15th International ASHRM Conference
Westin Dubai, Al Habtoor City, Dubai, UAE
27-29 March, 2018

THE SMART WORKFORCE

Arabian Society for Human Resource Management
ashrm.com
“HR leaders have a unique opportunity to transform the success of their organizations, but this must begin with the wisdom and maturity of individuals”

Abdulhadi A. Al-Mansouri
President, ASHRM

INVITATION TO PARTICIPATE

On behalf of the Arabian Society of Human Resource Management (ASHRM), it is our pleasure to extend an invitation for you and your organisation to join us and participate in the 15th ASHRM International Conference.

The conference offers the opportunity for business leaders, company executives, HR practitioners, managers, and all those responsible for driving business performance by maximising human performance, to gain knowledge, share insights, network and learn.

The three day program features our best ever line up of regional and international keynote speakers. This year’s theme – ‘The Smart Workforce’ – examines how technological advances and new career paths are changing how, why, and with whom we work. As champions of development, HR leaders have a leading role in transforming our people, organizations and countries into these smart workforces. We’ll look at the challenges and opportunities of creating these smarter workforces.

We look forward to your contribution at the conference and welcoming you to Dubai.

Abdulhadi A. Al-Mansouri
President of the Arabian Society for Human Resource Management (ASHRM)
ABOUT ASHRM

Founded in 1991, the Arabian Society for Human Resource Management (ASHRM) is a society dedicated to the management and development of human resources and the exchange of information and expertise in this area.

ASHRM is a not-for-profit organization that aims to be the ‘Regional Voice of HR’.

ASHRM’S MISSION

All the Arabian States recognize that Human Capital is the key enabler for their strategic success and HR professionals have a key role to play in building that human capital.

ASHRM’s mission is to promote the human resource profession and advance the human capital capabilities of organizations within the region. It aims to achieve the following strategic objectives: taking a lead role in developing HR professionals in the GCC region; assisting organizations with developing their Human Capital; developing a regional body of HR knowledge; and gaining international recognition through collaboration with other international HR bodies, as well as through membership of global organizations such as the World Federation of People Management Associations.
The ASHRM Council of Trustees are volunteers who give up their time working towards the vision of ASHRM to become the ‘Regional Voice of HR’, and achieve its mission to promote the HR profession and advance the human capital capability of organizations throughout the region.

Everyone involved in the leadership or management of ASHRM is committed to the growth of the HR Profession, the development and welfare of its members, and to providing excellent value from membership fees and other contributions.

ASHRM is proud that its Board of Trustees is drawn from the Arab World’s top HR Vice Presidents and Directors from leading organizations including Saudi Aramco, KPC, SABIC, Omantel and Gulf Bank Kuwait.

"It was a privilege to speak at ASHRM 2016. They are leaders in helping shape people and organisations for the future”

Professor Dave Ulrich
Professor University of Michigan

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Abdulaziz Al-Ouda
SABIC

Abdulhadi A. Al-Mansouri
President of the Arabian Society for Human Resource Management (ASHRM)

Professor Dave Ulrich
President of the Arabian Society for Human Resource Management (ASHRM)
A LOOK BACK AT THE 2016 CONFERENCE

A LOOK BACK AT THE 2017 CONFERENCE
ASHRM’s annual conference is the premier thought leadership event in the GCC for business leaders, heads of HR, resourcing and talent. Our theme for 2018 is The Smart Workforce.

New technologies are changing the way we work, forcing innovation and entrepreneurship among leaders who wish to stay ahead. The Middle East is often at the forefront of these innovations, from the Smart Dubai initiative to Saudi Arabia’s multi-billion dollar investment in the NEOM project. Big data, artificial intelligence and automation are no longer science fiction – they are a reality.

This means that the HR function needs to up its game. From pushing true diversity and inclusion to preparing workforces for the digital revolution, the conference will examine the skills, attitudes and insights needed to help the region achieve its aims. And, as we live and work longer, we’ll examine how you can meet the needs of the 100-year life and engage people throughout their careers.

Meeting these changes is an opportunity as well as a challenge. By creating smarter workforces, we can utilise the best elements of technology while ensuring that people stay at the heart of our organisations. Smarter workforces are more efficient, more innovative and crucially, more human.

Join your peers at the Westin Hotel Al Habtoor in Dubai between the 27-29 March to discover how you can create smarter workforces today.

ABOUT ASHRM 2018

WHO SHOULD ATTEND

Chief executives and Chairmen
Presidents
Chief human resource officers
HR Directors, Heads of Talent & Resourcing
Chief operating officers
HR Managers
Chief social responsibility officers
Chief marketing officers
Chief strategy officers
Chief diversity officers
Heads of diversity, equality and inclusion
Analysts and consultants
Policymakers
Academics
HR professionals
Training & development

THE SMART WORKFORCE

Ashrm's annual conference is the premier thought leadership event in the GCC for business leaders, heads of HR, resourcing and talent. Our theme for 2018 is the Smart Workforce.

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DRAFT AGENDA FOR ASHRM CONFERENCE 2018: 27-29 March 2018

Please see [www.ashrm.com](http://www.ashrm.com) for more details

**DAY 1 - 27 MARCH**

08.30 – 14.00  Workshops 1, 2, 3: CIPD, City & Guilds Group, London Business School

18.00 – 21.00  Gala Dinner and Awards

**DAY 2 - 28 MARCH**

08.30 – 10.50  Keynote Speakers - Emma Birchall, Geoff McDonald and Aisha Bin Bishir

10.50 – 11.05  Coffee break/networking

11.05 – 12.15  Panel discussion

12.15 – 13.30  ASHRM Talk - Alastair Campbell and Khalid AlKhudair

13.30 – 14.00  Lunch

**DAY 3 - 29 MARCH**

08.30 – 10.50  Keynote Speakers - Alan Watkins, Abdulrahman Tarembuzi and Faisal Jadi

10.50 – 11.05  Coffee break/networking

11.05 – 12.15  Future GCC Leaders panel discussion

12.15 – 13.30  ASHRM Talk - Andrew Scott and Lord Chris Holmes

13.30 – 14.00  Lunch

ABOUT ASHRM 2018

THE SMART WORKFORCE

气RM的年度会议是全球领先的思维领导活动，在GCC为商业领袖、人力资源部、招聘和人才管理。我们的主题2018是智能劳动力。

新技术正在改变我们工作的方式，迫使创新和企业家精神在那些希望保持领先的人中出现。中东往往在这些创新的前沿，从Smart迪拜计划到沙特阿拉伯的千亿美元投资NEOM项目。大数据、人工智能和自动化不再是科幻小说——它们是现实。

这意味着人力资源部门需要提升自己的水平。从推动真正的多元化和包容性以及为数字革命做准备，会议将考察所需技能、态度和见解，以帮助该地区实现其目标。而且，随着我们生活的更长，我们也将考察如何满足100年的生活需求，并在职业生涯中与人们保持联系。

应对这些变化既是机遇又是挑战。通过创建智能劳动力，我们可以利用技术的最佳元素，同时确保人们仍然是我们组织的核心。更智能的劳动力更有效率、更创新、更以人为本。

加入您的同行，在阿联酋迪拜的Westin Hotel Al Habtoor酒店于2018年3月27-29日期间，发现如何创建更智能的工作环境。
Begin ASHRM 2018 with our workshops aimed at growing your professional knowledge and developing the GCC’s people practices.

**Arabic language workshop**

**Omar Alarifi**, Personal Professionalism Consulting (PPC)

**Title:** Personal and professional development at work

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**City & Guilds Group**

**About City & Guilds Group:** A leader in global skills development, City & Guilds Group works with employers, educators and government in more than 100 countries.

**Title:** How to empower the next generation of leaders

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**Said Business School**

**About Said Business School:** Said Business School at Oxford University is an innovative business school deeply embedded in an 800 year old world-class university.

**Title:** How to develop your interpersonal leadership skills

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**Aon**

**About Aon:** Aon Middle East was established in 1985 and today employs more than 300 qualified professionals in the region, providing consulting services.

**Title:** How to better evaluate your own performance and development

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**CIPD**

**About CIPD:** The professional body for experts in people at work with more than 145,000 members worldwide.

**Title:** How HR adds business value in a changing world
How to make the 100-year life work for you

It's a stretch to think of a newborn as a centenarian. Yet, short of planetary catastrophe, of the children born on today, more than half are likely to still be alive, if not kicking, in 2118. That's extraordinary. But the lives they live won't just be longer. The 100-year life, says Andrew Scott in his striking book of the same name, changes everything: for individual lives, for the organisations they work for, and for governments that have to regulate and balance the consequences for wider society.

Andrew Scott

Andrew Scott

ASHRM 2018 keynote speaker

How smart cities are transforming business and work

As technology continues to change every aspect of our lives, cities of the future will be able to use data and artificial intelligence to adapt to our changing needs. From artificial trees that suck pollution out of the atmosphere to traffic analysis that eases car jams - how can smart cities help us? And what can business learn from its data?

Dr Aisha Bin Bishr

Aisha Bin Bishr

ASHRM 2018 keynote speaker
Winners and how they succeed
As ex-British Prime Minister Tony Blair’s spokesman, director of communications and confidante, Alastair Campbell has had a ringside seat to view what it takes to be one of the UK’s most successful politicians. A former journalist, Alastair has one of the most enviable contact books in media, having met or interviewed luminaries such as Nelson Mandela, Bill Clinton, Muhammad Ali and Jose Mourinho.
Still active in politics and campaigns in Britain and overseas, he now splits his time between writing, speaking, charities and consultancy.

How to recruit, engage and retain the next wave of talent
More than 28% of the Middle East’s population is aged between 15 and 29. Engaging and empowering this generation is the key challenge of business in the region. In the face of ongoing employment drives and various national visions – and as the region increasingly aims to tap into the vast potential of female employees – what can business do to empower the next generation?
Khalid is the CEO and founder of Glowork, a female empowerment organisation in Saudi Arabia that has helped thousands of women into work. Khalid is Young Global Leader at the World Economic Forum and is a steering committee member of the Ministry of Labor in Saudi Arabia.
How embedding wellbeing will create a smarter workforce

No one and no organisation is immune to the effects of mental health. Embedding wellbeing, purpose and direction in your business can only lead to more engagement with your people, creating a smarter workforce. But how do you begin to change the culture of your company?

Geoff’s background includes 25 years with Unilever, his experience spanning leadership as VP of HR, talent development, organisation change and capability development. Today, Geoff speaks about inspiring and provoking organisations to put purpose, wellbeing and mental health at the heart of everything they do.

Geoff McDonald

The robots are coming - how can you prepare your people?

Advances in artificial intelligence and automation means are jobs are increasingly being threatened by robots. What sort of skills will we need in the future to combat this, and how can we ensure people and robots co-create a better working live?

A member of the House of Lords in the UK, Chris sits on its committee on artificial intelligence, which examines the ethical, economic and social implications of AI. Prior to entering the House of Lords, Chris was director of Paralympic Integration at London 2012 and is a former Paralympic Swimmer with 9 gold medals.

Lord Chris Holmes
The skills of the future

With a baby born today expected to live until they’re 100, the cycle of education, work and retirement is stretching. If we’re going to work for 60 years, do we really only want to work in one industry? And how do we combat the rise of the robots? For Emma Birchall, it’s all about developing the skills and traits we will need to succeed in the future.

Emma works with clients to anticipate the trends shaping the future of work and how they will need to adapt working practices to future-proof their success; she delivers masterclasses attended by senior executives from multinational organisations including Shell, Accenture and the Coca-Cola Company.

Forget Facebook – what are the technologies of the future?

Everybody’s heard of Facebook, Uber and Google – but what will be the new mega-companies of the future that will change the way we live and work? As CEO of investment company STVentures (part of Saudi Telecom), Abdulrahman Tarabzouni is charged with finding those disruptive businesses that will become indispensable to our lives. An ex-Googler who headed up the search engine in the Middle East, Abdulrahman is at the forefront of cutting edge technology in the region, leading the telecoms $100million investment in ride-hailing app Careem.
The smarter approach to talent management

Annual performance reviews or ongoing appraisals? Digital engagement or traditional staff surveys? The options for engagement in HR and endless, but how do you implement analytics and data in your approach?

Dr Anna Tavis is associate professor of human capital management at NYU. In business, Anna was previously head of Motorola’s EMEA OD function based in the UK, Nokia’s global head of talent management based in Helsinki, chief learning officer with United Technologies Corp based in Hartford, CT and global head of talent and organisational development with AIG Investments based in NYC.

Anna Tavis

How to engage effectively with your workforce

As GM of HR at Saudi British Bank, Faisal Jadu is engaged in an ambitious attempt to transform the image of banking and finance in the region into a modern, attractive proposition for young people. From engagement campaigns to open plan offices, he details the journey SABB has taken to become one of Saudi Arabia’s most popular employers.

Faisal was appointed GM of HR at SABB in September 2016, charged with transforming the appeal of the banking sector among young Saudis. He can discuss how he transformed HR at the bank and what true diversity looks like.

Faisal Jadu
ASHRM EXCELLENCE AWARDS

2018 will see the launch of the inaugural ASHRM Excellence Awards, celebrating outstanding achievement in both corporate and individual HR.

Judged by our panel of ASHRM Vice-President Mohammed Shehri, Changeboard CEO Jim Carrick-Birtwell and Ghadah Alsalem, Saudi Investment Bank we’re looking for individuals and organisations who have excelled in their field over the past year.

Nominations will be accepted in five categories:

**Company**
- Innovative recruitment & retention strategy
- Most innovative L&D strategy
- Youth empowerment
- Digital HR award

**Individual**
- HR leader of the year GCC
- Woman role model of the year
- Digital champion
- Wellbeing champion

HOW TO APPLY

Further application details can be found on [www.ashrm.com](http://www.ashrm.com).

To submit an application, or to find out more, email [awards@ashrm.com](mailto:awards@ashrm.com).
CONFE...
DELEGATE PACKAGES

Delegate Package entitles you to attend the gala dinner and Awards, all the plenary sessions, entrance to exhibition, daily coffee breaks, lunches & conference materials.

Delegate Bonus Package includes all the benefits of the Delegate Package, plus attendance at one of the exclusive pre-conference Workshops delivered by the CIPD, City & Guilds Group and London Business School (workshop details provided separately on conference website: www.ashrm.com).

Certification of attendance will be provided for the respective workshops.

*Student discount only applies to gold, silver and bronze packages

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<th>Packages</th>
<th>Details</th>
<th>Early Registration SAR</th>
<th>Early Registration fees SAR</th>
<th>Regular Registration fees SAR</th>
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<td>Option 1</td>
<td>Platinum Delegate package (3 Days+) pass Entitled to Entire Event, including pre-conference training workshop, Gala dinner, Awards ceremony, Conference activities and ASHRM Talk</td>
<td>March 27-29</td>
<td>SAR 4,125</td>
<td>SAR 4,600</td>
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<td>Delegate Bonus package (3 Days+) pass (including accommodation) Platinum Delegate package plus accommodation (Deluxe Double/single) 3 nights Check in is after 3pm on March 26, 2018 and Check out March 29, 2018 prior 12pm (Room rate ++; inclusive 20% municipality &amp; Svc. Charge including breakfast)</td>
<td>March 27-29</td>
<td>SAR 5,625</td>
<td>SAR 6,525</td>
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<td>Gold delegate package (3 Days+) pass Entitled to attend Gala dinner, Awards ceremony, Conference activities and ASHRM Talk and excluding pre-conference workshop</td>
<td>March 27-29</td>
<td>SAR 3,000</td>
<td>SAR 3,600</td>
<td>USD 800</td>
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<td>Silver package (2 days) pass Conference Workshop &amp; ASHRM Talk 8.30am-2pm</td>
<td>March 26-29</td>
<td>SAR 2,250</td>
<td>SAR 2,850</td>
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<td>Bronze package (1 day) pass Conference Workshop &amp; ASHRM Talk 8.30am-2pm</td>
<td>March 28 or 29</td>
<td>SAR 1,300</td>
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Registration fees for the Conference

For group bookings or student discount, please email conference@ashrm.com

40% DISCOUNT FOR STUDENTS
Conference registration is available online at www.ashrm.com. This includes payment options for accommodation and delegate packages. For more details or for assistance, please contact ASHRM 2018 conference organizer:

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Dubai, United Arab Emirates
Mobile: +966 544401269 / +966 544401268
Mobile: +971 508022582
Email: conference@ashrm.com

For press and PR enquiries please contact
ASHRM Magazine editor
Karam Filfilan: karam@changeboard.com

“Recruiting the right talent into your teams / organisations is always going to important but for me this is the starting point not the finish point. What I’m looking for is how can we coach that talent once people have been recruited in order to make them better at what they do.”

Sir Clive Woodward (ASHRM talk 2016)
Team GB’s Director of Sport at the Beijing, Vancouver and London 2012 Olympic Games
REVIEW OF ASHRM CONFERENCE 2017
KEEP IN TOUCH WITH ASHRM DIGITAL MAGAZINES

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[Images of magazine covers]

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