



SUMMIT EVENTS

PEOPLE DEVELOPMENT SUMMIT

4-5 February 2019, Habtoor Grand, Dubai

Lead sponsors





About the Summit

Our London based company, Summit Events, has been running high quality HR b2b networking events for the UK/European market for over 25 years. We look forward to bringing the same successful formula to Dubai in February 2019!

With a focus on Learning & Development, the Summit is an exclusive 'invitation only' event reserved for senior HR decision makers and budget holders looking to discover the latest people development solutions and network with likeminded peers.

How will you benefit?

- network and share best practice with peers
- business 'speed dates' with top solution providers
- hear from leading speakers on hot L&D topics
- take part in strategy sessions and round table discussions
- informal networking opportunities during coffee breaks, lunches and the evening cocktail reception

The Summit is designed to be a relaxed and time effective way to discover what's new in the market place and source partners for upcoming projects.

Audience

HR buyers

50 senior HR professionals representing top corporations from the Middle East and Africa. Job titles will include:

Head of/Director of HR

Head of/Director of Talent, Learning & Development

Head of/Director of Organisational Development

Sponsors

We have space for 20 learning & development solution providers to take part. Everything from top business schools, innovators in learning technologies and global leadership development programmes.

Headline sponsors:



Sponsors:



Learning partner:



Programme

The programme is now complete and includes:

- **Keynotes** - 2 high profile speakers sharing latest L&D innovations will open the Summit each day
- **Strategy Group sessions** - 5 one hour breakouts facilitated by senior L&D practitioners sharing case studies, with real-business examples of challenges, failures and successes, giving participants useful take-home data and expertise
- **Action Learning workshops** – 2 round table topic-driven and interactive workshops

Session titles include:

**Hunger in Paradise –
How to save success
from failure**

**Building Organisations
for the Future**

Developing Successors

**The changing world of
Employee Experience
advantage &
Emiratisation**

**Next generation digital –
simple, readable
technology solutions**

**Systemic / Organisational
Constellations: Why is
this solution to
leadership development
being overlooked?**

**Managing career like a
start up. How to move
employees mindsets from
upward linear career
paths to growth-based
paradigm**

**CIPD Leaders in
Learning: The Disruption
of Learning &
Development**

**Driving Gender Diversity
in the UAE – How to
develop a robust strategy**

Our speakers



Rasmus Ankersen

Entrepreneur, author & Director of Brentford & Midtjylland Football Clubs

DAY 1 KEYNOTE



Tammy Erickson

Professor Organisational Behaviour, London Business School

DAY 2 KEYNOTE



Burak Ecemiş

Head of Learning & Development, Middle & Africa Ericsson

STRATEGY SESSION



Emma Seymour

VP Worker Welfare, Expo 2020 Dubai

STRATEGY SESSION



Joe Chalouhi

VP Human Resources, Global Growth Organisation and BHGE Oil and Gas, General Electric

STRATEGY SESSION



Marea O'Sullivan

Head of Leadership and Talent Development - Novo Nordisk Africa & Middle East

STRATEGY SESSION



Jennifer Hamden

Head of Talent & HR, Mamac Ogilvy

ACTION LEARNING WORKSHOP



Marek Mos

Head of HR Southern Europe and EMEA Emerging Markets, Google

STRATEGY SESSION



Andy Lancaster

Head of Learning & Development Content, CIPD UK

ACTION LEARNING WORKSHOP

Why you should take part



Time saving

Two consolidated days in which to meet a range of new L&D vendors offering business solutions - all in one place



Learn, discover

Gain thought-provoking insight, practical solutions and quality time with top-level contacts from top MENA brands

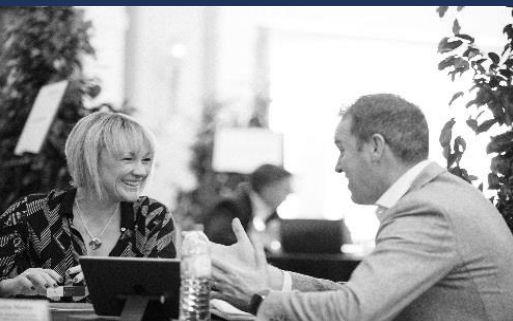
It's free!

If you're a senior L&D decision maker and budget holder there is no charge to attend



Network!

Meet and network with other Heads of L&D, sharing ideas and best practice, and develop long-lasting relationships with your peers



Personalised

Tailor your experience with a personalised agenda ensuring that every moment on-site will reflect your company's upcoming needs and interests



The Summit experience

Our team work tirelessly to create the perfect environment to ensure all our attendees get a high-quality personalised experience

Promote your learning solutions

As a sponsor you will benefit from a set number of face to face meeting with engaged and qualified senior L&D buyers



Convenience

Via our online event dashboard, you will have access to detailed profiles of attendees from which to pre-select your best prospects and the sessions you'd like to attend



Hear it from others...

Summit Events are based in London and have been organising sector leading industry networking events for over 25 years. Our aim is to provide a high-quality, personalised service to our clients, and ensure that they get the maximum value from each event. We are proud of our reputation and the long term relationships we have built through our consistent service.



"The People Development Summit continues to be an important component of Impact's marketing strategy. Summit events do a great job of bringing the right people to the table and we have made some great friends and formed positive professional relationships with some brilliant people as a result."



David Williams,
Founder and Managing Director,
Impact International

"Although a regular vendor at other similar events, this was my first experience of the People Development Summit. I was hugely impressed throughout. From the delegate/vendor selection process, the pre-event support, the on-site organisation through to incredibly focussed meetings with real decision makers, the Summit Events team showed that they really understood what vendors wanted from the event and they delivered exactly that."



Helen Howard,
Director,
FST&C: The Complete Financial
Training Company Ltd

"It was a great format as I had discussions with relevant vendors and there was no generic hard sell. It was a fantastic way to network with other employers and vendors in an informal and friendly setting and everything was organised extremely well! I came away with plenty of food for thought on the specific areas I was looking at, some great new contacts and some new ideas to mull over!"



Debbie Cam,
Benefits and Compensation,
Carlsberg

Please contact us if you would like us to arrange a referral from any of our past vendor or delegate attendees; we will be more than happy to put you in touch. Read past participant testimonials or visit our Vimeo page to see footage from recent events

What's the cost?

If you are a senior Head of Learning & Development or equivalent, there is **no charge to attend**. Your delegate place includes lunches & refreshments, the only cost to you is your time out of the office.

In advance of the Summit you will pre-select the sessions and vendors that are of interest and, based on your preferences, we'll create your personalised schedule.

Is the Summit right for you?

For the Summit to work for you, you must feel comfortable with the following selection criteria:

- You are a main L&D decision maker for your organisation and directly influence strategy at a divisional or group level
- You personally control a significant L&D budget (this level of budget will normally relate to employee numbers in excess of 500)
- You have a need to meet a number of service providers that are relevant to your business needs during the Summit in a 1-2-1 meeting format
- You are able to take 2 days out of a busy schedule to attend. The results will be worth it!

The Summit experience

inspiring speakers, industry insights and one to one
networking with hand-picked vendors



Sponsor packages

Showcase your products, technologies or services with our [array of sponsorship opportunities](#) to maximise your exposure

Bronze sponsor

- Up to 6 pre-arranged one to one appointments with HR buyers
- Up to 4 pre-arranged mealtime meetings over the 2 lunches
- Access for one representative to attend the Summit

Silver sponsor

- Up to 10 pre-arranged one to one appointments with HR buyers
- Up to 8 pre-arranged mealtime meetings over the 2 lunches
- Access for two representatives to attend the Summit
- Additional opportunities at the networking drinks reception held at the hotel 17:30-18:30, 4th Feb

Gold sponsor

- Up to 12 pre-arranged one to one appointments with HR buyers
- Up to 8 pre-arranged mealtime meetings over the 2 lunches
- Access for two representatives to attend the Summit
- Headline sponsor option – e.g. lunch, delegate bags, drinks reception, USB, bag inserts
- Corporate Logo included on all pre-event e-marketing
- Additional opportunities at the networking drinks reception held at the hotel 17:30-18:30, 4th Feb

USD 6,995

USD 10,995

USD 12,995

Please note:
20% VAT is applicable to all UK registered companies

Sponsor inclusions

Pre-event benefits

- Your corporate logo and web link published on the Summit Events website
- Announcement on our PD Summit LinkedIn group (1000+ members) and twitter feed
- Access to the event dashboard where full details of HR buyers' responsibilities, business priorities and budgets are visible
- Your personal and company biography published online and promoted to all HR buyers
- Details of which HR buyers have requested a meeting with you
- Your provisional meetings schedule available for approval 1 week prior to the Summit

At-event benefits

- Your final meeting schedule
- Onsite support from your Summit Events account manager
- Possibility of additional 'ad hoc' meetings
- Your private meeting area including table, chairs, power supply, company name signage
- Soft and hard copy of all the HR buyer, vendor and speaker profiles – not just the ones your company is scheduled to meet
- Full page profile in the event programme
- All meals & refreshments which form part of the event schedule

Post-events benefits

- Once the post event survey is completed we will provide you with feedback/comments from the HR buyer you met at the event regarding your meeting and instructions for follow-up
- The event website will contain and maintain the same level of branding for up to 6 months after the event

Get involved

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