



GLOBAL
EXECUTIVE
EVENTS



EUROPE'S #1 UNLEASHING HR EXCELLENCE

NOVEMBER
21 - 22, 2019
RODE HOED
AMSTERDAM

In collaboration with



APMG International

Introduction

The landscape of business is always changing and in turn, nearly every industry must adapt to new complexities and developments in their fields. By utilizing company resources effectively, HR can ensure that the right human capital is in place and improve both financial and operational performance. 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 HR must strive for excellence, to achieve not only company objectives but also to ensure future growth and profit. By adopting dynamic strategies and maintaining an active role in their companies, HR can provide the competitive edge that businesses need to thrive in the 21st century. At the HR Excellence Summit, you will be exposed to innovative and cutting-edge ideas from cross-industry thought leaders and influencers.

You will gain knowledge on best practices through invaluable peer to peer interaction with senior executives from all over the world. Increase your professional network by immersing yourself in fruitful conversation and idea exchanges. Moreover, you will play an important role in aiding others in their professional development by sharing your experiences and strategies. This summit is an opportunity to gain crucial information on recent developments, case studies, methodologies, deployment tools, and ways they can be adapted to suit the unique profile of your company. Global Executive Events is determined to provide top quality networking opportunities that boost your business performance. It's among our objectives to help you spearhead business change and forward-thinking while transforming expertise, technology, and innovation. This is an invitation to benefit from cross-sector learning, concentrated industry knowledge and build new relationships. Propel yourself and your company to new heights by attending our HR Excellence Summit on November 21st-22nd, 2019.

Summit themes

- Creating and Implementing a Sustainable HR Excellence Strategy for the Enterprise
- Advanced Analytics & Emerging Technologies: Advantage or Hinderance from an HR Perspective
- Agility and Individualization in the Employee Journey
- Employee Development and Learning: The Art of Creating an Enjoyable and Continuous L&D Program
- Mergers and Acquisition: The Critical Role of HR
- The Role of HR in Managing Change: Putting People First
- The Future of Work Impact on HR

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

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

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



European 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



Speaker line-up:



Gert Askes
Co-Founder & CEO
SPARQ360
Netherlands



Mattijs Mol
Global Program Head Recruitment
Processes & Analytics
ASML
Netherlands



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



David Doe
Vice President HR Talent Excellence
SHELL
United Kingdom



Hendrik de Wit
Director Corporate Communications
INTERTRUST GROUP
Netherlands



Bernardo Nunes
Head of Science
GROWTH TRIBE
Netherlands



Erica Hodgson
Business Change Lead
THE LAW SOCIETY
United Kingdom



Perle Laouenan-Catchpole
Head of Communications
**PHARMACCESS
FOUNDATION**
Netherlands



Agnieszka Bartnikowska
Change Management Expert
BNP PARIBAS BANK POLSKA
Poland



Agnieszka Gołab-Stanikowska
Employer Branding and Talent
Management Expert
**BNP PARIBAS BANK
POLSKA**
Poland

“PREDICT AND AVOID PITFALLS FROM THE VERY BEGINNING”

Agenda day one: Thursday

8:00 **REGISTRATION AND WELCOME COFFEE**

8:30 **INTRODUCTION & ICEBREAKER**

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.

8:40 **CHAIRPERSON OPENING REMARKS**

Chairperson to be announced

8:55 **SPEED NETWORKING**

An opportunity to start those all-important discussions with your peers. Introduce yourselves to new contacts and begin discussing the challenges you face in an environment where change management is moving faster and faster.

9:20 **KEYNOTE**

CREATING AND IMPLEMENTING A SUSTAINABLE HR EXCELLENCE STRATEGY FOR THE ENTERPRISE

10:10 **CASE STUDY**

ADVANCED ANALYTICS: AN HR PERSPECTIVE

10:35 **NETWORKING COFFEE BREAK**

11:05 **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

Agnieszka Gońb-Stanikowska, Employer Branding and Talent Management Expert, BNP Paribas Bank Polska



11:55 **SPONSOR SESSION**

DETAILS TO BE ANNOUNCED SOON

12:20 **NETWORKING LUNCH BREAK**

13:10 **LUNCH SPONSOR**

DETAILS TO BE ANNOUNCED SOON

Gert Askes, Co-Founder & CEO, SPARQ360

13:30 **WORKSHOP**

THE ROLE OF HR IN MANAGING CHANGE: PUTTING PEOPLE FIRST

Erica Hodgson, Business Change Lead, The Law Society

14:50 **SPONSOR SESSION**

DETAILS TO BE ANNOUNCED SOON

15:30 **NETWORKING COFFEE BREAK**

16:00 **CASE STUDY**

AGILITY AND INDIVIDUALIZATION IN THE EMPLOYEE JOURNEY

16:45 **CLOSING REMARKS FROM THE CHAIRPERSON**

Chairperson to be announced

17:00 **NETWORKING DRINKS**

Everyone is invited to continue the conversation over drinks and canapés in the Rode Hoed foyer

Agenda day two: Friday

- 8:00 **WELCOME COFFEE**
- 8:40 **INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS**
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- 8:45 **OPENING REMARKS FROM THE CHAIRPERSON**
 Chairperson to be announced
- 9:00 **CASE STUDY**
YOUR EMPLOYER JOURNEY AS DUCT-TAPE FOR ENGAGEMENT
- Building a business case for employer branding
 - Developing an EVP in a few simple steps
 - Involving staff to build an authentic story
- Hendrik de Wit, Director Corporate Communications, Intertrust Group
- 9:40 **CASE STUDY**
THE FUTURE OF WORK IMPACT ON HR
- Details to be announced soon.
- David Doe, Vice President HR Talent Excellence, Shell
- 10:20 **NETWORKING COFFEE BREAK**
- 10:50 **CASE STUDY**
THE ART OF RECRUITING
- 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
- Charlotte Christiaanse-Pali; Global Strategic Talent Sourcing (HVT) Leader, Philips
- 11:30 **SPONSOR SESSION**
DETAILS TO BE ANNOUNCED SOON

- 12:10 **NETWORKING LUNCH**
- 13:10 **WORKSHOP**
UNCOVERING OUR INTRINSIC MOTIVATION THROUGH STORYTELLING
- 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
- Perle Laouenan-Catchpole, Head of Communications, PharmAccess Group
- 14:15 **SPONSOR SESSION**
DETAILS TO BE ANNOUNCED SOON
- 14:55 **CASE STUDY**
DETAILS TO BE ANNOUNCED SOON
- Bernardo Nunes, Head of Science, Growth Tribe
- 15:20 **NETWORKING COFFEE BREAK**
- 15:55 **UNCONFERENCE SESSION**
During this interactive session, you will have the opportunity to continue your discussions from earlier in the day and conclude on a sound strategy moving forward. Draw on some of the information shared from the presenters over the last two days, ask those last few pressing questions to them to shape future possibilities.
- 16:30 **CLOSING REMARKS FROM THE CHAIRPERSON**
 Chairperson to be announced

