The conversation about HR having a “seat at the table” is over. The door is wide open and the Human Resources function has its seat; increasingly one being populated by HR Business Partners that are aligned with business units rather than, or in addition to a centralized HR function.

But for many organizations that have filled these roles with HR generalists, long on skills in the HR function but short on experience in other areas of the business, these partnerships are proving frustrating for both sides. Now, more than ever, HR professionals need a whole new set of competencies, some related to talent and some related to business to deliver the results their organizations are looking for.

The brand new HR Business Partners Congress from HRM Asia is the only HRBP event that combines professional education with practitioner expertise and comprised of two day-long sessions, each focused in an area critical to this HR/Business Line partnership. No matter your experience in the HR field, you will leave the congress with an arsenal of actionable strategies to deliver back to your organization, as well as personal development benefits.

**Featured speakers:**

- Foo Wah Teng, Associate Director, Human Resources, Asia Pacific, Illumina
- Mayur Chaturvedi, Regional Associate Director Human Resources, C&A AP, HR Lead ASEAN and India, Zimmer Biomet
- Marie Petit, Chief HR Officer, Asia Pacific, Socomec
- Marie Petit, Chief HR Officer, Asia Pacific, Socomec
- Arundhati Raghavan, HR Director, Heineken Asia Pacific Pte Ltd
- Bala Subramaniam, Regional HR Business Partner, Twitter
- Chetna Manglik, HR Director, Singapore and South East Asia Talent Relationship, Asia Pacific, Danone Asia
- Robin Goel, Associate Director, DHL
- Anitha Ramakrishnan, Director Talent APJ, HP
- Jaclyn Lee, Senior Director, HR, Singapore University of Technology and Design

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Contact: Azrielle Looi Hui Yi | Tel: (65) 6423 4631 | Email: info@hrmasia.com.sg
Congress Highlights
The only HR Business Partner Event to Combine Professional Education and Practitioner Expertise

WHY ATTEND?

• Practical tips to become a better partner to the business and improve your impact
• Ascertain the critical competencies and capabilities of tomorrow’s HR business partner.
• 3 Key workshops to build analytics skills, change management, & financial literacy for HR
• Build credibility and better working relationships
• Develop broader commercial awareness and understand how HR is linked to your business strategy and financial goals.

HIGHLIGHTS

3 Key Learning workshops
Three intensive half-day workshops on Change Management, Financial Literacy and Analytics Skills to equip HRBP with practical and useful competencies and skills that are critical for success

Highly Participatory Discussions
An interactive mix of integrated case studies, panel discussions, engaging group exercises, open discussions, on-stage interviews with C-suite guests to give our participants the “how to” applicable skills that they can use on returning to work.

PAST PARTICIPATING ORGANIZATIONS

AFFYMETRIX
AGENCY FOR INTEGRATED CARE
AMERICAN BUREAU OF SHIPPING
BANK OF SINGAPORE LIMITED
BOMBARDIER TRANSPORTATION
BROTHER INTERNATIONAL SINGAPORE
BW MARITIME
CENTRAL PROVIDENT FUND BOARD
CHANGI AIRPORT GROUP (SINGAPORE)
COMPUWARE ASIA-PACIFIC
DEBS BANK LIMITED
DEFENCE SCIENCE & TECHNOLOGY AGENCY
DELL ASIA PACIFIC SDN BHD
DNATA SINGAPORE
DRIL-QUIP ASIA PACIFIC
DZ BANK AG
EMERSON PROCESS MANAGEMENT
FORUM ASIA PACIFIC
FUJITSU ASIA
GEMALTO
GOOGLE ASIA PACIFIC
GROUPM ASIA PACIFIC HOLDINGS
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NATIONAL TRADES UNION CONGRESS
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REPUBLIC POLYTECHNIC
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TETRA PAK SOUTH EAST ASIA
THALES SOLUTIONS ASIA
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TIONG SENG CONTRACTORS

MUST ATTEND FOR

• HR VP
• CHRO
• HR Business Partners
• HR Directors
• Senior Human Resources Managers
• HR Consultants
• Line Managers (who would like to collaborate better with HR)
• HR Generalists transitioning to HR Business Partner role
# HR Business Partner Congress

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>8:30</td>
<td>Registration and Coffee</td>
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<tr>
<td>9:00</td>
<td>Opening Address by Chairman &amp; Ice Breaking Session</td>
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</tbody>
</table>
| 9:15  | Coffee Chat
Business Leaders Perspective of HRBP: The impact on business |

What conversations are your HRBPs having with business leaders? Are they well informed and demonstrative of business savvy and keen insights? What is your organization doing to distinguish tactical HR versus strategic? How are you investing in HRBPs to develop them as value-add business leaders, not support figures?

This session will discuss what role business leaders need HRBP to fulfil:
- Investigating what business leaders look for in an ideal HRBP
- How to work effectively with line management
- Understanding how an HRBP can make themselves invaluable to the business

**Panellist:**
- Marie Petit, Chief HR Officer Asia Pacific, Socomec
- Anitha Ramakrishnan, Director Talent APJ, HP

<table>
<thead>
<tr>
<th>Time</th>
<th>Interactive Course 1 Financial Literacy for HRBP Part A</th>
</tr>
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</table>
| 10:00 | • HR investments: process to link business issues to HR interventions
       • Financially justifying your investment in HR or L&D
       • Gaining buy-in from the finance team |

**Panellist:** James Leong, Founder and CEO, Visions One Consulting & Associate Professor, NUS

<table>
<thead>
<tr>
<th>Time</th>
<th>Morning Refreshment and Networking Break</th>
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<tr>
<td>11:15</td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Interactive Course 1 Financial Literacy for HRBP Part B</th>
</tr>
</thead>
</table>
| 11:45 | • Using financial statements to assess business performance
       • Understand the profit & Loss account and the balance sheet
       • Determining the impact of HR activities on the bottom line |

**Panellist:** James Leong, Founder and CEO, Visions One Consulting & Associate Professor, NUS

<table>
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<tr>
<th>Time</th>
<th>Lunch and Networking Break</th>
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<tbody>
<tr>
<td>13:00</td>
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### Keynote Presentation
**Defining the “true” business partners**

H.R. professionals who want to be recognized as true Business Partners must see themselves first as business people who specialize in H.R., not as H.R. people who advise a business. In an ideal world, this would require H.R. professionals emerge from within a business or shift out of H.R. to work temporarily in a business unit to gain perspective and training. In this session, Mayur will walk you through the HRBP change story and share lessons learnt from their journey.

- Building HR capability for organisational results
- Demonstrating listening, responding and build trust
- Managing through austerity and changing the way you work for future success

**Mayur Chaturvedi**, Regional Associate Director Human Resources, C&B AP, HR Lead ASEAN and India, Zimmer Biomet

### Case Study
**How HR Business Partner Model Transforms Your Organization**

Most large organisations have undergone HR transformation following the classic Ulrich model however, practitioners who have implemented the structure often highlight teething problems and acknowledge they have some way to go before the role of HR Business Partner is operating as they would like within their organisation. Hear from Wah Teng who will share with you their HR transformation and how Illumina has benefitted.

- Understanding business needs and how the role of HR Business Partners is changing
- Demonstrating listening, responding and build trust
- How HR transformation can impact your business

**Foo Wah Teng**, Associate Director, Human Resources, Asia Pacific, Illumina

### Closing Panel Discussion
**HRBP Model Improvement: Training and Growing Operational HR into Strategic Partners**

After acknowledging the competencies of a great HR Business Partner, the development of those skills is critical. Besides business acumen skills, thinking strategically and drawing on their credibility and outstanding interpersonal skills are critical to HRBP too. How do you develop such mindset skills and credibility?

- Specificities and challenges of development programs dedicated to HRBPs: Are HRBPs the future CHROs or the future CEOs?
- HRBP = Trainer or HRBP = Leader or HRBP = Consultant? Necessary skill set to answer today’s new business needs
- Characteristics of HRBPs: are HR capabilities important?

Panellists:

- **Chetna Manglik**, HR Director, Singapore and Director Talent Relationship, Asia Pacific, Danone Asia
- **Bala Subramaniam**, Regional HR Business Partner, Twitter
- **Anitha Ramakrishnan**, Director Talent APJ, HP

### Chairperson’s Closing

17:00

### End of Day One Conference

17:15
## Day 2 | Thursday | 25 February 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Opening Address by Chairman</td>
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<tr>
<td>9:15</td>
<td><strong>Interactive Course 2</strong>&lt;br&gt;Becoming the change agent at your workplace Part A</td>
</tr>
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<td></td>
<td>• Adapting and thriving in an agile environment&lt;br&gt;• The mindset and frameworks to help support people through change and ensure organisational effectiveness&lt;br&gt;• The role of the HRBP in managing change effectively in an organisation - how best to add value and influence.</td>
</tr>
<tr>
<td></td>
<td>Robin Goel, Associate Director, DHL</td>
</tr>
<tr>
<td>10:30</td>
<td>Morning Refreshment and Networking Break</td>
</tr>
<tr>
<td>11:00</td>
<td><strong>Interactive Course 2</strong>&lt;br&gt;Becoming the change agent at your workplace Part B</td>
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<tr>
<td></td>
<td>• Leading Change Effectively&lt;br&gt;• Change communications and mobilisation – how to engage, inspire, enable and gain sustainable commitment&lt;br&gt;• Why, when and how change fails and succeeds</td>
</tr>
<tr>
<td></td>
<td>Robin Goel, Associate Director, DHL</td>
</tr>
<tr>
<td>12:15</td>
<td>Lunch and Networking Break</td>
</tr>
<tr>
<td>13:15</td>
<td><strong>Think Tank</strong>&lt;br&gt;De-mystifying the term ‘strategic’ and practical tips for business partners</td>
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<td></td>
<td>Ideally, HR business partners are stripped of the transactional, necessary work, and even much of the strategic development, program-building job of HR, so that they can play a more advisory and brokering role with their clients. But in Brandon Hall Study, 17% said their HR delivery strategy offered zero strategic value to the organization.&lt;br&gt;• Adopting the right behaviours for a HRBP&lt;br&gt;• Why isn’t the HR Business Partner role more strategic&lt;br&gt;• How do you enable the HRBPs?</td>
</tr>
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<td>Panellists:&lt;br&gt;Foo Wah Teng, Associate Director, Human Resources, Asia Pacific, Illumina&lt;br&gt;Arundhati Raghavan, HR Director, Heinemann Asia Pacific Pte Ltd</td>
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<tr>
<td>Time</td>
<td>Event Details</td>
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<tr>
<td>14:15</td>
<td><strong>Interactive Course 3</strong>&lt;br&gt;Using data and analytics to support strategic HR business partnering Part A  &lt;br&gt;• Basic concepts and terminology of data and analytics&lt;br&gt;• The challenges of dealing with organisational data&lt;br&gt;• Building a business case for analytics  &lt;br&gt;Jaclyn Lee, Senior Director, HR and OD, Singapore University of Technology and Design</td>
</tr>
<tr>
<td>15:30</td>
<td>Afternoon Refreshment and Networking Break</td>
</tr>
<tr>
<td>16:00</td>
<td><strong>Interactive Course 3</strong>&lt;br&gt;Using data and analytics to support strategic HR business partnering Part B  &lt;br&gt;• Data requirements, identifying data needs, gathering data&lt;br&gt;• Connecting, and telling stories with data from across the organisation&lt;br&gt;• How to build a business case using a data and analytics based approach  &lt;br&gt;Jaclyn Lee, Senior Director, HR and OD, Singapore University of Technology and Design</td>
</tr>
<tr>
<td>17:15</td>
<td>Chairperson’s closing</td>
</tr>
<tr>
<td>17:30</td>
<td>End of Conference</td>
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HR Business Partner Congress

Sign Up

DELEGATE RATES 2016

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<tr>
<th></th>
<th>Early Bird Fee</th>
<th>Regular Fee</th>
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<tbody>
<tr>
<td>10% discount for group booking of 3 delegates and above</td>
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</tr>
<tr>
<td>2-Days Congress Fee</td>
<td>SGD 1,295 + GST</td>
<td>SGD 1,795 + GST</td>
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The Productivity Innovation Credit (PIC) Scheme offers Singapore registered companies 60% cash back on all HRM Congresses. Or a 400% tax deduction instead, the choice is yours.

Registration includes: Presentations, luncheons, networking sessions, refreshments and delegate pack.

All payments receive by / before 3 Feb 2016 is entitled to Early Bird Discount.

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  - AMEX

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Name On Card:

Billing Details

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- Company Size:
  - 1-199 Employees
  - 200-499 Employees
  - 499 & Above Employees
- Main Contact:
- Billing Address:
- Phone:
- Email:

Contact: Azrielle Looi Hui Yi

Email: info@hrmasia.com.sg
Telephone: (65) 6423 4631
Fax: (65) 6423 4632
Website: www.hrmcongress.com

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