



SUMMIT EVENTS

# Human Resource Summit

6-8 October 2021, Corinthia Hotel, Prague





## 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.

With a focus on generalist Human Resources, the Summit is an exclusive 'invitation only' event reserved for senior HR decision makers and budget holders looking to discover the latest HR 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 HR topics
- take part in strategy sessions and round table discussions
- informal networking opportunities during coffee breaks, lunches, dinners and drinks reception

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





## Venue

The Summit will be held at the Corinthia Hotel, 35 minutes from Prague airport.

## Why is a UK-centric event held in Prague?

All our events are held overseas. Here are just a few of the key benefits:

- Everyone is under one roof allowing for plenty of informal networking, peer to peer exchange and sharing of best practice
- There is time and opportunity to build long lasting business relationships
- Everyday distractions are at an absolute minimum
- As participants are committed to all three days, the number of one to one meetings are guaranteed
- Change of environment to allow new ideas and a more open approach to business issues
- The location allows for focused conversations around the challenges businesses face and enables in-house professionals to effectively source providers to help achieve organisational goals

# Audience

## HR buyers

80 senior HR professionals representing top corporations from the UK and Ireland

## Job titles will include:

Head of/Directors of HR  
Head of/Directors of People

[See the HRS19 delegate list here](#)

## Solution providers

We have space for around 45 solution providers. On average 75% of the suppliers attend annually. Here are the companies confirmed to attend the 27<sup>th</sup> HR Summit in Prague. They provide solutions to a range of HR needs; including employee engagement, leadership development, succession management and organisational development.





# Programme

The programme will be generally HR focused and will include:

- **Keynote** - 1 high profile speaker sharing their latest innovations will open the Summit on Wednesday evening
  - **Strategy Group sessions** – 6 one hour breakouts facilitated by senior learning and development leaders 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
  - **Panel** – 3 panelists and 1 panel chair will have an open discussion
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Session titles and topics at HRS20 will include:

Strategic workforce  
planning

Diversity, Inclusion  
& Culture

Resilience in HR

Wellbeing & mental  
health: the impact  
of being constantly  
'on'

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Behaviour & values

Multi-generational  
workforce & the  
generation gap

AI & the future of  
HR

Innovations in L&D



# 2021 speakers

See our 2020 speakers below, the 2021 programme will be announced soon! If you have ideas for speakers or topics, please email [georgina.kelly@summit-events.com](mailto:georgina.kelly@summit-events.com)



**Dr. Tomas Chamorro-Premuzic**  
Psychologist, author & entrepreneur

OPENING KEYNOTE



**Geoff Bird**  
*Professor of Cognitive Neuroscience*  
University of Oxford

PLENARY



**Katrina Collier**  
The Robot-Proof Recruiter & Candidate Engagement Facilitator

STRATEGY GROUP



**Paula Leach**  
*Chief People Officer*  
FDM Group

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**Ewen MacPherson**  
*People Director*  
Havas People

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**Sophie Then**  
*VP of People*  
Pollen

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**Asif Sadiq**  
*Head of Diversity, Inclusion & Belonging*  
The Telegraph

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Andrea Pattico  
*Chief People Officer*  
MVF



Jo Mosley  
*HR Director*  
The Salvation Army



Jacqui Marshall  
*Director of People & Transformation*  
North Bristol NHS Trust



Samantha Horsnby  
*Co-Founder*  
ERIC Festival

PANEL SESSION



# Why you should take part



## Time saving

Over two consolidated days in which to meet a range of new HR vendors offering business solutions - all in one place



## Learn, discover

Gain thought-provoking insight, practical solutions and quality time with top-level contacts from highly-regarded companies

## It's free!

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



## Network

Meet and network with other Heads of HR, 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 HR 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





## What's the cost?

If you are a senior Head/Director of HR or equivalent, there is **no charge to attend**. Your delegate place includes return flights (£150 max), 2 nights accommodation at the Corinthia Hotel, lunches, dinners & refreshments. The only cost to you is your time out of the office.

Over the course of the Summit delegates can expect to attend 3 x 1 hour breakout sessions and have around 10 x 1:1's with HR solution providers, of 25 minutes in length. In advance of the Summit you will pre-select the sessions and suppliers 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 HR decision maker for your organisation and directly influence strategy at a divisional or group level
- You personally control a significant HR 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 3 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





# Supplier packages

Early booking rates now available!

<b>19 meetings</b> - 1 consultant, 15 x 25-minute 1:1 meetings + up to 4 mealtime meetings	<b>£9,500 + VAT / £8,550 + VAT</b>
<b>24 meetings</b> - 1 consultant, 20 x 25-minute 1:1 meetings + up to 4 mealtime meetings	<b>£10,500 + VAT / £9,450 + VAT</b>
<b>23 meetings</b> - 2 consultants, 15 x 25-minute 1:1 meetings + up to 8 mealtime meetings	<b>£13,000 + VAT / £11,700 + VAT</b>
<b>28 meetings</b> - 2 consultants, 20 x 25-minute 1:1 meetings + up to 8 mealtime meetings + sponsor package	<b>£15,000 + VAT / £13,500 + VAT</b>
<b>38 meetings</b> - 2 consultants, 15 x 25-minute 1:1 meetings per consultant (30 in total) + up to 8 mealtime meetings + sponsor package	<b>£17,000 + VAT / £15,300 + VAT</b>
<b>48 meetings</b> - 2 consultants, 20 x 25-minute 1:1 meetings per consultant (40 in total) + up to 8 mealtime meetings + sponsor package	<b>£19,000 + VAT / 17,100 + VAT</b>

\*20% UK VAT is applicable to all packages

## What do you get for your investment?

- Suppliers pay an all-inclusive fee to attend, which guarantees a set number of pre-selected one-to-one business meetings  
PLUS additional less formal mealtime meetings with delegates of their choosing
- Costs associated with accommodation, flights (refunded after the event to a maximum of £150pp) and refreshments are included in the fee. There are no hidden extras!
- All meetings are pre-arranged. Meetings are allocated based on delegates you have personally qualified and selected
- You will receive full profiles and contact information for all event participants



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# Branding/sponsorship

To compliment your meetings package, consider becoming one of our headline Event Sponsors. These packages are particularly effective if you wish to showcase your brand or promote new services or products at the Summit.

## Premium Summit Sponsorship options

### Webinar Package -£4,000

Solidify your brand's position as a market leader by sharing your expertise to an audience of senior-level decision makers in one of our pre/post event webinar add-ons. **Maximum 4 available**

- A 45-minute webinar / speaking opportunity hosted by Summit Events, but with all content provided by you
- Includes an additional 15 minutes for Q & A
- 2 x dedicated emails to our database (content provided by you) about this webinar
- 2 x mentions of your webinar / your chosen solution in our Summit Solutions newsletter
- 4 x social media mentions of your webinar
- Post-webinar email to all attendees, to include a downloadable white paper provided by you
- LARGE expo vendor booth to showcase your products and services, with pre-recorded videos. Booths have a customizable lead generation feature built-in for capturing attendee interest.
- Uploading of webinar highlights to our YouTube channel, which will be referred to on our social channels for up to a year after the event
- The webinar recording will be made available for you to use on your own channels (if you chose to use our platform)
- Access to contact details of all webinar attendees
- Summary of webinar included in digital event programme
- Thank you mention in closing credits

### Event Lead Sponsor Package £7,000

Highlight your brand's position as the Summit's number one partner. Be at the forefront of branding and marketing opportunities with our audience.

- Brochure insert or gift in event bags (subject to approval)
- Full page colour advertorial in the Event Programme
- 2 self-standing branded banners prominently displayed in the networking area for the entire Summit (to be provided by you)
- Company logo displayed as Lead sponsor on the Summit Events banners, front cover of the programme and on the event website.
- 5 months of Monthly marketing mailers as the official conference sponsor, social media announcements across LinkedIn and Twitter.
- Package also includes 1 additional representative from your organisation to attend and network at the Summit.

- 20% UK VAT is applicable to all packages



## Summit Sponsorship options

<p><b>Lead sponsor</b> - Brochure insert or gift in event bags (subject to approval), full page colour advertorial in the Event Programme, 2 self-standing branded banners prominently displayed in the networking area for the entire Summit (to be provided by you). Company logo displayed as Lead sponsor on the Summit Events banners, front cover of the programme and on the event website. Monthly marketing mailers as the official conference sponsor, social media announcements across LinkedIn and Twitter. Package also includes 1 additional representative from your organisation to attend and network at the Summit. Return travel (£150 max), accommodation and up to 6 mealtime meetings for the extra representative are also included.</p>	<p><b>£7,000</b></p>
<p><b>Dinner sponsor</b> - Option for Wednesday or Thursday dinner. 2 self-standing branded banners prominently displayed in the dinner venue (to be provided by you). Printed logo on the menu cards placed on each table, full page colour advert in the Event Programme, brochure or gift at dinner place setting OR inserted into the event bags (subject to approval), social media announcements across LinkedIn and Twitter.</p>	<p><b>£4,250</b></p>
<p><b>Event bags sponsor</b> - Your colour logo printed on the front of the event bags and one insert or gift in each bag (subject to approval).</p>	<p><b>£3,000</b></p>
<p><b>Lunch sponsor</b> - Branding throughout the Thursday lunch function, a self-standing banner with your corporate branding prominently displayed in the lunch area. Opportunity to distribute flyers/gifts (subject to approval) at lunch or as a bag insert (to be provided by you).</p>	<p><b>£3,000</b></p>
<p><b>Strategy Group sponsor</b> - 2 self-standing banners in the Strategy Group room for the duration of the Summit. Also branded pads &amp; pens to be used throughout the sessions by delegates (to be provided by you).</p>	<p><b>£3,000</b></p>
<p><b>Hospitality sponsor</b> - 2 self-standing banners in the breakout area for the duration of the Summit. Branded napkins and water bottles also available (to be provided by you).</p>	<p><b>£3,000</b></p>
<p><b>Drinks reception sponsor</b> - Your company literature displayed during the reception and a self-standing banner with your corporate branding prominently displayed in reception area (to be provided by you). Your brochure insert or gift in each event bag (subject to approval) .</p>	<p><b>£2,250</b></p>
<p><b>Room drop</b> - We will drop your brochure, flyer or gift to all participant rooms (max 1 item). Option for either Wednesday or Thursday</p>	<p><b>£2,000</b></p>
<p><b>Breakfast sponsor</b> - 2 self-standing banners (to be provided by you) in the breakfast room, and your choice of a small gift or literature in event bags. (Subject to approval).</p>	<p><b>£2,000</b></p>
<p><b>Digital sponsor</b> - Promotion over our social media channels and in our email marketing. Exact details to be discussed with Digital Marketing Coordinator</p>	<p><b>£2,000</b></p>
<p><b>Badge/Lanyard sponsor</b> - White, black or navy blue lanyard with your logo, with the option of also adding 'sponsored by' + your logo to the badge</p>	<p><b>£2,000</b></p>
<p><b>Insert in event bags</b> - One brochure, flyer or gift inserted into the event bags (subject to approval).</p>	<p><b>£1,000</b></p>
<p><b>Event programme advert</b> - Full page colour advert in the Event Programme. Choice of either outside back cover or inside front cover</p>	<p><b>£1,000</b></p>
<p><b>Pads and pens sponsor</b> - Your branded pad and pens in all bags. To be provided by you.</p>	<p><b>£750</b></p>

- 20% UK VAT is applicable to all packages

# 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 Summit was a great mix of strategy sessions and supplier meetings in a relaxed environment. I highly recommend it to any busy HRD.'*

**Adrian Blair, Director of People & Organisation Development, Diabetes UK**

*'It was an excellent Summit - a real meeting of HR professionals and providers in relaxed but professional setting. Good conversations without day to day distractions.'*

**Sarah Hopkins, Director, HopkinsLongworth Executive Search**

*'The event is run so smoothly with so many years of experience put into it that the whole event is very straight forward throughout. Delegates and suppliers get along well and understand how to interact and have good conversations with positive outcomes.'*

**Jack Beaman, CEO, Syft**

## Get involved

[www.summit-events.com](http://www.summit-events.com)  
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