

Register Now!
2 packed days for just S\$1699 + GST



ATTRACT & RETAIN ASIA 2012

21 & 22 February 2012 | Mandarin Orchard Hotel, Singapore

Attract & Retain Asia 2012 brings together leading HR and business practitioners to provide you and your organisation with winning strategies to help minimise staff turnover, along with world class initiatives to increase your effectiveness when looking to attract and recruit the best possible talent.



Adzhar Bin Ibrahim
Group Head of People
AIRASIA



Shaun Ruming
Vice President HR &
Training Asia Pacific
Middle East & Africa
MCDONALD'S



Tammarika Tricarico
SVP, Talent, Resourcing and
Organisation Development
THE HONGKONG AND
SHANGHAI BANKING
CORPORATION LIMITED



Wendy Hogan
VP and Managing
Director
CBS INTERACTIVE



Eugene Seah
Joint Managing Director
DAVIS LANGDON &
SEAH



Steven Yudiyantho
Senior Vice
President - Head of
Organisation and People
Development
PERMATABANK



Martin Cerullo
Global Director
Resourcing
Communications
ALEXANDER MANN
SOLUTIONS



Marda Saturno
HR Director, Asia-
Oceania
HEIDELBERG CEMENT



Grace Cheong
Senior Director, HR
F5 NETWORKS



Ronald Tay
Executive Director,
APAC Head Leadership
& Talent
UBS



Vincy Ng
Human Resources
Director, APAC
BRADY
CORPORATION



Koh Ying Ying
Director, Talent Resourcing,
Asia Australasia & HR
Business Partner
INTERCONTINENTAL
HOTELS GROUP

PLUS:

- Case Studies from leading organisations
- Interactive Panel Discussions to maximise your Q&A sessions with the experts

This high calibre two-day event features the very best in HR and thought leadership for just S\$1699. Similar events will cost you over \$2000.



Sessions include:

Competing Locally and Globally to Get and Keep the Best Talents

- Building up talent supply to overcome talent shortage
- Best (alternative) ways to attract foreign talent
- Finding and ensure candidates have the right skills to succeed
- Enhancing the skills of your people and aligning suitable training with the business
- Growing APAC talents to rise globally

Key Motivators and Essential Engagement Drivers

- Understand the needs of employees and develop propositions to meet their needs
- Strategies to motivate the Non-HiPo's, HiPo's, Gen X, Y, and the Boomers
- Morale boosting to retain and keep employees going and staying positive
- What recognition looks like for each generation? How to maximise peer to peer recognition
- Creating a unique, attractive, and sustainable working environment

World Class Employer Branding for Reaching High Calibre Candidates

- Effective employer branding and its role in attracting top talent for competitive advantage
- Building a framework for your company's brand and supporting HR and people strategies
- Fostering a sense of innovation in your employer branding message
- Communicating company values to attract suitable candidates and create brand recognition
- Forming relationships with academic institutions to help widen the talent pool

Creative and Competitive Compensation & Benefits

- Retention measurement beyond compensation
- Benefits programmes as a differentiator in retention rates
- Total remuneration packages to stay ahead in a competitive labour landscape
- Incentives to best attract and retain talent without inflating salaries and affecting the bottom line

Retain Employees through Leadership Commitment

- Transforming to the correct company culture of retention, commitment, and attraction of talent
- Getting the buy-in from the stake holder and senior leadership
- Understanding patterns and identifying actions that can be taken to reduce employee turnover
- Making cultural changes: How to motivate and inspire without financial reward

Driving a Culture of Innovation to Lock-In Key Talent

- Audit your organisation—do your leaders create a culture of innovation?
- Critical need to implement strategies through the latest and most innovative initiatives
- Identify innovative leaders & equip those who are not with the self-insight, knowledge, and tools
- How to implement these strategies with limited budgets and resources

Retention beyond Onboarding and Graduate Development Programmes

- The “passport” to new hire: The impact of leadership and management styles on retention rates
- Tactics for putting forward-looking development plans in place: Striking the balance between specialisation and diversification and tailoring programmes to help boost retention levels
- Techniques to connect new employees through learning and social learning programs
- Retaining graduates methods: Career progression, key projects, rotation schemes, etc

Interactive Panel Discussion

- Attract and manage talents by doing more with less
- Innovative rewards as a tool to improve motivation, production and satisfaction
- Building a leadership pipeline to develop and retain key staff

Esteemed speakers and panelists:

BRADY CORPORATION

Vincy Ng
Human Resources Director, APAC
Vincy joined Brady Corporation in August 2008 as the Director, Human Resources covering 9 countries within Asia Pacific. Her charter is to align human capital strategies with business priorities, to enhance Brady's leadership position and achieving sustainable growth. Vincy is recognised as a leader in Human Capital and Talent Management in Asia.

HEIDELBERG CEMENT

Marda Saturno
HR Director, Asia-Oceania
Marda has more than 20 years of vast experience managing HR in MNCs on both local and regional scope. In her current role, Marda acts as a strategic adviser and provides key support to the CEO of Asia-Oceania in terms of overall HR matters, change management, and communication. She has been using both hands-on and strategic approaches throughout her entire HR career.

Esteemed speakers and panelists:

THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED

Tammarika Tricarico

SVP, Talent, Resourcing and Organisation Development

Tammarika has worked in the human resources field for over 12 years. In her current role at HSBC Singapore, she is responsible for analysing business issues and identifying solutions that address their changing Talent, Resourcing and Organisation Development needs. Previously, Tammarika worked in Hong Kong at HSBC's regional office, focusing on learning and development, leadership development and employee engagement.

MCDONALD'S

Shaun Ruming

Vice President HR & Training Asia Pacific Middle East & Africa

Shaun began his McDonald's career in 1987 as a part-time crew person in Australia and was promoted to Vice President - APMEA HR & Training in 2005. His current role in the APMEA Leadership Team includes all aspects of the APMEA HR strategy, supporting key Executives and Managing Directors with a strong emphasis on Talent Management, Recruitment and Retention, Training, Learning and Development and Employment Reputation.

ALEXANDER MANN SOLUTIONS

Martin Cerullo

Global Director Resourcing Communications

Martin has over 15 years working experience in the employer brand marketplace across Asia Pacific, EMEA and North America. Based in Hong Kong, Martin is the Director responsible for founding and leading Alexander Mann Solutions' global employer branding division. His team works with leading organisations such as AstraZeneca, Deutsche Bank, Rolls-Royce, Prudential and Jaguar Land Rover across 30 geographies. He is a recognized expert on employer brand, social media and digital communications, regularly appearing at conferences across the world and in numerous industry and news publications.

PERMATABANK

Steven Yudiyanto

Senior Vice President - Head of Organisation and People Development

Steven has more than 15 years experience in Human Resource Development especially in designing the learning curriculum, leadership development program, learning methodology and learning governance. He had created a corporate university for one of Indonesia largest bank. His Specialisation Area is Corporate University Set-Up, Learning Methodology, Leadership Development, Talent Management, and Employee Engagement.

CBS INTERACTIVE

Wendy Hogan

VP and Managing Director

With over 12 years experience in digital media and general management, Wendy's expertise extends across most. She is passionate about content and audience development, talent recognition and leadership, and social business design, embracing engagement opportunities with audiences, staff and clients alike. Wendy moved from Sydney to Singapore in 2010 for the operations of CBS Interactive across SEA, India and Australia. In this position, she champions the APAC growth of CBSi global powerhouse brands such as CNET, ZDNet, TV.com, CBS.com and GameSpot.

AIRASIA

Adzhar Bin Ibrahim

Group Head of People

Adzhar has been AirAsia's group head of people since January 2010. He has 29 years of working experience in HR, 24 years of which as at head of HR level. He started his career as a personnel officer with an American semi-conductor company. His experience covers a number of start-ups as well as some of the oldest companies in Malaysia. He has spoken extensively in local and international conferences.

DAVIS LANGDON & SEAH

Eugene Seah

Joint Managing Director

Apart from his core competency scope, Eugene covers Research & Development and consultancy areas in a Cost Consultant and Project Managing company in the Construction Industry, and is tasked on corporate matters in the company, including connecting with the staff, welfare and core related activities. Together with his team, he comes up with innovative and creative learning environments and teaching styles to motivate the youth and new entrance on continuous education programs in the office, both core and non core activities.

UBS

Ronald Tay

Executive Director, APAC Head Leadership & Talent

Ronald joined UBS since Aug 2005, his roles have covered a gamut of responsibilities including learning partnering with the businesses, graduate training programs, key talent programs, and senior executive development programs. Ronald's other career transitions have included strategic planning for the Singapore government, regional consulting at OTi Consulting and the ASEAN Head of Learning at L'Oreal.

F5 NETWORKS

Grace Cheong

Senior Director, HR

Grace Cheong is head of HR for F5 Networks in the Asia Pacific theatre, has more than 20 years of HR experience in the engineering, manufacturing and the IT sectors. As a strategic business partner, she is focused on helping the team to deliver high performance. One way of doing this is creating an environment wherein employees can thrive and enjoy their work, thereby achieving and exceeding business results for the organisation as a whole.

INTERCONTINENTAL HOTELS GROUP

Koh Ying Ying

Director, Talent Resourcing, Asia Australasia & HR Business Partner

Based in IHG's Singapore corporate office, Ying Ying leads talent resourcing strategies for Asia Australasia and is also HR Partner who leads HR strategies for South East & South West Asia. She joined IHG two years ago, brought with her over 12 years of consulting and recruitment experience, and has worked for both public and private companies. As Employee Survey Champion for Asia Australasia, she also drives the Employee Engagement for IHG.

Order Form

Please reserve _____ seat(s) at "Attract & Retain Asia 2012" on 21st - 22nd February 2012 at Mandarin Orchard Hotel, Singapore.

- 21-22 February 2012: S\$1,699 + GST
- 10% off for group bookings of 3 or more
- 20% off for group bookings of 6 or more

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Name _____
 Position _____
 Email _____

» DELEGATE 2

Name _____
 Position _____
 Email _____

» DELEGATE 3

Name _____
 Position _____
 Email _____

» DELEGATE 4

Name _____
 Position _____
 Email _____

Registration includes: presentations, luncheons, networking sessions, refreshments and delegate pack

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- UPON INVOICE CHEQUE: Enclosed is our cheque for S\$ _____ payable to Key Media Pte Ltd., and mailed to 121 Telok Ayer Street, #02-01, Singapore 068590
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TERMS & CONDITIONS: The organisers reserve the right in unforeseen circumstances to change the content of any published particulars without liability. Payment must be received prior to the event. Early bird discounts not applicable to Service Providers. All cancellations must be received in writing 28 days prior to the event or 100% cancellation fee applies. In the event that a registered attendee fails to attend, 100% of the event fee remains due. Substitute delegate(s) are welcome with 10 working days prior notice.

Signature _____

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