

	<b>Members Only Social Programme 27 MARCH 2023</b>
19:00-22:00	<b>WEConnect Reception</b> Before our work programme starts, WEC members are invited to reconnect with their global colleagues and network around some unique Belgian treats. Location: Willow Room, The DoubleTree by Hilton, Brussels
	<b>Members Only Day 28 MARCH 2023</b>
8:00-9:00	1-1 Meetings
8:45-9:15	Welcome & Networking Coffee – 8 <sup>th</sup> Floor, The DoubleTree by Hilton, Brussels
9:15-9:30	<b>Welcome &amp; Opening Address</b>  WEC Managing Director, Denis Pennel, will welcome attendees, highlighting some noteworthy opportunities for WEC members during the day.  Speaker: Denis Pennel, Managing Director, World Employment Confederation Room: Pagoda I
9:30 – 10:30	<b>State of the Industry: Market Update &amp; World Tour with WEC’s Regional Representatives</b>  Join this session to get an in-depth update on the state of our industry in the context of the greater labour market situation and specific regional deep dives. Walk out of the session with the latest global and regional insights!  Moderator: Denis Pennel, Managing Director, WEC Speakers: <ul style="list-style-type: none"> <li>• Viktorija Proskurovska, Labour Market Intelligence Manager, World Employment Confederation</li> <li>• Richard Wahlquist, WEC North American Regional Representative</li> <li>• Sonja van Lieshout, WEC European Regional Representative</li> <li>• Lohit Bhatia, WEC APAC Regional Representative</li> </ul>

	<ul style="list-style-type: none"> <li>• José Augusto Figueiredo, WEC LatAm Regional Representative</li> <li>• Bev Jack, on behalf of Jacqui Ford, WEC African Regional Representative</li> <li>• Ryuji Ichikawa, on behalf of Shinya Yamamoto, WEC Northeast Asian Regional Representative</li> </ul> <p>Room: Pagoda I</p>	
10:30-11:00	Coffee Break	
11:00-12:30	<p><b>Get Your Members On-Board! Useful Tips &amp; To-Dos to Drive Your Membership Engagement</b></p> <p>Attracting new members is easier said than done. But retaining them and securing a high level of engagement is even more difficult (and important)! Engaged members are usually better satisfied and less likely to resign from an association. Join this session to share best practices with your peers and to learn how to build a solid, long-term relationship with your membership base.</p> <p>Speaker: Lisa Collins, Managing Director, Dovetail Creative Ltd Room: Pagoda I</p>	<p><b>From VUCA to BANI*: How Does the HR Services Industry Demonstrate Its Contribution to Agile Workforce Management in This New Business Environment?</b></p> <p>The VUCA acronym (Volatile, Unpredictable, Complex and Ambiguous) used to be favoured to describe the business landscape at the beginning of the 21<sup>st</sup> century. Thanks to the post-pandemic effects, the new working environment seems to have come to the forefront, BANI: Brittle, Anxious, Non-linear, Incomprehensible. An even more uncertain and complex world in which to operate! More than ever, the HR Services has a key role in supporting employers and employees in navigating this new business environment.</p> <p>Join this session to exchange views with your peers on how best to position our industry in simplifying the complexity and demonstrate the added value it brings to a better-functioning labour market.</p> <p>Moderator: Richard Wahlquist, President &amp; CEO, ASA Speakers:</p> <ul style="list-style-type: none"> <li>• Charles Cameron, CEO, RCSA</li> <li>• Brendan McGinty, Policy Advisor, ERF</li> <li>• Molly Conway, Vice President of Public Affairs &amp; Communications, The Adecco Group</li> <li>• Dinette Koolhaas, SVP &amp; President, Kelly International, Kelly</li> </ul> <p>Room: Pagoda II</p>

12:30 – 13:45	Lunch and 1-1 meetings	
13:45-14:15	<p><b>Digital Disruptor</b></p> <p>WEC has aligned its positioning and discussed with relevant stakeholders. Now we wait on whether and how platform work legislation will emerge. This session will address the concrete impact of platform work regulation on Agency Work markets and how it is set to redefine our industry as one of the greatest disruptors of this decade.</p> <p>Moderator: John Healy, Vice President, World Employment Confederation</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Barry Matthews, CEO, Open Assembly</li> <li>• Adam Pode, Head of Research, SIA</li> </ul> <p>Room: Pagoda I</p>	
14:15-14:45	<p><b>Networking Discussion Tables</b></p> <p>Take the conversation to the next level and explore the ideas discussed during the day; consolidate new learnings, make connections and dive deeper into relevant content. There will be two 15-minute slots, so you are encouraged to choose two topics for this session.</p> <p>Topics to choose from:</p> <ol style="list-style-type: none"> <li>1. Protect Your Market from Adverse Regulation</li> <li>2. Making a Difference for Refugees in the Labour Market</li> <li>3. Best Practices in Agency Work Self-Regulation</li> <li>4. Develop a New Positioning to Improve the Image of Your Industry</li> <li>5. Supporting Public Affairs Activities with Robust Data</li> <li>6. Partnering to Make a Strong HR Ecosystem</li> <li>7. Creating a Digital Wallet for Agency Workers Using Blockchain Technology</li> <li>8. Storytelling to Advance Your Public Affairs Agenda</li> <li>9.</li> </ol> <p>Room: Pagoda I</p>	
14:45 – 15:45	<p><b>Training Tomorrow’s Industry Talent: Delivering Learning &amp; Development in a Digital Age</b></p>	<p><b>The Invisibles: Fighting Against Informal &amp; Undeclared Work</b></p> <p>Globally, informality &amp; undeclared work continue to plague (mostly) developing markets, representing millions of workers worldwide.</p>

	<p>Learning and development is one of the integral ways in which National Federations offer value to their communities, but are we doing everything we can to stay ahead of the curve and maximise our contribution to shaping tomorrow's talent in the employment services sector?</p> <p>Join this session with thought leaders from WEC Membership and the wider learning development technology space as they discuss the new and innovative ways digital solutions can support training and development programs. Hear about the systems, credentialing, and content you can implement to support tomorrow's talent for your communities. This session will not only cover off what you can offer to support your members, but also what you can offer to support your members' learning and development offering to their candidates and clients.</p> <p>Moderator: Geraldine King, CEO, ERF</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• John Towey, Head of Growth, RCSA,</li> <li>• Duncan Mitchinson, Executive, Accredible</li> <li>• Erik Crezee, Chief Commercial Officer, GoodHabitz</li> <li>• Conor Farrell, Director, Australasian Region, Olive Group</li> </ul> <p>Room: Pagoda II</p>	<p>During the pandemic, these workers were found without work, formal protection systems, and means to support their families. Join this session to discover how the industry can position itself as a salve against informal &amp; undeclared work, working with governments and workers alike to ensure protection of workers, fair wages, salaries and taxation, and formal pathways for higher labour market participation.</p> <p>Moderator: Bev Jack, Industry representative, CAPES</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Suchita Dutta, Executive Director, ISF</li> <li>• Damián Wachowicz, Director, Bayton Group</li> </ul> <p>Room: Pagoda I</p>
15:45-16:15	Coffee Break	
16:15-17:30	<p><b>General Assembly</b></p> <p>The General Assembly will hear reports on the major WEC activities of the year's first quarter and address the work done in executing the Strategic Action Plan and on membership development and engagement. The General Assembly will also set a course for the election of WEC's leadership planned for October 2023. Detailed information, including the agenda, will be available on WEC's Members Area in March.</p>	

	Room: Pagoda I
17:30 – 18:00	1-1 meetings
19:00 – 23:00	<p style="text-align: center;"><b>WECelebrate Dinner</b></p> <p>Conference delegates are invited to start the conference with a bang with the Conference Gala Dinner &amp; WEC Awards Ceremony. Celebrating in a vintage cinema, we nod to the technological advancements of the past before blasting into the future during the conference day.</p> <p>Location: La Plaza Hotel Cinema</p>

	<b>World Employment Conference Day</b> <b>29 MARCH 2023</b>
8:00 – 9:00	1-1 meetings
9:00 – 9:15	<p><b>Opening Ceremony</b></p> <p>Let's kick-off the conference by highlighting the mega themes that are affecting the HR Services industry worldwide. We will specifically focus and introduce the ways in which digitalisation technologies are radically transforming the industry, providing opportunities but which could also present some risks, if left unchecked.</p> <p>Speaker: Bettina Schaller, President, World Employment Confederation</p> <p>Room: Sycamore I</p>
9:15 – 9:45	<p><b>Keynote One: Everything You Always Wanted to Know About the Metaverse (&amp; Emerging HR Technologies), but Were Too Afraid to Ask</b></p> <p>Speaker: Dr. Catriona Wallace, Founder, Responsible Metaverses Alliance &amp; Adjunct Professor</p> <p>Room: Sycamore I</p>
9:45 – 10:30	<p><b>WEB.3, Blockchains, AI, Metaverse, Virtual Reality: To what extent are labour markets already impacted by digitalisation? And what is the (right) preliminary policy response?</b></p> <p>Moderator: Alison Comyn</p> <p>Speakers:</p>

	<ul style="list-style-type: none"> <li>• Video intervention from Gilbert F. Hougbo, Director General, ILO</li> <li>• John Healy, Vice-President &amp; Chair of Digitalisation Taskforce, World Employment Confederation</li> <li>• Akustina Morni, Senior Advisor, IOE</li> <li>• Patrick Hedren, Vice-President, Legal &amp; Policy, Upwork</li> </ul> <p>Room: Sycamore I</p>	
10:30 – 11:00	Coffee Break	
11:00-11:45	<p><b>Good or Bad Tech: How to Build a Brave New World of Digital Work?</b></p> <p>Pioneering at the forefront of digital evolution is no easy feat. Labour market stakeholders face significant challenges when implementing new IT solutions: ethical use of digital tools, the need to develop new rights for workers, maintaining a human-centric digital transformation, advancing inclusive digital labour markets, creating meaningful work in a hyper-connected world... The challenges are many, but so are the opportunities. How can we balance the risks and concerns with the opportunities and solutions to establish our agenda within a supportive regulatory framework that meets the needs of the HR Services Industry?</p> <p>Moderator: Anisha Nadkarni, Data Ethics Officer, Randstad Global</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Maxime Cerutti, Director Social Affairs, BusinessEurope</li> <li>• Dror Gurevich, CEO, Velocity Career Labs</li> <li>• Burkard Göpfert, Partner, KLIEMT.Arbeitsrecht</li> </ul> <p>Room: Chestnut</p>	<p><b>Futureproof: The Skills &amp; Training Workers Will Need to Adapt to the Digital Age</b></p> <p>The digital age we are now in has already taken us into new territory where digital skills are becoming crucial. With 30% of jobs at risk of automation by 2030, a full range of new skills will be required to adapt to the new world of work. At the same time, digital tools such as gamification and virtual reality can facilitate access to training. So how can we make the best of digital solutions to skill, upskill and reskill the workforce and facilitate adaptation to change?</p> <p>Moderator: Alison Comyn</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• Sami Eltom, Director of Enterprise, General Assembly</li> <li>• Laurent Da Dalto, CEO &amp; Founder, Mimbus</li> <li>• Michael Horgan, Policy Officer, Digital skills, Skills Intelligence, DG Employment, European Commission</li> </ul> <p>Room: Sycamore I</p>
11:45-12:15	<b>Plenary Session One: Build a Winning Strategy to Land Today's Top Talent</b>	

	<p>Bullhorn's recent survey of 2,000+ perm, freelance, and temp workers revealed that 70% of today's talent want more human interaction during their job search. At a time when the talent shortage is top of mind, how can recruiters consistently engage with talent in a way that's both intentional and scalable with the ultimate goal of winning against the competition?</p> <p>Building a winning strategy requires more than just implementing the best technology. You need operational alignment, industry best practices, and a rockstar team to meet the ever-changing needs of today's talent.</p> <p>In this session, Jeff Neumann, VP of Product Marketing, Global Enterprise and Salesforce at Bullhorn, will share how Bullhorn's Connected Recruiting strategy, paired with industry insights and learnings, can help your team create a lasting engagement strategy to win top talent.</p> <p>Speaker: Jeff Neumann, VP of Product Marketing, Global Enterprise and Salesforce, Bullhorn Room: Sycamore I</p>
12:15 – 13:45	Lunch break and 1-1 meetings
13:45 – 14:15	<p><b>Keynote Two: Cognition &amp; Care: Pay attention!</b></p> <p>Our digital age has brought about the "attention economy", making it increasingly difficult to pay attention to anything. Yet when it comes to work, most of today's challenges require that we learn to pay attention. Whether it's cognition or care work, the value lies in the attention we can give a task or a person. The value lies in the quality of the relationship, the trust that's generated, and the connections that are made. How can we redesign jobs and tasks so workloads are sustainable and people can pay attention while increasing productivity and well-being?</p> <p>Speaker: Laetitia Vitaud, Director, Cadre Noir Ltd Room: Sycamore I</p>
14:15 - 15:00	<p><b>Revolutionising Employee Productivity and Performance for the Future of Work</b></p> <p>As the world of work continues to evolve rapidly, organisations need to stay ahead of the curve to remain successful. In this session, we explore the future of work with Alexia Cambon from Microsoft and Adam Hawkins from LinkedIn. We'll discuss the latest trends shaping the future of work, including the impact of hybrid work, the evolution of the workplace, and the role of AI in transforming how we work.</p> <p>We'll delve into the key challenges of hybrid work, such as burnout and productivity, and how organisations can adapt to support their employees. We'll also explore creating the optimal work environment, like a marathon runner needs a well-designed course to help</p>

	<p>employees perform at their best. And we'll examine how AI can support knowledge workers to be more informed, focused, creative, and happier.</p> <p>Discover how strategic approaches and investment in technology can solve the unique challenges presented by hybrid work, helping to future-proof organisational success.</p> <p>Moderator: Alison Comyn</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Alexia Cambon, Future of Work Researcher, Microsoft</li> <li>• Adam Hawkins, Head of Search &amp; Staffing, EMEA &amp; LatAm, LinkedIn</li> </ul> <p>Room: Sycamore I</p>
15:00 – 15:30	Coffee Break
15:30 – 16:00	<p><b>Networking Discussion Tables</b></p> <p>Take the conversation to the next level and explore the ideas discussed during the Conference Day; consolidate new learnings, make connections and dive deeper into relevant content. There will be two 15-minute slots, so you are encouraged to choose two topics for this session.</p> <p>Topics to choose from:</p> <ol style="list-style-type: none"> <li>1. Effectively Using Labour Market Intelligence</li> <li>2. How will new EU platform work rules impact our industry?</li> <li>3. Negotiating Supportive Collective Labour Agreements</li> <li>4. How to Lead with Passion</li> <li>5. Key trends in RPO</li> <li>6. Get to know Employment of Record Services</li> <li>7. Challenges and Opportunities for India</li> <li>8. Decent Work &amp; Economic Growth – The Contribution of Staffing to UN SDG 8</li> <li>9. Sustainable Growth of the Industry; the impact of ESG regulations on our industry</li> <li>10. Global Staffing Trends</li> <li>11. Campaigning Successfully with Your Political Parties</li> <li>12. Build a Winning Strategy to Land Today's Top Talent</li> </ol> <p>ARoom: Sycamore II</p>



<p>16:00-16:45</p>	<p><b>Talent Acquisition &amp; Retention: Do Digital Solutions Work Better Than Your Rolodex?</b></p> <p>In times of skills shortages and tight labour markets, securing access to talent has become a key priority for organisations. Over the last years, digital solutions such as ATS (Applicant Tracking System) or interviewing platforms have soared, claiming to develop a robust candidate pipeline, create a strong employer brand, reduce cost per hire and improve collaborative hiring.</p> <p>Multichannel candidate sourcing, AI powered talent acquisition, automated skills assessment, using social media recruiting to attract passive candidates, interview chatbot: are these tools really effective in attracting the best talents while maintaining a human-centred recruitment approach? Can they also support companies to assess career paths and building employee-employer relationships, therefore contributing to the retention of newly recruited staff?</p> <p>Moderator: Pam Sands, Vice President Product Management and Partnerships, Kelly</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Remi Bourgeot, Senior Economist, The Conference Board</li> <li>• Stephen O'Donnell, Chief Growth Officer, TATech</li> <li>• Lieven Van Nieuwenhuyze, Group CDO &amp; Public Affairs, House of HR</li> <li>• Michael O'Brien, President/CEO &amp; Consultant, Abbeyvale Group Limited</li> </ul> <p>Room: Chestnut</p>	<p><b>Leadership &amp; Change Management in Times of Digital Transformation</b></p> <p>The Digital Transformation is challenging our way of doing business and our current understanding of managing a workforce &amp; the talent within it. Many companies and individuals have difficulties acknowledging the speed and the depth of the impacts of current digital developments. The changes are disrupting almost every industry and their breadth herald the transformation of entire systems of production, management and governance.</p> <p>In this new business landscape, how can you stay relevant in business, facilitate a culture of change and innovation, and develop a management style that is conducive to participation and empowerment towards a workforce that is remotely and digitally distributed?</p> <p>Moderator: Neil Carberry, CEO, REC</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Murielle Antille, Senior Vice President, Head of Industry and Government Affairs, Lee Hecht Harrison</li> <li>• Juan Staes, Partner, Delaware BeLux</li> <li>• Stijn Catteeuw, Director of Global Innovation, ManpowerGroup</li> </ul> <p>Room: Sycamore I</p>
<p>16:45-17:00</p>	<p><b>Plenary Session Two: Intelligent Job Matching for Enhanced Employment Outcomes</b></p>	

	<p>In today's rapidly evolving economy, the success of both job seekers and employers depends on the ability to accurately match skills and qualifications to job requirements. To achieve this, organizations must utilize sophisticated job matching algorithms and Labour Market Intelligence (LMI) data.</p> <p>The "Intelligent Job Matching for Enhanced Employment Outcomes" presentation is designed to help attendees gain a deeper understanding of the value of contextualized LMI and intelligent job matching in creating better employment outcomes. Attendees will learn how public workforce agencies use these tools to help job seekers improve their job matching and assist employers in making strategic decisions related to talent acquisition, workforce planning, and talent development.</p> <p>This presentation will provide practical examples and case studies to illustrate the benefits of intelligent job matching and LMI. Attendees will also have the opportunity to explore different tools and resources available to help them implement these strategies within their own organizations.</p> <p>Speaker: Paul Toomey, President, Geographic Solutions Room: Sycamore I</p>
17:00 – 17:30	<p><b>Closing Keynote: Digital Revolution &amp; Working Transformations</b> Speaker: Denis Pennel, Managing Director, World Employment Confederation Room: Sycamore I</p>
17:30-18:15	Wrap drinks