



SUMMIT EVENTS

# 3rd Annual PDS Dubai

8-9 February 2021, The Address Marina, Dubai





## 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 brought the same successful formula to Dubai in February 2019.

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 HR 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

60 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

## Services in demand at our events include

- Employee engagement
- Behavioural training
- Culture change
- Experiential learning
- E-learning
- Digital transformation

**[Click here to download the full list of delegates that attended PDS Dubai 2020](#)**

## Sponsors

25 HR solution providers including; top business schools, innovators in leadership and talent management, employee engagement & retention specialists and HR systems & technology specialists.

Our sponsors include:



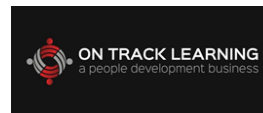
Learn



propel



The Gap Partnership



# 2021 Programme



The speaker programme for the event includes:

- **Keynotes** - 2 high profile speakers sharing latest HR innovations will open the Summit each day
  - **Strategy Group sessions** - 5 one-hour breakouts facilitated by senior HR 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
- 

## 2021 topics:

- **Future leadership – effective talent management & succession planning**
- **Building an agile & personalised learning culture**
- **Leadership & organisational transformation**
- **Wellbeing & mental health at work**
- **Technology & the future of work**
- **Employee engagement & change**
- **Value driven learning**

If you have suggestions for topics or speakers, or are interested in speaking yourself, please contact [Georgina.kelly@summit-events.com](mailto:Georgina.kelly@summit-events.com)

# Speakers & programme

2021 programme coming soon! See the 2020 speakers below:

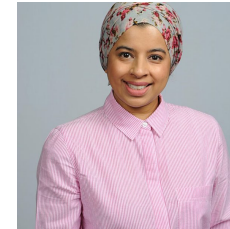


**Debra Corey**  
Speaker, Author and  
Chief Pay it Forward  
Officer

DAY 1 KEYNOTE



**Florencio Padilla**  
Head of People  
Experience – Group HR  
Chaloub Group  
STRATEGY SESSION



**Toneya Sarwar**  
Head of HR Middle East &  
Africa  
CISCO

STRATEGY SESSION



**Niro Sivanathan**  
Associate Professor of  
Organisational Behaviour  
London Business School

DAY 2 KEYNOTE



**Nishi Shetty**  
People Transformation  
Strategist

STRATEGY SESSION



**Kate Brenton**  
Senior Talent &  
Development Manager  
Delta Partners

ACTION LEARNING  
WORKSHOP



**Aseem Kapoor**  
Corporate Director  
Human Resources  
Emaar Group

STRATEGY SESSION



**Marc Roos**  
Divisional leader, Oil & Gas,  
DISCOVERY programme  
The Weir Group

STRATEGY SESSION



**Dr Catherine Baird**  
SVP Cabin Crew Training  
Emirates Airline

STRATEGY SESSION

And introducing Debate Mate for our closing plenary

# Why you should take part



## Time saving

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 top MENA brands

## 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



## 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.



“By far the most insightful 2 days (we) have had in recent years. The event was incredibly well organized and relaxed – making key introductions so much more worthwhile. .”

**Victoria Parnell, Director of Business Development, Middle East & India, SIRVA worldwide Relocation and Moving**

‘What a valuable, insightful and fun Summit. A great group of delegates, L&D/HR professionals from a cross section of industry and interesting vendors showcasing the latest in thinking and products.’ **Catherine Baird, Senior Vice President Cabin Crew Training, Emirates**

“A great opportunity to meet authentic people with a genuine interest in people and a curiosity for what is happening. This has sparked a number of thoughts for how we can evolve our approach to encourage a stronger focus on people.’

**Liz Brooks, Head of Talent Department, Alshaya Group**

‘The event was very organized, effective and educational.. The selected vendors are the best of HR technology and solution providers. I can say this is one of the most successful events that I attended so far.’ **Aklilu Admekom, Director of Talent & Career Development, Two Seasons Hotel Management**

[Please follow this link to read all feedback for PDS20 - Dubai](#)

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 HR, 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 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 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



SUMMIT EVENTS



# Sponsor packages

Showcase your products, technologies or services with our array of sponsorship opportunities to maximise your exposure  
10% reduction is available on all rates until the 30<sup>th</sup> June

## Bronze sponsor

- Up to 10 pre-arranged one to one meetings with HR buyers
- Access for one representative to attend the Summit
- Additional opportunities during networking lunch on 8/9 Feb
- Invitation to networking drinks reception held at the hotel 17:30-18:30 8 Feb
- Contact details for all attendees

## Silver sponsor

- Up to 12 pre-arranged one to one meetings with HR buyers
- Access for two representatives to attend the Summit
- Additional opportunities during networking lunch on 8 and 9 Feb
- Invitation to networking drinks reception held at the hotel 17:30-18:30 8 Feb
- Contact details for all attendees
- Additional 2 day visitor pass

## Gold sponsor

- Up to 15 pre-arranged one to one meetings with HR buyers
- Access for two representatives to attend the Summit
- Headline sponsor option – e.g. lunch, delegate bags, drinks reception, bag inserts
- Corporate Logo included on all pre-event e-marketing
- Additional opportunities during networking lunch on 8 and 9 Feb
- Invitation to networking drinks reception held at the hotel 17:30-18:30 8 Feb
- Contact details for all attendees
- Prominent position on our website
- Additional bespoke social media coverage
- 2 x Additional 2-day visitor passes

~~USD 6,995~~ USD 6,295

~~USD 10,995~~ USD 9,895

~~USD 12,995~~ USD 11,695

### Please note:

20% VAT is applicable to all UK registered companies

Visitor passes also available – contact [georgina.kelly@summit-events](mailto:georgina.kelly@summit-events) for more details

# 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
- Access to keynote presentations and breakout sessions
- 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
- Support from Summit Team with post-event follow up

## Get involved

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

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