

11th Annual Career Development Conference

27 - 31 March 2011

Dusit Thani Hotel
Dubai, UAE

“Great opportunity to share knowledge and gain insight into other organisations and what works for them and challenges faced and ways to overcome them.”

Tracy Al Saidi, Head of Career Development, DUBAL

- ✓ Strategically Aligning Career Development With Long Term Business Goals And Long Term Growth
- ✓ Selecting And Adapting Effective Employee Competency Assessment Tools To Your Career Development Systems Ensuring Reliable And Relevant Results
- ✓ Fostering Effective Leaders For The Long Run: Developing Leaders To Drive And Direct Growth
- ✓ Ensuring Consistent And Smooth Leadership By Developing A Succession Plan
- ✓ Building A Career Development Plan To Support The Development Of National Leaders



Empowering And Enabling Employees To Reap Tangible Business Results Through Comprehensive And Strategic Career Development Initiatives

Meet Your Speakers:

Khaled Helaly, Director-Strategy and Business Planning, **QATAR FOUNDATION**, Qatar
Pam McCarthy, Acting Regional Head of Learning, Talent, Resourcing & Organisational Development, **HSBC**, UAE
Emad El-Magraby, Regional Professional Learning Manager, **JOHNSON & JOHNSON MIDDLE EAST**, UAE
Ali Al-Ahmad, Section Head-Management Training, **SAUDI ELECTRICITY COMPANY**, KSA
Graham Hitchmough, Head of Talent and Leadership Development, **BANQUE SAUDI FRANSI**, KSA
Dr. Ahmed Al Shaikh, Vice President, Enterprise & Human Capital Development, **TAMKEEN**, Bahrain
Andrew Osaghae, Information Lead, **SHELL**, Nigeria
Peter Lawrence, Advisor-People Plan, **RASGAS**, Qatar

Extra Value Added Workshops!!

PRE-CONFERENCE WORKSHOP A Sunday, 27 March 2011
Building And Maintaining An Effective Competency Framework Resulting In Successful Designing Of Individual Development Plans

PRE-CONFERENCE WORKSHOP B Monday, 28 March 2011
Evaluating The Latest Developments In Employee Assessment And Competency Testing Tools To Tailor More Effective Career Development Plans That Raise The Quality Of Business Performance

POST-CONFERENCE WORKSHOP C Thursday, 31 March 2011
Nurturing Home Grown Leaders To Lead And Plan Future Growth And Development: Developing A Bespoke Career Development And Succession Plan

Media Partner



www.iirme.com/careerdev

Turn to page 5 for more details

Dear Delegate,

Positive signs of economic resurgence are becoming increasingly prevalent. Whether it's salaries, revenues, profits or investments all indicators point towards a trend of general improvement. For the first time since the economic slowdown conditions are optimal to begin planning for long term growth.

The employee plays a critical role in driving growth and it is essential that **the employee** is equipped with the **necessary skills** and presented with the **right opportunities to grow and develop** within the organisation, resulting in **increased profitability** while **spearheading growth**.

Career development is limitless in its potential to drive organisational growth, by empowering employees with skills and knowledge, especially in this transient economy. It is essential that you understand and appreciate the depth of its capability to achieve organisational goals.

The **11th Annual Career Development Conference** will address all this and more as it explores workable solutions to **improve effectiveness, efficiency and ROIs on career development in your organisation**, including:

- **Strategically aligning career development and business goals to achieve long term employee and organisational objectives**
- **Evaluating the latest innovations in employee competency and assessment**
- **Developing leaders** from the grassroots level to **drive and direct sustainable growth**
- **Implementing effective career development plans** for your workforce, helping them reach their **full potential** and find **job satisfaction** in the process
- **Organising training and learning programmes** that complement career development and **support long term growth**

This conference features case studies from leaders in the field, who are driving to **expand the role of career development in business goals, corporate strategy, recruitment and long term growth**, ensuring sustainable progress, including:

- **Saudi Electricity Company**
- **Johnson & Johnson Middle East Incorporated**
- **Qatar Foundation**
- **Sharjah National Bank**
- **Rasgas**

It will give you an opportunity to learn from others who, like you, appreciate and understand the potential of career development and discuss and debate strategies in which career development can change the way an organisation works for the better. Embrace this opportunity to be a part of this unique learning experience and revolutionise your career development strategy by **empowering and enabling employees to reap tangible business results**.

I look forward to meeting you at the **11th Annual Career Development Conference** in **Dubai** this **March**.

Kind Regards,



Genelee Mazarello
Conference Director

P.S. Special early bird discounts apply, register before 10 February and save up to US\$ 2,194!!

P.P.S. Extend your learning experience with practical workshops. See page 5 for more details



Who should attend?

Anyone and everyone who wishes to structure their career development programme to reap tangible business results while ensuring employees remain engaged, fulfilled and up to date with the necessary skills, including:

- Heads of Career Development
- Heads of Training
- Career Development Directors/Managers/Advisors/Specialists
- Training Directors/Managers/Advisors/Specialists
- Heads of Learning & Development
- Learning and Development Directors/Managers/Advisors/Specialist
- Heads of Organisational Development
- Organisational Development Directors/Managers/Specialists
- Succession Planning Managers/ Specialists
- Heads of Nationalisation
- Nationalisation Directors/ Managers
- Heads of Corporate Planning and Strategy
- Corporate Strategy and Planning Managers/ Officers
- HR Directors
- HR Managers/ Specialists/Advisors
- Recruitment Managers
- Director Administration & Personnel
- Personnel Managers
- Training and Management Consultants

Companies that have sent delegates to our previous HR events include:

- BP Marine
- Saudi Arabia Texaco
- Emaar Properties
- Citibank
- Estee Lauder
- Etihad Airways
- MTN
- GASCO
- Pepsi Cola International
- Saudi Aramco
- General Motors
- Jumeirah Group
- Etisalat
- Maersk Oil Qatar
- Dubai Aluminum Company
- UAE University
- ADCO
- Banque Saudi Fransi
- Abu Dhabi Police GHQ
- Emirates Cement
- Barclays Bank
- Showtime Arabia
- Saudi Chevron Phillips
- DulSCO LLC
- Xerox Emirates
- Nokia Saudia
- Hilton Hotel Dubai
- AECOM
- Shell Abu Dhabi
- HSBC Middle East
- NBK Capital
- TADAWUL
- Dolphin Energy
- First Gulf Bank
- SABIC
- Arab Media Group
- Saudi Electricity Company
- Royal Group
- Saudi Electricity Company
- Gulf Pharmaceuticals
- DP World

08:30 Registration And Morning Coffee

08:55 **Opening Remarks From Chairman**

09:00 **Improving The Onboarding Strategy For New Management To Ensure A Smooth And Quick Transition And Consistency In Leadership**

LEADERSHIP

- Liaising with leadership and management to develop an effective onboarding strategy
- An in-depth look at the strategies and tools to facilitate and support quick and effective onboarding
- Implementing a follow up strategy based on feedback and assessment

Khaled Helaly, Director, Strategy and Business Planning, **QATAR FOUNDATION**, Qatar

09:45 **Strategically Aligning Career Development With Business Goals To Facilitate And Support Long Term Organisational Growth**

STRATEGY

- Obtaining an in depth understanding of organisational business goals and their implication on career development strategy and vice versa
- Designing and developing career development plans that actively involve employees in the facilitation of organisational growth
- Sustainable future growth: Adapting and modifying career development plans as the business progresses

Sangeeth Ibrahim, Senior Training Manager, **SHARJAH ISLAMIC BANK**, UAE

10:30 **Multinationals In Emerging Markets – What Is In It For Me?**

NATIONALISATION

- Why would local nationals be attracted to multinational organisations?
- Where is leadership progression?
- Who is my role model?
- Do I want to be a leader?

Pam McCarthy, Acting Regional Head of Learning, Talent, Resourcing & Organisational Development, **HSBC**, UAE

11:15 Refreshment and Networking Break

11:45 **Making the national workforce the employee of choice: A Case study**

NATIONALISATION

- Creating the human capacity and talent necessary for supporting the government's vision of progress according to Bahrain's Labour Reform Project
- Empowering private sector entities through technical and financial assistance
- Tamkeen's strategic plan to transform objectives of the Labour Reform Project into tangible and carefully monitored plans

Dr. Ahmed Al Shaikh, Vice President, Enterprise & Human Capital Development, **TAMKEEN**, Bahrain

“ Gives good insights on current HR practices and benchmarking. ”

Tony Makhouli, Financial Manager, **National Paper Company**

12:30 **Training Follow-Up: Effective Training That Improves Employee Performance And Business Results**

LEARNING

- Accurately measuring the affect of training on improving employee performance and business results
- Analysing the results and collecting feedback to understand the inconsistencies and shortcomings
- Communicating with line managers to understand the strengths and weakness of the training programmes
- Partnering with line managers to develop methods that overcome inconsistencies in current training systems while increasing focus on the practices that work

Emad El Magraby, Professional Learning Manager, **Johnson & Johnson Middle East**, UAE

13:15 Networking Lunch

14:15 **Interactive Round Table Trouble Shooting Session: A Unique Opportunity To Learn From Your Peers And Find Practical Solutions To Your Career Development Concerns**



You will be divided into groups according to your shared concerns and interests. You will be asked to identify your most pressing career development challenges. Then with the assistance of a facilitator, you will be encouraged to explore ideas and share experiences with the purpose of developing innovative ideas that you can implement in your organisations.

15:00 **Using Training As A Tool For Career Development**

LEARNING

- Identifying relevant trainings for core competence
- Estimating ROI on trainings
- Who benefits; employer or employee?
- Developing a strategy for corporate training requirements

Andrew Oshagae, Information Management Lead, **SHELL**, Nigeria

15:45 Refreshment and Networking Break

16:00 **Existing Career Opportunities – Are They Captivating?**

STRATEGY

- Creating multiple opportunities with positions
- Skills Matrix / Competencies / Experience-Do they link to career?
- Competency Gaps and Competency Mapping – theory Vs practice
- The base model

Balasubramanian Muthukkaruppan, Manager – Talent Management, **INTERNATIONAL TURNKEY SYSTEMS**, Kuwait

16:45 **Fostering Effective Leaders For The Long Run: Developing Leaders To Develop Employees**

LEADERSHIP

- Identifying employees with leadership qualities and leadership potential at the recruitment stage
- Liaising with line managers and leadership to develop an effective leadership development programme
- Incorporating leadership development activities within day-to-day activities to raise effectiveness of development

Theren Naidoo, Senior Manager, Talent Management, **ALGHANIM INDUSTRIES**, Kuwait

17:30 Closing Remarks From the Chair

17:35 End of Conference Day 1

Improve your learning experience with Value Added Workshops. See page 5 for more details

08:15 Morning Coffee

08:45 **Opening Remarks From The Chair**

08:50 Developing And Implementing An Effective And Mutually Beneficial Succession Planning Strategy To Develop Future Leaders

STRATEGY

- Ensuring your career development strategy is in sync with your succession planning strategy and that they support and complement the other
- Identifying employees with the potential to assume greater responsibility in the organisation
- Providing critical development experience and training to better equip them with the necessary skills to move forward
- Engaging the leadership in supporting the development of high potential employees

Graham Hitchmough, Head of Talent and Leadership Development, **BANK SAUDI FRANSI**, KSA

09:35 An In-Depth Understanding Of On-The-Job Training And Exploring Its Consequences

LEARNING

- Liaising with leadership and management to develop an effective onboarding strategy
- An in-depth look at the strategies and tools to facilitate and support quick and effective onboarding
- Implementing a follow up strategy based on feedback and assessment

Hari Pillai, Training and Development Manager, **ACE LIFE**, UAE

10:20 Refreshment And Networking Break

11:00 Preparing Leaders To Manage Mega Projects In The New Economy; A Career Development Framework For A Large Construction Company - A Case Study From The Middle East

LEADERSHIP

- State of the T&D market in the Middle East and Gulf
- Challenges and opportunities of training managers of mega projects
- A Case Study from a large construction company in the region
- A Program Management Office (PMO) Framework for T&D
- T&D Return on Investment and other outcomes

Dr. Manar Shami, Manager, Technical & Project Management Training, **CONSOLIDATED CONTRACTORS COMPANY**, UAE



Early Bird Discount: Register before 10th February and Save up to US\$ 2,194!

11:45 Using A Competency Framework For Career Development At Rasgas

STRATEGY

- Starting point; establishing governance and gaining senior management commitment
- Pilot: Developing the Job Family Model and Role Profiles
- Behavioural and Technical Competencies
- Communicating and implementing the change
- Lessons learned

Peter Lawrence, Advisor-People Master Plan, **RASGAS**, Qatar

12:30 Identifying One's Talent , Skills And Aptitude For Achievement At The Early Stages Of Their Career: Ensuring That Career Development, Training And Learning Are Designed And Aligned Towards Meeting These Goals Effectively Improving Retention: A Case Study

STRATEGY

- Long term consequences of one's academic aptitude and interest in a subject on their career development
- An in depth look at local and international results of the case study
- Assessing the implications of the result on design and implementation of career development

Ali A. Al-Ahmad, Section Head Management Training Section, **SAUDI ELECTRICITY COMPANY**, KSA

13:15 Networking Lunch

14:00 Career Development Best Practices: Transition From Student To Employee

LEARNING

- Career preparation throughout College life
- Work place realities as an intern
- Self marketing and employment

Rabia Bekhazi, Supervisor, **HIGHER COLLEGES OF TECHNOLOGY**, UAE

14:45 Engaging And Developing A National Workforce To Lead Sustainable Long Term Growth

PANEL DISCUSSION

- Understanding the factors that influence national motivation and engagement
- Evaluating various ways of raising level of commitment to individual development and growth among your national workforce
- Positioning your national workforce as major players in driving long term growth

15:30 Closing Remarks From The Chair

15:35 Refreshment and Networking Break

15:50 End of 11th Annual Career Development Conference

“ The things learnt at this conference will be very helpful in the future. ”

Mohamed Salem Al – Hameli, Career Development Officer, **ADDC**

Value Added Workshops

Workshops start with coffee and registration at 08:30, lunch at 14:00 with two coffee breaks – timings decided by the workshop leaders.

PRE-CONFERENCE WORKSHOP A

Sunday, 27 March 2011

Building And Maintaining An Effective Competency Framework Resulting In Successful Designing Of Individual Development Plans

Rationale

To ensure the achievement of long term goals it is essential that the goals and behaviours associated with facilitating them are clearly understood and conveyed to the facilitators, in this case the employees. A competency framework does just that. By putting in place a clear and comprehensive competency framework, you are communicating to your employees the behaviours that will be valued and recognised as well as the expected outcomes of the behaviours. The challenge lies in understanding the behaviours that lead to desired results and effectively conveying them to the employee.

Learning Objectives

- Liaising with line managers and management to understand the long term goals and activities that are directly linked to it
- Understanding and identifying behaviours that are directly linked to the achievement of long term goals
- Establishing valid mechanisms for assessing success when integrating competencies and evidencing improvement to results
- Improving and conducting audits and quality control checks on competency quality and quality compliance
- Continually updating the competency framework based on changing roles and goals

PRE-CONFERENCE WORKSHOP B

Monday, 28 March 2011

Evaluating The Latest Developments In Employee Assessment And Competency Testing Tools To Tailor More Effective Career Development Plans That Raise The Quality Of Business Performance

Rationale

Employee competency assessment is the basis of career development plans. It is important that they provide you with the most reliable, unbiased and relevant results, in order to build an effective career development plan. The challenge lies with selecting and implementing these tools and then gathering results and interpreting them.

Learning Objectives

- Understanding and identifying the parameters that require evaluation and measurement and then selecting the tools to achieve the best measure of these parameters
- An in depth look at the environmental factors that influence responses and creating a controlled environment that produce unbiased, reliable responses
- Interpreting the responses and analysing their implication on employee capabilities and strengths and how these translate to an improved career development plan
- Evaluating the newest innovations in assessment tools and incorporating these into your system

POST-CONFERENCE WORKSHOP C

Thursday, 31 March 2011

Nurturing Home Grown Leaders To Lead And Plan Future Growth And Development: Developing A Bespoke Career Development And Succession Plan

Rationale

No one understands a business more than a home grown leader. They develop an innate understanding of the organisation- its long term goals, the intricate network of functioning, the valued behaviours and the adaptability to change. It is important to an organisation, planning for long term growth to identify those with leadership potential early on and groom them to become the leaders who will bring about that change. While simultaneously cutting down on onboarding time and ensuring the transition period is quick and smooth.

Learning Objectives

- Identifying potential leaders early on: a checklist
- Knowing their personal goals and understanding how they tie in with organisation goals
- Building a career development plan based on the above findings to facilitate holistic employee growth
- Aligning the career development plan with a succession plan
- Evaluating employee progress and developing goals on a regular basis and modifying career plan and succession plan

Sponsorship Opportunities Available

Participating as a sponsor at the **11th Annual Career Development Conference** presents you with a unique, one stop opportunity to meet with top industry decision makers and position yourself as a market leader. In addition, the Career Development Conference gives you a platform for a targeted marketing approach to promoting your corporate image, products and services as well as creating greater market awareness. We have a range of attractive but limited sponsorship packages available.

Contact **Mark Butler** for more details on tailored sponsorship packages to meet your needs on **+971 (0) 4 4072516** or **sponsorship@iirme.com**

“ Well structured, relevant content, interesting participants to support the agenda. ”

Sam Preston, General Manager, Coaches Training Institute, UAE

Register for all 5 Days and
Save up to US\$ 2,194!


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27 - 31 March, 2011
Dusit Thani Hotel
Dubai, UAE

FIVE EASY WAYS TO REGISTER

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11 th Annual Career Development Conference	27.03.2011	28.03.2011	29.03.2011	30.03.2011	31.03.2011
2 Day Conference			X	X	
Workshop A	X				
Workshop B		X			
Workshop C					X

Please the session/s you wish to attend:

No. Of Days	Event	Price before 10 February 2011	Price before 24 March 2011	Price after 24 March 2011
5 <input type="checkbox"/>	2 Day Conference + Any 3 Workshops	US\$ 4,090 SAVE US\$ 2,194	US\$ 4,190 SAVE US\$ 2,094	US\$ 4,290 SAVE US\$ 1,994
4 <input type="checkbox"/>	2 Day Conference + Any 2 Workshops Pick any 2 Workshops - A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/>	US\$ 3,595 SAVE US\$ 1,594	US\$ 3,695 SAVE US\$ 1,494	US\$ 3,995 SAVE US\$ 1,494
3 <input type="checkbox"/>	2 Day Conference + Any 1 Workshops Pick any 1 Workshop - A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/>	US\$ 3,195 Save US\$ 899	US\$ 3,295 Save US\$ 799	US\$ 3,395 Save US\$ 699
2 <input type="checkbox"/>	2 Day Conference	US\$ 2,799 SAVE US\$ 200	US\$ 2,899 SAVE US\$ 100	US\$ 2,999
2 <input type="checkbox"/>	Any 2 Workshops - A or B or C Pick any 2 Workshops - A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/>	US\$ 1,895 SAVE US\$ 295	US\$ 2,899 SAVE US\$ 100	US\$ 2,999
1 <input type="checkbox"/>	Any 1 Workshop Pick any 1 Workshop - A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/>	US\$ 895 SAVE US\$ 200	US\$ 995 SAVE US\$ 100	US\$ 1,095

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

DELEGATE DETAILS

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Job Title: Email:
Tel: Fax: Mobile:

Name:
Job Title: Email:
Tel: Fax: Mobile:

Name:
Job Title: Email:
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Postcode: Country:
Tel: Fax:
No. of employees on your site:
1000+ 500-999 250-499 50-249 0-49
Nature of your company's business: YES, I would like to receive information about future events & services via e-mail

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Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

Credit card payment

If you would like to pay by credit card, please tick here and a member of our team will contact you to take the details

Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a \$200 administration charge. Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.

Avoid Visa Delays - Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

All registrations are subject to acceptance by IIR which will be confirmed to you in writing.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Event Venue:

Dusit Thani Hotel, Dubai, UAE
Tel: +974 4 343 3333

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

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