



— 28th & 29th OCTOBER 2014
RADISSON BLU ROYAL HOTEL, BRUSSELS

HRcoreACADEMY



T E N E O
meetings

FOREWORD

The HRcoreACADEMY has a number of key areas of strategic focus for you to become better at what you do:

The last few years have enhanced a need to develop innovative ways to attract, source, recruit, access talent and drive passion/engagement in the organisation.

Global surveys/ reports also highlight the importance of broadening, deepening and accelerating leadership development at all levels; build global workforce capabilities and re-energize corporate learning & development.

All this under a global HR umbrella that is robust and flexible enough to adapt to local needs.

Meet us in October and be empowered by 120+ HR professionals ready to Learn, Network & Benchmark.

It will give you access to:

- 2 Streams
- 29 High-level expert speakers
- 120+ HR professionals
- 21 Case-Studies from leading Organisations
- 4 Interactive round-table sessions
- 3 hands-on workshops
- 1 Exclusive Cocktail party
- And much more...

Seminars:

- 1) 8th Excellence in TM
- 2) Learning & Development 2.0

You are able to move freely between the streams; pick and choose which presentation is of most value to you

SPEAKER PANELS

		John McCusker Global Head of TM Bacardi	Short Video			Doerte Stiller Global Head of Talent Solutions Bombardier Transportation	
		Christina Mueller Head Learning Transformation & Strategy UBS				Annemie Ress Founder PurpleBeach	Short Video
		Christian Janssens Training & Talent Devt. Director Europe - Tech Data Academy Tech Data				Mark Vlaanderen Sr. Director - Head of Leadership, Talent & Learning Philips	
		Anneke Luijkenaar VP Global Talent Acquisition DSM				Nivine Rushdy Head of Talent Management Etisalat	
		Carrie Royle European L&D Manager UPS				Stijn De Groef CEO & Co-Founder Talmundo	
		Kathryn Callow Global Employer Brand Manager Ferrero				Christian Standaert General Manager ArcelorMittal University ArcelorMittal	Short Video
		Giuseppe Auricchio Executive Director, Learning Innovation IESE Business School				Maxim Strashun Head of Talent Devt. EMEA Lenovo	
		Stan Steverink Director, Leadership Devt. Hay Group				Kathryn Jackson-Day Global HRD Marketing, Diversity & Talent Acquisition Bacardi	
		Delphine Chevallier Group Head of L&D DLA Piper				Sunita Malhotra Owner & MD People Insights	Short Video
		Ibrahim Jabary CEO Gamelearn				Frederic Funck Regional Director BeLux Center for Creative Leadership	
		Tim A. Ackermann Senior Director Talent Acquisition Parexel				Luk Smeyers CEO & Co-Founder iNostix	
		David Ducheyne Chief People Officer Securex				Thimon de Jong Director Whetston	
		Bjarte Johannessen Global Head of OD and Leadership Development Aker Solutions					

Programme Day 1

TUESDAY 28th OCTOBER

Talent Management

Learning & Devt. 2.0

09:15	<p>Chairladies Opening: Annemie Ress, Founder, PurpleBeach and Sunita Malhotra, Owner & MD, People Insights</p>
09:30	<p>From Business Innovation to People Innovation ... Specific Implications for TM Annemie Ress, Founder, PurpleBeach</p>
10:10	<p>Monetising the Employer brand: success Metrics and Measuring Kathryn Callow, Global Employer Brand Manager, Ferrero</p>
11:20	<p>The DSM Experience of launching a Global EVP Anneke Luijkenaar, VP Global Talent Acquisition, DSM</p>
12:00	<p>Interactive Roundtable Session</p>
14:00	<p>'Recruitment': Game-based pre-qualification of candidates Tim A. Ackermann, Senior Director Talent Acquisition, Parexel</p>
14:40	<p>Blended Learning: what's old is... new again (Part 1) Giuseppe Auricchio, Executive Director, Learning Innovation, IESE Business School</p>
15:50	<p>Red Box: our EMEA Countries Leadership Program Carrie Royle European L&D Manager UPS</p>
16:30	<p>Interactive Roundtable Session</p>
17:40	<p>"Sense in succession" at Philips Consumer Lifestyle Mark Vlaanderen, Sr. Director - Head of Leadership, Talent & Learning, Philips</p>

<p>Chairmen Opening: Stijn De Groef, CEO & Co-Founder, Talmundo and Giuseppe Auricchio, Executive Director, Learning Innovation, IESE Business School</p>
<p>The real challenge for L&D Professionals out there Stijn De Groef, CEO & Co-Founder, Talmundo</p>
<p>Accelerating the development of high potential Female Leaders Kathryn Jackson-Day, Global HRD Marketing, Diversity & Talent Acquisition and John McCusker, Global Head of TM, Bacardi</p>
<p>70-20-10, is it all just hype? Experience with the Model at ArcelorMittal Christian Standaert, General Manager ArcelorMittal University, ArcelorMittal</p>
<p>Industry Networking Session</p>
<p>L2.0 – Building a new Learning Organisation Christina Mueller, Head of Learning Transformation & Strategy, UBS</p>
<p>Game-based learning: How corporate training is being reinvented Ibrahim Jabary, CEO, Gamelearn</p>
<p>"Raving Customers": A Successful and Pragmatic Hands-on Approach to Drive Employee Engagement and Talent Development Christian Janssens, Training & Talent Devt. Director Europe - Tech Data Academy Europe, Tech Data</p>
<p>Blended Learning: what's old is... new again (Part 2) Giuseppe Auricchio, Executive Director, Learning Innovation, IESE Business School</p>
<p>Transformational Leadership Development Bjarte Johannessen, Global Head of OD and LD, Aker Solutions</p>

[Link to detailed Agenda](#)

[Link to detailed Agenda](#)

Programme Day 2

WEDNESDAY 29th OCTOBER

Talent Management

Learning & Devt. 2.0

08:45

Chairladies Opening:
Annemie Ress,
Founder, PurpleBeach and
Sunita Malhotra,
Owner & MD, People Insights

Chairmen Opening:
Stijn De Groef,
CEO & Co-Founder, Talmundo and
Giuseppe Auricchio, Executive Director,
Learning Innovation, IESE Business School

09:00

Talent Engagement:
Engagement embedded in
Leaders Agenda
Doerte Stiller,
Head of Global Talent Solutions,
Bombardier Transportation

Developing a Management Pipeline:
a practical and
internally-run approach
Maxim Strashun,
Head of Talent Devt. EMEA,
Lenovo

09:40

Engaging Talent Today & Tomorrow
Stan Steverink,
Director Leadership Development,
Hay Group and
Thimon de Jong, Director,
Whetston

Interactive Roundtable Session

10:50

Engaging for Success -
Enhancing Performance via
Employee Engagement in the Middle East
Nivine Rushdy,
Head of Talent Management,
Etisalat

Developing Simulation to
enhance learning effectiveness

Delphine Chevallier,
Group Head of L&D,
DLA Piper

11:30

Training and awareness raising
using interactive techniques
by Dramanon

14:00

Moving from descriptive to
predictive HR analytics

Luk Smeyers,
CEO and Co-Founder,
iNostix

A Simple and Proven Formula for
Peak Individual and
Organizational Performance

Frederic Funck,
Regional Director BeLux,
Center for Creative Leadership EMEA

16:00

Customized HR
David Ducheyne,
Chief People Officer,
Securex

[Link to detailed Agenda](#)

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PREMIER ACADEMIC PARTNER



At IESE, we seek to impact the management profession by offering high-quality learning to students and senior executives from around the world. Our programs are designed and delivered by faculty who are recognized for their dedication to teaching and research, with close ties to the international business community.

A hallmark of the IESE experience is the school's dedication to the individual development of each and every student and participant in our programs. We do this by fostering a culture of learning, and by placing the professional and personal development of all students and program participants at the center of our concerns. This people-centered approach reflects our belief that the aim of managers must be to serve people and society.

The proof of our success is the 36,000 alumni of IESE programs working in more than 100 countries around the world. They are known for their professional excellence, integrity and broad vision of life. Moreover, IESE is normally ranked among the leading business schools of the world.

SILVER PARTNER



Gamelearn creates graphic-adventure video games played to learn skills. Gamelearn uses game-based learning and gamification techniques to build state-of-the-art learning courses.

Gamelearn's first game, Merchants, is played to learn to negotiate, and its second game, Triskelion, is played to learn time management.

More than 300 multinational firms across the five continents have already positively impacted their business using Gamelearn online simulators and videogames.

98% of users consider them to be relevant to their jobs. The average completion rate is 89,3%

Gamelearn is widely considered to be the premier global provider of off-the-shelf learning games focused on the corporate market.

SILVER PARTNER



Hay Group is a global management consulting firm that works with leaders to transform strategy into reality. We develop talent, organize people to be more effective and motivate them to perform at their best. Our focus is on making change happen and helping people and organizations realize their potential.

We have over 2,600 employees working in 87 offices in 49 countries. Our clients come from the private, public and not-for-profit sectors, across every major industry and represent diverse business challenges.

For over 60 years, we have been renowned for the quality of our research and the intellectual rigor of our work. We transform research into actionable insights. We give our clients breakthrough perspectives on their organization and we do it in the most efficient way to achieve the desired results.

BRONZE WORKSHOP PARTNER



The Centre for Creative Leadership's mission is to advance the understanding, practice and development of leadership for the benefit of society worldwide.

Our vision is to create new knowledge that advances our field and that positively transforms the way leaders, their organizations and their societies confront the most difficult challenges of the 21st century.

The Center for Creative Leadership - EMEA, based in Brussels, celebrated its 20th anniversary in 2010 as a key provider of leadership development solutions to the needs of individuals and organisations in the international arena.

Performing innovative research has been at the heart of CCL's work for more than three decades. What we discover in our research becomes part of our leadership programs and assessment tools - and ultimately makes a lasting impact on your leadership skills.

With projects underway in CCL campuses in the United States, Europe, Africa and Asia, CCL is working to understand your challenges and find cutting-edge solutions.

ASSOCIATE PARTNER



Dramanon is now one of the UK'S foremost providers of drama-based learning – including theatre-style business training, role-playing and forum theatre. We are expanding our services to a number of other countries including USA, Canada, Singapore & Dubai. Our input can be found within a wide array of settings including both public and private sector industries and businesses.

The range of training activities includes courses on Health & Safety Management, Dealing with Conflict, Equalities and Diversity Training, Stress Management, Recruitment & Assessment, Change Management, Performance Management, Customer-Client Care and Advanced Communication Skills.

Dramanon has expanded it's range of services to provide a one-stop shop that includes an effective evaluation of delivered courses and DVD production.

Dramanon also provide excellent support to conferences, events and trade shows, creating an energising and informative approach to topics and learning.

We believe the use of theatre within training is the most memorable method of attendees retaining valuable information. It is arguably the most impactful form of training too as it is highly interactive and allows attendees themselves to discover solutions.

Core Training - Diversity, Respect, Communication Skills, Behavioural Safety, Dealing With Conflict, Customer & Client Care, Performance Management, Team Building, Leadership, Influencing, Coaching, Change Management Investigation Skills, Presenting to clients, Personal Impact, Assertiveness & Conflict Management.

Role Play - Assessment & Development Centre, Recruitment & Interviews.

ASSOCIATE PARTNER



Securex offers specific expertise, advice and innovative solutions in all aspects of the management of human capital and strongly believes that for a society to grow, nothing is more important than its employees. Obviously the baseline is 'human capital matters'. The acquired 'Investors in People' certificate demonstrates that the company starts with its own staff members. Its client portfolio comprises individuals, starters, self-employed but also small, mid-sized and large companies as well as public administrations.

The Securex Group leans on 4 key competences: HR Services, Health & Safety, HR Insurance, HR Consulting. Securex offers a broad array of products and services, ranging from a health insurance fund for individuals and self-employed, payroll administration and adapted insurance products to specific advice on talent management, prevention and wellbeing at work, recruitment and HR interim management for companies and self-employed.

In 2012, Securex realised a turnover of 246 million euro. The Group operates in Belgium, France, Luxembourg and the Netherlands and employs 1.600 people across 29 regional offices. They service more than 83.800 companies, 112.000 self-employed, 70.000 individuals and 6.600 privileged partner accountants and brokers.

ASSOCIATE PARTNER



iNostix is a disruptive Predictive Workforce Analytics Company of inquiring minds and 2 passionate founders who explore, probe and challenge conventional wisdom.

iNostix presents powerful evidence that HR can make a deeper contribution to business outcomes by moving from descriptive HR reporting (mostly related to headcount, cost, compensation) to predictive people analytics, determining patterns and predict future outcomes, potential risks and opportunities for organisations. iNostix' added value resides in the combination of scientifically validated analytical methodologies in combination with long term HR experience. This inter-disciplinary symbiosis of HR and Data Science is what really sets them apart.

Founders: Luk Smeyers and Jeroen Delmotte, PhD.

Registration Form



HRcoreACADEMY: 8th TM and L&D 2.0 seminars

28th & 29th October 2014, Brussels

Fill in this Form to Confirm your Participation

_____ Scan to: iris.langa@teneoevents.eu

_____ Fax to: 0034/ 932 70 3610

_____ Call: 0034/ 934 12 0177

Company: _____

Delegate Name: _____

Job Title: _____

Phone Number: _____

E-mail: _____

BASIC COST:

1 950€

Post-event Workshops:

1 Wkshop | 300 €

2 Wkshops | 500 €

I'm mostly interested in:

TALENT

L&D

Credit Card:

Credit Card Payments: Mastercard Visa Am. Express

Card billing address: _____

City: _____ Post code: _____

Credit Card number:

Card holder name: _____ Expiry date: _____

Card holder signature: _____

Wire Transfer:

Billing address:

VAT number:

Basic Cost: 1 950€

Discount: _____

Total Cost: _____ Date: _____ Signature: _____

PLEASE SCAN TO iris.langa@teneoevents.eu or FAX TO 0034/ 934 12 0177

NB: In both cases, please make sure you receive a confirmation from us

_____ TERMS AND CONDITIONS

1. **Fees** are inclusive of programme materials, refreshments, lunches and cocktail reception.

2. **Payment Terms:** Following completion and return of the registration form, full payment is required within 5 days from receipt of the invoice.

Please note: Payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in euros (€).

3. **Cancellation/substitution:** Provided the total fee has been paid, substitutions are allowed. Cancellations must be received in writing by mail or fax two (2) weeks before the conference is to be held in order to obtain a full credit for any future event. Teneo Meetings SL is not responsible for covering airfare, Hotel, or other travel costs incurred by Clients. The conference fee will not be refunded but can be credited to a future conference. Event programme content is subject to change.

4. **Copyright etc:** All intellectual property rights in all materials produced or distributed by Teneo Meetings, S.L. in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.

5. **Client information** is kept on Teneo Meetings database and used by Teneo Meetings SL to assist in providing selected products and services which maybe of interest to the client and which will be communicated by letter, fax, including automatic dialing electronic mail, or electronic means. If you do not want Teneo Meetings SL to do this please tick this box () for training and security purposes. Telephone calls maybe recorded.

6. **Important notice:** While every effort will be made to adhere to the advertised package Teneo Meetings SL, reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as deems necessary with no penalty and in such situation no refunds or alternative offer shall be made. In the event that Teneo permanently cancels the event for any reason whatsoever (including Force Majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a credit note for the amount that client has paid to such permanently cancelled event, valid for up to two years to be used at another Teneo Meetings SL, no refunds, part refunds or alternatives shall be made.

7. **Governing law:** This agreement shall be governed and constructed in accordance with the law of Spain and the parties submit to the exclusive jurisdiction of the Spanish law.

However Teneo Meetings SL only is entitled to waive this right and submit to the jurisdiction of the courts in which the Clients office or head office is located.

8. **Code of Ethics and Professional Conduct:** The seminar will be conducted in full compliance with competition law and by becoming a participant and/or getting involved in activities of the Teneo Meetings S.L. seminars, individuals agree that they accept our Code of Ethics and Professional Conduct and the Complaints procedure, which applies to all activities and events of Teneo Meetings S.L.

9. **Image Release:** When registering for Teneo Meetings events, conferences and seminars, delegates allow permission to Teneo Meetings, its agents and others working under its authority, to take and have full and free use of video/photographs/audio containing their image/likeness. It is understood these images may be used for promotional, news, on-line/multimedia, research and/or educational purposes by and for Teneo Meetings. Delegates agree that they are not entitled to remuneration, residuals, royalties or any other payment from Teneo Meetings in respect of their image/likeness or its use. Delegates release, discharge, and hold harmless, Teneo Meetings and its agents from any and all claims, demands or causes of actions that they may hereafter have by reason of anything contained in the photographs or video. Should a delegate not agree to the above image release, they must advise Teneo Meetings by contacting legal@teneoevents.eu