



# The 8<sup>th</sup> European Work-Life & Diversity Conference

8-9 May 2008

The Gerbeaud House and Le Meridien Hotel,  
Budapest, Hungary

## Doing Better Business with a Mobile, Multicultural Workforce

A Focus on Talent in Central and Eastern Europe



DAY 1

# Thursday 8 May 2008

08.00-08.45

Registration and Welcome Coffee

08.45-09.00

## Opening

Welcome and Introduction by Conference Chair

## The Business Climate in Central & Eastern Europe

09.00-10.00

- **The Demographics:** What are the trends in migration across Europe? What are the skill shortages? What are the implications for employers?
- **The Economics:** What are education, skill levels and salary levels like in different countries? An economic overview
- **The People:** What issues do employers face in managing talent in the region? How do consumer patterns and employment attitudes to mobility, pay and career development vary between countries?

## Recruiting and Retaining Talent in the Region

10.00-10.30

At registration, all delegates will fill out an online survey about talent and diversity issues faced by their company throughout Europe and Globally. This will give you the possibility to benchmark with the other companies represented.

10.30-11.00

Networking Coffee Break

## Attracting and Developing Talent from Different Cultures in the Region

11.00-12.15

This session will examine the opportunities and challenges of managing different cultures: What are the challenges in attracting, retaining and promoting talent?

12.15-13.45

Networking Lunch Sponsored by Deutsche Telekom



## Overcoming Diversity Barriers

13.45-16.00

1. **Leadership, Gender and Culture:** How do cultures differ in their attitudes towards "good" leadership? Are male and female leadership styles rated differently? Can we use the same promotion and development practices across cultures and genders?
2. **Integrating New Residents:** This workshop will discuss how companies can overcome language and cultural barriers and develop a "migrant-friendly" business culture.
3. **Cross-Cultural Understanding:** This workshop will examine how to achieve successful cultural transitions when moving operations to lower-cost locations, with a focus on the Budapest Shared Services Centre of Diageo, the global drinks company.

15.15-16.00

Each workshop will report back to plenary with three key findings for general discussion.

16.00-16.30

Networking Coffee Break

## Job Mobility: Regional Variations and Implications for Employers Facing a "Brain Drain"

16.30-17.30

Major employers will discuss their experiences of managing and motivating a mobile workforce in the region, and "high-flyers" from Central Europe and Russia will explain what attracted them to move country and job - or to stay put.

19.30

Reception & Conference Dinner Sponsored by Fortis Bank



The Conference Board's European Work-Life & Diversity Council will present The 2008 Work-Life & Diversity Media Award to an individual, team or media group that has advanced the cause of work-life management and/or diversity & inclusion in the European public forum. Previous winners include: 2006 - Die Zeit, 2005 - ARTE, 2004 - Financial Times Features Team.

After Dinner Entertainment Sponsored by Tesco



## Cross-Cultural Interaction

8.30-9.30

Delegates will enjoy an eye-opening exercise in European cross-cultural awareness.

## Using Diversity for Competitive Advantage

9.30-10.15

Tesco, the leading retailer in the region, will explain how it uses knowledge and experience of cultural diversity across its business, and what challenges and opportunities this presents.

10.15-10.45

Networking Coffee Break

## Culture, Diversity and the Leadership Pipeline

10.45-11.35

Two leading multinational companies will discuss how to nurture diverse talent in "new European" operations to help produce the next generation of international leaders, at a time when dual careers are limiting international mobility and leadership qualities are at a premium.

## Making Diversity Work for Business

11.35-12.15

This panel will pick up on key points made during the morning and explore them in greater depth, with audience input, to draw lessons in understanding the region's labour and consumer markets better and in increasing the pipeline of international leaders.

12.15-13.45

Networking Lunch

## New Tools to Manage Diversity

13.45-15.15

- 1. New Conference Board Research:** This workshop will discuss how to apply the findings of the latest Conference Board research on Strategic Workforce Planning, particularly in relation to diversity goals.
- 2. Security and Red Tape:** Companies need to be aware of the security and bureaucratic challenges when recruiting in Central & Eastern Europe and Russia and transferring people to HQ for career development. This workshop will examine issues such as infiltration by organized crime, which sectors are most vulnerable, and what to do.
- 3. Cross-Cultural Teams:** This session will discuss how best to manage diverse, multicultural, teams, working across West and East Europe.

15.15-15.45

Networking Coffee Break

## Bringing it All Together & Closing Remarks

15.45-16.30

Each workshop to report back to plenary with key findings for general discussion  
Summary and closing remarks by the Conference Chair.

### CONFIRMED SPEAKERS

- **Jane Champ**, Leader of International Diversity & Inclusion Team, *American Express*
- **Alan McFarlane**, HR Director, Business Services Centre, Budapest, *Diageo*
- **Melissa Lamson**, Co-Founder & Partner, *Diversity Works*
- **Lynne Rutherford**, Director of Talent, *Fortis*
- **Silvia Buchinger**, Human Resources Manager, Central and Eastern Europe, *HP*
- **Karsten Jonsen**, Research Fellow, Organisational Behaviour, *IMD Business School*
- **Mark Bownas**, Partner, Budapest, *KPMG*
- **Eva Somorjai**, Head of Human Resources, *Magyar Telekom (Deutsche Telekom)*
- **Andrzej Narkiewicz**, Leader of Labour Market Analysis practice, Eastern Europe, *Mercer*
- **Jean-Pierre Garson**, Head of International Migration Division, *OECD*
- **Isabelle Pujol**, founder, *Pluribus Europe*
- **Josefine van Zanten**, Global Head of Diversity and Inclusiveness, *Royal Dutch Shell*
- **Lucy Neville-Rolfe**, Executive Director, *Tesco*
- **Crispin Black**, Security Adviser, *The Conference Board Europe*
- Senior executive, *UBS*
- **Katrina Cliffe**, VP Marketing, EMEA, and Co-lead of EMEA Diversity Council, *American Express*