MERCURY

Advanced HR Conference for HR Professionals

7 – 11 March 2027
Dubai (UAE)



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Istanbul - Türkiye: +90 539 599 1206
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Ref: 15339_304711 **Date:** 7 – 11 March 2027 **Location:** Dubai (UAE) **Fees:** 4600 Euro

Introduction:

This comprehensive, advanced HR training program is meticulously designed to illuminate the pivotal areas of strategic transformation critical for the success of a world-class HR department. Focusing on quintessential HR activities equips attendees with innovative methods and cutting-edge approaches to optimize efficiency and effectiveness within their HR functions.

This advanced HR training conference represents a prime opportunity for HR professionals to train. It provides an avenue to refine their skills, knowledge, and competencies, ensuring they remain at the forefront of advanced HR solutions.

Targeted Groups:

- Top Management.
- HR Management.
- HR Staff.
- Managers and Head of Departments.
- Individuals aspiring to acquire advanced HR training and knowledge to further their careers.

Conference Objectives:

Participants will leave this advanced HR training conference with the ability to:

- Prioritize HR activities and identify what produces value.
- Take action to maximize manpower.
- Have compiled an action plan that will produce significant organizational savings.
- Master the new HR strategic model.
- Master how to do predictive forecasting.
- Reduce the cost and significantly improve the efficiency of succession planning.
- Controller business process reengineering and be able to apply the techniques both in HR and in other areas of the business.
- Explain to others the ten key areas where human resources can be significantly improved.
- Implement change that will have a visible benefit to the organization.
- Update their professional skills to be ahead in HR thinking and abilities.
- Explain to others the new integrated HR concept and how it will add value to any public or private business.
- Adopt a common and auditable approach throughout HR.
- Provide the organization with a much more business approach to HR management.
- Operate a standard strategic model and approach using the HR two-stage model.

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Targeted Competencies:

At the end of this advanced HR training conference, the target competencies will:

- Strategic Planning.
- Matrix Management.
- Business Efficiency and Effectiveness.
- Manpower Planning.
- Predictive Forecasting.
- Creating Business Value.
- Business Process Reengineering.

Conference Content:

Unit 1: HR as the Strategic Partner:

- Introduction to the strategic HR process.
- A checklist for strategic HR considerations.
- Creativity in HR strategy formulation.
- Translating strategy into actionable plans.
- HR's function in matrix management and results measurement.
- Ways to improve HR without additional costs.
- New organizational structures for efficient HR departments.
- Applying added value principles to HR strategy.
- Manpower planning and predictive techniques.
- Methods to enhance productivity through organizational structure optimization.
- Updated supervisory and managerial ratios.

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Unit 2: New Look at Advances in Recruitment, Training, and Techniques to Maximize Human Performance:

- Rethinking recruitment for better efficiency.
- The impact of testing and profiling on recruitment.
- Improvements in behavioral interviewing techniques.
- Professional interviewing practices.
- Efficiency models for HR training.
- Assessing and prioritizing training to benefit the organization.
- Evaluation methods for HR training.
- Innovative compensation and reward mechanisms.
- Embracing New Talent Management Models.
- Improving efficiency with differentiation and bonus schemes.

Unit 3: New Performance and Value Approaches to Performance, Competence, Appraisal, and Succession Planning:

- Setting and understanding organizational performance standards.
- The importance of predictive performance forecasting.
- Strategies for performance-based compensation.
- Structuring and measuring competencies accurately.
- Enhancing Performance Appraisal Processes.
- Techniques to amplify training value through appraisal.
- Innovative approaches for succession planning.
- Software tools for implementing new HR strategies.
- Evaluating the organizational value of Personal Development Plans PDPs.
- Strategy for targeted succession planning.

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Unit 4: Business Process Reengineering and How to Measure the Return On Investment in HR Activities:

- The value proposition of Business Process Reengineering BPR.
- Introduction to BPR concepts.
- Case studies demonstrating BPR in action IBM, Levi's.
- Implementing BPR in the organization.
- Quantifying the value derived from HR initiatives.
- Real-world examples of HR value creation.
- A formula for calculating HR return on investment.

Unit 5: Leveraging Technology and Data Analytics in HR:

- Introduction to HR technology trends.
- The role of big data in HR decision-making.
- Using data analytics to predict workforce trends.
- Implementing HR Information Systems HRIS.
- Benefits of cloud-based HR solutions.
- Utilizing artificial intelligence in recruitment processes.
- Enhancing employee engagement with technology.
- Tools for real-time performance tracking.
- Data privacy and security considerations in HR.
- Leveraging social media for employer branding.
- The impact of mobile technology on HR operations.
- Using technology for continuous learning and development.
- Case studies of successful HR tech implementations.

Conclusion:

This advanced HR training conference aligns with the goals for human resources professionals by providing a robust framework and a multitude of advanced HR strategies to enhance their capabilities and contribute to their ongoing development as HR professionals conference attendees.