Out of all of the talent management activities you can perform, identifying and developing High Potentials has the largest impact on achieving positive business outcomes in the future. Chief Human Resources Officers believe High Potentials are 91% more valuable to the organisation than average employees.

Whether you’re in the early stages of defining your High Potential programme or whether you’re years down the line and looking to fine-tune your HiPo development processes, this conference will help provide you with new tools and fresh perspectives on driving successful results.

“Identifying, Developing and Retaining High Potentials” is the 3rd event in the TMA’s popular “HiPos” conference series. It draws upon practical case study experience from top-rated companies for leadership practices who will demonstrate practical solutions to your High Potential Programme challenges including:

» Defining and identifying high potentials
» Best practice Hi-Po programme design and implementation
» What do Hi-Po employees need to stay engaged?

SESSION HIGHLIGHTS

➔ Moving from a culture based on “gut feeling” to a systematic HIPO development process: Tea Colaianni, Group HR Director, Merlin Entertainments Group shares insight into successful tools used for the assessment and selection of HIPO candidates

➔ Understand the key challenges with developing High Potential talent in emerging markets with Fiona Whitworth, Group Adviser – Performance & Talent Management, Rio Tinto

➔ “One size fits no-one”: Learn about Philips’ approach to building unique and personal learning journeys with Mark Vlaanderen, Leadership, Talent & Learning Partner, Markets & IT, CHRM, Philips International

➔ PLUS: Interactive Discussion Sessions: Don’t just sit and listen. Have your say! Join lively discussions where you can share your challenges and experiences, benchmark your HiPo programme against your peers’ and learn from others’ failures.
Event Speakers

» Leena Nair, SVP Expertise & Organisation Development, Human Resources, Unilever
» Dr. Stella Malsy, Director Global Assessment Services, The Hertz Corporation
» Matt Williams, Group Talent and Development Manager, Merlin Entertainments Group
» Marianne Fischer-Rasmussen, Head Global People Development, Autoneum Management AG
» Stijn de Groef, Senior Global Talent Manager, Swarovski
» Danny Kalman, Former Global Director of Talent, Panasonic
» Fiona Whitworth, Group Adviser – Performance & Talent Management, Rio Tinto
» Mark Vlaanderen, Leadership, Talent & Learning Partner, Markets & IT, CHRM, Philips International
» Hasan Adnan Ahmed, Former Group Head of Learning and Leadership, British American Tobacco
» Julia Jameson, Director - Talent & Organizational Change, EMEIA People Team, Ernst & Young
» Simi Dubb, Head of Talent, RBS
» Hesketh Emden, Head of Training, Development & Leadership, NHS Property Services Ltd
» Izabella Khazagerova, Associate Principal, Gallup

“I would absolutely recommend this conference to anyone responsible for Talent Management - whether that’s developing process, recommending tools, implementing design. I’ve learned so much I don’t even know where to start when taking back to my company”


The TMA Difference

TMA strictly enforces an attendance policy to guarantee the best possible experience for our speakers and attendees. TMA maintains a 70/30 split between practitioners from end user companies and vendors that provide talent management and recruitment solutions. www.the-tma.org
**Main Conference Day One – Tuesday 21st January 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>08.30</td>
<td>Morning coffee &amp; registration</td>
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<tr>
<td>09.00</td>
<td>Chairman’s welcome</td>
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<tr>
<td></td>
<td><strong>Danny Kalman, Former Global Director of Talent, Panasonic</strong></td>
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<tr>
<td>09.15</td>
<td><strong>KEYNOTE ADDRESS</strong></td>
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<tr>
<td></td>
<td>Best Practice Approaches for Evaluating and Supporting the Right High-Impact Development Experiences for Hi-Pos: A Unilever Case Study</td>
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<td>» Improving the mobility of your high-potentials and helping them envision their long-term career at your organisation</td>
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<td>» Designing a mentoring/coaching programme to facilitate cross functional and cross boundary knowledge sharing between high potential talent</td>
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<tr>
<td></td>
<td><strong>Leena Nair, SVP Expertise &amp; Organisation Development, Human Resources, Unilever</strong></td>
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<tr>
<td>10.00</td>
<td>5 Myths of Talent Management: Assessment and Development Practices that Work alongside Human Nature to Drive Engagement and Performance</td>
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<td></td>
<td><strong>Izabella Khazagerova, Associate Principal, Gallup</strong></td>
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<tr>
<td>10.45</td>
<td>Morning Networking Break</td>
</tr>
<tr>
<td>11.15</td>
<td><strong>Moving from a Culture Based on “Gut Feeling” to a Systematic Hi-Po Development Process</strong></td>
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<td></td>
<td>When Tea joined Merlin in 2010, there was no formal Hi-Po programme in place in the business. This presentation will explore how Merlin Entertainments has subsequently implemented a successful High Potential programme and key lessons learned:</td>
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<tr>
<td></td>
<td>» Examine the tools used for the assessment and selection of Hi-Po candidates</td>
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<td>» Managing expectations through good communication and a transparent process</td>
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<td>» Key learnings from Merlin’s first High Potential programme experiences</td>
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<td></td>
<td>» Gain insight into how the 2nd Hi-Po programme at Merlin has followed a more systematic approach taking onboard lessons learned from previous experiences</td>
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<td><strong>Matt Williams, Group Talent and Development Manager, Merlin Entertainments Group</strong></td>
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**Sponsorship Opportunities**

Every solution provider has different goals. With TMA, sponsors can have a package that best fits their budget and aligns with their goals. To discuss custom packages, please contact Audrey Neidlinger at 888-339-9599 x505 or email aneidlinger@the-tma.org. There is also the alternative to choose from a pre-packaged sponsorship menu.
Main Conference Day One, continued

12.00 **Attracting High Potential Talent into the Business**

» Attracting Hi-Po talent into our global Retail network, offices and global HQ’s
» Leveraging our unique DNA to build a global Employer Brand
» Attracting & selecting Retail staff by making use of the latest innovations in online assessment

Stijn de Groef, *Senior Global Talent Manager, Swarovski*

12.45 **Lunch and networking break**

13.45 **INTERACTIVE DISCUSSION**

Managing the Common Misperception that all Hi-Pos are Future Leaders

Recent studies suggest that only 1 in 3 Hi-Pos turn into good leaders. During this interactive discussion, delegates will share their experience with directly linking Hi-Pos’ suitability to leadership roles. Key questions to be discussed include:

» When is it a mistake to put high performers into leadership roles?
» How can you distinguish when someone is ready for leadership and when someone is not?
» What tools can you give Hi-Pos to prepare for leadership?
» How should Hi-Po programmes match potential to leadership?

Led by Hasan Adnan Ahmed, *Former Group Head of Learning and Leadership, British American Tobacco*

14.30 **Talent Management 2.0: Enabling Strategy Rather than Supply Driven Talent Management in a Highly Diversified Organisation**

» Why “traditional” supply driven talent management is difficult in this context
» How strategic role segmentation can take talent management to the next level – for the business and for HR
» What process can be used?
» How can it be implemented?

Marianne Fischer-Rasmussen, *Head Global People Development, Autoneum Management AG*

15.15 **Coffee & networking break**

15.45 **Best practice Hi-Po Programme Design and Implementation**

» How can you build inspirational Hi-Po programmes that are directly linked to the bigger business picture?
» How to maintain consistency with your Hi-Po identification process whether it’s cross functional or cross-regional
» Effective use of mentoring and coaching
» Getting line management buy-in and creating transparency across the business for HiPo selection

Simi Dubb, *Head of Talent, RBS*
16.30 **INTERACTIVE PROBLEM-SOLVING DISCUSSION**
What Are You Doing to Retain Your Key Talents?

This interactive roundtable discussion will give you the opportunity to share your own experiences with retaining key talents. You will be able to compare and contrast best practice strategies with your peers.

Led by Danny Kalman, *Former Global Director of Talent, Panasonic*

17.30 **Close of conference day one**

Danny Kalman, *Former Global Director of Talent, Panasonic*

17.45 **Drinks and networking**
Main Conference Day Two – Wednesday 22nd January 2014

08.30  Morning coffee & registration

09.00  Chairman’s welcome

Danny Kalman, Former Global Director of Talent, Panasonic

DEVELOPING HI-POS TO THEIR FULL POTENTIAL

09.15  KEYNOTE ADDRESS

Understanding how Hertz is using an integrated assessment approach to positively impact business results

Global talent consistency requires clearly defined high potential behaviours that can be assessed, trained and transferred across cultures. By adding more rigour to the assessment of top talent and linking them to the key competencies for the future leadership required, leaders can more easily identify high potentials and clarify the needs for executive development.

Content includes:
  » A leadership model to drive business results and integrate different assessment and development programs
  » Tools for predictive high potential and leadership assessment, what they are designed to measure and how they are used to revitalize leadership programs
  » Highly predictive external assessments to bring in new management talent and help steer the acceptance and outcomes in the organisation
  » How various assessments were used and integrated with themes to develop the top team over multiple years

Dr. Stella Malsy, Director Global Assessment Services, The Hertz Corporation

10.00  Developing Hi-Pos Using an Innovative Approach

  » How to provide exciting careers to Hi-Pos in a global matrix organisation
  » How you can build inspirational Hi-Po programmes that are directly linked to the bigger business picture
  » What NOT to do when developing Hi-Pos

Hasan Adnan Ahmed, Former Group Head of Learning and Leadership, British American Tobacco

10.45  Coffee and networking break
### Main Conference Day Two, continued

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
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<tbody>
<tr>
<td>11.15</td>
<td>Managing the Transition Through from Hi-Po towards Leadership Roles</td>
<td>Julia Jameson, Director - Talent &amp; Organisational Change, EMEIA People Team, Ernst &amp; Young</td>
</tr>
</tbody>
</table>

Businesses are often good at identifying Hi-Po talent and then leaving them to their own devices. Hi-Pos need effective levels of support through the transition to help them grow and to prevent disengagement. This session will explore:

- Viewing Hi-Po development as the continuous life-cycle of your business
- Giving your Hi-Pos a strong connection to corporate strategy so they know what they’re doing has purpose

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>12.00</td>
<td>The 2.1%... that Did Not Make the Difference</td>
<td>Mark Vlaanderen, Leadership, Talent &amp; Learning Partner, Markets &amp; IT, CHRM, Philips International</td>
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</tbody>
</table>

Gain insight into how Philips’ change in talent strategy has had an impact on high potential development in the business. This presentation will share details of how moving from Pool (covering approximately 2500 people out of 120,000 globally) in favour of a new system that actively, constantly manages their full talent portfolio spanning all employees has helped future leaders unlock their full potential and improve the agility of the organisation at large.

- Unlocking our full potential – Integral Talent Portfolio Management
- Maintaining an agile and robust ‘elite’: “High Potential” is not necessarily constant
- One size fits no-one: Learn about Philips approach to building unique and personal learning journeys
- People who share our passion

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>12.45</td>
<td>Lunch and networking</td>
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</table>
13.45 Developing High Potential Talent in Emerging Markets

» Understand the key challenges with developing High Potential talent in emerging markets
» Explore how Rio Tinto have approached identifying talent in emerging markets
» How do you incentivise experienced people to accelerate the development of High Potential talent in emerging markets?
» Integrating nationals from emerging markets into global Junior High potential programmes

Fiona Whitworth, Group Adviser – Performance & Talent Management, Rio Tinto

14.30 “I’ve got better things to do than Talent Management”

Hesketh Emden, Head of Training, Development & Leadership, NHS Property Services Ltd

15.15 INTERACTIVE SCENARIO BASED DISCUSSION

Taking a Fresh Look at High Potentials: Sharing Key Takeaways and Learning Points from the Past Two Days

This group discussion provides delegates with an opportunity to consolidate the key learnings from the past two days into takeaways that you can implement when you get back to the office. You will have the opportunity to hear what others will be prioritising going forward and it’s a final opportunity to discuss any topics of interest as a group before going your separate ways!

Led by Danny Kalman, Former Global Director of Talent, Panasonic

16.15 Close of conference

“TMA has assembled a strong cadre of practitioners in the area of talent management who shared pragmatic insights on how organisations identify, assess and develop future leaders”

Conference Details

Pricing Information

<table>
<thead>
<tr>
<th>Options</th>
<th>Register by 10/01/2014</th>
<th>Standard Pricing</th>
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</thead>
<tbody>
<tr>
<td>Full Conference</td>
<td>£1,399.00</td>
<td>£1,499.00</td>
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Registration Information

Fax form to +1-281-552-8914, Call +1-888-339-9599 or Email info@the-tma.org

Attendee Name ________________________________________________________
Title ________________________________________________________________
Company ______________________________________________________________
Address ________________________________________________________________
City __________________ State/Province _______ Zip/Postal ________
Phone _________________ Email ________________________________________

Payment Information

Account No. __________________________________________________________
Expiration Date ___________________________ Security Code __________
Type □ Visa □ Mastercard □ AMEX □ Discover
Billing Address ________________________________________________________
City __________________ State/Province _______ Zip/Postal ________

Make Checks Payable in US Dollars to:
Your Event Strategy
re: High Potentials UK
1504 Bay Road Suite#: 1418
Miami Beach, FL 33139

Reference:
Please fill out & include registration form with payment.

Payment Policy:
Payment is due in full at the time of registration and includes lunches and refreshments. Your registration will not be confirmed until payment is received and may be subject to cancellation. Please go online to: http://bit.ly/pADvji to view our cancellation policy.

Venue Information

Charing Cross Hotel
The Strand, London
WC2N 5HX

In the heart of London between The Strand and Thames Embankment, this Grade II listed Victorian building offers every modern convenience whilst retaining its 19th century refined and elegant atmosphere. The unique character and outlook of Charing Cross, minutes from Trafalgar Square and the West End, makes it an ideal hotel for both business and leisure visitors.