

# HR ANALYTICS 2012

## WINNING STRATEGIES FOR ULTIMATE ADVANTAGE

Hilton Hotel, Singapore | 25 April 2012 | 9am-5pm



**Dr. David R Hardoon**  
*Principal of Analytics*  
SAS Singapore



**Elphy Maria Sebastian**  
*HRIS Project Manager*  
Kulicke & Soffa



**Mario Ferraro**  
*Director, Human Capital Consulting,*  
South East Asia  
Deloitte Consulting



**Dr. Vivekanand Gopalkrishnan**  
*Director*  
Deloitte Analytics Institute, Asia

HR ANALYTICS 2012 - Winning Strategies for Ultimate Advantage is an intensive one-day congress to equip you with a better understanding of business strategies and human capital planning through analytics. In today's marketplace, good analytics, an organisation's ability to harness and leverage the wealth of available data are the key differentiators for smarter decision making and gaining competitive advantage.

### Highlights:

- **Gain** new insights on how analytics can make your business more competitive
- **Maximise** the value of your organisation's data to help your workforce management processes
- **Explore** the importance and value of having business analytics incorporated in HR
- **Aggregate** and analyse data to make more effective strategic decisions
- **Improve** hiring and talent management to meet strategic objectives
- **Turn** information into actionable results
- **Forecast** and drive performance of your talents

### Who should attend:

- Heads, Directors and Managers of HR
- Managing Directors/Chief Information Officers
- Those involved in: HR Operations, Systems, Processes, HR Services, HRIS, HRIT, Shared Services, Business Partners, Business Services, HR Transformation, Talent Management, Analytical HR, Project Management, and Reporting
- Anyone in the HR and IT profession wanting to know more about HR Analytics

### PLUS:

Comprehensive learning and networking opportunity analysing the most pressing concerns of human capital management and analytics with your peers and the experts

### OUR EXPERTS & TOPICS INCLUDE:



#### SAS SINGAPORE

Dr. David R Hardoon  
Principal of Analytics

David is the in-house Analytics subject matter expert and business Analytics evangelist. He has completed extensive research that been applied across a wide cross-disciplinary and published in international conferences and journals. He is also currently an Adjunct Assistant Professor at the School of Computing at NUS and an Honorary Senior Research Associate at the Centre for Computational Statistics & Machine Learning, University College London. David regularly tutors, advises and provided consulting support in Analytics and Business Analytics.

David will be sharing on:

#### The Importance, Value, and Business Case for Analytics & HR

As organisations experience an evolving workforce and changing business environment, more complex business related challenges arises, making it challenging to slowly rely on intuition for decision-making. Business Analytics applies analytical techniques to create insightful and efficient resolutions to everyday business issues which translate into effective cost savings for a corporation. It is with this insight and foresight that organisations can address critical business decisions and align human capital with organisational plans.

- What is the importance and value of having business analytics incorporated in human resources?
- How analytics can help organisations analyse and optimise workforce; surfacing relevant, holistic and predictive information that helps drive strategic human capital decisions



#### DELOITTE ANALYTICS INSTITUTE, ASIA

Dr. Vivekanand Gopalkrishnan  
Director

Vivekanand is a Business Analytics and Big Data management expert with over 17 years of experience in research, teaching, consulting and practical application development to solve real-world business problems. His expertise covers data mining, data warehousing, long-term analytics infrastructure planning, and design & deployment of scalable solutions to distill business intelligence from large, complex datasets.

Vivekanand will be sharing on:

#### Moving from Raw Data to Actionable Results

- Create a unified system of data management to support business intelligence
- Identify the needs of data analysts and end users
- Transforming data into meaningful metrics across the organisation globally



#### DELOITTE CONSULTING

Mario Ferraro  
Director, Human Capital Consulting, South East Asia

Mario's experience in managing complex HR projects spans more than 20 years and includes a number of regional and global HR roles. In leveraging outstanding track record in the area of HR Analytics, he works closely with Deloitte's Analytics Institute. Mario is a recognised thought leader in the area of Global Talent Management and is renowned for his ability to develop practical, balanced and effective solutions. He is the author of several articles and publications, and a frequent speaker at international HR events. He has worked in Asia for the last 13 years and is therefore acutely aware of the many Human Capital challenges and opportunities faced by local organisations.

Mario will be sharing on:

#### Leveraging HR Analytics for Talent Enhancement

- Utilize measures that drive accountability and performance
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics utilized in the forecasting process
- Utilize a manage system to monitor and drive performance



#### KULICKE & SOFFA

Elphy Maria Sebastian  
HRIS Project Manager

Elphy has more than 9 years of experience in HR and HRIS arena, holding positions in various industries. In her current role she collaborates with HR team to define or configure tools and/or applications to introduce efficiencies in manual processes and support strategic initiatives. She also works with the team to develop effective reports that help the company in doing comprehensive recruitment analysis, turn over analysis etc.

Elphy will be sharing on:

#### HR Decision Making Based upon Data Driven Insight and Comprehensive Analysis

This topic will provide all attendees with a better understanding of how to manage data that results in effective data analysis, and the importance of data analysis which is a critical factor in many decision makings of an organisation.

- Aggregate and analyse data to make more effective strategic decisions
- Implement evolving techniques to help drive effective strategy planning and execution
- Leverage technology for improved accuracy, deeper business knowledge and real time decision making

### Order Form

Please reserve \_\_\_\_\_ seat(s) at "HR ANALYTICS 2012 - Winning Strategies for Ultimate Advantage" on 25th April 2012 at Hilton Hotel Singapore.

- Conference Fee: S\$999 + GST
- 10% off for group bookings of 3-5 delegates
- 20% off for group bookings of 6 or more delegates

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Email \_\_\_\_\_

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Position \_\_\_\_\_

Email \_\_\_\_\_

#### » DELEGATE 3

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

#### » DELEGATE 4

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

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

#### » MODE OF PAYMENT

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 \_\_\_\_\_

CODE: WEB

Contact Eka Tel: (65) 6423 4631 Email: Eka@keymedia.com.sg Fax: (65) 6423 4632 Website: www.hrmcongress.com

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