

# COMPETITIVE ADVANTAGE



SEPTEMBER 4 TO 5, MAKATI SHANGRI-LA



## Provisional Agenda

### Plenary

September 4, 2008

8:00 am – 9:00 am	<b>Registration</b>
9:00 am – 9:05 am	<b>Invocation</b>
9:05 am – 9:10 am	<b>National Anthem</b>
9:10 am – 9:30 am	<b>Welcome Remarks</b>
	<b>Speaker: Carol Dominguez</b> , President and Chief Executive Officer, John Clements Consultants, Inc.
9:30 am – 10:30 am	<b>Opening Message:</b> The Role of Talent Management in Attaining Competitive Advantage for Businesses and Organizations
	<b>Opening Keynote Speaker: Peter McAteer</b> , Vice President and Managing Director of Corporate Learning, Harvard Business Publishing, USA
10:30 am – 10:50 am	<b>Coffee and Networking Break</b>
10:50 am – 12:00 pm	<b>Panel A: The Globalization of HR</b>
	Companies are striving to develop global presence and leadership, using technology as a potent tool. This has resulted in a surge of fresh employment opportunities, and the expansion of the manpower pool from localities to the whole world, such that the HR recruitment process alone now covers different time zones. This has given rise to new challenges for HR professionals—aligning local objectives and operations with the global framework, and setting standards for delivery centers to follow—in the midst of cultural issues and workforce diversity.
	<b>Introductory Speaker: Beth Lui</b> , Country Managing Director, Accenture <b>Panelist 1: John Philip Orbeta</b> , Managing Director and Corporate Resources Group Head, Ayala Corporation <b>Panelist 2: Gem Baltazar</b> , Global Talent Manager, Baker & McKenzie LLC, USA <b>Moderator: Perry Fagan</b> , Global Business Director, Harvard Business Publishing
12:00 pm – 1:15 pm	<b>Lunch Break, Networking and Exhibit Viewing</b>
1:15 pm – 2:35 pm	<b>Panel B: HR Marketing through Employment Branding</b>
	Employment branding is the HR process of creating corporate images such as “employer of choice” or “best place to work in”. The challenge of creating a strategic employment brand is achieved through proper marketing campaigns that showcase selling points in terms of employment satisfaction and workforce retention. What strategies should companies undertake in building their employment brand? With whom should the HR collaborate? How can HR ensure that those who leave the company remain an asset and not a liability?

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	<p><b>Introductory Speaker: Nandu Nandkishore</b>, Chairman and Chief Executive Officer, Nestle Philippines</p> <p><b>Panelist 1: James Lafferty</b>, President and General Manager, Procter &amp; Gamble Philippines</p> <p><b>Panelist 2: Roxanne Aquino</b>, Managing Director, Effective Brands, Singapore</p> <p><b>Panelist 3: Imelda Centeno</b>, Senior Vice President, Unilab</p> <p><b>Moderator: Perry Bedinger</b>, Director for International Distribution, Harvard Business Publishing</p>
2:35 pm – 3:50 pm	<p><b>Panel C: Striking a Balance Between Recruitment and Retention</b></p> <p>Successfully hiring talented employees is only a facet of HR as a competitive advantage. While it's important to build a strong workforce via recruitment, it is more important to keep talented people within the organization. In the face of rising attrition rate, especially in sectors such as BPO, IT and contact center, how does HR tip the scale to balance efforts and investments between recruitment and retention?</p> <p><b>Introductory Speaker: Terry Vannoy</b>, Country Human Resource Director, Dell Philippines</p> <p><b>Panelist 1: James Matti</b>, Managing Consultant, Watson Wyatt Philippines, Inc.</p> <p><b>Panelist 2: Matt McKelvey</b>, Vice President for Operations, Kenexa, India</p> <p><b>Moderator: Perry Fagan</b>, Global Business Director, Harvard Business Publishing</p>
3:50 pm – 4:05 pm	<p><b>Coffee and Networking Break</b></p>
4:05 pm – 5:20 pm	<p><b>Panel D: The Tech-Savvy HR</b></p> <p>The digital age requires HR to keep up with the technological shift and adopt IT tools and solutions that streamline various HR functions and empower people. What value can companies derive from adapting a technology-driven HR? What technological innovations have companies successfully implemented and translated into business results? What challenges should companies making the shift prepare for?</p> <p><b>Introductory Speaker: Steve Lowisz</b>, President and Chief Executive Officer, Qualigence, USA</p> <p><b>Panelist 1: Jayjay Viray</b>, Country Manager, JobsDB Philippines, Inc.</p> <p><b>Panelist 2: Anna Maria Roqueza</b>, Country Human Resource Manager, IBM Philippines</p> <p><b>Panelist 3: Ma. Cristina Menorca</b>, Head of Human Resources Management, Petron Corporation</p> <p><b>Moderator: Mike Pino</b>, Manager of Technology Innovation, Harvard Business Publishing</p>
5:20 pm – 5:30 pm	<p><b>Day One Closing</b></p> <p><b>Speaker: Grace Sorongon</b>, Vice President and Managing Director, John Clements Consultants</p>

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**Breakout Sessions**

**September 5, 2008**

	Recruitment	Development	Retention
8:00 am – 9:00 am	<b>Registration</b>		
9:00 am – 10:30 am	<p><b>Winning the Talent War</b> Sourcing is the beginning of recruitment and a crucial stage for pooling qualified applicants and potential new-hires. In the face of competition for the best of the breed, the more creative HR stands to win the talent war.</p> <p><b>Speaker 1: Gem Baltazar</b>, Global Talent Manager, Baker &amp; McKenzie LLC, USA</p> <p><b>Speaker 2: Haidee Enriquez</b>, Vice President for Human Resource, Advanced Contact Solutions, Inc.</p> <p><b>Discussion Leader: Perry Fagan</b>, Global Business Director, Harvard Business Publishing</p>	<p><b>Reaping the Benefits of Talent Investment</b> Businesses and organizations invest on new hires through soft skills and technical and leadership training. Can investment in training people be measured as ROI?</p> <p><b>Speaker 1: Kulshaan Singh</b>, Client Strategy and Growth Leader, Hewitt Southeast Asia, Singapore</p> <p><b>Speaker 2: Sylvia Duque</b>, Vice President and Corporate Human Resource Director, Alcantara Group – Conal Corporation</p> <p><b>Discussion Leader: Grace Alcid</b>, Implementations Director, John Clements Consultants</p>	<p><b>The Risk of Hiring Achievers</b> While companies want to build strong foundations by hiring achievers, certain risks are attached to signing up “corporate stars”. How does HR manage these risks?</p> <p><b>Speaker 1: Gideon Manuel</b>, Human Resource Director, Nestle Philippines</p> <p><b>Speaker 2: Gerard Sanvictores</b>, Partner, Human Resources Group, SGV&amp;Co/Ernst &amp; Young Philippines</p> <p><b>Speaker 3: Judith Rivera</b>, Human Resource Director, Oracle Philippines Corp.</p> <p><b>Discussion Leader: Mario Biscocho</b>, Vice President, John Clements Consultants</p>
10:30 am – 11:00 am	<b>Coffee &amp; Networking Break</b>		
11:00 am – 12:30 pm	<p><b>Hitting the Mark with Target Hiring</b> Target hiring pertains to finding the right people for highly specialized business needs. What is the success rate of target hiring? The advantages, disadvantages, and strategies in target hiring</p>	<p><b>Jumpstart the Learning Curve</b> New hires need to be successfully immersed in the organization through proper methods of acculturation and orientation. How does HRD assess new hires’ capabilities? What are</p>	<p><b>When Principles Meet Principals</b> A clash of strong ideas can lead to manpower loss. In the midst of manager-subordinate friction, how can HR professionals become good mediators?</p>

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	<p>are illustrated by case studies.</p> <p><b>Speaker 1: Rozanne Parungo</b>, Executive Director of Human Resource and Training, American International Group</p> <p><b>Speaker 2: Anna Villamor</b>, Vice President for Human Resources, JPMorgan Philippines</p> <p><b>Discussion Leader: Grace Sorongon</b>, Vice President, John Clements Consultants</p>	<p>some of the most successful orientation and retooling strategies?</p> <p><b>Speaker 1: Victor Bocaling</b>, Managing Director, Swedish Match Philippines, Inc.</p> <p><b>Speaker 2: Jocelyn Labrador</b>, Head of Human Resource and Staff Services, IBM Solutions Delivery</p> <p><b>Speaker 3: Graham Hitchmough</b>, Consultant</p> <p><b>Discussion Leader: Marilou Antonio</b>, Human Resource Head, John Clements Consultants</p>	<p><b>Speaker 1: Pacita Juan</b>, President, League of Corporate Foundations</p> <p><b>Speaker 2: Freddie Marquez</b>, Vice President for Human Resources, St. Luke's Medical Center</p> <p><b>Speaker 3: Rose Katalbas</b>, Human Resource Director, Novartis Philippines</p> <p><b>Discussion Leader: Rita Estella</b>, Vice President, John Clements Consultants</p>
<p>12:30 pm – 1:30 pm</p>	<p><b>Lunch Break</b></p>		
<p>1:30 pm – 3:00 pm</p>	<p><b>Managing Labor Shortage</b> Recruitment must strike a balance between retention and attrition. The most successful companies have come up with specific strategies to keep the labor supply dynamic, such as employment referrals and recruitment outsourcing.</p> <p><b>Speaker 1: Jeanine Nevada</b>, Director for Training Delivery, Convergys</p> <p><b>Speaker 2: Yvonne Manuel</b>, Senior Assistant Vice President for Human Resources, American International Underwriters</p> <p><b>Speaker 3: Cesar Averia</b>, President and</p>	<p><b>Peer Development</b> Employees are trained not only through formal modules. HR can initiate the development of a pervasive learning environment where colleagues can share knowledge and information with each other.</p> <p><b>Speaker 1: Faye Corcuera</b>, Vice President for Human Resources, Bank of the Philippine Islands</p> <p><b>Speaker 2: Mark Galutera</b>, Director for Philippine Operations, DSM "Manila" LLC</p> <p><b>Discussion Leader: Regie Gines</b>, Director for Recruitment Operations,</p>	<p><b>Getting Engaged</b> Bringing smart people into the workplace is one thing. But retaining them long enough for them to make a sustainable contribution to the organization is another. One of the most challenging yet powerful means of beating high attrition rates is through effective workforce engagement.</p> <p><b>Speaker 1: Alma Horn</b>, Country Human Resources Head, Citibank</p> <p><b>Speaker 2: Matt McKelvey</b>, Vice President for Operations, Kenexa, India</p> <p><b>Speaker 3: Dave Morin</b>,</p>

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	<p>Chief Executive Officer, EDI-Staffbuilders International</p> <p><b>Discussion Leader:</b> <b>Alina Manaig</b>, Director for Group Accounts, John Clements Consultants</p>	<p>John Clements Consultants</p>	<p>President and Managing Director, Goodyear Philippines, Inc.</p> <p><b>Discussion Leader:</b> <b>Perry Bedinger</b>, Director for International Distribution, Harvard Business Publishing</p>
<p>3:00 pm – 3:30 pm</p>	<p><b>Coffee &amp; Networking Break</b></p>		
<p>3:30 pm – 5:00 pm</p>	<p><b>Social Networking</b> Technological alternatives to print ad placement or posting of announcements have emerged. Most of the successful hires are results of online recruitment. How do companies use online and IT tools to enhance the recruitment process?</p> <p><b>Speaker 1: Steve Lowisz</b>, President and Chief Executive Officer, Qualigence, Inc., USA</p> <p><b>Speaker 2: Donald Lim</b>, President and Chief Executive Officer, Yehey! Corporation</p> <p><b>Discussion Leader:</b> <b>Mike Pino</b>, Manager of Technology Innovation, Harvard Business Publishing</p>	<p><b>Breaking Workplace Stereotypes</b> Workplace diversity is a best practice that has been gaining ground globally. How do local companies fair when it comes to enhancing, promoting or tolerating diversity? What are the advantages and challenges of maintaining a diverse workplace?</p> <p><b>Speaker 1: Marie Ampeloquio</b>, Vice President, Genpact Services LLC</p> <p><b>Speaker 2: Joann Hizon</b>, Country Human Resources Head, EXL Service Philippines</p> <p><b>Discussion Leader:</b> <b>Alicia Morales</b>, Director, John Clements Consultants</p>	<p><b>The Coach Who Got Poached</b> How do managers deal with poachers that pirate workforce assets? How can HR ensure that processes remain smooth and streamlined in the midst of the rising incidence of poaching?</p> <p><b>Speaker 1: Andy Alcid</b>, President and Chief Executive Officer, AXA Philippines</p> <p><b>Discussion Leader: Gi Sicat</b>, Business Development Director, John Clements Consultants</p>