

Strategic Learning and Development

Harness the Power of Blended Learning and Embed Learning Mechanisms in Core Business Practices to Gain Competitive Advantage

Radisson SAS Hotel
Amsterdam, The Netherlands

21st & 22nd February 2008

Attending this premier **marcus evans** conference will enable you to:

- **Drive** organisational transformation through strategic learning
- **Uncover** the learning mechanisms embedded in core business practices
- **Design** globally standardised learning processes
- **Consolidate** the learning and development infrastructure
- **Focus** on the skills and competencies of your employees
- **Assess** future developments in training
- **Harness** the power of informal learning
- **Construct** the psychology of a successful approach to corporate learning
- **Create** effective measurement systems for your learning and development programmes

Learn from case study presentations how:

- **Fortis** unleashes the power of strategic learning
- **KLM** establishes people dynamics and scope
- **Fujitsu Siemens** builds blended learning
- **Deutsche Telekom** assesses the future of e-learning
- **Pfizer** embeds learning and development strategies into leadership competencies

Retain the Strategic Responsibility for Learning and Development within Your Company



Learning and development is more than just a support function in HR; it is a strategic business tool with which your organisation can gain competitive advantage.

In the chair:

Kirsty Derry
Director of HR Operations
Coors Brewers

Your expert speaker panel:

Joris De Boule
Director, Organisational Learning
Fortis

Lucas Van Wees
Vice President for HR Commercial and Global
KLM

Kirsty Derry
Director of HR Operations
Coors Brewers

Ettie McCormack
Director, Development Solutions
Unisys University

John Castledine
Director, Learning and Development
Pfizer Global Research and Development

Rainer von Leoprechting
Head of Management and Organisation Development
European Commission

Kathy Morris
Global Head of Management Development
Hays

Thomas Leutgoeb
Vice President, Learning and Development, CLO
Raiffeisen International

Nick Shackleton-Jones
Manager, Online and Informal Learning
BBC Training and Development

Bernd Wiest
Manager, E-Learning
Deutsche Telekom

Svetlana Omeltchenko
Global Marketing Development Manager
British American Tobacco

Peter Caeldries
Director Personnel
Fujitsu Siemens

Karen Daleboudt
Senior Consultant, Individual Development
ABN AMRO

Ola Jonsson
Manager, Professional Training
marcus evans

In Co-operation with:



Media Partner:



Day 1

21st February 2008

08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

Kirsty Derry

Director of HR Operations

Coors Brewers

09.15 **Case Study**

Unleashing the Power of Strategic Learning and Development

- Building a corporate learning culture across borders
- Learning and development interventions supporting the strategy definition and implementation
- Building business relevant connections through organisational learning

Joris De Boule

Director, Organisational Learning

Fortis

IMPLEMENTING YOUR STRATEGY INTERNALLY

10.00 **Case Study**

Raiffeisen International: Building a Leadership Development System in a Top Growth Company

- Challenges of leadership development in CEE high growth markets
- Meeting the expectations of the top 500 managers
- Growing the next generation of leaders

Thomas Leutgoeb

Vice President, Learning and Development, CLO

Raiffeisen International

10.45 Morning Coffee and Networking Break

11.15 **Case Study**

Branded Learning and Focused Development

- Establishing people dynamics and scope
- Determining performance-oriented organisation learning initiatives
- Giving learning an identity and leveraging on branded learning

Lucas Van Wees

Vice President for HR Commercial and Global

KLM

STRATEGICALLY OUTSOURCING YOUR LEARNING AND DEVELOPMENT PROGRAMMES

12.00 **Interactive Panel Discussion**

Managing Outsourced Training

Your opportunity to discuss how to retain the strategic responsibility for learning and development within your company.

The session will cover the following issues:

- Building market share: Learning through partnership with solution providers and sponsors
- Making use of learning technologies
- Keeping core competencies within your organisation

Bernd Wiest

Manager, E-Learning

Deutsche Telekom

Kirsty Derry

Director of HR Operations

Coors Brewers

Ola Jonsson

Manager, Professional Training

marcus evans

12.45 Luncheon

Booking Line

John Hausman

JohnHs@marcusevansse.com

Tel: +46 (0)8 678 6040

13.45 **Case Study**

Assessing the Future of E-Learning

- Customer service departments: Industrialising knowledge-based services
- Linking technologies to your business strategies
- E-learning as part of learner orientated "knowledge landscapes"
- Rapid e-learning development as a structured model for content development
- Reaping the benefits of e-learning through effective partnership management

Bernd Wiest

Manager, E-Learning

Deutsche Telekom

ACHIEVING THE PERFECT BLEND

14.30 **Case Study**

Building Blended Learning

- Combining online and face-to-face approaches with e-learning techniques
- Putting people in the middle of the blend
- Working cross-functionally: Convincing people and units across the organisation

Peter Caeldries

Director Personnel

Fujitsu Siemens

15.15 Afternoon Tea and Networking Break

15.45 **Case Study**

The Building Blocks of an Effective Training Portfolio – Optimizing the blend of outsourced and in-company development programs

- Which are the key components of a successful training initiative?
- What are the pros and cons of in-company vs. outsourced training programs?
- How do we form effective strategic alliances with internal and external partners?

Ola Jonsson

Manager, Professional Training

marcus evans

16.30 **Case Study**

Supporting Self-Directed Learning

- Looking beyond the traditional classroom-based learning
- Encouraging staff to undertake learning
- Incentivising your staff

Kirsty Derry

Director of HR Operations

Coors Brewers

17.15 Closing Remarks of the Chair

17.30 Cocktail Reception

In Co-operation with:



Founded in 1983, with 3500 staff operating in 35 countries, marcus evans is one of the world's leading business information companies, providing their clients with the information and insights they need to sustain a valuable competitive advantage. As part of the marcus evans Group, marcus evans professional training produce and deliver high quality professional training courses ranging from management and personal development to function specific training in the fields of Marketing, Corporate Communications, HR, Supply Chain and Project Management, delivered from an international network of offices and training venues.

Working with a majority of the leading companies in Europe, marcus evans professional training pride themselves on the consistent quality of delegate feedback, allowing them to develop long-term business relationships and to serve as a secure and reliable training partner.

22nd February 2008

08.30 Registration and Morning Coffee

09.00 Chair's Opening Address

Kirsty Derry

Director of HR Operations

Coors Brewers**ENCOURAGING INFORMAL LEARNING WITHIN AND OUTSIDE THE WORKPLACE**09.15 **Case Study****Encouraging Employee Engagement through Flexible Learning Programmes**

- Engaging knowledge-workers and their managers
- Formulating a knowledge brand: Translating real behaviours into learning experiences
- Working on the intersubjective mind: Learning & development in the company DNA

Rainer von Leoprechting

Head of Management and Organisation Development

European Commission10.00 **Interactive Panel Discussion****Harnessing the Power of Virtual Environments for Your Learning and Development Programme**

Your opportunity to discuss the potential of virtual worlds for your learning and development strategy and assess the impact of 3D internet on your business models.

The session will cover the following issues:

- Assessing the role of Google in learning
- Reaping the benefits of rapid content development tools
- Developing virtual teachers

Ettie McCormack

Director, Development Solutions

Unisis University**Kirsty Derry**

Director of HR Operations

Coors Brewers

10.45 Morning Coffee and Networking Break

11.15 **Case Study****Implementing Knowledge-Based Informal Learning**

- Performance coaching: Providing your employees with beyond task development support
- Utilising knowledge management systems as frameworks for informal learning
- Monitoring how people learn within your organisation

Nick Shackleton-Jones

Manager, Online and Informal Learning

BBC Training and Development12.00 **Case Study****How to Add Individual Development Options to Collective Leadership Development Programmes**

- How to integrate both in a leadership pipeline framework
- What is leadership coaching and who might need it
- How to position mentoring versus coaching
- How to match learning needs and business school programmes most effectively

Karen Daleboudt

Senior Consultant Individual Development

ABN AMRO

12.45 Luncheon

Booking Line

John Hausman

JohnHs@marcusevansse.com

Tel: +46 (0)8 678 6040

TRAINING AND RETAINING YOUR MOST VALUED EMPLOYEES13.45 **Case Study****Building a Corporate Learning Culture Across Borders**

- Aligning the learning and development strategy with the organisation's global objectives
- Realities of developing talent in a global context
- Embedding learning and development initiatives into the business culture
- Addressing the challenges encountered in cross-cultural learning and overseas talent development
- Overcoming the barrier of limited resources to achieve successful global results

Kathy Morris

Global Head of Management Development

Hays14.30 **Case Study****The Role of the Line Manager in Facilitating Workplace Learning**

- Influencing workplace learning beyond the classroom
- Developing the coaching ability of managers
- Implications of a learner-centric focus for managers

John Castledine

Director, Learning and Development

Pfizer Global Research and Development

15.15 Afternoon Tea and Networking Break

15.45 **Case Study****Developing Tomorrow's Leaders and Organisational Talent by Harnessing Real Work Experience**

- Analysing age-related talent strategies
- Applying a competency-based approach to talent management
- Stemming talent flow

Ettie McCormack

Director, Development Solutions

Unisis University16.30 **Case Study****Meeting Global Marketing Skills and Needs in a Highly Regulated Industry**

- Initial challenges and our starting point
- The development of the foundation programme
- Progress and statistics
- Beyond fundamentals
- Evaluation – is it working and how can we tell?
- Challenges for the Future

Svetlana Omeltchenko

Global Marketing Development Manager

British American Tobacco

17.15 Closing Remarks of the Chair

17.30 End of Conference

Business Development Opportunities

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

James Driscoll, Sponsorship Director, **marcus evans** StockholmTel: +46 8 678 6040, E-mail: **JamesD@marcusevansse.com**

Strategic Learning and Development

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Please write in **BLOCK CAPITALS**

marcus evans: Marcus Evans (Scandinavia) Ltd

Sales Contract

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Your contact at **marcus evans:** **John Hausman**

JohnHs@marcusevansse.com

Tel: +46 (0)8 678 6040

Fax: +46 (0)8 678 3934

Fees

2 DAY CONFERENCE + ON-LINE DOCUMENTATION @ EUR 2895 (SEK 26650) + VAT

ON-LINE DOCUMENTATION @ EUR 695 (SEK 6398)

Payment is required within 5 working days.

VAT will be charged at the local rate of 19%. The credit card payment amount will be deducted in SEK. A 24% service charge has been added to all conference fees prior to the event and is inclusive of programme materials, luncheon and refreshments. VAT will be charged at the country rate where the conference will be held.

Premier Plus Package

Applies to full conference:

2ND-4TH ATTENDEES @ EUR 2605 (SEK 23985) + VAT PER DELEGATE (10% DISCOUNT)

5+ ATTENDEES @ EUR 2460 (SEK 22652) + VAT PER DELEGATE (15% DISCOUNT)

VAT will be charged at the local rate of 19%. The credit card payment amount will be deducted in SEK. A 24% service charge has been added to all conference fees prior to the event and is inclusive of programme materials, luncheon and refreshments. VAT will be charged at the country rate where the conference will be held.

Registration Details

CONFERENCE: STRATEGIC LEARNING AND DEVELOPMENT

DATES: 21ST & 22ND FEBRUARY 2008

VENUE: AMSTERDAM, THE NETHERLANDS

COMPLIMENTARY ACCOMMODATION BOOKING SERVICE

Should you require accommodation whilst attending this **marcus evans** conference, please contact the hotel directly. By quoting this **marcus evans** conference, you will benefit from a substantial discount.

Freephone within the UK: 0870 191 4717, Tel outside the UK: +44 (0) 161 968 9310
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marcusevans@travelocity-business.co.uk, www.travelocity-business.co.uk/marcusevans/

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CONFIRMATION DETAILS – After receiving payment, a receipt will be issued. If you do not receive a letter outlining the conference details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans**, Tel: +46 (0)8 678 6040.

Terms and Conditions

1. Fees are inclusive of programme materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in pounds sterling.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by marcus evans (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
5. Client information is kept on **marcus evans** group companies database and used by **marcus evans** group companies to assist in providing selected products and services which may be of interest to the Client and which will be communicated by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If you do not want **marcus evans** to do this please tick this box []. For training and security purposes telephone calls may be recorded.
6. Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.