



\_\_\_\_ 18th & 19th MARCH 2015, BARCELONA

# HRcoreLAB<sup>3</sup>

*Accelerating the investigation of Next-Gen HR*



**T E N E O**  
meetings

## FOREWORD FROM TENE O MEETINGS

When we started our HRcoreLAB journey a few years ago, we had no idea we would get such an incredible response we got from the HR community.

You told us how inspired you were and that you wanted MORE!

Well, here we are again, realizing that the roles of HR professionals, your role, has become more varied with increased responsibilities, smaller budgets, a broader focus and the HR function might be at a turning point in its own history. Therefore, we bring you a fantastic two day event offering you the opportunity to Learn, Network & Benchmark with access to a wide range of topics, speakers and delegates.

The cross-topic format enables participants to move freely between each stream, allowing for a diverse and interesting perspective on different practices within HR.

As a company, we strive to improve our events year after year. After consultation with a number of our past delegates we are introducing several new features such as: Industry networking sessions, a new thought provoking and exciting stream, Music & Drama based learning sessions linked to business management, raffles, games, live music cocktail reception and other surprises.

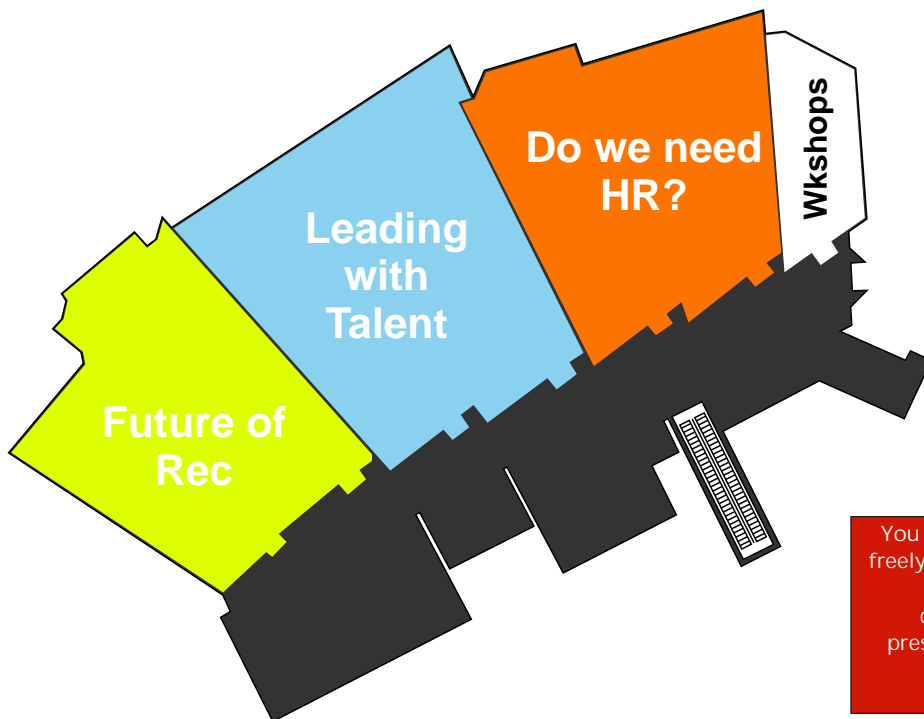
It is my privilege to invite you to join the HRcoreLAB<sup>3</sup>, which has been fully revamped to offer answers to the most pressing challenges faced by HR professionals in the 21st Century. For the past 2 years, it has gathered over 500 of the most forward looking HR leaders to introduce and debate best practices from around the world.

From all of us here at Teneo, we look forward to seeing you in Barcelona,



Michael Nielsen  
Managing Director

## FLOOR PLAN



The HRcoreLAB<sup>3</sup> will feature:

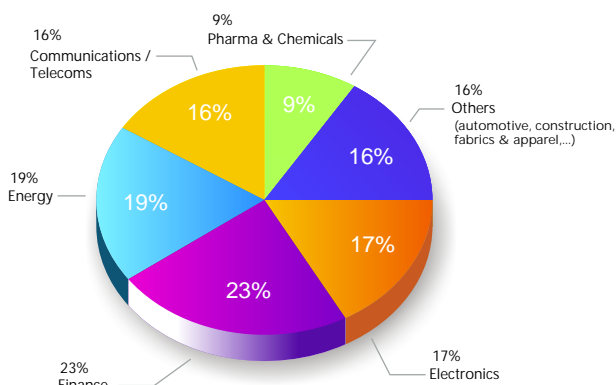
- 3 Seminars
- 47 High-level expert speakers
- 250+ HR professionals
- 37 Case-Studies from leading Organisations
- 9 Interactive roundtable sessions
- 5 hands-on workshops
- 1 Exclusive Cocktail party
- And much more...

Seminars:

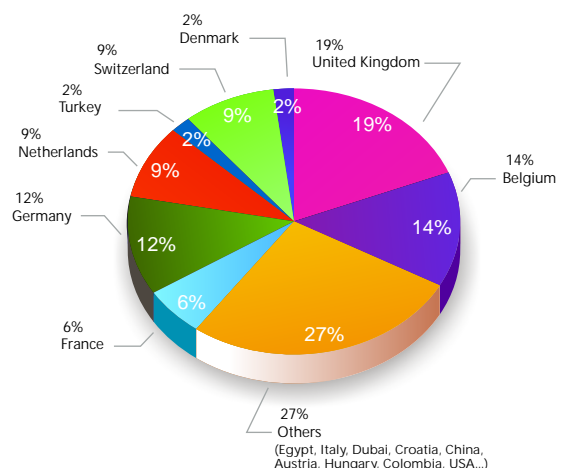
- 1) 5th Future of Recruitment
- 2) 3rd Leading with Talent
- 3) Do we need HR? **\*NEW\***

You are able to move freely between all three streams and choose which presentations are of most value to you

SECTORS



COUNTRIES



# HR SCIENTISTS

## SEMINAR CHAIRS

Professor Paul Sparrow  
Director  
Centre for Performance Led HR,  
Lancaster University

Colin Minto  
Group Head of  
Resourcing & HR Systems  
G4S  
#2 largest employer globally

Gerard Penning  
Global Executive VP of HR  
Shell

Ben van Stekelenburg  
Group Director  
Organisation & Capability  
Associated British Food  
Agriculture (AB Agri)

Richard Mosley,  
Author of the newly released  
"Employer Brand Management"

Sunita Malhotra  
Lecturer at Vlerick Business School,  
UCL and MD, People Insights

Previous roles include:  
HR Director, Electrolux  
HR Director, Bristol-Myers Squibb  
HR Director BeNeLux, Philip Morris

[Short Video](#)

## SPEAKER PANELS

Dr. Philipp Zimmermann  
Global TM Director  
Evonik Industries AG

Maxim Strashun  
Head of Talent Devt. EMEA  
Lenovo

Matt Burney  
Group Online  
Resourcing Manager  
G4S

Philippe Duvivier  
Director, Customer Experience  
& HR  
Toyota & Lexus

Dr Nicola Millard  
Head of Customer Insight &  
Futurology -  
Global Innovation Team  
BT

Grant Weinberg  
International TA Director  
Gilead Sciences

Laura Marsi  
Head of AMOS (Allianz  
Managed Operations &  
Services) Transformation -  
Board Div. Finance, HR and  
Transf.  
Allianz

Christine Amure-Butcher  
Vice-President,  
Global Leadership Devt.  
American Express

Anna Kofoed  
Global Head of Branding  
Amadeus IT Group

Trond Jakobsen  
Vice-President  
Segment HRBP  
Yara International

Miha Poganič  
Classical Concert Violinist  
Inspiring Leaders, Igniting  
Change, World-Renowned  
Creativity and Innovation  
Catalyst, Cultural  
Ambassador of the Republic  
of Slovenia

Sebastian Reiche  
Associate Professor of  
Managing People in  
Organizations  
IESE Business School

Gero Pickert,  
Vice-President  
HR Operations  
Nokia

Peter Bedford  
Group Head of  
Talent & Learning  
Anglo American

Robindro Ullah  
Head of  
Employer Branding and HR  
Communication Global  
Voith

Jens Rabbe  
VP-HR Transformation Europe  
Deutsche Telekom

Sandra Hoeylaerts  
Global Talent and OD Director  
Huntsman

Melanie Hirst  
Global Head of  
Employer Branding  
Deutsche Bank

Olaf Lange  
Managing Partner  
Team Steffenhagen  
Consulting

Izabella Khazagerova  
Associate Principal  
Gallup

Sarah Lindemann  
Head of  
Business & Client Devt.  
viasto

Anna Cook  
Head of Recruitment Unit  
CERN - European  
Organisation for  
Nuclear Research

Stijn De Groef  
CEO & Co-Founder  
Talmundo  
Former Talent Leader,  
Swarovski & Goodyear

Walter Hueber  
CEO  
Cammio

Wouter van Linden  
HR Director  
KPMG

Tim Ackermann  
Senior Director,  
Talent Acquisition  
Parexel

Stephen Blackmore  
European Head of Sales  
DaXtra Technologies

Teresa Wykes  
Technology Practice Lead  
Armstrong Craven

Ibrahim Jabary  
CEO  
Gamelearn

Nimai Swaroop  
Marketing Director -  
Defence Rec. Services  
British Army

Dominic Boon  
People Director  
Virgin

Nigel Murphy  
Faculty Devt. Manager  
Center for Creative  
Leadership

Chris McMahon  
Sr. Director,  
Global Talent Acquisition  
Vistaprint

# Programme Day 1

WEDNESDAY 18th MARCH



## Recruitment & Employer Branding

## Leading with Talent

## Do we need HR?

|             |  |  |   |
|-------------|--|--|---|
| 09:45       | <p>Opening by the Chairmen:<br/>Colin Minto, Group Head of Resourcing &amp; HR Systems, G4S and Richard Mosley, Author of "Employer Brand Management"</p>          | <p>Opening by the Chairs:<br/>Gerard Penning, Global Executive VP of HR, Shell and Sunita Malhotra, MD, People Insights</p>                        | <p>Opening by the Chairmen:<br/>Professor Paul Sparrow, Director, Centre for Performance Led HR and Ben van Stekelenburg, Group Director Organisation &amp; Capability, AB Agri</p>       |
| 10:00       | <p>The Death of Social Media as you know it?<br/>Matt Burney, Group Online Resourcing Manager, G4S</p>   | <p>Everyone has Talent<br/>Dominic Boon, People Director, Virgin</p>   | <p>Laying out the performance challenges facing HR<br/>Professor Paul Sparrow, Director, Centre for Performance Led HR, Lancaster University</p>  |
| 10:40       | <p>Hiring Manager Maturity Model... "Don't expect what you have not inspected"<br/>Grant Weinberg, International TA Director, Gilead Sciences</p>                  | <p>Delivering the strategy: Capability Planning<br/>Peter Bedford, Group Head of Talent &amp; Learning, Anglo American</p>                         | <p>Ideology-driven concepts that can be challenged<br/>Gero Pickert, VP-HR Operations, Nokia</p>  |
| 11:20       | <p>Interactive Roundtable Session</p>  | <p>Interactive Roundtable Session</p>  | <p>Industry Networking Session</p>  |
| 13:30       | <p>Building the Competencies for Tomorrow's Global Recruiting Organisation<br/>Robindro Ullah, Head of Employer Branding and HR Comms Global, Voith</p>            | <p>How the integration of Talent Data in an HRMIS can drive your Talent Process<br/>Sandra Hoeylaerts, Global Talent and OD Director, Huntsman</p> | <p>Transforming the HR organisation<br/>Trond Jakobsen, VP Segment HRBP, Yara International</p>   |
| 14:10       | <p>Interactive Roundtable session</p>  | <p>The Dark Side of Global Mobility<br/>Sebastian Reiche, Associate Professor of Managing People in Organizations, IESE Business School</p>        | <p>Goodbye HR – a new translation<br/>Olaf Lange, Managing Partner, Team Steffenhagen Consulting</p>  |
| 15:30       | <p>Recruiting Analytics: Deep Dive Into the Recruitment Funnel<br/>Chris McMahon, Sr. Director, Global Talent Acquisition, Vistaprint</p>                          | <p>How to successfully and completely DE-MOTIVATE your employees as a manager<br/>Maxim Strashun, Head of Talent Devt. EMEA, Lenovo</p>            | <p>HR : 'Less is more' or how to achieve more business results by doing less HR<br/>Philippe Duvivier, Director, Customer Experience &amp; HR, Toyota &amp; Lexus</p>                     |
| 16:10       | <p>How to use your existing candidate data to improve active sourcing and internal mobility<br/>Stephen Blackmore, European Head of Sales, DaXtra Technologies</p> | <p>Interactive Roundtable session</p>  | <p>Interactive Roundtable session</p>   |
| 17:30       | <p>Brainstorming Session on Rec Challenges<br/>Anna Cook, Head of Recruitment Unit, CERN</p>   | <p>From HR to HS<br/>Miha Pogacnik, Classical Concert Violinist Inspiring Leaders, Igniting Change</p>   | <p>Is HR supporting an agile organization or is agile pushing HR to become...agile?<br/>Laura Marsi, Head of AMOS (Allianz Managed Operations &amp; Services) Transformation, Allianz</p> |
| 19:00-20:30 | <p>Evening Cocktail Reception</p>  | <p>Evening Cocktail Reception</p>  | <p>Evening Cocktail Reception</p>   |

# Programme Day 2

THURSDAY 19th MARCH

## Recruitment & Employer Branding

## Leading with Talent

## Do we need HR?

08:45  
Opening of Day2 by the Chairmen:  
Colin Minto, Group Head of  
Resourcing & HR Systems, G4S and  
Richard Mosley,  
Author of  
"Employer Brand Management"

Opening of Day2 by the Chairs:  
Gerard Penning,  
Global Executive VP of HR,  
Shell and Sunita Malhotra,  
MD, People Insights

Opening of Day2 by the Chairmen:  
Ben van Stekelenburg, Group  
Director Organisation & Capability,  
AB Agri and  
Professor Paul Sparrow, Director,  
Lancaster University

09:00  
Building a  
Global Employer Brand  
Anna Kofoed,  
Global Head of Branding,  
Amadeus IT Group

Our Future Leaders Model

Gerard Penning,  
Global Executive VP of HR,  
Shell

Preparing future leaders to help  
make HR redundant: starting your  
transformation with Talent  
Dr. Philipp Zimmermann,  
Global TM Director,  
Evonik Industries AG

09:40  
Industry Networking Session

5 Myths of TM

Izabella Khazagerova,  
Associate Principal,  
Gallup

Interactive Roundtable session

11:00  
Building Attraction Capability  
Nimai Swaroop,  
Marketing Director, -  
Defence Rec. Services,  
British Army

Transforming Leadership  
Development for  
Today's Environment  
Christine Amure-Butcher,  
VP - Global Leadership Devt.,  
American Express

The Evolution & Future of  
HR at Nestlé

Ed Marsh,  
Global Head of HR,  
Nestlé Professional

11:40  
Interactive Roundtable Session

Interactive Roundtable Session

Interactive Roundtable Session

13:40  
Melanie Hirst,  
Global Head of  
Employer Branding,  
Deutsche Bank

Interactive Roundtable Session

HR is much better off when  
closely aligned with the business  
Ben van Stekelenburg,  
Group Director  
Organisation & Capability,  
AB Agri

14:20  
Recruitment  
Tim Ackermann  
Senior Director,  
Talent Acquisition  
Parexel

Trends shaping the Future of  
Work: Surprising skills for  
leadership in a Digital Age  
Dr. Nicola Millard,  
Head of Customer Insight & Futures -  
Global Innovation Team, BT

HR Operations vs.  
Strategic HR Business Partnering –  
How lean can HR operate in 2020?  
Jens Rabbe,  
VP-HR Transformation Europe,  
Deutsche Telekom

15:00  
15:40

Game-based Learning:  
How corporate training is  
being reinvented  
Ibrahim Jabary,  
CEO,  
Gamelearn

[Link to detailed Agenda](#)

[Link to detailed Agenda](#)

[Link to detailed Agenda](#)



# WORKSHOPS

The 5 practical hands-on Workshops will provide an in-depth examination into the latest ideas, the most innovative strategies and best practices.

They will be highly interactive with hands-on exercises and group-work between a small number of participants (max.20).

## WEDNESDAY 18th MARCH 2015

|                                 |  |   |
|---------------------------------|--|---|
| <b>1</b><br>10:40<br>-<br>12:15 | <p style="text-align: center;">How to drive engagement &amp; retention through world-class on-boarding</p> <ul style="list-style-type: none"> <li>New generation sourcing</li> <li>Why &amp; how to seamless transition to on-boarding</li> <li>What technology can (not) do for you</li> <li>How to know if technology will do the trick?</li> <li>What are other organisations doing in this space? And what about you?</li> </ul> | <p style="text-align: center;">Stijn De Groef, CEO &amp; Co-Founder, Talmundo</p> <p>A passionate HR Professional, entrepreneur and cyclist. Stijn worked in various senior Talent Management roles at EMEA and Global level after which he set-up his own company early 2012, called Talmundo.</p> <p style="text-align: center;">Wouter van Linden, HR Director, KPMG</p> <p>Wouter holds a Master degree in law (Antwerp/Dundee, 1994), a postgraduate degree in social-economic law (Ghent, 1995) and a certificate in Compensation &amp; Benefits Management (Vlerick Management School, 2005).<br/>Wouter joined KPMG Belgium in 2005 as Compensation &amp; Benefits Manager, after a 10 year career with PwC as a practicing attorney-at-law in personnel related matters.</p> |
| <b>2</b><br>15:30<br>-<br>16:50 | <p style="text-align: center;">How to Create and Maintain a Talent Pool</p> <ul style="list-style-type: none"> <li>Best practice, hands-on case approach</li> <li>Case studies</li> <li>Regional differences</li> <li>How to hold career conversations</li> </ul>  | <p style="text-align: center;">Teresa Wykes, Technology Practice Leader, Armstrong Craven</p> <p>Teresa has more than 18 years of HR consulting, search and commercial leadership experience and has been at Armstrong Craven for four years where she leads the technology practice.</p> <p>Teresa works with leading technology providers on search, pipelining and market insight projects; helping them to source the people they need now and in the future. Teresa holds a BA (Hons.) degree in psychology and philosophy from the University of Leeds and a postgraduate diploma in HR Management.</p>   |
| <b>3</b><br>17:30<br>-<br>18:15 | Gamelearn  | <p style="text-align: center;">Ibrahim Jabary, CEO, Gamelearn</p> <p>CEO of Gamelearn, international leader in developing game-based learning for corporate learning. Creator of "Merchants" and "Triskelion", online game-based learning courses used successfully by over 300 organizations worldwide.</p> <p>A serial entrepreneur and passionate instructor, for the last fifteen years Ibrahim has launched and grown companies across a wide variety of sectors: consulting, publishing, real estate, mobile app and video games.</p>   |

## THURSDAY 19th MARCH 2015

|                                 |  |   |
|---------------------------------|--|---|
| <b>4</b><br>08:45<br>-<br>10:20 | <p style="text-align: center;">No Talent To Waste or „Video Killed The Radio Star“<br/>All you ever wanted to know on what video recruitment will mean for your organisation</p> <ul style="list-style-type: none"> <li>How can I improve candidate experience and employer branding?</li> <li>Are interviews as the last frontier in e-recruitment?</li> <li>Will pre-screening with video help me meet better candidates faster?</li> <li>Best practices in implementing video interviews in the rec. process</li> <li>What is the difference between live and automated interviews?</li> <li>How can I use video to filter both volume applications and niche roles?</li> </ul> | <p style="text-align: center;">Walter Hueber, CEO, Cammio</p> <p>Walter leads a team of people specialized in online video technology, recruitment and employer branding. He has worked in various senior management positions in (online) media.</p> <p>He has a clear vision on how video technologies will drive growth in online business, recruitment and our lives in general. Throughout his career Walter has always been fascinated by technology and how the right application of technology can reduce entry barriers, increasing growth, opportunity and development.</p>     |
| <b>5</b><br>11:00<br>-<br>12:20 | Center for Creative Leadership   | <p style="text-align: center;">Nigel Murphy, Faculty Development Manager, Center for Creative Leadership</p> <p>Nigel's role focuses on the delivery of CCL programs and the ongoing and continuous improvement and innovation of these. He is certified in MBTI, Firo-B and Work Place Big 5, and a range of the CCL's own assessment tools.</p> <p>Nigel has a Master of Science Degree in Psychology (Cognitive Neuropsychology) and a first Degree in Social Psychology. He also has a Postgraduate Diploma in Professional Mentoring and is a qualified adult education teacher.</p> |

## VENUE 5\* HOTEL FAIRMONT REY JUAN CARLOS I, BARCELONA

[www.fairmont.com/barcelona/](http://www.fairmont.com/barcelona/)



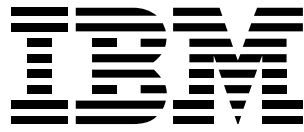
The 5\* Fairmont Rey Juan Carlos I Hotel is a unique resort in the heart of Barcelona. Located on the Diagonal - the city's main avenue - this luxury hotel is walking distance from the shopping, cultural and financial centres.

The comfortable and spacious accommodation features the latest facilities and outstanding views over Barcelona. It's 19th century Mediterranean gardens and outdoor pools create a tranquil resort in the city center.

With 432 luxury rooms and professional conference facilities, the Hotel Rey Juan Carlos I is the ideal location for a business or leisure visit to Barcelona.

Relax and unwind with the spa and fitness center.

# PARTNERS



Diamond



Platinum



Premier Academic



Silver



Silver



Silver



Silver

Game Based Learning



Silver



Silver



Silver Workshop  
Onboarding App



Silver Workshop



Silver Workshop



Associate Workshop

# Associate Partners



# HR Clubs

