Mastering Human Resources 2011 has been specifically designed to address the particular challenges current and future leaders face. This highly interactive 2 day course will be a gathering for HR executives from companies across the industries to exchange ideas, develop new partnerships and discuss the latest tools, technologies and strategies being employed in the profession to enhance departmental efficiencies and drive corporate growth.

The goal of Mastering HR 2011 is to offer valuable knowledge transfer and networking as well as to highlight future trends. We are aiming to attract all HR managers and specialists, HR service agencies, high-level personnel and line managers as well as the next generation in the profession from all over Europe.

Topics Covered:
- Global Diversity Management
- Innovative HR Trends
- ROI of Human Capital
- Managing Different generations
- HR Outsourcing & Insourcing
- Recruitment Strategies
- Managing recruitment and talent in a post-recession environment
- Implementing change management
- International HR strategy
- Changing Face of HR Function
- Engagement & Retention
- Talent Management

www.nwbg.eu
## Keynote Speakers:

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<tr>
<th>Speaker Name</th>
<th>Company/Role</th>
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<tr>
<td>Rudolf Vogl</td>
<td>Senior Vice President HR, Raiffeisen International Bank</td>
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<tr>
<td>Karl-Heinz Oehler</td>
<td>Vice President Global Talent Management, The Hertz Corporation</td>
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<td>Florin Petrescu</td>
<td>Senior VP Human resources, Citi</td>
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<td>Frank Overmars</td>
<td>VP HR CIO/IS, KLM</td>
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<td>Julian Bishop</td>
<td>VP Corporate Services, GSMA</td>
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<td>Helio Fujita</td>
<td>HR Director - Global HR Integration, Abbott</td>
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<tr>
<td>Janey Smith</td>
<td>HR Director, Group Organisational Effectiveness, Royal Bank of Scotland</td>
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<tr>
<td>Miguel Armando Premoli</td>
<td>HR Director Central Functions Europe, PepsiCo</td>
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<tr>
<td>Tamer F. Elewa</td>
<td>Regional Director of HR, Middle East &amp; Near East, Merck Serono</td>
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<tr>
<td>Pieter Haen</td>
<td>President EAPM, Secretary General WFPMA</td>
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<tr>
<td>Judith Jungmann</td>
<td>Hr Director baby Nutrition, Group Danone</td>
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<td>TBA</td>
<td>Director for performance, Novonordisk</td>
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<tr>
<td>Kerstin Knapp</td>
<td>Head of HR &amp; organization, OMV</td>
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<tr>
<td>Stefan Boskamp</td>
<td>Senior Director HR and Facilities, Astellas Pharma Europe</td>
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<tr>
<td>Jenny Arwas</td>
<td>MBE, HR Director, BT Group</td>
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<tr>
<td>Anna Simioni</td>
<td>Head of Corporate Learning &amp; CEO Unimangement Unicredit Group</td>
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<tr>
<td>Mia Vanstraelen</td>
<td>HR director Benelux, IBM</td>
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<tr>
<td>Alan Himmer</td>
<td>Global Head of HR Transformation and Organisation Effectiveness, British American Tobacco</td>
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## Association Partners:

[Images of various association logos]

## Media Partners:

[Images of various media logos]
Venue

NH Frankfurt City

Vilbeler Strasse 2
60313 Frankfurt am Main, Germany
T. 00 49 69 928859 0

Reservation reference:
“Mastering HR”
reservierungen@nh-hotels.com
T: 00 49 69 710445 780
Single room - 135,00 €
Double room - 159,00 €
Above rate are valid till 1st of March

Distance:
Train station: 3 Km/10 Min.
Metro: 0.2 Km/3 Min.
Frankfurt Airport: 20 Km/25 Min.

Directions:

By Train
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From the Airport
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By Car
Arriving from the north / west (A5/A66)
Arriving from the south / east (A5)
for more details: Directions & Map
Day One

30th March 2011 - Wednesday

08:00 : Registrations and Morning Coffee
08:20 : Chairman’s Opening

08:30 :
How Companies Can Adapt Their HR Practices for Volatile Times

- Global trends in managing people
- Have you the right future leaders?
- A strategic workforce plan to build the capabilities you need
- Building flexibility in the workforce
- Developing capabilities for HR to partner with the business units

Pieter Haen
President EAPM, Secretary General WFPMA

09:15 :
How Well Do You Manage Diversity?

- To improve productivity and remain competitive
- Top management support, to integrate diversity into all company functions, will lead to a more global workforce
- Diverse work teams is a reality in organizations

Kerstin Knapp
Head of HR & organization, OMV

10:00 :
High impact HR leadership to drive Organizational Effectiveness

- Reinvention of HR as a business enabler
- HR in the driving seat
- Human Capital Measurement - from concept to implementation and sustainability
- Managing the balancing act between people and process: The application of LEAN and Six Sigma principles to improve efficiency

Karl-Heinz Oehler
Vice President - Global Talent Management
The Hertz Corporation

11:15 :
Globalizing Employee Engagement:
Myths and reality

- Is globalizing engagement drivers a practical solution?
- The context of engagement: Academia Vs Practice. Is there an agreement?
- Employee Engagement in International Context. How to ensure relevance of data

Tamer F. Elewa
Regional Director of HR
Middle East & Near East
Merck Serono

12:00 :
Variable Compensation “New” -
What others can learn from Banking

- Variable Compensation - what and why?
- The new compensation principles for Banking
- First experiences with implementation
- What can we learn?

Rudolf Vogl
Senior Vice President HR
Raiffeisen Bank International

12:45 : Lunch

10:45 : Networking Coffee Break
Day One

30th March 2011 - Wednesday

14:00 :
Leverage Workforce Planning and Performance with Effective Measures

- Identify best practices in HR metrics and analytics to maximize your organization's ROI
- Harness the potential of human capital to achieve organizational missions and goals
- Reduce costs and improve satisfaction throughout all of your HR functions

TBA
Director for performance
Novonordisk

14:45:
Global HR Management

- What is global? Recognizing the differences: Global and Local
- The old paradox: "thinking globally, acting locally"
- Navigating in a Global HR Matrix
- Managing Multicultural and Remote HR Teams/Networks
- Global HR Strategy and Processes

Helio Fujita
HR Director - Global HR Integration
Abbott

15:30 : Networking Coffee Break

16:00 :
HR during the Air France - KLM merger

- Experiences from International HR
- Framing the HR agenda during the M&A processes
- Cultural differences, embrace them
- How people make the difference

Frank Overmars
VP Human Resources CIO/IS
KLM

16:45 :
Role of HR Business partner

- Strategic HR Partner
- Change agent
- Leadership development architect - Partner of the employee
- Executive coach advisor
- Administrative Expert

Naida Karabeg
Head of HR CEE Corporates
Investment banking & Private Banking
Bank Austria

17:30 : Panel Discussion

- Strategies in engaging employees of different generations: Gen Y, Gen X and Baby boomers
- Talent Management In A Changing Organization, how best to manage this

18:00 : Closing remark by chair
Day Two
31st March 2011 - Thursday

08:00 : Registrations and Morning Coffee

08:20 : Chairman’s Opening

08:30 :
Adding Value through Leadership Development

- How to align leaders’ capability and contribution to strategic plans
- How is leadership different following the financial crisis
- Linking what we have learned to developing capability for the future

Janey Smith
HR Director, Group Organisational Effectiveness
Royal Bank of Scotland

09:00 :
HR Outsourcing Trends

- How prevalent is HR outsourcing?
- What challenges are companies facing when outsourcing their HR functions, and how are these overcome?
- What benefits are companies achieving, and are these in line with their expectations?
- What lessons have companies learned from their experiences?

Mia Vanstraelen
HR director Benelux
IBM

10:30 : Networking Coffee Break

11:00 :
Taking the HR function into the next decade

- Lessons learnt from the recession
- Transforming the HR team and its leaders
- Recognising and exploiting opportunities to meet the market challenges
- The HR function of the future

Jenny Arwas
MBE, HR Director
BT Group Functions HR

09:45 :
Identifying and Acquiring Talent

Where to start the Talent Management process?
How do you create the right definitions of what talent means for your company and how do management act on results? More and more companies are realizing that a good talent Management system is crucial for a competitive company’s success.
Day Two
31st March 2011 - Thursday

11:45:
Training in an economic slowdown: is it possible to cut down on training?

- New economics lead to increased use of outsourcing --> what is the difference between training and learning
- Changing structure and operations of training is changing too --> the relevance of learning on-the-job
- Is this a necessity for companies --> how to link learning to business & innovation

Anna Simioni
Head of corporate learning
CEO of Unimangment
Unicredit Group

12:30: Lunch

13:30:
Building a great place to work through effective HR strategy

- Justifying the investment in employee rewards programs
- The effectiveness and importance of employee consultation and follow through
- Aligning HR strategy with the big-picture strategy

Stefan Boskamp
Senior Director HR & Facilities
Astellas Pharma

14:15:
How to bring talent management to the next level

- Success factors and pitfalls
- Unleash potential internally
- Leverage diversity
- Glass breaking
- Process & KPIs

Judith Jungmann
HR Director baby Nutrition
Group Danone

15:00: Networking Coffee Break

15:30: Case Study
How HR leaders in the mobile industry look to the future to set their industry and capability strategy

- When it’s difficult to understand what’s happening today, how can you predict what will happen in 3-5 years’ time?
- What is your capability today?
- How can you use your capability today to delivery what you need tomorrow?

Julian Bishop
VP Corporate Services
GSMA

16:15: Panel Discussion

- How to develop Adaptive Leaders, are they the key to success?
- Is Employee Engagement The Missing Link in a Mission Driven Organization?

17:00: Closing remark by chair
Biographies:

**Karl-Heinz Oehler**

Vice President, Global Talent Management
*The Hertz Corporation*

Karl-Heinz Oehler serves as Vice President, Global Talent Management for the Hertz Corporation. Karl-Heinz has over 30 years of extensive experience in developing both global human resources and organizational development strategies in a multicultural business context. Karl-Heinz holds a Masters Degree in Social Psychology and a Masters Degree in Economics both from the University of Düsseldorf. He is a member of the Association of Psychological Types. He is also a certified organizational auditor of the European Foundation for Quality Management (EFQM). Karl-Heinz is based in Zurich, Switzerland, having previously lived and worked in Korea, Singapore, the United States, Finland, Sweden, France, and Germany.

**Rudolf Vogl**

Senior Vice President HR
*Raiffeisen Bank International*

Rudolf Vogl. Austrian, Degree Master in Law, University of Vienna, is heading the HR function of Raiffeisen Bank International AG, Vienna, Austria. This involves supporting the board in all strategic HR matters and managing HR in a network of 15 banks in CEE with more than 58,000 employees. He joined Raiffeisen in June 2004. Before that he headed HR for the Continental Europe Division of Gallagher Plc, London, for two years leading the human resources teams in Western and Eastern Europe. For over 10 years he also held various senior HR functions with Eli Lilly & Comp. in Europe and the US. However, he started his professional career with the Department for Organization & Personnel at the Ministry of Finance in Austria.

**Mia Vanstraelen**

HR Director Benelux
*IBM*

Mia Vanstraelen holds responsibility for Human resources in IBM BeNeLux, an operating team of 7000 employees. She grew into “HR” from her position as global IBM learning and talent leader. Previous to HR, Mia developed capabilities in sales management, business development and industry solutions. She did lead the development & introduction of IBM’s first insurance industry model. During 8 years she performed, in a global capacity, projects & consultancy in domain of business development & transformation for insurance clients. Mia does hold an Master degree in electronic, electrical and mechanical engineering and acts also as fellow of her university KULeuven.

**Miguel Armando Premoli**

HR Director Central Functions Europe
*PepsiCo*

Miguel Armando Premoli is the Human Resources Director Central Functions for PepsiCo Europe supporting the European teams of Finance, Information Technology, Marketing and Sales. 
He has worked in the HR field for more than 19 years in companies like Colgate Palmolive, Wal-Mart Stores and Neoris Consulting. 
His experience in the field of Human Resources is in the areas of Strategic HR planning, Talent Management, M&A and Organizational Development. He started his career in Argentina, were he is from, and has extensive International experience in Latin America, North America Asia and Europe He has published articles in many Human Resources and Business magazines and is a former professor of Buenos Aires' CEMA University. He is currently located in Barcelona.
**Biographies:**

**Anna Simioni**  
Executive Vice-President, Corporate Learning Director of *UniCredit Group*  
CEO of *UniManagement*

Since 2006, Anna Simioni is CEO of UniManagement – the UniCredit Group Learning Company that develop leadership linked to core competencies – and Corporate Learning Director of UniCredit Group. Previously, she served as Organization & HR Director (2004-2005) for UniCredit Group Processes and Accounting. From 1999 to 2003 Anna was Head of Human Resources Policies & Development of UniCredito Italiano. From 1997-98 she served as Head of Organizational and Professional Development of Credito Italiano. Before joining Credito Italiano, she spent the first eleven years of her career as a consultant in Italy, France and the United States. Anna graduated from Bocconi University of Milan and attended a post-graduate Advanced Human Resources Executive Program at the University of Michigan Business School.

**Julian Bishop**  
VP Corporate Services  
*GSMA*

**Helio Fujita**  
HR Director Global HR Integration  
*Abbott Products*

**Julian Bishop** is responsible for the Corporate Services functions of the GSMA Group (HR, IT, Facilities & Corporate Projects) and for the delivery of GSMA’s strategy. The GSMA is a pre-funded strategic consultancy whose goal is to expand and grow the mobile industry. Julian chairs a global steering group of Group HR Directors from the mobile industry to ensure that mobile operators have the capability to compete in the future. Julian graduated with a degree in Mathematics and spent his early career as an economist at the Bank of England and HM Treasury (UK Ministry of Finance). He moved into HR because he was passionate about what made organisations effective. Prior to joining GSMA, Julian was Head of HR at Accenture for a number of Business Units.

**Tamer F. Elewa**  
Regional Director of Human Resources  
*Merk Serono Middle East*

**Tamer F. Elewa**, Regional Director of Human Resources - Middle and Near East region, for one of the top Pharmaceutical organizations across the globe, supports 13 different countries, a work force of 16 diverse nationalities, 8 different faiths and speaking 25 different languages, gives us an insight on the importance of cross cultural awareness. Tamer has graduated from Aberdeen Business School, and is currently working towards his doctorate degree in organizational behaviour, researching cross cultural barriers towards staff engagement. A member of ELSEVIER Innovation Explorers, He has a 12 Years business experience and aspires to create a “Best Working Environment” across the 13 countries that he supports.

**Helio Fujita** joined Abbott in February 2010 when Solvay Pharmaceuticals was acquired and he is currently HR Director for Global HR Integration. He has worked for Solvay since mid 2005. His first position was Country HR for Brazil. After that he was responsible for Strategic Planning and Management in Brazil in addition to his HR role. He moved to Belgium in 2008 to become HR Projects Director and coordinate the implementation of new HR policies, processes and tools worldwide for Solvay Pharmaceuticals and later became HR Director for the Pharmaceutical Research function globally. Prior to that he had different people management positions in the automotive and construction/cement businesses in American, Brazilian and European companies. He earned a master’s degree in business administration focused in Human Resources from São Paulo University. He has additional professional education and experience in Coaching, 6 Sigma and Balanced Scorecard implementation.
Biographies:

**Judith Jungmann**  
Human Resources Director Global  
Baby Nutrition  
Danone Group

Judith holds a degree in law and started end of 96 at Siemens in Germany in HR. She held 3 functions at Siemens, specialist in Labour and Social Law, HR Business Partner and Senior HR Business Partner. In 2003 she started at Danone Germany as HR manager and was promoted to HR Director in 2005, taking also a responsibility for Austria and Switzerland in 2007. Since 2008 she is in charge of Talent Management for the global division Baby Nutrition of Danone and is also responsible for HR at the second headquarters for Danone, located in Amsterdam, the Netherlands.

**Janey Smith**  
Director, Group Organisational Effectiveness  
The Royal Bank of Scotland

Janey Smith is currently Director, Group Organisational Effectiveness at The Royal Bank of Scotland, a position she acquired in April 2009. In her role Janey is responsible for the Group’s strategy and process for Leadership Development, Performance Management, Talent, Learning and Human Capital. Janey joined The Royal Bank of Scotland in 2004 as Regional Managing Director, RBS North of England. In 2006 Janey took up the role of Director of Business Improvement, leading the Retail business’ change programme incorporating process, technology and customer proposition changes. Prior to this Janey worked with Standard Life Assurance, latterly as their Sales Operations Director. Before that, Janey was in Food Retail with Safeway where her roles included store management, project management and human resources. She started her career in the NHS in 1980 where she undertook their Management Training Programme and went on to hold a number of general management positions. Across these sectors, she has worked in a variety of operational, change and HR roles, including training and development. Janey holds a Master of Education, Training and Development.

**Florin Petrescu**  
Senior VP Human resources  
Citi

Since August 2009, Florin Petrescu has joined Citi’s EMEA Regional Office based in London as the Regional HR Business Partner (SVP) covering Citi’s Consumer and Commercial Banking groups in Central Eastern Europe and the Middle East (CEE&ME), 10 emerging markets in the region totalling 6,500 employees and 332 branches. In his role, he ensures strategic HR oversight for Retail Banking/Wealth Management, Marketing, Local Commercial Bank, Consumer Risk, Consumer Lending and Insurance. Florin has been with Citigroup since 1999 and his background with Citi is strongly rooted in Central and Eastern Europe. Prior to his assignment with the EMEA Regional Office, he had been Citi’s HR Head for Romania and HR Head for Romania/Bulgaria Cluster and a Deputy General Manager of Citibank Romania SA, at that time Citi’s sole legal entity in Romania. He also played an active leadership role within the Central Eastern Europe Division HR team. Florin is driven by strong values and business ethics. His goal is to leave a legacy behind, giving back to people around him. He is a strong believer in HR’s leadership role in creating a winning culture based on merit, helping people succeed, advance their growth, and directly impact on the performance of the organization.

**Pieter Haen**  
President  
EAPM

Pieter Haen studied labour law and international law (Tilburg University) in the Netherlands. As an Officer he fulfilled his military service as Secretary of the Court-Martial. He worked for Banks, Fast Moving Consumer Goods Industries and Retail in HR and General Management jobs both in the Netherlands and abroad. Since 1990 he is founder and President of Duurstede Groep Strategic Executive HR Consultancy & Search, an independent and internationally operating Consultancy Company (see www.duurstedegroep.com). Pieter Haen is President of the European Association for People Management (EAPM) (see www.eapm.org) and Secretary General of the World Federation of People Management Associations WFPMA (see wfpma.org). He was for 5 years Vice President of the Dutch Association for Personnel Management and Organizational Development (NVP) (see www.nvp-plaza.nl). From 1999 – 2005 he was chairman of the Chapter International of NVP. He is a speaker and chair at international conferences on strategic HR and co-author of the 2008 edition of ‘HR Management in Europe’.
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[ ] Mr  [ ] Mrs

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Nature of Business: ..............................................................
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Bank Transfer:
Tatra Banka a.s.
Hodžovo námestie 3 | 811 06 Bratislava
Slovenská republika
S.W.I.F.T. code: TATR SK BX
Account Name: North West Business s.r.o
Account No.: 262 818 4676
IBAN: AK 96 1100 0000 0026 2818 4676

2 days Summit (30th & 31st March 2011)

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<td>1 Delegate till 31 Dec 2010</td>
<td>499€</td>
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998€

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