

## Seminar Programme

<b>Seminar Room A</b>	
11.00 - 11.20	<p><b>The Role Of Languages In The Global Economy</b> <b>Donavan Whyte, Rosetta Stone</b></p> <p>Businesses focussed on optimising growth potential recognise the intense need for language skills. With communication at the heart of global business, whether providing linguistic flexibility for clients or retaining key employees, proactive organisations understand this will increasingly be the case.</p> <p>Join Rosetta Stone, as Donavan Whyte offers insight into the role of language skills in the international mobility market, the benefits of technology based language-learning solutions and the importance of Return on Investment in the decision making process.</p>
11.30 - 11.50	<p><b>Latest Trends In Expatriate Compensation</b> <b>- Siobhan Cummins, Managing Director EMEA, ORC Worldwide</b></p> <p>What's driving change in global mobility? In the current global economic recession, what are the key challenges companies are facing in developing cost effective policies? This session will review current demographic trends and examine how these are impacting the development of global mobility programmes with a focus on the use of alternative polices for different assignment types.</p>
12.00 - 12.20	<p><b>Selection, Expatriation And Talent Management</b> <b>- Alain Verstandig, President and Miranda Arya, NETEXPAT</b></p> <p>How do you select and support the "right" employee for assignments abroad? How do you solve the growing dual career issue and ensure the maximum number of your expat spouses are able to continue their careers while abroad? This session looks at these key issues in global mobility and related best practice within international talent management. It focuses on how to support your employees and their families through the transition of expatriation and retain productivity and commitment to the organisation.</p>
12.30 - 12.50	<p><b>Business Immigration – Pitfalls And Practicalities</b> <b>- Asma Bashir, Newland Chase</b></p> <p>Newland Chase is a provider of specialist global immigration and relocation advice and assistance to HR professionals within multinational organisations. Since moving assignees to overseas destinations is a vital part of the relocation process, we recognise the importance of ensuring that work authorisation and visa applications are completed successfully as a matter of priority. If an employee does not have the legal right to work in a particular country then HR professionals should recognise that the entire relocation process will become meaningless. We will examine immigration compliance within the relocation process and also discuss the pitfalls and practicalities of getting it right.</p>
13.00 - 13.20	<p><b>Developing The Internationally Mobile Workforce</b> <b>- Dr. Craig Marsh, Laureate Online Education/University of Liverpool</b></p> <p>Organisations are rightly coming to realise that their HR functions can play a strategic role in the creation and capturing of value. As international boundaries break down, the management of knowledge and talent in the context of international assignments needs to apply to a broader population. A flexible learning mechanism such as online education can play a central role by providing development opportunities for the internationally mobile workforce, which cut across boundaries of time, geography and culture. This seminar is based on research conducted by Dr. Craig Marsh on international mobility among 20 global high technology firms.</p>
13.30 - 13.50	<p><b>Evolution Of A Group Wide Expat Programme</b> <b>- Scott Radford, Head of International Mobility Center, EADS</b></p> <p>EADS is a global leader in aerospace, defence and related services. EADS operates across the globe, in every continent. With its international operations and locations, EADS offers rich cultural diversity. In fact, within the organisation there are people from more than 80 nationalities. As Head of the International Mobility Center at EADS, Scott Radford will outline the development of the EADS group wide programme and the contribution made by the Center in support of EADS key people strategies of mobility and diversity.</p>

14.00 - 14.20	<p><b>Packaging Up The Assignment Package</b>  <b>- Genie Martens, Senior Manager, Client Services AIRINC and Alex Wayne, Global Head of International Mobility Policy &amp; Projects, BP</b></p> <p>Significant amounts of money are spent by Corporates each year on buying specialist expatriate data, such as cost of living allowances and hardship scores. In-house International Mobility professionals understand the data, but do your expats? What is your communication strategy for ensuring your spend on this data is worthwhile? Alex Wayne, BP's Global Head of International Mobility Policy provides an insight into best practice expat communications and the benefits these can bring to your organisation.</p>
14.30 - 14.50	<p><b>5 Assignment Management Technology Mistakes – How To Avoid Them</b>  <b>- Mark Thomas, CEO, Equus Software</b></p> <p>Most everyone has heard the horror story of a technology project gone awry; but it's not rocket science, and success is truly easier than you think. Mark Thomas, CEO of Equus Software, shows you how avoiding these 5 critical mistakes can help your international mobility team find value quickly from your chosen technology solution.</p>
15.00 - 15.20	<p><b>What Is The Role Of Employers Under The UK's Immigration Points-Based System</b>  <b>- James Walters, Director, Smith Stone Walters</b></p> <p>The concept of sponsorship is at the heart of the UK's immigration points-based system. As a sponsor, every employer has the legal duty to establish legal compliance for their expatriate workforce. We shall explain your sponsorship record-keeping, reporting, and compliance duties under the points-based system and provide important information about what to expect when the UK Border Agency performs an audit on your HR systems and ongoing compliance. This session will be highly valuable for any employer that engages migrant workers and has yet to receive a visit from the immigration authorities.</p>
15.30 – 15.50	<p><b>Global Mobility Effectiveness</b>  <b>- Chris Debner, Senior Manager Human Capital, Ernst &amp; Young</b></p> <p>Ernst &amp; Young's Human Capital practice reveals at the Totally Expat Show for the first time its third edition of their <i>Global Mobility Effectiveness Survey</i>. The survey differs from others in the area of international assignments because it not only looks for general policy trends, but it also explores issues relating to international human resource function effectiveness and processes. The findings from the survey allow for the opportunity to compare your own business practices with those of your competitors and of other leading multinationals. During the presentation, we will highlight key survey results, giving special attention to the effectiveness of recent cost reduction measures implemented by many leading multinational companies during the recent economic downturn.</p>
16.00 – 16.20	<p><b>Pensions For The Highly Mobile</b>  <b>Andrew Wood, Regional Director AEGON Global Pensions and Nikki Ferguson, Managing Director, Quin~essence</b></p> <p>In 2007 Quin~essence were appointed to work with SeaBird Exploration to support them with their HR requirements, design and implement an International Benefits programme and to run their offshore payroll. Seabird Exploration is a multinational company, employing over 500 people, with its Head Office in Dubai and provides seismic services to the international oil and gas industry. Quin~essence Managing Director, Nikki Ferguson, will explain why SeaBird decided to appoint Quin~essence and why they provide a pension arrangement for the offshore workers. The discussion will include the rationale behind pension provider selection.</p>

	<b>Seminar Room B</b>
11.00 - 11.20	<p><b>Alternative Compensation Models : Volvo's Challenges &amp; Opportunities</b>  <b>– Interdean Introduces Agnieszka Rosinska Behray &amp; Nic Bähler of Volvo</b></p> <p>With cost management currently a high priority for most businesses, compensation models for expatriates have come under the spotlight. Interdean is pleased to introduce Agnieszka Rosinska Behray and Nic Bähler, of Volvo Car Corporation's Global HQ , who recently led Volvo's mobility programme through a process which saw it move away from the Ford Motor Company and its policies. Join Interdean, as Agnieszka and Nic provide insight into the decision process, the challenges this presented and the benefits it created during this period of change.</p>
11.30 - 11.50	<p><b>Latest Trends And Developments In Global Immigration</b>  <b>- David Crawford, Partner, Fragomen</b></p> <p>A brief outline on the developments, changes and trends on immigration matters which affect how corporations conduct business and assignee transfers today, including compliance.</p>
12.00 - 12.20	<p><b>Retirement Savings And Group Risk Solutions For Internationally Mobile Employees</b>  <b>- Ian Veitch, European Head of Distribution, Corporate Life &amp; Pensions at Zurich Financial Services</b></p> <p>With birth rates below replacement levels and people living longer there will inevitably be higher demand for:</p> <ul style="list-style-type: none"> <li>• people to work well into their 60's to fund longer retirements</li> <li>• increasing demand for workforce mobility as employers have to broaden their search to compensate for shrinking local talent pools</li> <li>• focus on retirement savings and group risk solutions for internationally mobile employees.</li> </ul>
12.30 - 12.50	<p><b>Structuring A Global Mobility Team For Success</b>  <b>- Matthew Reaney and Andy Shaw of JAM Global Mobility with their client Tracey Figliola of HSBC</b></p> <p>As the UK's leading provider of expatriate management recruitment, JAM Recruitment has a strong track record of successfully advising multinational organisations on the subject of expatriate management recruitment. This seminar will discuss the fundamentals of structuring a global mobility team for success in partnership with our valued client, HSBC. Key points will include: aligning strategy with structure in order to attain the right staff to achieve business objectives.</p>
13.00 - 13.20	<p><b>Developing Employees For International Success – A Case Study</b>  <b>- Cora Malinak of Communicaid and Catherine Lawler, HR Director (International Programmes), Military Air Solutions, BAE Systems</b></p> <p>Developing employees to become competent in an international environment must be at the heart of any strategy as organisations look to gain competitive advantage in an increasingly global marketplace. Successful international assignments, overseas joint ventures or new home market launches require employees equipped with the right skills and strategies to engage profitably with their international counterparts. Global organisations cannot overlook the importance of intercultural competence and the preparation employees need to understand and deal with the impact culture plays on international business communication. Communicaid's Cora Malinak will introduce Catherine Lawler, HR Director – International Programmes, Military Air Solutions, BAE Systems, who will argue that the support employees need can be extremely varied depending on role, length of assignment and frequency of contact. Catherine will present how BAE Systems is ensuring its employees develop the right level of international cultural competence for global success.</p>
13.30 - 13.50	<p><b>Creating A Framework For Operating A Tiered Relocation Policy In One Easy Session</b>  <b>- Russell Start, Managing Director, Pickfords</b></p> <p>As the UK's largest international moving and relocation company, Pickfords has been advising multinational organisations on the subject of allowances and policy for years. The physical move represents a high proportion of the cost of relocation, so it is important that your policy meets the needs of the assignee and provides best value to the company.</p> <p>We will share with you the key points to consider when creating a fair, competitive tiered relocation policy, which directly impacts costs and assignee satisfaction. Take away an easy to apply model, the pitfalls to avoid and the top ten recommendations to ensure your allowances and policy remain fair and competitive.</p>
14.00 - 14.20	<p><b>Managing Immigration Through Technology</b>  <b>- Umesh Vaidyamath, CEO, INSZoom.com,Inc</b></p> <p>Corporations worldwide require specialist talent at the right place, and at the right moment to conduct business-as-usual. Employee mobility has created an immigration marketplace that is over</p>

	<p>\$1b in size today. Managing the complex process of global immigration has become a critical factor in business success. INSZoom will be discussing how technology will automate this paper-driven process, provide transparency, and improve the efficiency through automation. As a leading technology solutions company, INSZoom will also discuss how the various services associated with immigration can be delivered seamlessly, while maintaining company compliancy and employee information security.</p>
14.30 - 14.50	<p><b>Managing Housing Costs as part of a Corporate Housing Program</b>  <b>- Guy Nixon, Founder &amp; CEO of Go Native, Caroline Thorley, Global Mobility Director of Atos Origin and David Carmichael, Global Staff Mobility Manager at Logica PLC.</b></p> <p>Housing represents a very significant element of the overall cost of international assignments whether for a few nights or many months. Caroline and David will share their experiences of non-managed housing programs for their International Assignee populations, the considerations that led to the development of managed housing programs and supporting policies and their respective experiences of their now well established programs.</p>
15.00 - 15.20	<p><b>Looking Forward: Challenges &amp; Strategies for Global Mobility Programmes</b>  <b>- Eilyn Karetnick, Director Global Consultancy Services, Cartus</b></p> <p>The economic climate poses new and significant challenges for global organisations already adapting to a fast continuum of change. The Cartus 2010 Policy &amp; Practices Survey provides a comprehensive view of the issues foremost in the minds of HR and global mobility professionals and the approaches they are implementing in response.</p> <p>Using the Cartus research, this seminar will explore the key challenges and provide tangible, take-home strategies to enable you to manage your global programme and policy components to achieve your mobility goals today.</p>
15.30 – 15.50	<p><b>Managing A Global RFP; From Conception To Implementation – A Hilti Case Study</b>  <b>- Sterling Relocation and Hilti</b></p> <p>In 2007 Hilti identified a need to select a new relocation provider to improve their measurement of Mobility ROI, ensure cost transparency and increase policy adherence whilst ultimately increasing assignee satisfaction.</p> <p>This shared learning session will provide an overview of the RFP processes from inception to implementation. Jointly presented by the “Head of European Procurement” of Hilti (a company relocating hundreds of assignees on a global scale) and Executive Sponsor of the account within Sterling. We will provide an insight into both sides of the RFP process uniquely identifying how what a client asks for can be interpreted or misinterpreted by a supplier and how other companies can learn from this process when managing a procurement process for global relocation services.</p>
16.00 – 16.20	<p><b>Managing Global Mobility In A De-Centralised Environment</b>  <b>- Mark Hellicar, Head of International Mobility at Pearson Plc</b></p> <p>Many large companies operate on a de-centralised business model. The Pearson Group, the international media company has a diverse portfolio of businesses in education, business information and consumer publishing. It’s global brands include the Penguin and Financial Times Groups. Mark Hellicar, Head of International Mobility at Pearson Plc will explain the environment in which he and his team manage a corporate-wide function, deliver a centralised service to a diverse range of businesses and the strategies adopted to ensure best practice across the Pearson Group.</p>
16.30 -17.15	<p><b>Question Time: Global Mobility In The New Environment</b>  Chairman, Benedict Brogan The Daily Telegraph + Panel</p>