MERCURY

Human Resources Development & Personnel Management Conference

8 – 12 March 2027
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Human Resources Development & Personnel Management Conference

Ref: 8247_293619 **Date:** 8 – 12 March 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

Most organizations regard the management and motivation of their people as a major priority. The importance of training and development in human resource management cannot be overstated. This human resources development and personnel management seminar is crucial for operational success.

This human resources development and personnel management conference addresses not only the critical aspects of an effective HR process, including Recruitment, Training and Development, and Employee Motivation, but also emphasizes the significance of measuring HR's value to ensure appropriate training and human resource development practices that align with the organization's goals.

Targeted Groups:

- HR Managers.
- HR Supervisors.
- HR practitioners and line professionals with development or personnel responsibilities.
- Individuals in HR, Personnel, or Training and Development roles.
- Professionals with an interest in personnel management development and human resource management.

Training and Development in Human Resource Management:

Why is training and development important to human resource management practice? This human resources development and personnel management conference seeks to illuminate the pivotal role of training and development in fostering an environment conducive to growth, learning, and efficiency within organizations.

Conference Objectives:

By the end of this human resources development and personnel management conference, participants will be able to:

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- Understand human resources development and personnel management practices.
- Appreciate the advantages of effective human resource management.
- Recognize key HR and HRD strategies for organizational success.
- Apply strategic human resources development and personnel management practices in the workplace.
- Tailor HR practices to specific workplace conditions.
- Critically evaluate current HR practices.
- Implement an effective recruitment process.
- Encourage effective work among personnel.
- Support individual and team learning.
- Plan and assess training interventions.
- Structure HR effectively to facilitate the development.

Targeted Competencies:

By the end of this human resources development and personnel management conference, the target audience will:

- Deciding and initiating action.
- Relating and networking.
- Analytical thinking.
- Business acumen.
- Planning and organizing.
- Achieving goals and objectives.
- Applying expertise and technology.

Conference Content:

Unit 1: Introduction to HRM, HRD, and HRP:

- Conference introduction and objectives.
- The context for HR.
- Change management.
- Human Resource Management vs. Personnel Management.
- Human Resource Development HRD.
- Human Resource Planning HRP.
- Strategic HRM - the new HR Strategic Model.
- Outsourcing.

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Unit 2: Resourcing and Recruitment:

- The employment psychological contract.
- Why do good people leave?
- The process approach to interviewing.
- Induction, job descriptions, and references.
- Personality Questionnaires and forms of testing.
- Methods of detecting dishonest applicants.
- The new recruitment process to avoid litigation.
- The value of using assessment centers.

Unit 3: Pay and Employee Reward:

- Employee motivation.
- Salary, bonuses, and benefits.
- Understanding competencies.
- Competency-based Assessment.
- Competency and performance-based pay.
- Different structures - different pay and rewards.
- Total pay concept.
- Salary surveys.

Unit 4: Training Learning and Development:

- Career management.
- Personal development.
- Coaching.
- Mentoring.
- E-learning.
- Effects of flat organizational structures on training.
- Self Development.
- 360-degree feedback as a development tool.

Unit 5: Value for Money From HR:

- The new HR structure.
- New roles within HR.
- HR Business Partners.
- Value of trend analysis and HRP.
- Internal and External Frameworks.
- Proving ROI on HR activities.