



GLOBAL
EXECUTIVE
EVENTS



EUROPE'S #1 UNLEASHING HR EXCELLENCE

**NOVEMBER
21 - 22, 2019
RODE HOED
AMSTERDAM**

In collaboration with



Introduction

The landscape of business is constantly changing which means that nearly every industry must adapt to new complexities and developments in their fields. By utilizing company resources effectively, Human Resources can ensure that the right Human Capital is in place and, in turn, improve both financial and operational performance within their organisations.

Human Resources are a vital asset in every company, as they stand at the forefront of these changing environments. Personnel costs, quantity and quality are just a few of the critical areas within which Human Resource Professionals must Strive for Excellence to achieve not only company objectives, but also to ensure future growth and profit.

By adopting dynamic HR strategies and maintaining an active role in their organisations, Human Resources Professionals can provide the competitive edge that businesses need to thrive in the 21st century.

This HR Excellence Summit will be expose you to innovative and cutting-edge ideas from cross-industry thought-leaders and influencers.

Summit Topics

- Transformational Development: The Art of Understanding and Developing People at Scale
- The Role HR Plays in Digital Transformation
- Democratising the Talent Experience
- Building Engagement; Battling Turnover and Burnout
- The Role of HR in Managing Change: Putting People First
- Scaling Behaviour Change in Times of Transformation
- The Impact of Agile Coaching on Employees
- Building a Business Case for Employer Branding
- The Future of Work – Much Ado about Nothing?
- Digital Employee Experience – Where Technology Meets Employee Expectations
- The Art of Recruiting: Creative & Innovative Approaches to Attract & Source Top Talent for Hard-to-Fill Roles
- Performance Management: What Works and What Doesn't
- Uncover your Intrinsic Motivation
- Bringing Brand and Culture Together as One
- Human Capital Management Essentials
- Diversity and Inclusion at the Workplace

What our clients say:

EXCELLENT EVENT,
EXTREMELY WELL ORGANIZED
WITH INSPIRING SPEAKERS AND
INSIGHTFUL TOPICS!"
~ PHILIPS



"GREAT OPPORTUNITY
FOR PEER-TO-PEER
LEARNING"
~ BOOKING.COM



"AMAZING AGENDA AND VERY
INSPIRING SPEAKERS!"
~ KLM



"SOME
PRESENTERS GAVE ME
NEW IDEAS AND BRAIN-
FOOD I HAVEN'T THOUGHT
ABOUT."
~ IKEA



"ONE OF THE BEST
EVENTS I'VE
PARTICIPATED IN!"
~ UNILEVER



"HIGH QUALITY OF
SPEAKERS AND FACILITATORS"
~ T-MOBILE



"GREAT PLEASURE TO
PARTICIPATE AT THIS
SUMMIT!" ~ SHELL



"VERY DIVERSE INSIGHTS
AND TOPICS" ~ ADIDAS



"IT'S A
VERY GOOD FORUM TO
LEARN, TO DISCUSS, TO
REFLECT."
~ EU COMMISSION



"I'M VERY PLEASED WITH THE ORGA-
NIZATION OF THIS, FROM CATERING
TO COMMUNICATION, TO CONTENT."
~ AMSTERDAM SCHOOL
OF INTERNATIONAL BUSINESS



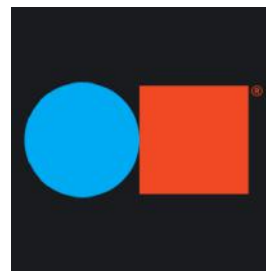
"THOUGHT PROVOKING
AND INSIGHTFUL"
~ TUI GROUP



"THE ENGAGEMENT
FROM THE AUDIENCE I
REALLY LIKED!"
~ PFIZER



Our Prestigious Speakers:



Speaker line-up:



Certe Askes
Co-Founder & CEO
SPARQ360
Netherlands

Chairperson Day 1



Chris Pether
CEO
PEOPLES MART
France

Chairperson Day 2



Loren Roosendaal
Professor of Business Transformation
TIAS BUSINESS SCHOOL
Netherlands



Yvette Swagerman
Head of People EMEA / APAC
TRIPACTIONS
Netherlands



Agnieszka Bartnikowska
Change Management Expert
BNP PARIBAS BANK
Poland



Magdalena Tischner
Senior HR Business Partner
BNP PARIBAS BANK
Poland



Jessica Towicz
Career Solutions Consultant
FUEL50
United Kingdom



Erica Hodgson
Business Change Lead
THE LAW SOCIETY
United Kingdom



Daniel Breitwieser
Client Director
COACHHUB
Germany



Hanno Verloove
Agile Transformation Coach
NATIONALE NEDERLANDEN
Netherlands



Karim Hashem
Scrum Master & Agile Coach
MINISTRY OF SOCIAL AFFAIRS AND EMPLOYMENT
Netherlands



Hendrik de Wit
Director Corporate Communications
INTERTRUST GROUP
Netherlands



David Doe
Vice President HR Talent Excellence
SHELL
United Kingdom



Tobias Renk
Sales Manager EUC NEMEA
VMWARE
Spain



Charlotte Christiaanse-Pali
Global Strategic Talent Sourcing (HVT) Leader
PHILIPS
Netherlands



Max van Veen
Business Developer
INTUO
Netherlands



Perle Laouenan-Catchpole
Head of Communications
PHARMACCESS
Netherlands



Jeltsje Boersma
Communications & PR Advisor
PHARMACCESS
Netherlands



Brook Calverley
Co-Founder
PEOPLE MADE
United Kingdom



Emy Mylona
HR & Recruitment Officer
BUNQ
Netherlands



Sayf Jabbar
Talent Business Partner
AGAP2
Netherlands



Stavros Papadeas
Talent Business Partner
AGAP2
Netherlands



Rachel Mathew
Specialist, Strategy and Excellence
DUBAI AIRPORT FREEZONE
United Arab Emirates

Agenda day one: Thursday

- 8:00 REGISTRATION AND WELCOME COFFEE**
- 8:35 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS**
Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.
- 8:45 CHAIRPERSON OPENING REMARKS**
 Gert Askes, Co-Founder & CEO, SPARQ360
- 9:00 KEYNOTE**
TRANSFORMATIONAL DEVELOPMENT: THE ART OF UNDERSTANDING AND DEVELOPING PEOPLE AT SCALE
- The people revolution: why the real value is no longer on your balance sheet
 - Let me measure that for you: exploring 15 years of failure in the corporate world
 - Towards a better future: simple steps forward for people professionals
- Loren Roosendaal, Professor of Business Transformation, TIAS Business School
- 9:40 FIRESIDE CHAT**
During this session, our Chair will ask Yvette a range of questions that will provide our audience with a new and different perspective on some of the most valuable lessons and insights that she has gained throughout her career so far.
- Yvette Swagerman, Head of People EMEA/APAC, TripActions
- 10:10 NETWORKING COFFEE BREAK**
- 10:45 CASE STUDY**
THE ROLE HR PLAYS IN DIGITAL TRANSFORMATION
- Creating Digital Ambassadors
 - Future competence requirements: how to prepare the organisation for the change
- Agnieszka Bartnikowska, Change Management Expert, BNP Paribas Bank Polska
 Magdalena Tischner, Senior HR Business Partner, BNP Paribas Bank Polska
- 11:20 SPONSOR SESSION**
DEMOCRATISING THE TALENT EXPERIENCE
- Why we need to rethink our employee and talent experience
 - How to build a culture of transparency and fairness to ensure the future skills and workforce talent that 2020 needs
 - A democratised talent experience drives retention and engagement uplifts
- Jessica Towicz, Career Solutions Consultant, Fuel50
- 12:00 NETWORKING LUNCH BREAK**
- 13:00 LUNCH SPONSOR**
BUILDING ENGAGEMENT, BATTLING TURNOVER AND BURNOUT!
 Gert Askes, Co-Founder & CEO, SPARQ360
- 13:15 WORKSHOP**
THE ROLE OF HR IN MANAGING CHANGE: PUTTING PEOPLE FIRST
 Erica Hodgson, Business Change Lead, The Law Society
- 14:25 SPONSOR SESSION**
COACHHUB: A HUMAN-TECH SOLUTION TO SCALE BEHAVIOR CHANGE IN TIMES OF TRANSFORMATION
- Digital Transformation is affecting every company nowadays, however who needs to change most in the process are the leaders and employees
 - Learn why you need a different approach to developing and supporting your workforce to go through this change
 - Get insights into how the world's most innovative companies use CoachHub - Europe's fastest growing HR Tech Company - to achieve behavior change at large
- Daniel Breitwieser, Client Director, CoachHub
- 15:05 NETWORKING COFFEE BREAK**
- 15:35 PANEL DISCUSSION**
THE IMPACT OF AGILE COACHING ON EMPLOYEES
Our panelists will discuss and share their experiences related to Agile Coaching.
- Moderator: Gert Askes, Co-Founder & CEO, SPARQ360
 Hanno Verloove, Agile Transformation Coach, Nationale Nederlanden
 Karim Hashem, Scrum Master & Agile Coach, Ministry of Social Affairs and Employment
- 16:15 REFLECTION SESSION**
An opportunity for summit participants to reflect and debrief on the learnings from the summit, as well as explore ideas on how the insights learnt can be applied within their organisations and gather ideas on what they would like to explore further.
- 16:45 CLOSING REMARKS FROM THE CHAIRPERSON**
 Gert Askes, Co-Founder & CEO, SPARQ360
- 17:00 NETWORKING DRINKS**
Everyone is invited to continue the conversation over drinks and canapés in the Rode Hoed foyer



Agenda day two: Friday

<p>8:00 WELCOME COFFEE</p> <p>8:40 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS <i>Don't forget to download our app! Just search for 'Global Executive Events'. You can use it to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.</i></p> <p>8:45 OPENING REMARKS FROM THE CHAIRPERSON Chris Pether, CEO, PeopleSmart</p> <p>9:00 CASE STUDY YOUR EMPLOYER JOURNEY AS DUCT-TAPE FOR ENGAGEMENT</p> <ul style="list-style-type: none"> • Building a business case for employer branding • Developing an EVP in a few simple steps • Involving staff to build an authentic story <p>Hendrik de Wit, Director Corporate Communications, Intertrust Group</p> <p>9:35 CASE STUDY THE FUTURE OF WORK - MUCH ADO ABOUT NOTHING? In this presentation David will look at the research into the Future of work through the lenses of work, worker and workplace. He will explain some of Shell's thinking and provide some observations on the key elements for organisations to consider as they craft their own responses. David Doe, Vice President HR Talent Excellence, Shell</p> <p>10:10 NETWORKING COFFEE BREAK</p> <p>10:40 SPONSOR SESSION DIGITAL EMPLOYEE EXPERIENCE - WHERE TECHNOLOGY MEETS EMPLOYEE EXPECTATIONS</p> <ul style="list-style-type: none"> • The relevance of providing a great (digital) employee experience within your business • The status quo (based on the VMware employee experience Survey 2019 results) • What employees care about • The future of employee experience in the workplace <p>Tobias Renk, Sales Manager EUC NEMEA, VMware</p> <p>11:20 CASE STUDY THE ART OF RECRUITING</p> <ul style="list-style-type: none"> • Creative and innovative approaches to attract and source top talent for hard to fill roles, focusing on quality • Enhancing and developing your employee value proposition to reach and attract the best candidates • Targeting recruitment for critical skills as part of your strategic workforce planning to achieve business success and e.g. shorter time to fill <p>Charlotte Christiaanse-Pali, Global Strategic Talent Sourcing (HVT) Leader, Philips</p> <p>11:55 LUNCH SPONSOR WHAT WORKS IN PERFORMANCE MANAGEMENT... AND WHAT DOESN'T There's a lot of unclarity on what works and what doesn't in performance management. In the last few years, more and more organisations have changed their performance process, but did it actually pay off? To find out, we did a research with over 120 international organisations to see trends, best practices and pitfalls. In his talk Max will discuss the surprising results and the 4 most common methods used. Max van Veen, Business Developer, Intuo</p>	<p>12:10 NETWORKING LUNCH</p> <p>13:10 WORKSHOP UNCOVERING YOUR INTRINSIC MOTIVATION THROUGH STORYTELLING</p> <ul style="list-style-type: none"> • More professionals are searching for what drives them - how can HR help them find the answers? • How can we align our purpose with the organization we work for • Learn by doing in this interactive storytelling workshop <p>Perle Laouenan-Catchpole, Head of Communications, PharmAccess Group Jeltsje Boersma, Communications and Public Relations Advisor, PharmAccess Group</p> <p>14:20 SPONSOR SESSION BRINGING BRAND AND CULTURE TOGETHER AS ONE</p> <ul style="list-style-type: none"> • "Your brand is your culture and your culture is your brand" • Brook's going to show us how a brand-led approach to people and culture can completely change the way we think about the employee experience, giving HR more power, relevance and impact. <p>Brook Calverley, Co-Founder, People Made</p> <p>15:00 PANEL DISCUSSION HUMAN CAPITAL MANAGEMENT ESSENTIALS <i>Our panelists will discuss and share their experiences related to Human Capital Management.</i> Moderator: Chris Pether, CEO, PeopleSmart Emy Mylona, HR & Recruitment Officer, bunq Sayf Jabbar, Talent Business Partner, AGAP2 Stavros Papadeas, Talent Business Partner, AGAP2</p> <p>15:40 NETWORKING COFFEE BREAK</p> <p>16:10 KEYNOTE DIVERSITY AND INCLUSION AT THE WORKPLACE</p> <ul style="list-style-type: none"> • Why it matters • How quotas don't automate inclusion • How to get it right - Launching a D & I strategy • Maximizing Joy and Connection - Minimizing fear • Beyond D & I - cultivating a sense of belonging <p>Rachel Mathew, Specialist, Strategy and Excellence, DUBAI AIRPORT FREEZONE</p> <p>16:45 CLOSING REMARKS FROM THE CHAIRPERSON Chris Pether, CEO, PeopleSmart</p> <p>17:00 FINISH</p>
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**#UNLEASH
HR**