



## The Advance Conference for HR Professionals

13 - 20 Apr 2025  
Cairo (Egypt)





# The Advance Conference for HR Professionals

**Ref.:** 15339\_304715 **Date:** 13 - 20 Apr 2025 **Location:** Cairo (Egypt) **Fees:** 3000 **Euro**

## Introduction:

This program is designed to highlight key areas of strategic change that are essential for any world-class HR Department to be successful. It focuses on HR activities and will show you innovations and the latest approaches to maximize the efficiency and effectiveness of your HR function. Upgrade your skills, knowledge, and ability with this new international program.

## Targeted Groups:

- Top Management
- HR Management
- HR Staff
- Managers & Head Of Departments
- Persons who want to get new skills and knowledge to improve their career

## Conference Objectives:

At the end of this conference the participants will be able 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
- Master business process reengineering and be able to apply the techniques both in HR and in other areas of the business
- Explain to others the 10 key areas where the Human resource 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 business in either the public or private sector
- Adopt a common and auditable approach throughout HR
- Provide the organization with a much more business approach to HR management
- Operate a common strategic model and approach using the HR two-stage model

## Targeted Competencies:

- Strategic Planning
- Matrix Management
- Business Efficiency & Effectiveness
- Manpower Planning
- Predictive Forecasting
- Creating Business Value
- Business Process Re-engineering

## **Conference Content:**

### **Day 1: HR as the Strategic Partner:**

- The New Strategic process for HR
- The 10 input checklist for Strategic HR
- The role of creativity in HR strategy
- How to translate Strategy into action - the value of Strategic Action Plans
- HR's role in Matrix management and measuring results
- Review "Can the human resource be improved at no extra cost?". Ten areas where a real difference can be made
- Making HR Effective - 10 Decisive Actions to Make a Difference:
- The new shape of HR
- The internal structure needed for tomorrows successful HR departments
- Does added value apply to HR?
- Manpower Planning - use of Manpower Projective Techniques
- Maximizing organizational structures to enhance productivity - how downsizing and right-sizing work
- Understanding the new ratios for supervisors and managers

### **Day 2: New Look at Advances in Recruitment, Training, and Techniques to Maximise Human Performance:**

- Recruitment - The new approach to recruitment processes
- How testing and profiling can make a real efficiency difference
- How to improve the questioning process using the latest in behavioral techniques
- Tips and techniques used by interviewing professionals
- Professional interviewing in practice
- Training - The new training efficiency model
- Techniques to determine which training provides value to the organization
- How to evaluate training
- Valuing and costing training and the use of a prioritizing system to get outstanding value from the training budget specialist handout
- Maximizing efficiency through pay and rewards
- Concepts of value using the new talent model
- Two major improvements in efficiency - the use of differentiation and bonus schemes

### **Day 3: New Performance and Value Approaches to Performance, Competence, Appraisal, and Succession Planning:**

- Understanding Performance - Setting organizational performance standards
- Need for predictive forecasting
- Paying for performance
- Understanding how competencies are structured and how to realistically measure them
- Performance appraisal - understanding the cost of appraisal and how to improve it
- Techniques to improve appraisal techniques and to maximize the value of training
- New approach - new results
- Software needed
- 5 Succession Plans - what is the organization value of PDPs?
- The three approaches to targeted succession planning



Istanbul - Turkey: +90 539 599 12 06

Amman - Jordan: +962 785 666 966

WhatsApp London - UK: +44 748 136 28 02

## **Day 4: Business Process Re-Engineering and How to Measure the Return On Investment on HR Activities:**

- BPR - Understand the immense value Business Process Re-engineering offers
- What is BPR?
- IBM and Levis Case Study
- How to do BPR?
- Creating and Measuring value from HR
- Practical examples
- The HR ROI formula



**Registration form on the :  
The Advance Conference for HR Professionals**

**code:** 15339 **From:** 13 - 20 Apr 2025 **Venue:** Cairo (Egypt) **Fees:** 3000 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

**Delegate Information**

Full Name (Mr / Ms / Dr / Eng):  
.....  
Position:  
.....  
Telephone / Mobile:  
.....  
Personal E-Mail:  
.....  
Official E-Mail:  
.....

**Company Information**

Company Name:  
.....  
Address:  
.....  
City / Country:  
.....

**Person Responsible for Training and Development**

Full Name (Mr / Ms / Dr / Eng):  
.....  
Position:  
.....  
Telephone / Mobile:  
.....  
Personal E-Mail:  
.....  
Official E-Mail:  
.....

**Payment Method**

- Please invoice me
- Please invoice my company