – investing in Quality?
- Work/Life balance: Offering talent an attractive opportunity
- Educating employees for the global realities of CEE business strategy
- Adapting to cultural transformation in the workplace
- Leadership development in CEE corporate sector

You will meet the CEE HR professionals including:

- HR
- Talent Management
- Organisational Development
- People & Performance
- Succession Planning
- Learning and Development
- Career/ Workforce Management
- Training & Development
- Recruitment
- Employment regulators

You will BENEFIT from additional networking opportunities including:

- Extended networking breaks for exhibition viewing
- Gala evening drinks reception

Media Partners:



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08:30 Registration & Coffee

09:00 Chairman's Welcome Address

Speaker: *Mr András Lipcsei, Managing Director, DR Pendl and Dr Piszwanger*

09.15 **Understanding the past, the present and the future of HR in the CEE Region**

- Overview of the condition of HR management in the region
- Today's challenges and opportunities within the sector
- Projection and forecast of HR industry trends

Speaker: *Mr Jakub Vopelák, Senior Consultant, Touchdown Czech Republic*

09.45 **Management Audit: Assessment and Talent Management in CEE**

Speaker: *Mr András Lipcsei, Managing Director, DR Pendl and Dr Piszwanger*

10.15 **Networking Coffee Break**

10.45 **Talent retention: Keeping hold of your most valuable assets**

- Remaining an attractive prospect to your employees
- Creating a fluid progression infrastructure for relevant talent
- Beyond money – pension plans, stock options etc.

Speaker: *Mr Blake Wittman, Country Manager Czech Republic & Slovakia, SpenglerFox*

11.15 **A definitive guide to workplace mediation**

- The nature of workplace conflicts and disputes
- The 5 key skills that HR need to resolve disputes
- The benefits of mediation and the evidence that it works
- The role of the mediator
- Using mediators to resolve disputes - when, why and how
- Setting up an in house mediation service

Speaker: *Mr David Liddle, Manager & Founder, TCM Solutions*

11.45 **Employee Engagement – 'Making an emotional connection through storytelling'**

- What are the critical success factors needed to align and engage people emotionally?
- Harness the power of storytelling to keep people connected
- Discover how other companies have built a storytelling culture, with remarkable results

Speaker: *Ms Alison Esse, Director of Marketing, The Storytellers*

12.15 **Topic - TBC**

Speakers: *Mr Vaclav Baloun, Executive Partner, Baloun, JC and Rosehill*

13:00 **Lunch Break and Networking Opportunity**

14.00 **Creative Thinking Tools: Maximising your Human Resources**

Speaker: *Mr Nigel Newman, Global Master Trainer, The Edward DeBono Foundation*

14.30 **Cross Cultural Competences, an essential issue for Leaders in Global companies**

Speaker: *Mr Birger Husted, Partner, UniqueConsult*

15.00 **Re-addressing CEE recruitment and staffing issues**

- Ensuring timely delivery on recruitment
- Challenges of current recruitment policies: Decreasing staff loyalty etc.
- Improving internal staffing/promotion issues

15:30 **Networking Coffee Break**

16.00 **How to increase your digital footprint to lower cost per hire during economic challenges**

- Cost effective sourcing strategies
- Networks, web 2.0
- The future of technology in recruitment

Speaker: *Erica Briody, Vice President, KENEXA*

16.30 **Soft Skills for Hard Results: A Case Study**

- Case study of NLP Practitioner training for senior Executives in the automotive sector

Speaker: *Ms Dianne Lowther, Director, Brilliant Minds Ltd*

17.00 **Developing corporate culture programs**

Speaker: *Vera Budway-Štrobach, Program Manager, Corporate Culture & Diversity, Česká Špořitelna*

17:30 **Chairman's Closing Remarks**

Speaker: *Mr András Lipcsei, Managing Director, DR Pendl and Dr Piszwanger*

17:45 **Gala Cocktail Reception**

Not able to attend?

Then why not buy the conference documentation?

Nothing compares to "being there" but you don't have to completely miss out. You can purchase the **CEE Human Resources 2009: Developing corporate performance through superior HR management** documentation and CD costs £230 (including postage and packaging). Simply tick the box on the booking form, send it with payment and your documentation will be on its way to you after the conference.

Sponsorship opportunities:

The **CEE Human Resources 2009: Developing corporate performance through superior HR management** promises to be a conference packed with the most up to date developments and challenges in this fascinating area, being addressed by the industry's foremost authorities. Specifically designed to facilitate networking, those involved will have the opportunity to meet and influence key company representatives from most senior job functions.

In a competitive market a strong commercial presence is crucial and therefore utilising potential exhibition and sponsorship opportunities will give your company the overall edge on:

- Creating brand awareness
- Having focused discussions with industry leaders
- Generating quality leads
- Establishing long term partnerships

For a creative and results based approach discuss your marketing requirements with our sponsorship team today. **For more details on the full range of promotional packages please contact** Joseph Ravenscroft on + 44 207 275 8063, email: joseph.ravenscroft@easteurolink.co.uk

