

# CIPD | Middle East People Conference & Awards

10-11 April 2019 | Grosvenor House, Dubai

## Conference programme

Join 150+ senior HR leaders to network, learn, benchmark your practices and share experiences.

## Event overview

**8-9 April 2019**

**Pre-conference workshops | Rove Marina**

*Strengthen your skills in specific areas of HR through half-day workshops.*

The CIPD Middle East People Conference & Awards features two days of pre-conference workshops. Focused on specific areas within HR, L&D and leadership, each session is designed to provide you with practical takeaways and facilitate interaction. Pre-conference workshops are strictly limited to 25 people each, and tickets can be purchased as an add-on to the conference.

**10-11 April 2019**

**Two-day conference | Grosvenor House**

*Learn, network and share your experiences with up to 150 senior HR leaders.*

The two-day conference features keynote addresses, panel discussions, 90-minute practical workshops, townhall meetings, interactive sessions and a line-up of international speakers, members of the CIPD global team and local practitioners.

**11 April 2019**

**CIPD Middle East People Awards Ceremony | Grosvenor House**

*Get recognised for your outstanding achievements in people management.*

Held as part of the CIPD Middle East People Conference & Awards, the awards recognise individuals, teams and organisations for their outstanding achievements in people management and development. The ceremony is taking place at the end of the conference.

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[VISIT WEBSITE](#)

## Pre-conference masterclasses | Rove Marina

Pre-registration required

### Monday 8 April 2019

- 08.20am – 09.00am** Registration and welcome refreshments (Level M)
- 09.00am – 12.30pm** *Choose to attend either of two simultaneous workshops. A 30-minute networking coffee break will take place half-way through this session.*

#### **Workshop A: Compensation and benefits: a blueprint for best practices in mergers, acquisitions, joint ventures and beyond** (Room MAR 2)

Through hearing about several case studies, you will explore the different approaches to the integration of compensation and benefits policies and practices and the development of a robust strategy. You will learn the common pitfalls and lessons learned from recent mergers and acquisitions (M&A) and joint ventures (JV) activities in the region so that you would be well-placed to lead a similar transition in your own organisation taking account of your business and people priorities. The primary aim of the workshop is for participants to co-design a blueprint for handling compensation and benefits issues in M&A and JV situations.

##### Workshop leaders:

- John MacDonald, Independent Consultant and Associate, CIPD
- Taisha Nurse, HR Manager, McDermott Middle East
- Barry Jones, Director – HR Systems Integration, SNC Lavalin
- Caroline Parsons, Director, HR & Shared Services, WSP Middle East

#### **Workshop B: Optimising performance with the FISH! Philosophy** (room MAR 3)

This session is a high-energy, motivational workshop that will provide you with practical takeaways on how to unleash creativity, improve working relationships and model a team approach that focuses on personal accountability to optimise performance.

Through interactive activities, games and case studies, you will learn how to play and enjoy your work. You will also discover how to leverage mind mapping in your everyday job in order to generate powerful ideas.

Workshop leader: Bashar Shawky, Coach and Business Consultant

- 12.30pm – 2.00pm** Networking lunch break (Ground floor, The Daily)

- 2.00pm – 5.30pm** **Workshop C: CIPD Leveraging HR analytics and data for effective strategic workforce planning** (room MAR 2)

Employee salaries and HR programmes frequently account for close to half of many organisations operating expenses. One reason for this high level of investment is the recognition that people are the ultimate source of innovation and competitive advantage. In order to leverage maximum employee value and potential, many leading organisations are turning to human capital analytics to gain a deeper understanding of their workforces, and improve the quality and credibility of HR decision-making.

This workshop provides an in-depth introduction to HR analytics and enables you to develop the skills to initiate a human capital analytics journey by providing tools and methods for:

- Linking HR and business strategies
- Assessing organisational readiness for analytics initiatives
- Building the business case for analytics
- Defining the roles, capabilities and structures required to maximise analytics effectiveness

Workshop leader: Paul Lalovich, Organisation Effectiveness Consultant, Associate, CIPD

## Tuesday 9 April 2019

**08.00am – 09.00am** Registration and welcome refreshments

**09.00am – 12.30pm** *Choose to attend either of two simultaneous workshops. A 30-minute networking coffee break will take place half way through this session.*

### **Workshop D: Coaching and mentoring: Painting your coaching canvas** (room MAR 2)

Building a coaching culture helps companies grow and nurture talent and contributes to building a more engaged and motivated workforce. But what exactly is a “coaching culture” and how can HR instill it within the organisations? How is it different or similar to mentoring? How can HR transition the organisation towards a coaching culture?

In this workshop, you will assess your coaching canvass and build your roadmap for a successful coaching culture to foster high performance. You will learn to:

- Assess the level of coaching readiness within your organization
- Define a coaching culture and learn what needs to be in place
- Identify quick wins to raise awareness and get buy-in on coaching
- Create your own roadmap moving forward as a coaching advocate

Workshop leaders:

- Melissa L. Schlimm, Managing Partner, Certified Executive Coach & People Developer
- Simone Lawrence, Managing Partner and Co-Founder, Executive Coach

**12.30pm – 2.00pm** Networking lunch break (Ground floor, The Daily)

**2.00pm – 5.30pm** **Workshop E: CIPD data and storytelling taking L&D into tomorrow** (room MAR 2)

This workshop will be an interactive overview of the systematic learning cycle looking at the drivers shaping L&D, the link with learning needs analysis and evaluation, what makes great design and delivery across a number of platforms and media. It will also challenge L&D practitioners on how they role model learning and will explore our perceptions and bias of our customers and clients. The workshop will be informed by latest research from the CIPD and Towards Maturity and give you some practical take-aways. It may well challenge some of your potentially long held beliefs about things you do in L&D.

Workshop leader: David Hayden, Learning & Development Consultant, CIPD



## Conference programme

### HR now and in the future: Leading the change

#### Day One: Wednesday 10 April 2019

08.00am – 08.50am Registration and welcome refreshments (main ballroom)

08.50am – 09.05am Welcome remarks by CIPD (main ballroom)



Ramy Bayyour  
Managing Director Middle East  
**CIPD**

09.05am – 09.25am Opening keynote address (main ballroom)

#### **Redefining ‘good work’ and putting human into HR**

At the CIPD, we believe that the future of work is human. This is not a question. It’s an unequivocal statement, and we continue to invest in promoting the movement for change. Central to that is how we understand and develop what good work is. Over the past few years, the debate over what is good work and how important it is in the changing world of work was reignited.

Good work embraces many of the principles at the heart of what good HR and people practices should enable; from inclusion, to proper support, the use of skills and employee voice – with outcomes and implications for engagement, wellbeing and productivity. In this insightful keynote address, Peter Cheese will present the CIPD’s point of view on the future of work and discuss the principles of good work, and why it is important for companies and economies alike.



Peter Cheese  
Chief Executive  
**CIPD**

09.25am – 10.15am Panel discussion (main ballroom)

#### **Professionalising the HR function**

As the region prepares to meet the demands of increasingly globalised economies and ambitious national development plans, people professionals play an ever more strategic role in rolling out growth plans. Yet, the HR function remains largely misunderstood, underutilised and people professionals continue to work to prove the value of the function.

This panel discusses how HR can gain credibility by becoming principles-led and evidence-based and work closer to the business to drive results. It will review the progress made in the region, discuss the different ways in which the function can be redefined and debate the implications of professionalising HR. Some of the questions that will be tackled include:

- How can HR redraw the boundaries of the profession and redefine business impact?
- What practices can organisations put in place to build the right HR capability?
- What are the opportunities for HR to drive sustainable organisational change and gain a seat at the table?

Moderator:


Cheryl Thornton, FCIPD  
Regional Head of People - UK, South Asia & Middle East  
**The Fred Hollows Foundation**

Panelists:


Peter Cheese  
Chief Executive  
**CIPD**



Craig Austin, FCIPD  
Head of Talent Management & Learning & Development  
**RAK Bank**



Emma Seymour, FCIPD  
Vice President of Worker Welfare – Real Estate and Delivery  
**Expo 2020**



Nicholas Andriotis, FCIPD  
Executive Director – Human Resources  
**Ithra Dubai**

10.15am – 10.35am



Tech talk by **AVADO** (main ballroom)

### Building brilliant HR teams: increase collaboration and expertise through digital learning

Digital transformation has been a hot topic in recent years and affects every region, industry and job role. Across the globe, the rate of digital change is creating a workforce dislocation problem which in turn has created a large gap in employee skillsets. It is the role of an HR department to help their organisation grapple with these challenges – but are they in the right place to help?

HR functions are facing their own challenges and, in order to be brilliant and support their businesses, they need to quickly adapt to the new world and lead the change. Upskilling, collaborating and sharing learning experiences, on a global scale, will therefore be key to the people profession's success.

As the world adapts to this digital transformation, traditional methods of learning are increasingly becoming outdated. Amy Crawford will explore how digital learning encourages collaboration amongst HR functions, across different regions and time zones, whilst providing a flexible, cost-effective and impactful way to help build and equip HR teams for the challenge ahead!



Amy Crawford  
COO  
**AVADO**

10.35am – 11.00am

**Keynote** (main ballroom)

### Hiring your next millennial star



Millennials make up roughly a quarter of the world's population and are set to overtake Baby Boomers as the largest generation for the first time in 2019. Having growing up in a technology-fueled world, they bring a new set of expectations, career goals and ambitions. What makes them motivated? What keeps them engaged? And why would they stay within your organisation?

With over 135,000 LinkedIn followers, Michaela Alexis knows a thing or two about social media and, in particular, about landing your dream job through the power of online communities. Since then, she's helped companies land top talent and brand themselves as employers of choice. In this eye-opening keynote, she will share key insights into hiring your next millennial star.



**Michaela Alexis**

Espresso-fueled entrepreneur, LinkedIn expert and author

**BONUS: Read Michaela's recent interview with *Thrive Global***

11.00am – 11.30am

**Networking coffee break and interactive activities**

11.30am – 1.00pm

### Workshops

*Choose to attend either of three simultaneous workshops conducted by matter experts. While sessions may cover theoretical concepts, these workshops are designed to be highly practical and feature group exercises, simulations, interactive activities and case studies. To maximise interactivity, each workshop is strictly limited to a maximum of 20 participants.*

### **Workshop A: Design thinking adventure workshop for HR: Redesigning the employee experience** (room 'Eton')

In the gig economy, we need to design a workplace that has the right cultural, technological and structural environment, to attract and retain a multi-generational workforce. HR professionals start more and more to recognise the need to focus on employee experience and the alignment with the brand promise in the market.

In this workshop, discover how to think like a designer and apply iterative design principles to identify the touchpoints along the employee lifecycle, where a positive experience has the most significant impact. By exploring new methods and techniques, this session will help you think about employees first and processes second. Some of the questions that will be addressed in this session include:

- How to make employees' interaction with HR interfaces more simple, intuitive and pleasurable?
- How to design overall experiences that engage employees, across all stages from candidate to alumni?
- How to make HR outcomes more exciting for HR professionals?
- How can HR help build & reinforce design capabilities across the organisation?



**Fred Haentjens**

Organisation Design Thinker; Associate, **CIPD**

## Workshop B: Managing your immigration policy: Regional trends and a case study on compliance (room 'Kew')

The Middle East and North Africa region is fast-paced and rapidly evolving. It also houses key business hubs such as the UAE, Oman, and Saudi Arabia – all hosting a large representation of expats. Global businesses, as such, are tasked with navigating an increasingly complex immigration landscape when deploying key talent in the region, often at a moment's notice.

Join Fragomen in dissecting some of these regional complexities, with a focus on key regional business hubs, and understanding the migrant life cycle through an interactive case study. Attendees can expect to engage in a discussion on key immigration developments and trends, as well as gain valuable insight on building robust internal immigration policies and ensuring ongoing compliance.



Vladimir Jankovic  
Manager  
**Fragomen**



Ali Haider  
Manager – Middle East  
**Fragomen**

## Workshop C: Role Coaching – Creating inclusive cultures by combining technology and coaching (main ballroom)

Millions of dollars are spent every year on measuring employee engagement and driving inclusion. In most cases however, this investment does not translate into positive employee experiences and inclusive working cultures.

In the diverse world of today, the challenge for organisations is to create “one size fits one” engagement and inclusion strategies that take into account the unique needs of their diverse workforce, whilst at the same time being sustainable and scalable. Whilst coaching is a recognised way to support engagement and inclusion, it requires significant organisational investment, making it difficult to sustain and scale. Furthermore, integrating coaching into the organisational culture places a significant load on managers and leaders who often feel overwhelmed at the task of having to find the time to coach employees as well as drive strong performance outcomes.

However, new technologies offer a way to make coaching easier for managers by using employee driven data to have engaging coaching conversations with their people that act as powerful performance accelerators. Role-Coaching combines the best of coaching with employee driven feedback to enable an inclusive AND high performing culture. In this talk, I will share examples of how we are using Role-Coaching with our clients to transform their working cultures and shift the dial on performance.



Tracy May  
Managing Director  
**Diversitas**

1.00pm – 2.15pm

Networking lunch break (Sloane's restaurant)



2.15pm – 2.35pm

Welcome back! (main ballroom)  
**Workplace mindfulness session**



Emma Carbery  
Founder & Mindfulness Programme Director  
**Mindfulness Dubai**

2.35pm – 3.10pm

Panel discussion (main ballroom)  
**Workplace wellbeing and mental health: the elephant in the room**

Many traditional corporate wellness programmes only recognise the physical component of health. While this approach is surely better than nothing, employers that only focus on physical health are missing out on a significant opportunity to positively impact their organisation. The CIPD identifies five 'domains' of wellbeing – health, work, values/principles, personal growth and collective/social – and considers them from both an individual and an organisational perspective.

Bringing together experts across those different areas, this panel explores the correlation between employee wellbeing and productivity and discusses the role of HR in helping individuals find their purpose while providing practical takeaways to avoid employee burnout.

Moderator:



Gill White  
Director of Business and Markets Development  
**CIPD**

Panelists:



Rajeev Daswani  
Chief Happiness Officer  
**Mind Body Soul**



Marita Harrold  
Corporate Wellness Consultant  
Associate, **CIPD**



Derv Rao  
Co-founder  
**DuPlays**

**BONUS: Discover the CIPD's resources of workplace wellbeing**

3.10pm – 3.50pm

Case studies (main ballroom)

*Because there is nothing like first-hand experience, we have curated a series of case studies for you to learn from and benchmark with. In these 20-minute TED-talk-like presentations, regional practitioners share their experiences across a variety of areas. They speak of their hurdles, objectives and results. Grab your coffee and a notepad!*

**Case study 1 – Navigating change: How Mubadala kept the human connection through a merger** (main ballroom)

With M&As multiplying in the region, knowing how to effectively manage change has rarely been so relevant. When Mubadala went through a merger in 2017, it had no attrition in human capital – on the contrary, the team noticed higher levels of engagement and increased loyalty from its employees. But how did they communicate this change and enabled their people to find their place? In this case study, Christine shares Mubadala's learnings from this experience.



Christine Belanger  
Senior Vice President – Performance Development  
**Mubadala**

### **Case study 2 – Continuous learning: Delving into RAKBANK's L&D strategy** (main ballroom)

RAKBANK's Head of Talent Management shares their journey developing L&D business partners and transforming the organisation through learning.



Craig Austin, FCIPD  
Head of Talent Management & Learning & Development  
**RAK Bank**

3.50pm – 4.30pm

### **Keynote address and Q&A** (main ballroom)

### **The robots are coming: The new age of the profession**



Gill White  
Director of Business and Markets Development  
**CIPD**

## Day Two: Thursday 11 April 2019

08.30am – 08.50am Registration and welcome refreshments

08.50am – 09.00am Workplace meditation and yoga (main ballroom)

Start off the day with a quick yoga session and learn how including meditation practice in your workplace can help create cohesive teams.

09.00am – 09.25am

Opening keynote presented in partnership with Right Selection (main ballroom)  
**How Socrates, Steve Jobs and 100 other legends can transform your presentation skills**



Public speaking and presentations are usually a daunting task for many senior executives. Yet, whether HR is reporting to the board, negotiating or delivering training programmes, there is no doubt that mastering presentation skills is essential in order to foster buy-in, engage audiences and motivate teams.

In this high-energy keynote, broadcaster Richard Dean shares the key findings from his new book *CROWDPLEASER: The 100 greatest public speaking tips of all time, from Socrates to Steve Jobs*. Through case studies of great public speakers, from real estate tycoon Mohammed Alabbar to Sheryl Sandberg and Elon Musk, learn the hacks, hints and pro tips to become a master of modern communication.



Richard Dean  
Presenter, Business Breakfast  
**Dubai Eye 103.8**

09.25am – 09.55am

Talk show (main ballroom)  
**How the CFO-CHRO partnership can drive business performance**

Moderator:



Richard Dean  
Presenter, Business Breakfast  
**Dubai Eye 103.8**

Panelists:



Louise Fisher  
Chair, **CIPD**  
Former Director of International Operations, **Xerox Corporation**



Ben Bengougam  
SVP HR – EMEA  
**Hilton**

09.55am – 10.15am

Keynote address (main ballroom)  
**HR as a strategist and a business coach**

HR Leaders play a key role in ensuring the effectiveness of their organisation's strategy. They hold the key to its success in the short and long term.

This keynote will lay out the reasons why and provide you with ideas on how you may develop your capability as a leader and that of your HR leadership and wider team.



Yetunde Hofmann, FCIPD  
Board Member  
**CIPD**

10.15am – 11.00am

**Panel discussion (main ballroom)**  
**The role of HR in leading OD and transformation**

Moderator:



Farzana Kazemi, FCIPD  
Former Chief Corporate Officer, **KEF Holdings**  
Founder and CEO, **Trailblazer Consulting**

Panelists:



John Harker  
Former Chief HR Officer  
**AI Futtain**



Sriram Rajan, FCIPD  
Head of OD & Talent  
**SIG Combibloc Obeikan**



Raed Sater  
GM HR & Transformation  
**BAPCO**



Fred Haentjens  
Organisation Design Thinker; Associate, **CIPD**  
Founder, **Boxology**

11.00am – 11.30am

**Networking coffee break and interactive activities**

Enjoy a coffee break and meet your peers through speed networking, play team games and unwind in the networking lounge.

11.30am – 12.30pm

**Case studies (main ballroom)**

*Because there is nothing like first-hand experience, we have curated a series of case studies for you to learn from and benchmark with. In these 20-minute TED-talk-like presentations, regional practitioners share their experiences across a variety of areas. They speak of their hurdles, objectives and results. Grab your coffee and a notepad!*

**Case study 1 – From old school to cool: How TESCO nailed employer branding (main ballroom)**

How can third generation family businesses and old corporations keep their workforces engaged and motivated with the brand? In this case study, hear how 100-year old TESCO rebuilt trust with its employees and its customers through a powerful employer branding strategy. Jamie led the culture transformation project for the retail giant, known as the third biggest company in the world.



Jamie Cunningham  
Former Head of Employer Branding  
**TESCO**

### Case study 2 – Money doesn't buy engagement: The secret to Hilton's soaring employee satisfaction (main ballroom)

In the hospitality industry, over 60% of employees are paid the minimum wage. In these circumstances, how do you foster engagement, satisfaction and ensure your employees are able to provide quality service to your guests? In this inspiring session, learn how, by looking after its staff and focusing on areas such as diversity, mental health and wellbeing, Hilton achieved #2 Best Place to Work right behind Salesforce.com, clearly leading the industry despite those challenges.



Ben Bengougam  
SVP HR – EMEA  
**Hilton**

### Case study 3 – Enabling gender diversity through flexibility: The case for returnship programmes (main ballroom)

Increasing the participation of women in their ranks still remains a challenge for many companies. For years, Mums@Work has led the way by advocating flexible work opportunities for women and developing returnship programmes for some of the biggest names in the region such as VISA, Standard Chartered, Hilton, Edelman and more. In this case study, hear how returnship programmes work and understand their impact of company culture and diversity.



Louise Karim  
Co-Founder and Managing Director  
**Mums@Work**

12.30pm – 1.15pm

### Panel discussion (main ballroom)

### Talent management: From identifying talent to developing leaders

#### Moderator:



Yasser Hatami  
Managing Director  
**GulfTalent**

#### Panel speakers:



Mariam Al Suwaidi  
Vice President, Learning & Competency Development  
**ADNOC**



Keith F. Watson, FCIPD  
CIPD Tutor  
**ICS Learn**



Sarah Davis  
Head of Partnerships  
**CIPD Middle East**



Gavin Walford-Wright  
CHRO  
Taaleem

1.15pm – 2.30pm

### Networking lunch break (Sloane's restaurant)

2.30pm – 3.45pm

Choose to attend either of three simultaneous workshops conducted by matter experts. While sessions may cover theoretical concepts, these workshops are designed to be highly practical and feature group exercises, simulations, interactive activities and case studies. To maximise interactivity, each workshop is strictly limited to a maximum of 20 participants.

### Workshop A: Creating a culture of wellbeing and happiness (room 'Eton')



Marita Harrold  
Managing Director  
Tree Yellow

### Workshop B: Modern L&D: Is bite-size the right-size? (main ballroom)

In the modern world of work, there is increasingly less time to take long courses, attend training days or dedicate hours to learning. Despite initial reactions, this isn't a bad thing, since learning in small chunks is fast being recognised as a more effective way to learn. Modern learners want short, focused bite-sized bits of learning that can fit into a busy schedule but still have impact. They want learning that can be accessed quickly in the workflow and learning that doesn't overcomplicate or lead to cognitive overload. In this session we'll look at the 'bite-size' approach to learning and learn how to design for 'just enough'.

At the end of this session, you'll be able to:

- define bite-sized leaning - what is is, and isn't
- outline some of the benefits of bite-sized learning for both the learner and organisation
- suggest ways to apply the principles of bite-sized learning to your context



Jo Bteddini  
L&D Associate  
CIPD



Catherine Walker  
L&D Adviser  
Foreign and Commonwealth Office

### Workshop C: Strategies to develop core behaviours through psychometrics & coaching: A profession mapping exercise (room Kew)

Do you sometimes wish you could be as committed to knowing and developing yourself as you do others? Are you ready to improve your personal effectiveness? Are you unsure about how to develop CIPD Core Behaviours essential for your success, and how to navigate your way around the Profession Map? This interactive, coaching-style workshop provides the reflective space to engage in mindful practice, acquiring essential skills and techniques to take greater control of your HR practitioner journey. Using psychometrics, self-awareness initiatives (e.g. Johari Window), case-study analysis, goal-setting, G.R.O.W, and strategic planning, this workshop is suitable for any HR practitioner who takes personal/professional development seriously!





Dr. Michelle Hunter  
Head of People and Behavioural Science  
**The Occupational Psychology Practice International LTD**

3.45pm – 4.00pm

Networking break and refreshments

4.00pm – 5.30pm

CIPD Middle East People Awards Ceremony

Celebrate the achievements of outstanding teams and organisations across eight categories:

- HR / L&D Team of the Year
- Best Health & Wellbeing Programme
- Best Employee Engagement Initiative
- Best L&D Programme
- Best Diversity & Inclusion Initiative
- Best Recruitment & Talent Management Strategy
- Best Digital Initiative in HR / L&D, *presented by AVADO*
- HR Rising Star of the Year

Hear from the winners and enjoy some entertainment to end the day!

Master of Ceremony:



Yetunde Hofmann, FCIPD  
Board Member  
**CIPD**

End of conference

*Disclaimer: This programme, the speakers and timings may be subject to change.*

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Conference & Awards

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**By experts on the  
world of work, *for experts  
in the world of work***